



THE FACEBOOK HOOK

**You won't believe the truth lurking
behind the #1 social media network...**

THE FACEBOOK HOOK

A WAKE-UP CALL
FOR TRUTH SEEKERS

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PART 1

THE WAKE-UP CALL

Quick Facts

As of the date of this publication:

- **Facebook now has 2.4 billion users**
- **Facebook has made over [\\$171 billion dollars](#) so far (and counting)**
- **Every 60 seconds on Facebook: 510,000 comments are posted, 293,000 statuses are updated, and 136,000 photos are uploaded (or more)**
- **One in five page views in the United States occurs on Facebook**
- **Facebook has misused data and been responsible for political bias and political outcomes**
- **Facebook has live streamed a disturbing number of live killings, suicides and other acts of violence**

Facebook was founded by Mark Zuckerberg, The founder of Facemash.com (his first website), a site that compared woman's faces to each other and let users rate each person - hot or not? Sound familiar? Zuckerberg has a knack for manipulating human psychology. This clever use of physiological warfare, combined with mass data surveillance, is the foundation of Facebooks' success.

You Deserve To Know The Truth

We admit it. We've been Facebook addicts ourselves, unable to stay away from the site for any length of time, jonesing after more likes, shares and comments. Worrying about how people will respond to our post and profile pics.

But that all changed when we discovered the Dark Side of Facebook and had a shocking wake up call.

As two friends on a mission to raise awareness about social media manipulation, we've decided to give you, and the world, a major wake-up call.

If you've ever felt addicted to checking Facebook or found yourself sucked into a hole — while hours disappear in Facebook world — you'll probably find this book intriguing and thus, reconsider your relationship with social media.

You're about to discover some of Facebook's dark secrets and motivations this social media giant wants to keep hidden from the public.

It's time to pull back the curtain and learn why Facebook is so addictive, how it manipulates its users and why so many people can't pull themselves away from it.

This book is for you if:

- **You're curious about how Facebook *really* works and the harmful effects it's having on society.**

- **You find yourself wasting too much time on Facebook (and social media in general).**
- **You've been bullied, lied to, manipulated or shamed for sharing your opinion online.**
- **You've created relationships online to compensate for a lack of real-life social connection.**
- **You've become obsessed with someone, scammed, spammed, or emotionally or sexually involved with someone online.**

You're not alone!

It's all too easy to get lost down the rabbit hole and end up wondering what's really going on; after hours of scrolling through post after post and picture after picture. It's time to wake up and take back your power now!

My Shocking Wake-up Call to the Lies and Deception on Facebook

Sometime in 2014, I began to have a strange sense that something wasn't quite right about social media — Facebook in particular.

I used to enjoy going on there and seeing how my (real) friends were doing. But something felt off. Over time, I had less and less real friends — people who I actually knew in real life and spent time with personally, face-to-face — and more and more 'Facebook Friends' who I'd never met.

I wasn't sure what exactly felt weird about Facebook, until I discovered (using a trick I'll share with you later) that some of my Facebook "friends" were not who I thought they were and some of the relationships I had built were based on false pretenses and lies.

It turned out that I'd been fooled by fake people pretending to be someone they weren't. It hurt to know I'd been deceived, but that was only the tip of the iceberg. That moment of shock and deception, made me look deeper into the vast, global surveillance machine called Facebook.

Since that moment of awakening, I began to gradually understand how dark and manipulative the whole billion dollar Facebook operation really is. And how sucked in I really was.

“I spend too much time on Facebook”

Almost everyone I talk to with a Facebook account tells me that they feel they are using Facebook too much. But, and this is the alarming thing, they can't stop it. They know it's bad for them, but they can't help themselves from coming back for more.

But why is it so addictive? *What is really going on?*

As I looked into it more deeply, I soon discovered a long list of shady, deceptive tactics being used by Facebook to keep people coming back for more.

I've always been slightly suspicious of social media, Facebook in particular. Because anything that generates billions of dollars in the hands of a few, and has an enormous influence over millions of people, is likely to have some strange side-effects.

But just what are the side effects and how are they harming us?

Here are some of the questions you're probably dying for us to answer:

What is the dark side of Facebook?

- Why is Facebook so addictive?
- In what ways is Facebook using us?
- How has Facebook changed the way we interact with others?
- What gives Facebook such mass appeal?
- Can you genuinely trust people on Facebook?
- Do you really know who your "Facebook friends" are?

- Is Facebook even beneficial to use at all?
- Would it be better to pull the plug and let it all go?

We'll explore these questions together in this short book.

But before we begin...

I'd simply ask that you **think for yourself**.

Feel your own feelings.

Look at your own life and see how this situation may personally affect you. Then decide for yourself what you want to do about it.

Read this book carefully and then decide for yourself if using Facebook on a regular basis is a good idea for you...or not.

Maybe Facebook is serving you, maybe not.

Only you know. We're here to help you figure it out.

Now, let's begin...

What's the big attraction to using Facebook?

Facebook boasts over 2.27 billion users at the time of writing this book. That's a lot of people!

But why are we all using Facebook?

On the surface, Facebook appears to have a good side, with some obvious benefits. For a start, it offers an easy way to connect with friends and share thoughts. It gives users a seemingly safe, convenient, inexpensive way to connect with people around the globe.

It offers an opportunity to share a positive message with an enormous number of users that are glued to their phones; providing a pleasant distraction away from the day-to-day stress. Companies even use it to run ads and create the appearance of success.

With all of these perks, why not use it?

But as soon as we dig a bit deeper, we discover using Facebook is not that simple

Beneath the innocent facade, we discover Facebook fosters a dark side. Manipulating us, mostly in ways we're not aware of, by using our human weaknesses against us.

If we are to continue using Facebook, then we need to know how we can protect ourselves from the hidden influences that pervade Facebook and social media. It's not that these platforms are inherently evil, but they cleverly trigger our human vulnerabilities to make us dependent on them and eager to come back for more. The Devil loves Facebook. The dark side is not just on Facebook, however. It's in US. Facebook simply exploits our innate dark side for its own benefit.

In the following chapters you'll discover How Facebook manipulates, abuses and harms our well-being for its benefit, without us realizing it.

Facebook Profits from Your Data

After the Cambridge Analytica scandal broke, people critical of Facebook highlighted that Facebook had been accused of selling our personal information to advertisers and the government.

By using Facebook you agree to provide them with a goldmine of private data, that can potentially be used by third-party services in ways you would probably object to.

Everything you do on Facebook, is a goldmine for people who wish to manipulate you. All your actions – likes, clicks, shares or posts — are analyzed to uncover your interests. Then, they use this information to sell you more stuff and influence your behavior.

You can see how this works yourself by running an ad on Facebook. You can target people down to the minutest detail and track exactly what is happening. It's a goldmine for marketers, politicians or anyone else wanting to influence people.

But data mining and advertising is just the tip of the iceberg.

The real damage exists in what happens to us, as a culture, by using these services over time.

How does all this social media and computer-based communication affect our minds and hearts?

How does it change how we relate to other people?

Let's start by looking at an old Facebook post that went viral:

I refuse to use Facebook, but presently I am trying to make friends outside of Facebook, while applying the same principles. Every day I go down the street and tell passers-by what I have eaten, how I feel, what I have done the night before and what I will do next. I show them pictures of my wife, kids, grandkids, my animals, my garden, my meals and me resting on my deck. I listen to their conversations and tell them I love them. And it works: I already have three people following me: two police officers and a psychiatrist.

4.

Is Facebook a substitute for real life and real life connections?

According to many studies, a growing number of people in the Western world feel lonely. Many people over the age of 40 don't even have 1 friend to confide in. This is a very sad state of affairs. So what do we do about it? We go on Facebook to try and feel connected, loved, cared for and validated. Its quick, easy and there are billions of possible 'friends'.

But does Facebook satisfy our need for connection?

Is Facebook able to give us the meaningful connection and relationships we desire?

Does Facebook really connect us with 'the world'?

To answer these questions, let's consider perhaps the most important question of all.

What Is A 'Real Life' Experience?

To answer this, let's also consider what it means to have a connection with another person.

What is a 'friend'? What makes connection with others meaningful?

If you meet someone in person, you get to see their eyes, their body language, how they carry themselves and their tone of voice (in real time). You get to experience them in a way that can only happen in person; you get a 'feel' for them.

The real-time, close up, unedited aspects of personal relationships gives us information about people that is simply impossible to gain otherwise.

This is because we are all multidimensional beings and we experience life on many different levels simultaneously. We feel our emotions and feelings, whether we're happy, sad, loving,

depressed, angry, bored, joyful or fearful. We feel physical sensations in our body, whether we're hot, cold, tired, hungry, thirsty, energized, horny, frustrated, tense or relaxed.

We even have an overall sense of the atmosphere we're experiencing, whether it's relaxing, exciting, dangerous, silent, strange, welcoming or unwelcoming.

And of course, we also hear sounds, see images, smell scents, touch things and taste things. Right now you're actually experiencing all these things and more – at the same time.

Depending on the combination of feelings and sensations we experience, we either think: this is awesome, this is horrible or something in between.

So what does this have to do with Facebook?

In essence, Facebook is simply a combination of computer codes that appear to our eyes as images, words, people, and little red notifications. It's devoid of all the 3D sensations of in-person interactions.

Video chat is perhaps the closest feature that mirrors real life. But, even this feature lacks much of the aesthetic that makes real connections so different.

You can hug a real person. You can share a real space with them. You can't have that experience through computer code.

Facebook pretends to offer us a window into the world, but in reality, Facebook exposes us to a virtual reality or dream reality fantasy of endless distraction and projection.

What we see on Facebook is fragments of reality thrown together like an infinite info-soup, with endless rabbit holes leading to endless more universes and mini universes; held together by an impersonal algorithm that shows us even more of what it thinks we want to see.

After a while, our news feed becomes a reality, within a reality, within a reality. The more we like, comment, share and play with this dream, the more it changes to feed us more of what it thinks we like.

When we go online, instead of connecting in a deeply nourishing way, we are left overwhelmed by a mishmash of edited information, lacking in deep meaning or context. We go to connect. But ultimately, we leave feeling more disconnected.

5.

Facebook affects us emotionally and manipulates our behavior

Facebook cleverly mimics real life by triggering the same feelings we experience in real life. If Facebook were not able to trigger a real human response in us, then it wouldn't be so popular.

Therefore, it's addictive because it gives us a physical sensation and it's those sensations that keep us coming back for more.

So why does Facebook, basically a system of computer codes, have such an effect on us? As human beings, we have the capacity to think, imagine, feel emotions and sensations. One of the most curious things about us is that when we IMAGINE something in our mind, we can actually experience the physiological responses in our imagination.

For example, imagine eating a whole lemon, you may actually feel the tart, sourness go down your throat — maybe causing your jaw to flinch, your mouth to water and your face to tighten.

Also because of our imagination, we're able to create. All of our inventions first began as a thought in the mind.

Because we're able to imagine, we've been able to create skyscrapers, planes, beautiful homes, amazing music, cathedrals, trains, the internet, guns, nuclear bombs and concentration camps.

*"Whatever the mind can perceive
can achieve." - Napoleon Hill*

We can create wonderful things like beautiful art and music or we can create destructive things like nuclear bombs and torture chambers. The mind being designed to imagine and fantasize, allows Facebook to be the social media powerhouse it is today.

We're very good at fantasizing and imagining things. We can imagine what something is like even if we don't have it and that's what I think is really happening on Facebook.

We have a tendency to think the grass is always greener on the other side. So when you see images of other people who seemingly have a cooler life than you, do more fun things than you, eat better food than you or have more friends than you, just remember that you're not seeing real life on Facebook. It's all in your imagination.

A person in a dark suit and red tie is holding a laptop. The image is overlaid with a semi-transparent blue filter. The text 'PART 2' is centered at the top in a white, sans-serif font. Below it, the main title 'ARE YOUR FACEBOOK FRIENDS REAL?' is centered in a larger, bold, white, sans-serif font.

PART 2

ARE YOUR FACEBOOK FRIENDS REAL?

6.

Are your Facebook friends real?

Fake Accounts, Fake People and Fake Relationships

How many of your Facebook friends are real people? And how many of them are showing you their real life?

Facebook offers an edited fragment of a virtual reality that masquerades as real.

Facebook is a massively edited, altered version of reality, much like a video game. When you post a picture on Facebook, what do you do? Do you just take a snap on your phone and hit post? Or do you take a few shots, pick the best one, edit it a little, crop it, change the colors and then post it?

You likely take the latter approach, as most people are highly selective about what they share. For example, I would not share a picture of me sitting here in my office writing this in my pajamas. But, I may share a picture of my walks in nature in pristine beauty, or some other more unusual thing that I think people would like. Apart from a few rare cases, we typically don't just post any old thing. We're highly selective and adjust what we share based on the response we get; just as we would in a 1-on-1 interaction.

We know that jumping up and down in a restaurant, smashing plates and having a violent tantrum is not a good idea. So we adjust our behaviors to fit in and feel good. If we post certain images on Facebook and they get a lot of likes, positive comments and shares, we subconsciously remember the response and repeat more of this behavior. If we post something and either no one cares or they dislike it, then we will learn to avoid that particular behavior in the future. After a while, we learn what 'works' and what doesn't work. Like in person, we begin to follow the social norms of the tribe. However, Facebook consists of some completely different cultural norms that would never happen in person.

Is Facebook as addictive as gambling and cocaine?

According to an article on Techtimes, “Scrolling through your Facebook feed may seem harmless, but a new study in California suggests that when you do so, your brain reacts in a similar way to that of people who use cocaine and are addicted to gambling.”

Past studies have already compared the brain functions of people obsessed with the Internet to changes in the brain that occur in gamblers and alcoholics. Now, a research team from California State University, Fullerton provides further proof of this correlation.

The team [concludes](#) obsession with social media may lead to something akin to classical addiction. Apparently, social media use triggers two parts of the brain that are responsible for the reward system: the amygdala and the striatum. When you log onto Facebook, you are, in effect, engaging in gambling.

Want more evidence?

Here are two articles that expand on this thought:

[http://www.techtimes.com/articles/136493/20160225/
facebook-addiction-affects-brain-like-cocaine-gambling-
study.htm](http://www.techtimes.com/articles/136493/20160225/facebook-addiction-affects-brain-like-cocaine-gambling-study.htm)

[http://www.techtimes.com/articles/136493/20160225/
facebook-addiction-affects-brain-like-cocaine-gambling-
study.htm](http://www.techtimes.com/articles/136493/20160225/facebook-addiction-affects-brain-like-cocaine-gambling-study.htm)

Facebook changes the way we talk to people and distorts our relationships

When you can look directly into someone's eyes and assess their body language, you get a fairly immediate idea of how well things are going. In person, the context of the meeting also plays a factor. Are you meeting at a party? Are you meeting in a cafe? At work? On a plane? In a shop? In a field? Are you with anyone else? Taking in all of this information helps shape the interaction.

On Facebook you can chat with people in private (via private message) as if it's just you and them, alone in a room. Both people are essentially alone, in private. In person, this kind of privacy normally happens only when you know someone very well and have assessed your trust in them. But with private messages and chat, we're exposed to a similar situation right away, without actually ever meeting someone. It's like having someone appear in your home while you're alone. They appear in a second, you can

talk with them as much as you like, then they vanish when the conversation ends and can reappear when you connect with them next. This form of communication often causes people to feel connected beyond the computer screen.

If you're lonely, Facebook is a perfect situation for falling in love with someone you don't know or would never be with in real life.

You don't really know this person but you can say anything you want from the privacy of your own home, holding an idealized version of this person's identity in your mind. In other words, without ever actually seeing each other face-to-face, it's possible to create an intense emotional connection internally and experience a whole romance before you've even met in person. I know this is possible from personal experience and I'm certainly not alone in this.

Many of the conversations that happen on Facebook would not happen in person. We are generally more careful with our words

in person because of the instant feedback we receive. Whether we're venting our anger or professing our love or lust for someone, the things we say in a private message are often not the same things we share in person. If you try to repeat a chat conversation in person, it would often feel awkward and bizarre; yet it makes sense and impacts us emotionally anyway.

It's similar to living in an altered reality, where our actual life (what we're doing and feeling in our bodies) is morphed into this other online reality. We're talking about *real* things but in a *dream* world — that doesn't exist anywhere else except in our minds and on the screen. However, the fascinating thing is, because we experience everything (the 3D world and the virtual world) through our minds, the intensity of an online connection can be just as intense as anything else.

Why? Because all experiences are subjective. What we feel, in whatever experience we're having, is real for us at that moment. Consider a good movie. When you're in the moment, you're fully immersed in the fantasy. You feel the feelings that arise inside of you as you watch a pre-recorded, highly edited, scripted fantasy. And yet, if it's done right, it still feels powerful enough to bring us to tears or put us into a panic. We know it's not real. It's obviously

a film on a screen but it feels real and that's why we like it. The same goes for Facebook.

The Great Illusion

*Did you know that what people post
on Facebook may be 100% fake?*

According to Facebook: “83 million Facebook accounts are fakes and dupes.” Read more about this shocking revelation here:

<http://www.cnn.com/2012/08/02/tech/social-media/facebook-fake-accounts/>

Even though it might be hard to admit, it's quite possible that some of your Facebook friends are not real! Their profile pictures could likely be fake images they stole from someone else on Facebook or somewhere else on the internet. I had a Facebook friend once, who I got to know very well, only to discover that his pictures were all fake. It was a shocking wake up call for me to say the least.

10.

How to Validate Whether Your Own Facebook Friends are Legitimate – or Frauds?

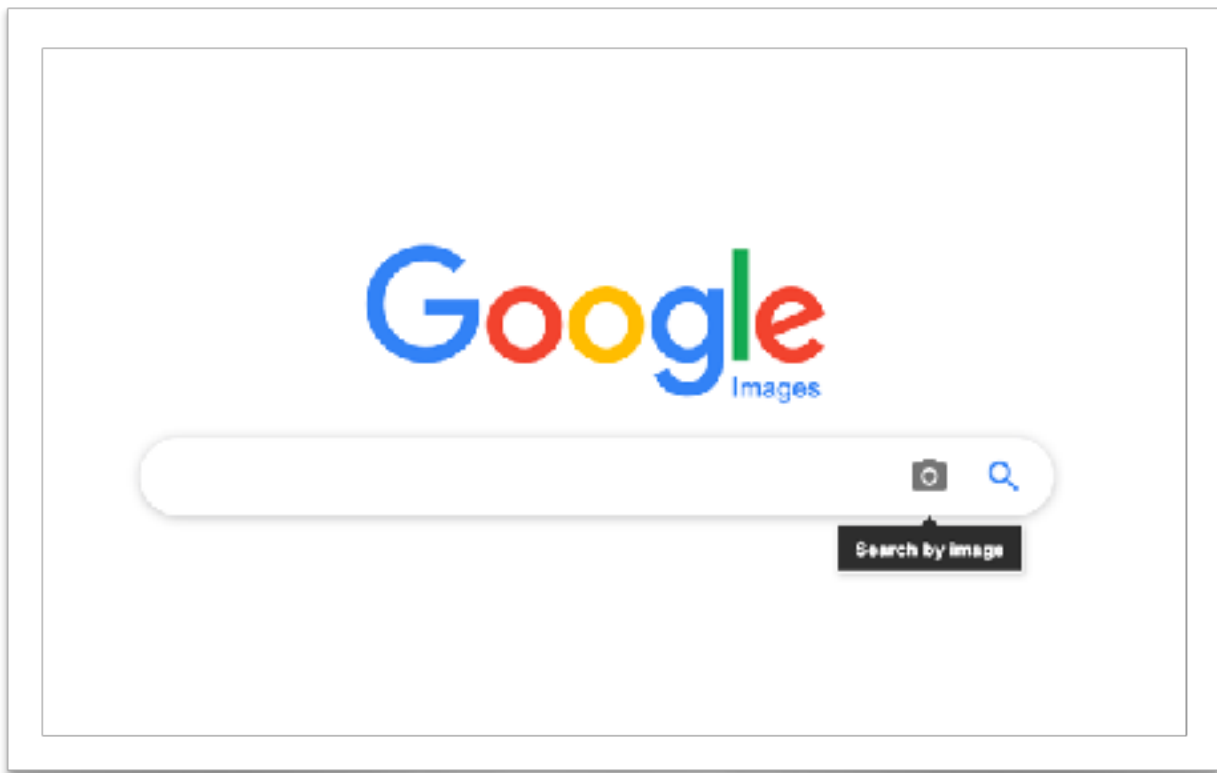
Some of your Facebook friends you have met in real life. You know they are who they say they are, especially if you grew up with them or have a close personal relationship. But what about all the other people who you have never met in person. How can you be sure they are legitimately who they say they are?

With millions of fake accounts on Facebook, it's quite likely you have at least a handful of fake friends.

Here are 5 Steps to find out if
your friends are who they say
they are...

STEP 1: Go to their profile and download their image to your desktop.

STEP 2: Go to images.google.com.



STEP 3: Click on the little camera icon that says, “Search by image.”

STEP 4: Upload the picture and it will show you if the image has been used anywhere else.

STEP 5: Confirm whether this person is real or using fake images.

If your “friend’s” images are on the web on various websites, typically not associated with the person’s name, then you can confirm their use of fake images to pretend to be someone they are not online! If they’re doing this with the profile pictures, then how can you trust anything they say? Many people refer to this type of deception as “Catfishing.”

Some of us have been victims without even realizing it.

There are, of course, many people who you know personally. But what about those who you only know online? Are they who they say they are?

PART 3

**8 WAYS
FACEBOOK
GETS US
ADDICTED**

8 Ways Facebook Gets Us Addicted

ADDICTION METHOD #1

Facebook Offers Virtual Relationships That Are Easier To Form Than Real Ones—But Less Satisfying

Most of us are complicated people and have insecurities, fears, anxieties and worries about relationships. Having a real relationship with a real person takes time, energy and work for it to remain healthy and happy, just read any relationship book. Relationships are generally not easy, nor are they hands-off. But online relationships can appear to have the benefits of a real relationship, without the hang-ups and extra work that come with them. Sadly, this idea is just an illusion.

While online relationships appear less time-consuming and intimidating because we can have them in the privacy of our own

home — without ever meeting the person — in reality, these connections are lopsided, superficial and based on projection and illusions. They provide few of the real benefits we receive from long-term relationships. Even if these connections eventually turn into real life connections, they rarely last. That all said, experts agree that the golden rule of Facebooking while committed, is the same as in life; you shouldn't be doing anything that you wouldn't want your partner to see.

“Facebook isn't usually the problem,” says Estes, “it's the behaviors that are the problem.”

A knife can be used for killing someone or cutting a tomato. It's how it's used that makes the difference. But the same argument doesn't necessarily apply to Facebook. Facebook, like the media, actively attempts to gain loyal users by using whatever methods work. In other words, Facebook is inherently voyeuristic and promotes the worst of us.

News channels definitely know that they will sell more copies and get more attention if they report on violence, scandal and topics that could be classified as “sensational”. We may say we want to read more “positive news” but the media knows that positive news doesn't sell anywhere near as well as tragedy and trivia.

Facebook knows this too. I'm certain Facebook employs a team of expert psychologists and advertising geniuses, who know exactly what kinds of addictive, human triggers can be used to generate more interaction and users.

The remainder of the list contains a few powerful, psychological principles of influence that are at work in the Facebook experience. Be completely honest about how many of these things you do (perhaps unconsciously) and how often.

ADDICTION METHOD #2

Encouraging Socially Acceptable Voyeurism

We all have a built-in secret desire to spy on people. That's why gossip magazines sell so well. Facebook allows us to essentially stalk people all day long. All we need is to become someone's friend and we can see everything about them. Even being a 'friend of a friend' grants us access to limited information.

ADDICTION METHOD #3

Manipulating Our Desire For Approval

Facebook offers likes and comments. Getting a like or positive comment bolsters our fragile self-esteem. No likes or comments can make us feel upset and unloved; forcing us to think of what to post next, to get the initial reaction we desired.

ADDICTION METHOD #4

Manipulating Our Desire For Social Interaction And Friendship

Facebook offers “friends”. Yay! The more friends we have the more likely we are to feel important. While many of our Facebook friends might actually be strangers, who we’d never trust to look after our home or go out to a meal with, on paper, we can enjoy the false impression that we’re popular.

ADDICTION METHOD #5

Manipulating Our Desire To Distract Ourselves And Avoid Negative Emotions

This is perhaps Facebook’s greatest asset. We’re living in an unstable world with so much going on that most people feel

insecure, overwhelmed and stressed. We don't like negative feelings and Facebook offers us an opportunity to click a button and get tailor-made distractions and voyeurism 24/7 with its endless stream of videos, distractions, trivia and an entire universe of ways to avoid yourself.

ADDICTION METHOD #6

Manipulating Your Desire To Connect With Others

Due to the rise of technology, where we don't need to socialize in person, coupled with social anxiety, millions of people now feel lonely and socially deprived. But lo and behold! Facebook offers us the chance to message, chat and engage with our "friends" and feel like we're being social. All without leaving the house or experiencing the potential pain of social interaction.

ADDICTION METHOD #7

Exploiting Our Desire To Feel We're "In The Know"

We like to know what's going on so that we don't feel left out. Sadly, it's not possible to know what's really going on, because there is far too much going on to really know it all. Just today, literally trillions of events took place and it's completely impossible for us to even begin to fathom what happened. However, Facebook offers the "news feed" with constantly updated feeds of events from around the world. By scrolling through our feed, we can receive a superficial diet of gossip, trivia and cleverly edited news items to give us the impression we know what's up. But this impression is dangerously false.

ADDICTION METHOD #8

Using Notifications To Purposely Create A Real Addiction In Users

The little red notification isn't just a technical feature that happens to be there. These notifications are triggers that have a physical effect on us. We're wired to notice changes in our environment and pay attention to them. For example, if someone calls your name, you hear a loud noise or see a car drive up your driveway, part of you becomes curious and instantly wants to inquire more about it. It feels good to fulfill our curiosity.

If we don't know about something, then we find it hard to rest until that itch has been scratched. That's why so many movies and TV shows have a "cliffhanger". The episode ends just as the hero is hanging off the edge of the cliff; want to know what happens next? Tune in next week to find out. And millions of people do. It's annoying to let it go. I remember watching a few episodes of 24 and feeling annoyed that I didn't know the end of the saga and didn't really have time to watch all 24 hours. To end the frustration, I skimmed through them, saw the essence of what happened, then watched the final episodes to get it over and done with so that I could finally relax.

Facebook does the same thing to us with friend requests, private messages and notifications. When we see those little red things, we become curious to click and find out what they are. Most of them are disappointing, but because they pique our curiosity, it's enough to get us to click regardless of how little interest they actually hold.

We log into Facebook to see what's changed. What's different? Did anyone like my photo? Did anyone comment on my post? Did

anyone get back to me about a comment I left? Did so-and-so message me back yet? What did they say?

Facebook has so many cliffhangers it's almost ridiculous. In fact, if you look at it from this angle, then almost everything about Facebook is a cliffhanger. It's a massive machine filled with cliffhanger, after cliffhanger, after cliffhanger.

If we feel happy that someone likes us or we feel sad that no one does, or disappointed that someone didn't get back to us. If it creates an emotional response, we'll come back for more.

We have a need to express our feelings and make connections. If our physical lives are not what we want, then we will take the easy road, click a button and get our fix online. It's fast, cheap and has a significant effect on us, instantly.

But we're only scratching the surface. The most shocking truth is yet to come . . . (yes, it's a cliffhanger).



PART 4

**HOW
FACEBOOK
MAKES US
PHYSICALLY,
MENTALLY AND
EMOTIONALLY
SICK**

How is Facebook like junk food?

Like other chemical drugs, Facebook creates a craving that cannot be fulfilled using the substance we crave. No matter how much Facebook we consume, or how many people are viewing our posts, or telling us they love us, or engaging in whatever way, it will NEVER be enough to satisfy the deeper craving in our hearts — to feel peace and real love.

Facebook overloads us with low value entertainment and fake connections that ultimately, leave us feeling drained and dissatisfied. It doesn't satisfy the deeper part of us that needs love and connections.

13.

“Bloggerism”: Facebook Damages Your Capacity to Discern Truth from Falsehood

“Stop thinking that perception is capable of knowing Truth.

‘Bloggerism’ now dominates perception. People are in a trance state called ‘bloggerism’. The constant repetition of falsehood has injured the capacity to recognize Truth.” – David Hawkins

I think the most shocking danger of Facebook is not falling in love or posting inappropriate things or wasting time, but perhaps that scrolling through your news feed on a regular basis has the potential to destroy your capacity to know truth from falsehood. If we log into Facebook every day and quickly scroll through hundreds and thousands of images, posts, videos and stories from various people, then we absorb all of this information directly into our subconscious mind.

We don't have time to analyze each image and word we see or think about whether or not it's from a credible source. We don't take the time to question the intentions of the person or their motivation for sharing. We don't assess or do background checks on the quotes we see, or learn what they actually mean. We just see an overwhelming amount of information and absorb it as truth.

Remember, simply going onto Facebook has the capacity to trigger a hypnotic trance state. When we're browsing, liking, sharing and spying on people, we're not doing it consciously; we're acting mostly subconsciously in a semi-hypnotic trance state, triggered by endless notifications, cliffhangers and rabbit holes. After a while, Facebook becomes about love without the danger; a buffer to reality.

14.

Has Facebook created a Global Hypnosis?

“Watch out for false prophets. They come to you in sheep’s clothing, but inwardly they are ferocious wolves”. – Matthew 7:15

There are definitely a lot of fake Facebook profiles out there. Numbers released from Facebook itself suggest that 83 million Facebook accounts are fake – that’s more than the total number of people living in France and the Netherlands combined! An estimated 5-6% of all Facebook accounts are fake.

Facebook offers us an opportunity to see only the things we want to see. We can choose to follow some people and not others. We can tailor our version of reality. The danger of this is, if everyone sees the same thing, they end up *believing* the same thing and some of those beliefs may be based on entirely false information.

By using Facebook, we can create a filter-bubble co-inhabited with exclusively like-minded people; creating a cycle of self-reinforcing-reality. The more we see certain things, the more we believe them, and the more we only want to see it that way.

If we were exposed to truthful, empowering information this may be a good thing, but on Facebook we have little way of knowing if the content we consume is truthful and empowering, or yet more fake news.

After a while, once we've seen literally thousands of images, we become fully brainwashed by that one point of view.

And we're taking about real bone-fide brainwashing here.

You may shudder at the idea of terrorist propaganda training camps —where people are radicalized to commit acts of terror and become suicide bombers — but what if we're creating our own propaganda training ground, right there on Facebook without even realizing it?

It's simply a case of the blind following the blind.

Do you believe in the climate change predictions?

Is socialism is a good idea?

Is capitalism a good idea?

What are your thoughts on Donald Trump?

What foods are dangerous to eat and why?

Is the earth round or flat? (A lot of people on Facebook believe it's flat by the way - check out *The Flat Earth Society*)

Your answers to these, and other questions will expose the types of ideas you've been introduced to and accepted as your own.

Perhaps - unlike most people - you have done your own research and formed your own, highly educated opinions on the things you believe. But, if you have, you'd be in the minority. Most people haven't done any serious research themselves. Their answers are simply based on repeated indoctrination.

15.

How does Facebook show you lies and propaganda as truth?

Facebook has become plagued with “fake news” and false information and they cannot control it. Once we’re told the same thing over and over again, we gradually begin to accept it as truth. Repetition leads to compliance.

If you are bombarded by news or social media with the idea that, for example, “All Muslims are terrorists” — which is not a fact — then you may come to at least subconsciously believe it. Once an idea becomes a belief in your mind, you will actually feel it and see the world through that filter and begin to respond differently to your environment.

You may experience feelings of fear when you see a specific image. You may begin to experience anger in some people’s presence or

want to avoid certain things. Prior to WWII, the Nazis developed a full-blown propaganda initiative. This was to get the German population to believe the Jews were dirty, money-obsessed parasites that should be treated with disdain and considered second-class citizens.

It was only after this mass propaganda, that the minds of the German people were ready to cooperate in the mass genocide we now know about. Propaganda works and we are being impacted by endless forms of manipulation and messages every day, over and over and over again.

Facebook creates the conditions where programming and conditioning happen on a constant basis. Where we're impacted by the biases, programs and possibly outright lies of countless people. Of course, many of your friends may be well intended and posting positive messages, which is nice. But in order for you to see the messages you like, you are also simultaneously being bombarded with endless other messages from Facebook ads, random news feed images and other information that you don't want to see.

Because of its nature, giving us access to instant information with no space to assess facts, we're potentially subjected to lie after lie. Because we're not able to take enough time to check-in with ourselves to see what we've absorbed as true, our mind basically acts as a sponge for negativity and programming. If a lie is repeated often enough, even one that is sensationalized, then it becomes true in the minds of those who've heard it. We don't see reality; we look at the world through distorted filters and hallucinate about what we think is real based on our filters. Random messages on Facebook now dictate these filters every day.

16.

How Facebook promotes the sensational over the meaningful

Facebook promotes what's popular, not what's meaningful. Its algorithms will show you more posts that have social engagement (likes, comments, shares) than ones that don't. And guess which posts get the most engagement? The ones that are the most sensational, the most shocking or the most socially acceptable by the lowest common denominator – e.g. junk.

All news channels know the power of a good headline to get our attention. They know that whatever is shocking will get more clicks and more attention than what is boring. Facebook knows the human ego is addicted to sensationalism. It doesn't care what's meaningful or most truthful; it just cares about what gets engagement and keeps people on the site. This means that we're shown more “nonsense” popular posts than anything else, each

time, adding to the long list of tedious, low vibe information you're being brainwashed with daily.

17.

Facebook increases divisiveness, prejudice and hatred

The more we're trapped in the Facebook echo chamber – seeing ONLY the kinds of news and information that we want to see – the more severe our prejudices become and the more divisive our world becomes. The human ego loves to think, “I am right and everyone else is an idiot.” When we're attached to a belief, and then have those beliefs reinforced repeatedly on Facebook every day, our lopsided version of relation becomes ingrained and we'll see all the evidence around us to prove ourselves right. The more we think, “I am right; everyone else is wrong,” the more evidence we see to prove our position, the more divisive and dangerous the world becomes.

Each day we engage with Facebook, we voluntarily fill ourselves with social programming and messages from others that may be extremely harmful to us in ways we don't even realize. All of this

programming and messages massively influence our emotions, which in turn influence our actions. Over time, our perception of life changes in subtle ways.

PART 5

**9 WAYS TO
BREAK
FREE FROM
FACEBOOK
& LIVE LIFE
ON YOUR
OWN TERMS**

18.

How can you claim back your life and stop being trapped in the system?

Facebook, and social media in general, definitely has a dark side. Facebook has changed the way we interact with others, taking our most personal and intimate relationships into a public space. Putting them on almost equal ground with those of strangers who may not even be real and giving rise to pretend relationships that would never last in real life.

The manipulative nature of social media preys on our sensitivities to addiction, our desires to be loved and to feel appreciated, and our needs to be right and “in the know.”

If not used consciously, then Facebook can lead us into a hypnotic trance state, where we mindlessly waste our lives absorbing information that can harm our capacity to discern truth from lies. And while being seen largely as a tool to keep people connected,

Facebook can, in fact, isolate you from real-life interaction and the people who really love you. Social media can leave you depressed, lonely, and believing in partial truths, or lies, that are spread about like wildfire.

What to do about it?

Realize that Facebook is on a mission to waste as much of your time as possible and they are extremely good at what they do! To counteract this effect, take the time to remind yourself every day of how precious your beautiful life is! We didn't come into this wonderful world to spend all day staring into a glowing rectangle clicking on buttons!

19.

9 Methods To Break Free from Social Media and Take Back Your Power, So That You Can Enjoy Your Life to the Fullest.

FREEDOM METHOD #1

Integrate and think for yourself.

Take time to integrate this information and think about how much time and energy *you* want to invest in Facebook and social media. Know the pros and cons and be aware of what's really going on.

FREEDOM METHOD #2

Get some space away

Sometimes the best way to know how things affect us is to get space away from them. It may be beneficial to go on a digital detox and take time away from social media to re-align yourself to your real life beyond the screen.

FREEDOM METHOD #3

Notice how you feel

If you continue to use Facebook, then become conscious of the effect it has on you. Do you feel better or worse after using it? It's vital to be aware of the intoxicating allure of social media and how easily it can suck you in.

FREEDOM METHOD #4

Try limiting the amount of time you spend on Facebook by getting an app like FOCUS

I've found giving myself a limit allows me to connect with others and post useful things with a lot less time spent wasting and absorbing random nonsense and negative messages. You can get the app getfocus.com

FREEDOM METHOD #5

Keep your real friends in real life and have real experiences with them

Call people up. Meet them in person. Enjoy the personal touch that you could never get on Facebook, no matter how many hours you spend on it.

FREEDOM METHOD #6

Delete Your Account!

Had enough? Want out? Many people feel happier deleting their account and being done with Facebook altogether. If this is you, then you may want to delete your account. Read this book if you need to: [10 Arguments For Deleting Your Social Media Accounts Right Now](#).

FREEDOM METHOD #7

Choose real friends

Or, if deleting your account is too extreme for you, start a new one with only real friends and people you actually know. That way you are less likely to be bombarded with random messages in your

news feed. It's okay to unfriend people or start over! Your peace of mind is the #1 thing!

FREEDOM METHOD #8

Discover what your life is about

Remember, you are here for a reason. One that is bigger and more meaningful than spending it in front of a screen, absorbing God-knows-what!

FREEDOM METHOD #9

Remember . . . it is your life

What do you really want? What brings you joy? Do more of that.

Thank you for reading our book. We wish you a life of freedom, happiness, wealth and peace free from the dark side of Facebook.

Many blessings on your journey.

Michael & Steve

20.

WHAT'S NEXT?

Congratulations for reading this!

You are part of a growing movement of courageous, truth seekers.

This is just the beginning.

Join the Digital Minimal movement and take back your life and your time from social media so you can do what you love.

Go to <http://digitalminimal.org/> and get started.