

Counter-hacking the Subconscious Mind

Antidote for Faulty Human Perceptions from the Media Sphere

ABSTRACT

This chapter addresses the destructive impact of the media sphere on human perception. Humanity is currently facing an avalanche of cataclysmic events which have been abused by the media sphere to provoke fear and psychosis. This toxic propaganda has gradually infected the subconscious mind with false belief systems and negative habitual thinking patterns. To provide a broader perspective on some of the core working principles of conscious and subconscious perception and the role of the brain, there is a discussion about levels of consciousness, brainwaves, the RAS (reticular activating system) and neuroplasticity. The application of these principles enables the development of a benign and practical method for counter-hacking the subconscious heart-mind as an antidote for the catastrophic influence of the media sphere on human perception. The concepts of this methodology can be integrated into a PEG (psychecology educational game). Such game holds the potential to increase global coherence by providing a timely yet symptomatic antidote for toxic intention in the media sphere

Keywords: Subconscious, Perception, Media Sphere, RAS, Neuroplasticity, Heart Rate Coherence, Psychecology Game, Pandemics

INTRODUCTION

Coherence on an individual level can be physiologically measured as HRC (heart rate coherence), but the heart's influence—understood as emotional states—is often erroneously attributed to the brain. Classically, the heart-mind combination is understood in terms of the coherent influence of the heart and the incoherent influence of the brain. However, when the heart and brain are entrained, operating in the same rhythm or vibration, the contending factors of heart and brain become the “mind”. This has long been a point of confusion because people have not understood the difference between the brain and the mind. The difference is the heart, which has a primary impact on the level of coherence. When emotions of appreciation, empathy, love and compassion are aroused, then oscillations of the heart rhythm become more consistent and in such states feelings of connection and wellbeing are aroused. In the paragraph on Coherence from his paper “The Autonomic Nervous System and Emotion”, Levenson (2014) further emphasizes the importance of emotions, and, indirectly, the importance of the heart and HRC. As he says,

In the evolutionary/functionalist view, emotions are the royal road to coordinated, effective responses to challenges and opportunities. Rational thought, in extremis, can interfere with the natural flow of emotional responding, leading to chaotic and maladaptive action. (p. 104)

The various crises currently playing out on the world stage could be significantly improved if humans were more empathetic in their behaviour. In other words, empathy, which is a positive

emotion arousing a state of coherence, can be considered an antibody against multiform infections of malice, bigotry, and privilege that so often stimulate human immorality of intention. In order to minimize collective human empathy, the influence of the technological media has been massively exploited by forces that are essentially invisible to human perception. The media has become toxic not only because negative news and content has been emphasized, but because popular morality has been altered by what can be considered preternatural electromagnetic (EM) intention. In his book *The Power of Intention* (2005), Dyer (2005) defines intention as a universal field of energy that allows the act of creation to take place.

While the result of this EM barrage on collective human perception has been chronic emotional stress, significant research on Post Traumatic Stress Disorder (PTSD) by the Institute of HeartMath has proven not only that stress is reduced in coherent states of being but that creativity, entrepreneurial intuition, and biological health are improved with coherent entrainment (McCraty & Childre, 2010). Based on measurements of heart rate variability (HRV), the heart's benevolent influence on incoherence can now be applied to the re-generation of a healthy media-field. In other words, collective human perception can be intentionally modelled to improve collective Heart Rate Coherence.

The limited capacity of the conscious mind poses major challenges to the quality of perception as it can only process a small fraction of the data captured by the five senses. In his book *The Biology of Belief* (2000), Lipton (2000) concludes that the subconscious mind can process 207,000,000 bits of information per second while the conscious mind can only process 40 bits of information per second. There is no clear consensus, as Arunodhayan (2014) concludes that overall the retina seems to process about ten 'one-million-point' images per second and from this data estimates the processing power of an average brain to be about 100,000,000 MIPS (million instructions per second). But even without consensus, it can be concluded from these references that the conscious mind has a largely inferior processing capacity compared with the subconscious capacity of the brain.

In practice, this means that, during an event, the conscious mind can only process a fragmented part of the total available perceived sensory data, and this even without considering that the human senses are limited to a very narrow spectrum of our "known" frequencies. Beyond these known frequencies, there might be a vast array of unknown frequencies, which means that our sensory perception of reality is extremely limited. In general, this sensory perception merely serves the purpose of epigenetically-driven adaptation and survival in a physical environment as the five senses in the physical/etheric body are focused on the material world and therefore only capable of tapping into low vibrational frequencies.

The conclusion that a high percentage of perceived data is filtered by the subconscious mind immediately raises the question: Which criteria and parameters are enabling this filtration process and what are an individual's sources of perceivable reality? In this chapter, the mainstream global media sphere is considered as the main input channel of perceived reality. This includes newspapers, TV channels, movie channels, online news channels, social media platforms, websites, schools and academic institutions, mainstream medicine as well as all other major influencers of our modern information age, which includes religious and political leaders, famous actors, popstars and artists.

Besides the crucial role of our brain as the main central processing centre for perceived reality, mainstream science has not sufficiently explored the function and capacity of the heart as a source of intuitive information and emotions. Experiments have shown that the heart is

capturing information even before the senses, and that the heart is sending more information to the brain then vice versa (Alshami, 2019). Only in the last decade has the heart received more attention with regards to its harmonizing function and its ability to create coherent information fields which are related to HRC. Fortunately, new scientific theories such as QFT (Quantum Field Theory) and insights gained from quantum biology are lifting some of the veils that have obscured the heart's capacity to create coherent fields extending far beyond the physical body.

It is the author's hypothesis that the level of HRC is the parameter that determines the capacity of humans, and for that matter of all biological life forms, to connect with each other and also to connect with the collective unconscious and other resonating fields. This hypothesis explains phenomena such as the hundredth monkey effect and is supported by scientific research on morphogenetic fields as proposed by Rupert Sheldrake (1989). The media sphere, in the broadest context of its meaning and influence, will be shown as the main obstructor of HRC, and the mechanics by which it limits humanity's capacity to tap into the full potential of the heart will be demonstrated. As 2021 moves towards its conclusion, humanity finds itself in a very critical and chaotic stage of dis-coherence with a visible tendency to spin towards extinction. Therefore, it is urgent and important to develop and apply an antidote for the toxic media sphere, and this chapter intends to provide a practical and workable tool to accomplish this aspiration.

Even though the proposed strategy looks promising, there is another important criterium directly related to the development of any curative method and which cannot be neglected. In this case, a clear distinction has to be made between a fundamental or symptomatic treatment of human society's tendency of self-destruction. Insights from scientists and philosophers such as Plato, Kant and Levinas are in contradiction with the symmetrical mathematical principles of Descartes elaborated on by Einstein. The principles of symmetrical mathematics are deeply embedded in the social, economic and medical segments of society and are the fundamental cause of humanity's dis-coherence and disconnection on an individual and cosmic level. In their paper, "A New Understanding of Universal Reality", Pope & Legget (2019) clearly emphasize the destructive pathogenic nature of symmetric mathematics and further demonstrate that evolutionary "life-force" is based on asymmetric mathematical principles:

The Science-Artist's outlook on the evolutionary development of Plato's ethical holographic human survival mathematics belonged within philosophical literature. However, this allowed interaction with scientists and led to the organising of the seashell experiment, proving that the life-force was moving in the opposite direction to Einstein's mathematical worldview. Kant and Levinas were correct that the asymmetric electromagnetic field was evolving within the creative artistic mind. This was in concert with Plato's message that human survival electromagnetic mathematics was embedded within plane geometry in association with electromagnetic vibrational harmonics. (p. 7)

From this perspective, the proposed methods, which mainly consist of a HRC catalyst and an antidote for the media sphere, can only be considered as a first step towards a more fundamental solution. By easing the symptoms of self-indicted processes caused by the application of destructive mathematical principles, humanity can only buy some extra time to enable a much more fundamental transformation. This transformation process will need to restructure society through conceiving new ecologies and human-friendly ideologies based on asymmetrical mathematical principles.

BACKGROUND

Decades of research have already confirmed the impact of emotions on the Autonomous Nervous System (ANS) and how this affects HRC (Heart Rate Coherence) (Kop, 2011). It is also common knowledge that negative emotions create a flight/fight/freeze response by stimulating the sympathetic branch of the ANS, while positive emotions are stimulating the parasympathetic branch and are enhancing HRC (Kop, 2011; McCraty et al., 2009). This means that factors influencing emotions are indirectly influencing HRC and that the quality and/or intensity (amplitude) of these emotions determines their quantitative impact (Elbers & McCraty, 2020). Feelings of love and appreciation lead to a more regular variation in the heart rate, which is referred to as *coherence*. In contrast, feelings of anger, hate or frustration—as examples of a low vibrational negative emotions—create chaotic heart rate variations and dis-coherence.

On a global scale, various major events such as wars, terrorist attacks, economic crises and other self-indicted catastrophic events are arousing chronic negative emotions within a substantial percentage of the world population. Moreover, most new and emergent technologies do not serve the best interests of mankind and these technologies are only adding to the potential for human self-destruction. In his book *The Crazy Ape*, Szent-Györgyi (1970) explains that a large amount of scientific research which is intended to elevate human life actually serves in the end to destroy it. This is clearly manifested in increased toxicity of air, water, food and overall disruption of our ecosystem caused by deforestation, industrial agriculture, and destruction of the soils which are inflecting massive global stress on the ecosystem of our planet. Weapons of mass destruction, gain of function of viruses, microwaves such as 3G-4G-5G, HAARP and other known and applied weather manipulation technologies are just a few known examples without mentioning secret military projects covered from public exposure. All these combined direct and indirect threats and stress factors have gradually undermined global baseline HRC, toxified the collective unconscious, and are the main reasons why humanity has lost connection, coherence and a sense of collective unicity with its species and its habitat.

The subconscious mind is playing a pivotal role in this detrimental state of global dis-coherence. Various phenomena, similar to the one hundredth monkey effect, demonstrate that there is an entanglement between the individual and collective subconscious. The acceptance that our brain is operating like a fractal quantum computer is gradually gaining momentum (Losa, 2015). Entanglement and fractality, from this perspective, enable a bidirectional channel by which the subconscious is both sending and receiving information to and from the collective subconscious. Therefore, it is imperative to understand the functional mechanics of the subconscious mind and its respective direct and indirect influence on conscious perception and global coherence. Global coherence, as a measure of unicity, is the holy grail for humanity to escape from its degenerative path of moral regression and physical extinction. No other quest in the known history of humanity has been equally important.

RE-HACKING THE SUBCONSCIOUS MIND

Primary functions of the subconscious mind are storage of valuable information, formation of belief systems and the creation of habitual behaviour. These autonomous processes are

supposed to serve as basic survival mechanisms of an individual and determine thoughts, emotions and behaviour (see 6E-Orbit below). Similarly, humanity is unconsciously tapping information out of the electromagnetic information field(s) of its collective subconscious, a location where under normal circumstances life-enhancing information is stored for the purpose of evolution and survival. McTaggart (2002) says that humans carry on an incessant dialogue with the Field where they have access to the shared accumulation of information. As she says, “In that sense, our intelligence, creativity and imagination are not locked in our brains but exist as an interaction with The Field” (p. 139).

Unfortunately, as will be elaborated on further, the subconscious mind has been hacked and poisoned for centuries, leaving humanity with a toxic subconscious and destructive collective subconscious. Authors participating in this publication have expressed the clear intention to increase the baseline coherence of the world population. Yet society, clearly structured on misguided mathematical principles, is currently exposed to various self-indicted cataclysmic events. The only viable solution to reduce chronic stress and increase HRC is to find a way to neutralize, or at least reduce, negative emotions and replace them with more harmonizing positive vibrations. From this perspective, it is crucial to understand the mechanics of perception and how emotions linked to an experience are aroused in the heart and brain through the interference of the subconscious mind.

The 6E-Orbit is a practical way to explain the cycle that drives human behaviour. This cycle consists of six “E” words which occur in the following order: Event – Experience – Evaluation – Emotion(s) – Effect – End result (Cools, 2019). The 3rd and 4th position (Evaluation and Emotion) are interchangeable and can even be intermingled into one process. It is even possible that Evaluation is skipped altogether when the reptilian brain is activated, which will be further explained in depth. The six sequences can briefly be described as follows:

1. Event: Something happens (this can be in the real world or in the imagination, as happens when watching a movie or reflecting about a past event).
2. Experience: Our five senses gather “relevant” information (sensing).
3. Evaluation: The brain processes the sensory information and evaluates while considering any similar past experiences (this is the rational part: thinking).
4. Emotions: The Evaluation results in positive, negative or mixed emotions (feeling).
5. Effect: Emotions drive behaviour (re-acting).
6. End Result: Behaviour leads to a new situation or new Event and a new cycle starts.

In this sequence of a non-recurring or threatening event, the aroused emotions are mainly based on the evaluation of the individual’s perception of reality, which is formed and forming prior to the instant an emotional response is triggered. As *arousal of positive emotions* is one of the major objectives to raise individual and collective HRC, then this can only be achieved by changing the subjective experience and/or its evaluation. There is no impact possible on the objective past Event since most of the information about major events is captured from digital mainstream media channels and streamed over and over again across multiple news channels. Furthermore, these centralized channels are monopolized and thus controlled by a small minority of players who can easily abuse that control by promoting their own narrative and tainting interpretation of important events such as wars, terrorist attacks, pandemics, and so forth. This is regularly transforming objective events into corrupted versions, presenting limited perspectives of reality, and giving mainstream media *control of perception*. As a

consequence, this impacts the remaining sequence of the 6E cycle, which includes the quality and intensity of aroused emotions and, finally, behaviour itself.

The individual's personal Experience provides the foundation and occupies the most important role in the E-cycle sequence because it holds the potential to influence every next step. This leads to a few important questions: How is the brain processing the information it gathers from the observer's senses? And what are the effects of the chronic toxicity of mainstream media on our perception and, indirectly, on individual and collective coherence? The answers to these questions can be explored by analysing the way the subconscious mind works and how this influences the conscious perception of reality.

The Reticular Activating System (RAS)

Understanding the limitation of the conscious mind immediately puts the focus on the dominating power and capacity of the subconscious mind and how it steers the process of perception and evaluation of incoming sensory data. The immense data-capturing capacity of the subconscious mind, combined with its permanent interaction with the conscious mind, plays a crucial role in the process of perception. To understand this better some of its functions and characteristics need to be clarified. The subconscious mind is the place where all references of previous experiences are stored as clusters of neurons that are hardwired together. When the same reactions to highly-emotional situations have repeated success, these reactions as patterns of action become embedded in the subconscious and can create subpersonalities, which are "semi-permanent and semi-autonomous region[s] of the personality [residing in the subconscious] capable of acting as a person" (Rowan, 1990, p. 8). This repetitive stimulation of the brain creates new, or strengthens existing, neuro-clusters and results in habitual behaviour, habitual thoughts and subconscious belief systems.

Here is when the RAS (reticular activating system) as a gatekeeper and information filter comes into play. The two main functions of the RAS are both related to the primitive instinct of survival: energy conservation, and enabling faster adaptation to recurring events and circumstances. Modern screening technologies are now able to visualize the formation of habits as clusters of neurons that gradually wire together and fire together (Hebb, 1949/2002). However, it takes a lot of energy for the brain to create new synapses and neural-clusters. Clarke and Sokoloff (1999) determined that a man with a weight of 70 kg consumes about 250 ml O₂/min in the basal state, which is the body state 12 hours following the ingestion of nutrition. Therefore, the brain, which represents only about 2% of total body weight, accounts for 20% of the resting total body consumption. In children, the brain takes up an even larger fraction, as much as 80% at birth and about 50% in the middle of the first decade of life.

The RAS acts as a filter to prevent the conscious mind from wasting some of its limited capacity on "irrelevant" information. For this reason, the RAS feeds the conscious mind only information that is coherent with existing belief systems; the RAS does not judge validity. Referring back to the 6E-Orbit, this means that events resembling past events will automatically trigger the subconscious mind to limit the perception of the conscious mind by forcing its focus on the specific fraction of reality that corresponds with its own internal subjective criteria of relevance and truth. Therefore, without a purposeful intervention, this habitual autonomous unconscious process will always render the same experience, the same evaluation, the same emotions and, finally, the same behaviour. This process loop is inevitably self-reinforcing the

existing subconscious belief systems as the same neural-connections are permanently stimulated and strengthened.

In principle, this natural process is wonderful as it enables dedication of the limited resources of the conscious mind to relevant and “quality of life” enhancing priorities while simultaneously preventing interfering distractions from non-relevant information. But it is also clear that such subconscious processes can easily be hacked, because there is no self-regulating feedback loop available for the conscious mind to question the RAS. This process of corruption starts at a very young age when the virgin subconscious mind is most susceptible and vulnerable. The difference in operational brainwaves between the conscious and subconscious mind and the limitations of children’s brains are the main reasons for this vulnerability. Whereas the conscious mind operates in Beta brainwaves (15 to 30 Hz), the subconscious operates in much lower Theta brainwaves (4 to 7.5 Hz) (Tapas, 2018), and up to the age of 7 children predominantly have Theta brain wave activity, which explains their capacity to absorb a massive amount of information in a very short time. However, at that young age the analytical reasoning capacity of the conscious mind is very limited because the pre-frontal cortex is far from fully developed (which actually doesn’t occur until the mid to late 20’s). The issue is that children don’t have a pre-installed “operating system” in their subconscious mind to filter out or reject destructive toxic information or negative belief systems. This makes children up to the age of 6-7 extremely vulnerable as they absorb all information as valid and true, including the existence of Santa-Claus as an isolated example of an innocent illusion. For that reason alone, children should be shielded from mass media influences to prevent the infection of their fragile and virgin subconscious minds.

Counter-Hacking the Subconscious Mind

Understanding the nature of the subconscious mind now enables us to explore the mechanisms by which the toxic media sphere is gradually and indirectly perverting perception of the conscious mind. The main cause of this malignancy can be found in the flow of destructive information with which humanity is continuously bombarded. Under the motto “tragedy sells well”, commercial mass media channels are feeding their adrenaline-enslaved audience with never-ending tsunamis of disaster and violence carefully selected and isolated from the total reality of *all that is really happening*. While more than 99% of the world might be at peace, the media focuses the conscious—and subconscious—attention of their audience on the 1% who are at war. In this way, the toxic media sphere has a strong tendency to provide misinformation, to present facts out of perspective, and to blow negative events up to fear-provoking proportions while simultaneously suppressing the exposure of contradictory evidence of unbiased facts. This serves the various purposes and hidden agendas of globalist entities who own or control much of the media sphere, which includes downscaling of human and civil rights, restriction of free speech, and privacy with the final goal to obtain total control on humanity.

The effects on the subconscious mind are devastating, because it largely lacks the ability to put these limited projections of reality in the right perspective. A perfect example can be found in the way the media sphere has driven a large segment of humanity into a permanent state of psychosis by feeding it with inflated numbers of what many experts define as “fake positive COVID infections” based on unscientific excessive standard RT PCR testing cycles of 35 and more while studies show that the probability of finding a live virus above 34 cycles is low (Ingelman, 2021). This false evidence, appearing real (FEAR), has inspired governments, in a

concerted effort, to convince the majority of the world population to accept draconian measures which could indirectly create more victims than all COVID deaths combined. Millions of people are facing starvation as a consequence of the disruption of global logistics and food distribution and rates of suicides have dramatically soared even amongst teenagers. Simultaneously, resembling the childhood story of “crying wolf”, it also precludes belief when the truth is being conveyed.

Simultaneously, major movie companies and game producers are seriously contributing to the perversion of the subconscious mind. The last few decades there have been soaring levels of violence, horror and disaster in games and movies and, because the subconscious mind cannot distinguish reality from fiction, it processes these scenarios as factual and true. A less obvious yet dangerous impact hides in dystopian future projections of the world: a world of zombies, worldwide pandemics, transhumanistic cyborgs, and many other elements are captured by the subconscious mind and eventually accepted as a potential projection of the future reality.

Hawkins (2002) says that the weakening effects caused by violence in media can lead to “subtle grades of depression which kill more people than all the other diseases of mankind combined” (p. 278). He used Kinesiology testing to demonstrate that a typical television show actually produced weakening an average of 113 times in a single episode! As he details,

Each of these weakening events suppressed the observer’s immune system and reflected an insult to the viewer’s central as well as autonomic nervous system. Invariably accompanying each of these 113 disruptions of the acupuncture system were suppressions of the thymus gland; each insult also resulted in damage to the brain’s delicate neurohormonal and neurotransmitter systems. Each negative input brought the watcher closer to eventual sickness and to imminent depression—which is now the world’s most prevalent illness. (Hawkins, 2002, p. 278)

Over time humanity is getting used to all these toxic influences, including the excessive propaganda of transgender and gender neutral movements, which have nothing to do with the occasional occurrence of a hormonal or genetic anomaly but rather with the known agenda of the 4rd technological IOT (Internet of Things) and AI revolution pushed by demonic organisations and sociopaths. In this context, “demonic” represents man’s shadow side, which is consistent with Jung’s statement, “It is a frightening thought that man also has a shadow side to him, consisting not just of little weaknesses and foibles, but of a positively demonic dynamism” (Jung, 1916). The “known agenda” reference can be simply described as the regression of humanity towards “genderless things” with a traceable ID (ID-IOT) through 5G technologies, and preferably operating without empathy or free will; in other words, perfect slaves. According to futurist prognoses, 80% of jobs will be taken over by AI and robots by the year 2050, and then the issue of over-population of our planet surely becomes very significant. From this perspective, the claims by many activists that the current COVID crisis has specifically been fabricated for the purpose of population reduction seems to make sense.

The list of demonic influences would not be complete without mentioning the global impact of dogmas. Political and religious dogmas have divided populations, and families, for eons into competing non-coherent groups, while medical allopathic dogmas such as the germ theory have been pushing humanity to sacrifice their body’s integrity to Big Pharma for almost two centuries. Most disturbing is the way social media giants and big tech, as main actors of the toxic media sphere, are censoring even the most esteemed experts, including Nobel Prize winners and other internationally recognised experts whose rhetoric endanger the dogmas and

narratives of self-called humanistic organisations. Free speech and dialogue are completely absent, and any resistance by the few brave souls questioning fake science or exposing hidden agendas is crushed, with a modern twist, much in the same cruel way the Middle Age inquisition habitually burnt witches at the stake after forcing them to confess conspiracy with the devil. It needs no further explanation that the monopoly of mass media is one of the biggest threats civilization, and humanity itself, is facing today, and this seems to be evolving to preposterous dimensions, beyond insanity.

The bottom line is that after many centuries of manipulation, indoctrination, and the continuous focus on violence, disaster and horror, habitually presenting fake science and distorted projections of the total reality, the subconscious mind of humanity has been heavily poisoned and denaturalized with false belief systems, a self-destructive lifestyle, and a plethora of negative habitual thinking patterns.

The influence on perception is dramatic because the RAS of the infected subconscious pre-screens the perceived reality of a given experience and cautiously preselects the fragments of information resonating with false beliefs which have been formed by the fake and toxic media. Ironically, since this is all happening at the subconscious level, humanity is experiencing increased levels of mega-stress due to the chronic arousal of negative emotions such as fear, frustration, anger and hate, without understanding that their perception is distorted by their toxified subconscious mind. The subconscious cannot trigger the individual's self-regulating capacity to tackle the problem independently since there are no feedback loops available to question the validity of the observed, and continuously reinforced, so-called "reality". Victims of this self-indicted illusion *don't know that they don't know*, and it's impossible to solve a problem without being aware of its existence in the first place. The Trojan horse viruses of mass media have gradually and unnoticeably infected humanity's conscious perception by sneaking into their subconscious mind and hacking their RAS. This degrades conscious perception and perceived reality to an artificial construct of the externally manipulated subconscious mind also known as *The Matrix* from the popular movie series.

It needs no further explanation, based on the above-cited challenges, that the average baseline coherence of humanity has plunged to historic low levels. The constant flood of negative emotions is pushing mankind, through over-activated reptilian brains, into a perpetual state of flight-fight-freeze. The reptilian brain is primarily focused on survival and if suddenly a serious threat occurs it has to react extremely fast. If a lion appears, there is no time to evaluate various options because in such a situation every millisecond determines the difference between life and death. Therefore, logical explanations, even if these are scientifically sound and based on verifiable facts, will have limited impact on the perception of reality of those who are in a permanent state of flight-fight-freeze. In such a physiological state, the evaluation process of the 6E sequence is skipped altogether as emotions are aroused autonomously and habitually through the direct influence of the subconscious mind.

The primitive brain is very well adapted to deal with sudden critical physical threats, but much less adapted to deal with chronic mental and emotional stress caused by various factors, including the continuous destructive impact of the media sphere on perception and emotions. It has long been recognized that chronic stress aroused by negative emotions seriously decreases mental performance (Scott et al., 2015; Martin et al., 2019) in the following ways:

- Decreased mental energy caused by adrenaline depletion.
- Decreased attention span and focus.

- Decreased IQ as there is less blood available in the prefrontal cortex.
- Impaired memory.
- Reduced creativity and productivity.
- Mood disorders, burn-out and depression.

There is another important obstruction complicating the rational approach. Earlier in this chapter, it was forwarded that the subconscious mind operates in lower Theta brainwaves while the conscious mind is operating in higher Beta brainwaves. Therefore, trying to convince the conscious mind that its perception is distorted will only have a limited effect for two reasons: firstly, because the subconsciously-hardwired belief systems and habitual thinking patterns are operating autonomously, and because those beliefs carry strong emotional tags that will contradict the rational, and secondly, because the conscious mind has no smooth access to the subconscious as the latter operates in lower bandwidths.

Once these belief systems have been hardwired—set in place through conscious decisions—the subconscious mind is clearly the dominating master and the conscious mind is completely unconscious of its inferior slave-like status. It is well accepted in the field of neuroscience that the subconscious mind determines more than 95% of an individual's thoughts, feelings and behaviours. As early as 1915, Freud (1915/1964) acknowledged the importance of the subconscious and forwarded that the subconscious mind drove behaviours to a much higher degree that was suspected. However, the massive impact on perception and an individual's experience is less well understood. What *is* known is that this ongoing arousal and embedding of negative thought prevents the arousal of positive emotions of compassion, harmony, empathy and unconditional love for humanity—all members of its species—and creates states and fields of dis-coherence on individual and global levels. Whether emotions are positive or negative, as LeDoux (1996, p. 19) states, "... once emotions occur, they become powerful indicators of future behaviour".

It seems a massive challenge to find a universal, powerful and long-lasting antidote for this ongoing perversion of humanity's subconscious mind. There is by no means a miracle solution to "crack the code" of the toxic media sphere, but potentially a practical method to counter hack the subconscious mind as a basic tool to enhance increased coherence on an individual level. Integrating the principles of MTA's into a PEG and using HRC as a parameter of achievement as well as a main contributor of global coherence presents a symptomatic yet practical solution for humanity to temporarily escape from entropy and extinction.

Obviously, methods only tackling the rational conscious mind will never provide an effective and/or long-term solution. Logical understanding and even the motivation to focus on positive emotions can only fractionally and temporarily prevent the media-intoxicated RAS's negative influence on perception. Focused attention is an energy-depleting process with a fast burn-out rate, and once it dims away the subconscious mind re-engages its programmed behaviour, immediately jumping back into entrained responses. Embracing Lakoff and Johnson's (1999) conclusion that more than 95% of human function is driven by the subconscious, that leaves a meagre 5% or less available for the conscious mind to control. Fortunately, the option to counter-hack the hacked subconscious mind and reprogram the influential RAS with a more human friendly source code is available. This process consists of gradually neutralizing false beliefs and habitual thinking patterns and *uploading more exciting and empowering upgraded versions*. In the context of the current world crises, the creation of anti-virus software for the brain as an antidote for a pandemic might offer more merit than experimental antiviral

medications for the body. The future might shed more light on the validity of this line of thought.

What *is* important is that we do think, and in so-doing continue to expand our individual and *collective consciousness*. Therefore, the option to limit the action field of a method to these lower subconscious regions of the brain does not negate the need for *increased conscious awareness* of toxic perceptions of reality, which can help to reinforce acceptance of the envisioned upgrade. Without this dual approach, new conflicts between the conscious and subconscious mind can potentially create a level of dis-coherence in the brain and this can disturb the neural rewiring process of the subconscious, or at least render it less effective. For this reason, a combined strategy addressing the conscious and subconscious malicious influences on perception is the optimal approach to developing a powerful and effective antidote.

From Unconscious Incompetence to Unconscious Competence

Unconscious Incompetence. In general, humanity is not consciously aware of the devastating influence of the toxic media sphere on their daily perception of reality, an unawareness which could be defined as a latent state of unconscious incompetence. This state of mind cannot in any way be related to a lack of intelligence since the intellectual level within this vast category of people covers the complete IQ spectrum, including both geniuses and dolts. Depending on the field of knowledge, everybody has a level of unconscious incompetence without ever being aware of it! Specifically, this embedded unknown dimension of unawareness prevents self-regulation from kicking in as a conscious solution and, as detailed above, prevents persuasion by providing facts and evidence to stimulate rational understanding and spark transformation to a higher state of competence.

From this perspective, the presenting of science-based facts and proven evidence as a solution can be well compared with the symptomatic treatment methods applied by practitioners of allopathic medicines: they rarely tackle underlying psychosomatic causes and hardly ever cure the physical body, although the placebo effect comes to their rescue! This analogy even stretches farther, as prolonged intake of certain medications such as antibiotics and painkillers eventually cause reduced sensitivity of the body's receptors and even complete resistance. This same pattern can be recognized when individuals currently experiencing unconscious incompetence are overloaded with conflicting facts and evidence, some of which are considered by the subconscious mind as a serious threat to its core beliefs, and by the conscious mind as a frontal attack on ego and self-image. Nobody is happy to acknowledge their lack of knowledge, and if this feeling is triggered repeatedly it can result in anger and aggression mainly serving as an ego-centric protection mechanism. This does not only cause disappointment, frustration and depression within the group of more enlightened individuals, but it also creates polarities and the potential for conflict within previously bonded social groups, communities, and even families. Such highly activated personal defence mechanisms often lead to intolerance, aggression, verbal abuse, and even physical violence, all of which render any kind of logical discussion obsolete. A perfect example of this is the heated discussion about the real nature and context of the COVID crisis on all social mass media platforms. Regardless of what "position" one takes, raising consciousness has never been as important as during this worldwide crisis.

Evolution to Higher Levels of Competence and Coherence.

The thoughts of a beginner learning to drive a car provide a simple example to explain the different levels of competence and consciousness. Initially the inexperienced might think that driving a car is easy since everybody drives a car! This is a good example of *unconscious incompetence*. During the first lesson comes the shock as the beginner becomes aware of his incompetence, and at that instant becomes a *conscious incompetent*, understanding and accepting that you don't know how to drive a car. The next level is reached as the individual gradually learns the skills required to consciously coordinate all the physical mechanics of the car while staying attentive to the traffic, road signs and so forth. Once these skills are mastered, a level of *conscious competence* has been reached. Finally, with a lot of practice, driving becomes habitual and it can even occur that a destination is reached without even knowing how it happened. This is when the subconscious mind is driving the car without interference of the conscious mind, and at this stage the individual has reached the level of *unconscious competence*. Driving has gradually become so habitual that all processes are automatically steered by the subconscious and in doing so liberate the conscious mind from interference as long as no unusual situations occur which trigger the conscious mind to take back control.

From this example, it is clear that the hidden unawareness dimension of unconscious incompetence is the first obstacle towards achieving higher levels of competence and consciousness. The first delicate process consists of exposing this hidden dimension by lifting unawareness into awareness of unawareness (knowing that you don't know). An "Aha-erlebnis" moment occurs when people become abruptly aware of their ignorance of certain incompetencies or lack of knowledge and understanding (Cole, 1939). At that very instant of awareness, there is a shift from unconscious incompetence to conscious incompetence. Within the scope of this chapter there is little room to elaborately discuss methods that deal with this first transformational process. Nevertheless, a few useful and practical strategies such as historical analogies and metaphors, as well as referring to third party experts, can be mentioned. These simple methods carry a great transformational potential as they are less confronting and thus prevent complete rejection of presented facts or evidence, which is the main hurdle of the conscious mind.

For example, the holocaust can be used as a historical analogy. During the holocaust millions of Jews were exterminated and enslaved. However, during the second world war the majority of the German population considered the holocaust as a conspiracy theory, and even after the war some Germans declined to believe that it even existed regardless of being faced with horrible facts, including images of mass graves and gas chambers. Yet, the holocaust is just one of the many historical analogies of mass genocide and conspiracies against specific races or religious groups. More recently, those who describe the current COVID crisis as a disguised depopulation effort are now stigmatized by the media as conspiracy theorists, while others citing the mortality rate of the WHO still profess that the pandemic is not much worse than a severe flu. Data from an official WHO study (Ioannidis, 2021) showed a fatality rate of 0.23%, which is 15 times lower than the WHO's earlier morbid prognosis of 3.4% as published on *The Lancet* (Raigor et al., 2020). Why is such official data not made available on mainstream news channels? This lack of transparency obviously prevents the general public from forming an informed opinion based on facts.

Similarly, there are many examples that show how the medical establishment historically promoted certain products and methods as safe and effective, yet eventually had to admit they

were very harmful and ineffective. For example, spraying DDT (dichlorodiphenyltrichloroethane, a crystalline chemical compound) on children to disinfect them victimized thousands before being withdrawn from the market. Less well known is the fact that rightly administered medication is within the top five causes of death in the US. In his study, Gotzsche (2014) says:

Our prescription drugs are the third leading cause of death after heart disease and cancer in the United States and Europe. Around half of those who die have taken their drugs correctly; the other half die because of errors, such as too high dosages or use of drugs despite contraindications. (p 628)

Presenting enough historical evidence enables individuals to question the validity of analogue fake beliefs or scientifically surpassed dogmas. The necessity and moral obligation for humanity to accept global experimental vaccination to fight the COVID crisis is a clear example of a belief system being hardwired into the subconscious mind of humanity. Censuring and repressing medical experts who discuss and show the official statistics of severe side effects such as death, thrombosis and heart inflammation is unimaginable and without precedent in “democratic” countries where free speech is considered untouchable.

Using the third-party expert approach offers an effective alternative to prevent discussions becoming personal and evolving into an endless ego or belief clash. Combined with questions like, “What do you think about the statement of experts X-Y-Z?” prevents the complete rejection of presented facts and evidence and enables a more open dialogue. Within the long process of such a dialogue, it’s important to start with the accumulation of small insights and then gradually upgrade the consciousness with more fundamental insights to gradually transform unconscious incompetence to a state of unconscious competence. Raising awareness to the less conscious about the detrimental impact of the media sphere is probably one of the most important objectives to envision, because this insight can trigger increased alertness of the conscious mind and reduce the impact of an intoxicated RAS. Still, this remains a delicate and energy depleting process, and in the majority of cases will prove to be very challenging without creating a new belief system in the subconscious mind.

Criteria for Re-hacking the Subconscious Mind

How FIFI the Giraffe Evolved and Survived

FIFI, a concept used by the author in his personal mentoring practice, explains how evolution is driven by intention within the context of epigenetics. The creation of the character FIFI, a new-born giraffe and the sole actor in a story about evolution, offers an easily understandable metaphor which directly relates to the process of re-hacking the subconscious mind (Cools, 2020). Using the visual of FIFI, one way to ask that question is: “How was FIFI born with such a long neck?” At first sight this question seems absurd in the context of this chapter. Yet this anecdotal story is relevant to understand the basic criteria of the method presented because there is a strong analogy between the development of a long neck and re-hacking the subconscious mind since both these processes are governed by the same criteria. There are three main criteria that have to be met for drastic adaptations to occur over time, adaptations such as FIFI’s extended neck. For their survival, giraffes need to feed themselves continuously, and if the low hanging fruit has been consumed then the only remaining option is to reach higher and higher up to the point that the remaining leaves are unreachable. Now, let’s consider that such a shortage of food only occurred once in a giraffe’s lifetime; then such an isolated event would

not endanger the survival of the species. Logically, since giraffes DO have long necks, this means that such epigenetic circumstances of food shortage must have occurred with a much higher frequency. Giraffes would not have developed such a long neck and legs if plenty of leaves were reachable, even if, say, the leaves on higher branches tasted a bit better; a better taste alone would not raise the stress levels of the animals enough to experience a life-threatening discomfort. So, the hungry pre-giraffe species had a clear and focused intention to eat the unreachable leaves during repetitive and prolonged times of food shortage. These three combined factors contributed synergistically to the gradual process of the adaptive morphic changes of their constitution, that is, (1) setting the clear intention (2) to solve a repetitive situation (3) that was life threatening.

Near the beginning of the 20th century, Powell (1925) had already discovered that the lifespan of intention depends on *the initial intensity and the reinforcement by repetition of thought*. Sheldrake's (1989) concept of morphogenetic information fields adds an important electromagnetic frequency (EMF) dimension to the existing reductionist paradigm that DNA (deoxyribonucleic acid) is not more than matter and only functions as a genetic database and the source for coding proteins. Today, we understand that while DNA indeed contains genetic information that is used to synthesize proteins, it's not genes but epigenetics that determine our destiny. As Bennet et al. (2018, p. 139) state, "Genes are operating options modulated by inputs from the environment, resulting in behaviours." They also note that the environment can change the actions of genes by way of non-expression, and that changes in the DNA can occur during life and be passed onto future generations. As Lipton (2005) describes, "the belief that we are frail, chemical machines controlled by genes is giving way to an understanding that we are powerful creators of our lives and the world in which we live" (p. 17). And, as proposed by Ross (2006) on how this occurs, "genes for brain growth and development are turned on and off by the environment in a complex, rich set of feedback loops" (p. 32).

Thus, the name of our adorable giraffe, FIFI, serves as an anagram for the basic criteria which provide a basis for developing a blueprint for counter hacking the subconscious mind: Frequency, Intensity and Focused Intention. Considering evolution, the pre-giraffe had a clear intention to reach the leaves but did not consciously think about developing longer legs and a longer neck. Yet, by continuously stretching its legs and neck, the subconscious mind was triggered to find a solution that manifested itself as a gradual lengthening of both legs and neck. The existence of such mechanisms was also confirmed by Rein and McCraty (1993), who discovered that DNA molecules can be mutated through intentionality. The same process is activated when athletes exercise specific muscles to the limit of exhaustion, signalling the brain to strengthen them by growing more mass. The athlete does not need to consciously think about muscle growth as this is autonomously steered by the subconscious. The combination of high frequency and intensity determines the level of urgency, and the focused intention is sending very clear signals to the subconscious mind that fast adaptation is imperative.

While the solution for FIFI seems straightforward and simple, there are many similar examples in nature demonstrating the genius and amazing creativity of such adaptive processes, even in very primitive life forms. In this context, and as often happens throughout life, the conscious mind plays a limited role in the construction of a creative adaptive solution. It is significant that the subconscious mind is connecting with various nested and/or fractal information fields in its search for innovative practical solutions. In this context, Sheldrake's (1989) findings are relevant as he defines habits as behavioural information fields and forwards that such fields can

have a fractal nature and exist both on a microcosmic and macrocosmic scale. In their book *The Profundity and Bifurcation of Change Part III: Learning in the Present* (Bennet et al., 2020), the authors elaborate on inter-connectedness as a fundamental characteristic of the universe while simultaneously citing Collinge:

It has been long recognized that the Earth is surrounded by a geomagnetic field, an energetic anatomy similar to our own. For example, Collinge (1998) sees the energy centres, channels and fields emanating from the earth as analogous to those of the human body. As he says, "The entire earth and biosphere in which we live is one gigantic living organism, with its own metabolic and energetic qualities" (Collinge, 1998, p. 20). This invisible field can be characterized as a nervous system running throughout the Universe, connecting all things. (p. 146)

This explains the hundredth monkey effect in which a new habit is spread from a limited coherent group to other physically separated groups once a certain threshold of a specific new behaviour is reached in the initial group. The findings of McCraty (2015) are relevant as an explanation of such phenomena:

It is becoming clear that a bioelectromagnetic field such as the ones radiated by the human heart and brain of one person can affect other individuals and the "global information field environment." For example, research conducted in our laboratory has confirmed the hypothesis that when an individual is in a state of heart coherence, the heart radiates a more coherent electromagnetic signal into the environment and that individual is more sensitive to detecting the information in the fields radiated by others. (p. 96)

Coherence on an individual as on the collective unconscious level appears to be the main criterium to influence information fields or to tap information from them (McArty, 2015), and HRC is the associated physical state that serves as an amplitude catalyst of these processes. From this perspective, it could be assumed that the concerted efforts of a coherent group facing the same challenge would result in a higher amplitude of the EMF signature of its collective intention. Bentov (1988) confirms this by postulating that a group of meditators emit harmonic sounds and when additional meditators join the initial group these signals become stronger. All this implies that a stronger coherent signal on the collective level will not only have a larger impact on the collective subconscious itself but will also create a more optimised feedback channel. In this context, Persinger's (2008) hypothesis is most interesting as he further elaborates on the frequencies of this channel. He refers to the Schumann resonance frequency of 7 to 8 Hz, one of the main frequencies produced between the surface of the earth and the ionosphere, as a carrier of information, and this frequency coincidentally corresponds with the Theta frequencies of the subconscious mind. All these coherent scientific findings and hypotheses are very significant for the development of MTA's (Mental Rehearsal Animations) and for the future development of a PEG (Psychecology Game), as will be discussed later.

Sheldrake (1989) further explains that repetition of a specific behaviour creates a morphic field, and that the resonance with this morphic field increases the likelihood that this event will reoccur. This confirms repetition as an important criterium. If we apply this principle to intention, then it can be postulated that intention has a subconscious and self-inductive dimension beyond conscious focus. All these insights can be taken into consideration to support development of an antidote for the toxic media sphere as proposed in PEGs or other methods to re-hack the subconscious mind.

Habitual Thinking Patterns, Belief Systems and Neuroplasticity

When the subconscious mind is repetitively bombarded with manipulative news, fake evidence and a fragmented version of reality, over time this information gets hard wired in the subconscious mind as belief systems and habitual thinking patterns, which form the source of the subconscious perception filters applied by the RAS. In the book *Expanding the Self* the authors conclude: 'Thus, beliefs influence how we interpret and feel about the information that comes into our senses, what insights we develop, what ideas we create and what parts of the incoming information we are most aware of' (Bennet et al., 2018, p. 139). This is in line with the concept of the 6E cycle and emphasizes the importance of neutralizing irrelevant and destructive belief systems.

In the physical world, these counter hacking processes are enabled by the brain's neuroplasticity. Evolution has shaped the brain to enable flexible adaptation to relevant changes in its external environment. These changes are primarily in the brain's chemistry and architecture (Buonomano & Merzenich, 1998). Neurons are able to change their structure and their relationships driven by environmental demands or an individual's personal decisions and actions (Cozolino & Sprockay, 2006, Cowan & Kandel, 2003). Eric Kandel won the Nobel Prize in 2000 for showing that learning changed the wiring in the brain (neuronal patterns, connections and synapse strengths). Even simple incoming information changes the physical structure of neurons participating in the process, which means that in a continuous process of change, thoughts change the structure of the brain, and, in turn, changes in the brain affect our thoughts (Bennet et al., 2018; Medina, 2014; Kandel, 2006).

Habitual thoughts, which result in habitual behaviour, can be seen as scenarios whereby a specific cluster of neurons in the brain are firing in concert and create neurological pathways. If these neuron clusters are regularly activated, then new synapses are formed and their connection becomes stronger and more resistant against decay. The FIFI acronym determines the criteria for the creation of such new synaptic neuronal clusters, and this opens the possibility to literally rewire the physical subconscious brain with new belief systems and upgrade the source code of the RAS with a more objective reality-based and consciousness friendly version. The success of this counter hacking process not only depends on the efficiency of the method, but also on the strength of the existing intoxicated belief system. Fundamental belief systems and dogmas related to cultural heritage, religion and ideologies are very resistant to decay as they are deeply ingrained in the subconscious mind and are largely linked to the delicate self-image as well.

MTAs as an Effective Counter Hacking Method

MTAs are personalized or non-personalized Mental Transformation Animations and are designed to optimally exploit the FIFI criteria under the format of digitized audio-visual files (video). MTAs integrate the following elements:

1. Brain entrainment technology and guided heart-centered breathing.
2. Choice of background video and audio.
3. Personal images and video fragments.
4. Contextual video fragments and images.
5. Personalized audio affirmations and their graphical representations.
6. Subliminal messages.

Each of these elements contribute to the efficiency of the MTA to dissolve destructive belief systems and negative habitual thinking patterns and to install more empowering alternatives. The mechanics of MTAs can be understood by checking these elements against the FIFI criteria. Before digging into the details of each element, it has to be recognized that maximum emotional intensity can be accomplished by triggering all five physical senses: visual, auditive, tactile, olfactory and even gustatory. Intensifying the overall sensations during MTAs greatly enhances their efficiency. To better understand the various elements and their interactions, the author proposes readers watch an example posted on YouTube.¹ This animation was made for a racing pilot, with the core consisting of a few perfectly-driven laps with integrated audio affirmations and specific tasks executed “in the moment” and relevant for peak performance. The intention is not only to create habitual behaviour at certain critical points on the track, but also to program a belief system in the subconscious mind that it is possible to continuously drive perfect laps on a specific challenging track.

It is essential that all elements either enable relaxation and/or intentionally arouse strong positive emotions. These two factors greatly contribute to increased HRC and in this way the MTAs clearly serve a dual purpose. The same benefits could be enjoyed when the concepts and elements of an MTA are integrated in a PEG.

Brain Entrainment and Breathing

Various brain entrainment technologies such as binaural beats (Bennet & Bennet, 2008) and isochronic tones are mixed in the main background audios. What both of these have in common is the ability to achieve brainwave entrainment. Isochronic tones are single frequency tones creating evenly-spaced rhythmic pulses. Conversely, binaural beats are detected through carrier tones, that is, audio tones with slightly different frequencies in each ear (Bennet & Bennet, 2008), usually below 1500 Hz (Oster, 1973). These are most often played with music, which engages the whole brain (Amen, 2005; Jensen, 2000). Theta brainwaves near the Alpha-Theta border, from 7Hz to 8Hz, are optimal for visualizations and for reprogramming the subconscious mind because Theta brainwaves induce a state of reduced conscious awareness and deep relaxation comparable with deep meditation. It is in this optimal border area between sleeping and being awake that processes of self-hypnosis can take place (Jensen, 2015) (Paoletti, 2020).

Light stimulation of the brain and auricular therapy are also options if an adapted headphone is used. The braintap from Braintaptech, developed by Patrick Porter, is such a headphone and has been specifically used by the author for more than a decade for mental mentoring purposes. These combined technologies rapidly lower brainwave activity and induce a meditative state of self-hypnosis, which prime the subconscious mind and make it more susceptible to change without the interference of the disturbing analytical layer of the conscious mind. Besides stimulating the parasympathetic nervous system and lowering stress, meditation is also known to stimulate immunity and various anti-aging processes (Tolahunase et al., 2017). In times of chronic stress these essential processes are greatly compromised and therefore the MTAs have very beneficial side-effects to optimise health and to reduce physical stress.

Heart centred breathing is a breathing technique where practitioners are concentrating on the heart while arousing positive emotions. The breathing sequence is characterized by an abdominal “breathing in sequence” followed by a longer “breathing out sequence”. While the

¹ See <https://youtu.be/nUptFYsHG8E>

optimal frequency of such a cycle is personal, it hovers around 6-7 per minute. This breathing method is known to increase HRC because it reduces symptoms of stress and negative emotions from depression, anger, anxiety and confusion (Zaccaro et al., 2018).

Choice of Background Video and Audio

The affinity of an individual for specific background themes or background music can contribute to relaxation. Specifically, natural scenes and sounds have a harmonizing and calming effect. Sounds related to oceans, waterfalls, forests, and the cosmos are some of the preferred themes known to lower stress levels and support the meditative state.

Personal Images and Video Fragments

Personal images or video fragments which remind an individual of exciting experiences can arouse strong positive emotions and increase HRC. These images and video fragments are mostly integrated at the beginning of the animation to induce the right emotional state before visual representations of the desired outcome. Integration of repetitive affirmations in this section, in combination with intense positive emotions aroused by personal images and video fragments, stimulate the neuroplasticity of the brain and improve the overall effect on the re-hacking process of the subconscious mind.

Contextual Video Fragments and Images

These elements are directly related to the core purpose of the MTA and represent the desired outcome(s) or result(s). In essence, they are visualizations of future aspirations and achievements that are presented in the MTA as if they are already occurring in the here and now. The subconscious mind is not time conscious and cannot make a distinction between reality and fiction. This opens a window of opportunities to crystalize future desired outcomes into the subconscious mind as actual belief systems in the here and now. The RAS then functions as what is referred to as associative patterning (Bennet & Bennet, 2006) and feeds the conscious perception with sensory information from reality coherent with the manifestation of its newly neuro-wired belief systems. This neuro associative conditioning system (NACS), as Anthony Robbins (2003) calls it, is the reason why poor people have a tendency to waste the millions won from a lottery because their self-image has never been upgraded. In other words, they subconsciously still believe they are poor even though they have millions in the bank. This inner conflict and incoherence between the conscious and subconscious mind are mostly won by the vastly superior subconscious, which inevitably steers their focus to the very people and circumstances that will make them poor again.

Personalized Audio Affirmations and Their Visual Representations

These affirmations are made in the present tense by using the name and not the 'I form'. The mechanisms of affirmations are similar as those explained in the previous point. This means that in a certain way the subconscious is deceived to accept these affirmations as already being accomplished. They have a similar effect on the RAS, which can be compared with a self-fulfilling prophecy in which behaviour is matched up with a previously stated prediction. The visual representation of these audio affirmations can be designed with images and/or text and, when used in combination, render a stronger imprint in the subconscious mind. A simple example of an affirmation to counter habitual thinking related to insecurity would be: "John feels confident to achieve his financial goal".

Subliminal Messages

The power of subliminal messages cannot be underestimated, which is why they have been used in many commercials for decades. Both subliminal text and images can be disguised and made invisible for conscious perception while the subconscious mind has the ability to distinguish them and filter out their meaning. This is particularly handy when very conflicting ideas or extreme outcomes need to be presented to the subconscious without interference of the conscious mind.

MTA Integration in PEG (Psychecology Game)

The biggest challenge to rewire the subconscious mind as an antidote for the toxic influence of the media sphere lies in the fact that this process needs FIFI's clear and focused intention. This presupposes enough motivation to watch a standard MTA a number of times (frequency) with high intensity. Unfortunately, the combined states of unconscious incompetence and the intoxicated source code of the RAS will hardly ever render the conscious mind the incentive to rewire its belief systems and habitual thinking patterns. Furthermore, motivation is not a good faculty to rely on as it is very volatile, which is why a well-designed PEG might come to the rescue by providing a contextual framework of various plots, guiding the player towards specific behaviours and solutions in a disguised way. Winning the game, or reaching certain levels, can induce focused intention, which is the limiting factor of standard MTAs when it comes to tackling the destructive and deceptive influences of the media sphere. Advanced biofeedback apps are now able to measure HRC, and this enables monitoring HRC during play. If progressing through the various levels of the PEG is partly linked to the player's ability to increase HRC, then such strategy would greatly contribute to achieving increased global coherence and counter hacking the subconscious mind.

Games have a tendency to be addictive, and this checks FIFI's second important criterium of repetition. This also enables a gradual approach whereby the accumulation of small habitual changes can result in a more substantial transformation. Integrating a team and/or community concept can also serve to incentivise players to continue playing the game over the long term. Most of the elements of MTAs can easily be integrated in a PEG to increase emotional excitation and increase HRC. These include:

- Choice of background music and colours.
- Options to integrate the involvement of loved ones in plots.
- Contextual subliminal messages.
- Brain entrainment technologies to enhance heart coherence and flow state.
- General and personalized affirmations.

A popular PEG enriched with the MTA methodology will have a stronger transformational effect on a personal level, which can substantially increase individual and global coherence. Various mass meditation initiatives whereby a large group of people meditated with the same intention have effectively proven their impact on quantitative measurable socio-economic factors which even included reduction of murders in a city. For example, on June 7 and July 30 in 1993, the TM-Sidha group used Transcendental Meditation to create coherence in Washington, D.C., reversing the violent crime trend by 23.3%. This effect was achieved "without any verbal, social, political or physical interaction between the meditators and local community" with the impact made quietly and discreetly in the field of consciousness (Hagelin, et al., 1999, p. 154). These precedents are encouraging because a popular game can be played

by millions of people which vastly outnumbers the people involved in these mass meditation initiatives. Accordingly, potentially a PEG could massively reduce the negative impact on the toxic media sphere while substantially increasing global coherence.

CONCLUSION

Humanity is drifting towards chaos and entropy and the media sphere is a primary contributor to preternatural destructive intention. On the positive side, the current depraved condition of the media *is making that which is unconsciousness visible*. This visibility is much like the Jungian projection of “archetypal representations” (AR) or mirrors of unconscious stress factors. In other words, the psychological complex of world crises placed in that category by the media can be addressed with therapeutic dream dynamics defined by Carl Jung (1916) and incorporated into the source code for PEGs.

Archetypal representations render unconscious electromagnetic patterns perceptually visible, and this visibility makes it possible to engage in media-therapy for altering patterns of unconscious hatred, prejudice, and personal privilege resulting from abusive manipulation of the media sphere by essentially invisible powers. The minority of those who have acquired a higher state of consciousness are struggling to lift the consciousness of the less fortunate majority that has been chronically infected by a toxic technological media for decades.

MTAs offer an effective tool to circumvent the obstacles inherent in using only limited rational logic—which is often based on false premises—for problem-solving. Therefore, re-hacking the subconscious mind becomes a viable option to eradicate, or at least reduce, the destructive influence of the media sphere on perception, emotions and behaviour.

Bypassing the analytical mind with brain entrainment technologies—in combination with increased levels of heart rate coherence—can render a very potent physical state to enhance neuroplasticity and re-hack the subconscious mind. Integrating the methodology of MTAs in a PEG looks very promising for the conceptualization of an innovative tool targeted at increasing individual and global coherence. Even if such a PEG is considered as a symptomatic solution, at least it could grant humanity a few extra decades to sort out the fundamental source of our tendency toward self-destruction. According to the insights of mathematicians and theoretical physicists, this tendency is caused by the embedded anomaly of symmetrical mathematics in the economic and political structures of human society. But, as FIFI needed an urgent and important reason to lengthen its neck, so does *humanity need an urgent and important reason* to upgrade the governing principles of society and to finetune them to *resonate in harmony with our ecosystem* and, on a larger scale, with our known universe. This is probably the biggest challenge humanity has ever faced, and all of “us” who have acquired higher levels of consciousness and insight *have the moral obligation to convey this message to the world NOW*. If this chapter has enlightened and incentivized some of its readers to strive towards this noble goal, then it can be considered successful and FIFI’s offspring will be forever grateful.

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