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SPEAKERS

Barry Bardoe, Bass Tadros

B Bass Tadros 00:00
So, Barry, welcome. And I'm going to be calling you bas. bas is got a very broad background. He's worked in the corporate sector, the political sector in the private sector. And he's got a lot of knowledge. And he's also the author of this incredible book called The secrets of how we are being manipulated, and the power to fight back by Barry Bardot. And Barry, welcome.

B Barry Bardoe 00:25
Thanks, so appreciate the time to have a bit of a chat about it.

B Bass Tadros 00:30
Excellent, thank you for sharing the knowledge that you have in your expertise. Folks, if anybody is interested in this book, we've actually got a copy of it on Health Australia Party in our shop, so people can download it, and have an E copy version of it that they can read and get to know more about, but we've got some incredible things that we'll be talking about from the book today. Part of it is really exposing some of the things that are happening behind the scenes that most people wouldn't even be aware of. Why I find this interesting, as a clinical hypnotherapist, I work with a lot of people from the mindset and the unconscious perspective. And, and what I, what I find interesting is there are a lot of techniques being used in this manipulation process, that, that utilize some of the same

techniques that I use, I use it in my clinical practice, to help people overcome stress, PTSD, and to change their patterning of thinking. So Barry, do you want to start with that you want to talk about the manipulation techniques that you share in your book.

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Barry Bardoe 01:39

One of the things when we've talked prior to this one things we talked about is how very, very intelligent people will often be in a group of very clever. I'm gonna use the term information warfare as a shorthand for using information to gain ascendancy over another group or people. It's a very general term. But there's a lot of these campaigns out there. And they'll be very intelligent people who will be repeating their chosen mantra about something. And it's bypassing the critical thinking it's really quite bizarre. But there are techniques which are familiar to my line of work and yours, which you use to bypass critical thinking.

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Bass Tadros 02:17

Yeah, definitely. Well, in my language, the critical aspect of our mind is the part that interferes with thumb. You know, for example, if you say you're repeating an affirmation, or you're repeating some powerful words, so that you can create a new habit, when you practice. If you've got the critical faculty in the way, what happens, the critical faculty overrides. So for example, let's say my affirmation is a multi billionaire. The critical faculty turns around goes no dummy. Have you looked at your bank statement lately? And so there are times and places where the critical faculties important and there are times and places where you need to also silence or quiet those parts. So I'm using that for good in my practice to help people overcome alcohol addictions and other bad habits that are sabotaging their success. But it sounds like some people potentially in corporate sometimes in politics, in media advertising, a using those techniques. They're not using them for good. They're using them for manipulation. Is that right?

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Barry Bardoe 03:21

Yeah, absolutely. And it's very, very similar. I mean, there is this idea of cognitive ease which neurosciences provided for us, where your brain actually like your body becomes quite lazy. And you can bypass critical thinking, which is a little bit harder by repeating as you say, some sort of a mantra. And there's all sorts of different mantras that we come across. And they basically have that effect of creating a new association that bypasses your ability to actually think about it in more depth. So it is similar to hypnotism. I mean, most marketing is a form of hypnotism. Let's be honest.

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Bass Tadros 03:57

Yeah, well, and I'm finding that now rather than being a clinical hypnotherapist, I'm quite often using the term and hypnotizing people some and hypnotizing them from some of the things that we're seeing in the media that's impacting them. Because a lot of people have been coming to see me because of the the fear and the anxiety and the depression, that they've developed just from watching the news or listening to broadcasts that are repetitive, and if it affects their life, it affects their ability to function as normal human beings as parents as workers as as as functioning members of our society. And that concerns me a lot because I want to see people thrive not struggle to survive. So very, have you seen some of these things firsthand from from your experience?

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Barry Bardoe 04:44

Yeah, look, in my book, I talk about the history of propaganda and the history of these techniques. And I think we talked before about the ideas basically three simple steps to control a population or control a demographic. The first thing is you amplify fear get people from fearful. And that's a wonderful little bypass for critical thinking, then you insert an in out group dynamic and vast majority of people want to be in the in group. And if you go back to the example of Germany in the 1930s, you do not want to be in the out group. And then you insert your chosen narrative. And you do that. You know, I talk in the book about how yes of Goebells, the Nazi propagandist developed a lot of these techniques, which he borrowed heavily from the corporate world, he went to corporate America to learn these techniques. But that final one is repetition. And you'll notice that constant repetition from authoritative sources from all over the place makes people believe a particular thing, vast majority of people, that works really, really well. And as you point out the current climate, you're hearing the same narrative from multiple platforms from authoritative sources. And you know whether or not it's right or wrong, that will be taken on board by people. And just quickly on the subject of news, I think it's more accurate to call the news, news entertainment. Because like pro wrestling, there is the core of truth. But it's massively exaggerated, amplified. And the news, you know, has a truism, if it bleeds, it leads, and they like to come up with stuff that is massively amplified. And really, that translates as a massive fear dynamic to the viewing public that, as you say, I think very unhealthy.

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Bass Tadros 06:22

There's a spiritual gentleman that I love listening to, and he's from way ahead of our time, I think he was like operating back in the 50s and 60s. And he was on to it even back then, where he said, People could be watching the TV. And the news broadcasts that the season of the flu is coming out strong this year in the pharmaceutical houses are stocking up on

the flu vaccine or, or whatever it may be that they're getting ready, the shots, the flu shots, and people there in them, Listen to what that broadcast is coming through in their living room on a TV screen. And they develop a symptom or a few symptoms of what's being described, you know that the temperature is going to be this or people's fevers going to go to that. And they get sick. They're in them in their living room, just by hearing this on broadcasted on the on their TV screen. And I found that so fascinating that this guy in the 50s and 60s was talking about this, and it's so relevant today in 2020.

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Barry Bardoe 07:26

Yeah, absolutely. And look, there's some very credible research into the psychological effects on health. And there's one bit of research or rate where they got pro basketballers. And they had one group practice and the other group sort of visualize, and then there's another group, just sort of doing something in between. But the guys who visualized actually did the best. And it's because they had this clear, perfect mental image of how they're already obviously fit. They're already skilled, but they had this very clear mental image. And the other guys were sort of practicing mistakes. But conversely, you know, that whole white coats syndrome, I think that's fairly well documented. No, no, it certainly affects me. And if someone in a white coat, says you're ill, you tend to believe it. And you start becoming overly conscious of minute differences in your breathing and temperature and lots of things. So those sorts of authoritative messaging, regardless of what they're about, yeah, they're incredibly impactful upon people. There's no two ways around it.

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Bass Tadros 08:29

Yeah. Well, so buried to talk to me a little bit about the inspiration behind writing this book. What was what was your real compelling inspiration to, to put this book together and to share this message?

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Barry Bardoe 08:43

Well, after many, many years of working for a lot of different clients doing, I think, what you might turn influence activities, you know, corporate political clients, private clients, in a military context, a lot of different contexts. I started seeing the extent to which these techniques were affecting society, and was particularly horrified at a couple of ways in which they were used. And I'm very, very clear that that's particularly corporate, I did a little bit work for a corporate client, and I saw some of my work being quoted as an authoritative source, because we'd populated authoritative sounding information platforms. And it really was nonsense. It was really, really silly and was a bit of a wake up call. Yeah, it's extraordinary. It's it's the most complicated information age in human

history. As you know, there's more information sources than ever before. And there's countless vested interests, often with quite conflicting agendas. And obviously, from a corporate point of view, you want to make bucks. So if you can corral people into the uptake of a certain product, you will do it. And if you can do it cheaply and easily, all the better.

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Bass Tadros 09:55

It's true. It's so I guess you've seen firsthand The results of some of the work some of the work you were involved in, or some of the work that corporates that you worked with, were involved in, either in the private sector and other sectors. And you've decided, you know, what, enough is enough? I want to share this so that more people become educated and understand what's actually happening. And and either turn it around for themselves, or at the very least be aware of it. Is that is that right? Is that what I'm getting?

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Barry Bardoe 10:25

Yeah, that's certainly part of it. And I've always had a fascination, which is why I'm drawn to this career, and you know, you're drawn to the light. And perhaps I'm slightly more towards the gray at times, but it is, it is really, really fascinating. And I suppose after doing some work for some of these clients over time, I thought, well, you know, people need to understand how this actually works. I've become really, I suppose, upset by the use of some of these skill sets, by suggested interests and the impact that they have. And sometimes, I'm not suggesting that there's some dark conspiracy. I mean, marketing is all about persuading people to buy something they may not need, but may not probably almost certainly isn't good for them. And I think we need more consciousness around that. I mean, everyday people are being, I suppose, manipulated into choices, which aren't in their best interest whether you know, something as simple as food, I mean, Australia's good, terrible, terrible problem with diet and food.

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Bass Tadros 11:26

So you know, what I was thinking? We've had early conversations, as you said, and one of those earlier conversations is, not only are we in an information age, which we been married at our fingertips, how we've got access to so much information, I think we are actually in over information age, and people are getting confused, because they have AIDS. And they're taking that all of this is from a scientist, so that must be right, but not looking any further than that. And, and what's frustrated me is, it's and to connect, they've lost that. And what I'm noticing is, and this has really annoyed me that some of my more intelligent friends, friends that have a very high IQ, and I know you touched on this a little

bit earlier. So let's go into that a little bit deeper now. high IQ, and they're falling for this stuff more than the ones that have a lower IQ, that are potentially just feeling into intuitively to can you talk to that a little bit.

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Barry Bardoe 12:43

Yeah, absolutely. The brilliance and success. I mean, that's a complicated issue. But I have previously looked at Dr. Richard Hortons comments about the scientific evidence base and the degree to which that's been co opted. So the first thing is a corporate interests, own a lot of research, let's be honest, they have interests in writing clinical guidelines, there are not as Nef strict laws about disclosure of data. And this is horrible practice, which, you know, we don't have direct evidence for but apparently does occur, where things are ghostwritten under non disclosure agreements. And I know a lot of material is ghostwritten by professionals, I know that firsthand. So that's one part of the problem. So there is some persuasive material out there or seemingly persuasive material. The other part of the problem is is sort of bypassing of critical faculties. And, you know, this is very deliberately engineered from the ground up to appeal to people who have a degree of intelligence as being scientific, or, you know, well credentialed, peer reviewed, etc, etc. And I think to get to the bottom of that is very, very difficult. The waters are extremely muddied. And there are people who are very, very expert in using scientific sounding language, and seemingly using well credentialed resources. And when you actually look at them a little bit more deeply, they may not be saying what the author claims that they're saying, but the peer review process is also in tatters from what I understand to and something like 90% of the information out there is only popped up in the last 10 years. So you're right, we're facing a deluge of information. We're facing a situation where verification is next to impossible for a lot of people. And a lot of the information is tainted at its core anyway. So it's a very complicated situation.

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Bass Tadros 14:34

And why do you think the more intelligent people that you hire, I see a falling into into these traps?

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Barry Bardoe 14:45

Because people like me, or call colleagues in the best case, can you hear me? Okay? Um, to be honest, as you are breaking up of it at the moment, but I got the gist of that last question, but these sorts of campaigns are very cleverly geared to different demographics. And I suppose it's like you often see the situation or very intelligent woman or be dating some guy who's just horrendously bad for and intellectually and offensive,

you told me these sorts of horror stories. But intellectually, she might, for example, be able to think through a lot of things very, very intelligently. But this is not about intelligence. And that's what tricks people who are very, very smart. It is circumventing your intelligent, critical processes, and hitting you at this very deep emotional level. And that is something that intelligent people, whether it's in relationships, or this sort of stuff often struggle with. And then of course, it's different campaigns, which are much more aimed at people who do simply take things at face value. So it's multifaceted.

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Bass Tadros 15:50

Well, yeah, I mean, I understand that I get that when people are drawn into something emotionally, they're less likely to see the intelligence and to think intelligently because they're so emotionally captivated, if you like. So yeah, I guess that's a good point, when you talk about,

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Barry Bardoe 16:10

I'll attempt to answer that a little more fully. I use the example in the history of propaganda in my book of you know, 1930s in Germany, now put it to any sensible person that Europe's most probably arguably most progressive, people didn't suddenly decide it was a good idea to follow a genocidal maniac to oblivion, you know, no one thought, hey, let's do that. It happened incrementally. And people often say, Oh, you know, though idiots so easily manipulated? No, they weren't German people are very, very, very, very intelligent. There's a certain set of circumstances that allowed those three steps that we've described before to be inserted. And, you know, you see things even very, very late in the war, where people are completely bypassing sort of critical faculties that you would expect. That's a very, very extreme example. So imagine it in a situation where there's a particular product, we hear from every single source that it's, it's good, or it's associated with all this aspirational imagery. it bypasses your critical thinking, and we're all victims of it, we all have that moment, for sure. Absolutely.

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Bass Tadros 17:15

Barry, I guess, look for anyone that's joined us in watching this live, if it cuts out or anything, that's the joy of being live, then there will be a recording of this, that we'll be able to share at a later stage, hopefully, as early as tomorrow, that we can share with everybody and they can follow through and hopefully won't have all the dropping out and all that sort of fun stuff that we're experiencing. Barry, one of the things that I find very interesting in reading through your book, and, and and sort of devouring it, because I'm interested in this topic, very much. So one, because I want people to utilize these mind

techniques to if they're going to manipulate anything within themselves is to manipulate themselves to be a better version of themselves. And to be able to read the telltale signs of what's happening, whether it's in marketing, or whether it's coming from a corporate or political standpoint, and be very weary. And one of those things, and this thing is evident in 2020, more than any other time that I've been around, is the fear campaign that's been used to drive people to do certain things. One of the biggest fears, obviously in life is the fear of death. And so that fear is so, you know, Paramount, that people are likely to do anything, because they want to preserve their life. Do you want to talk a little bit about that, and how that's potentially being used to manipulate people?

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Barry Bardoe 18:46

Yeah, one of the things I put in my book is that you can set up a lot of fear dynamics, and for example, with I don't know, like, say a makeup brands, you might set up a fear, Diamond dynamic that you're not for women, which is quite compelling, but you're not going to be part of the attractive in group. So that's, that's a lesser degree of fear. But it's fear nonetheless. But fear of death is the number one human motivator. It's what we've evolved, evolved around. So if you can insert a fear of death into something, it's going to be extremely compelling. And, you know, there's there's companies that do that, and there's political powers that do it. I suppose you're probably talking about the current virus context, which sees us becoming so very, very good at using zoom and other such platforms. Yeah, putting aside what your stance is, whether you think it was an appropriate reaction or not, that's not really the point. The point is that people are terrified. They're terrified of death. And when there is that fear, they're very, very, very likely to follow authoritative guidance on what's considered the appropriate behaviors.

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Bass Tadros 19:54

And I think it's unfair and unjust because people don't actually know that their motives It's so strongly by fear to then willingly do whatever they've been told and to comply in a certain way. And I think that in itself is it's, it's deceptive, you know, if more people understood, like, for example, I can share something from my perspective and from my work, that fear is not a bad thing entirely. fee can say life, if you're afraid to jump out on the road in busy traffic, well, that could potentially save you from getting run over by a Mack truck. Right? But unnecessary fear, like the fear of you know, being killed by a dinosaur is not necessary, because we know they're not around anymore, right? The issue is, if we utilize or if we, if we just subscribe to the theory of fear as the motivator, people won't be around just like dinosaurs, because they'll die from the stress of fear. Because the stress in itself impacts people so much more deeply than some of the things that they might be fearing. If that makes sense. Yeah, stress affects people on a on a mental and

physical.

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Barry Bardoe 21:05

Absolutely. I've recently been doing a lot of research on, you know, the effects of stress, particularly prolonged exposure to cortisol and blah, blah. And I was very, very lucky to hear a presentation by a neuroscientist recently is talking about that, and he was talking about the physical effects. And over a period of time, you'd be amazed. The different physical effects, I mean, things like asthma apparently, can be a result of long term stress, peyorative problems, heart attacks, etc, etc. So prolonged exposure to fear at that sort of low background level is extraordinarily detrimental to health. The problem is now that pretty much everything relies upon a fear dynamic. And, you know, I don't watch the mainstream news every day because I would go out of my mind, and I really wonder if people who can absorb that level of stress because invariably, the key stories revolve around fear. And it's this vicious cycle, because news outlets sort of need sort of feel that they need to do that now in order to keep ratings going. And it perpetuates this horrifying cycle. I think the long term effects and some of the effects coming out of this year, once again, whether you think it was the right or wrong response, but some of the effects on people will be, you know, the mental health and physiological effects are extraordinary, I think. Yeah.

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Bass Tadros 22:30

Definitely. And it's another area that I'm very passionate about is obviously, mental health and suicide prevention is, is a big thing for me. And, and seeing what's happening today, it's, it's, it's kind of devastating for someone like me, who's watching this unfold like a, like a horror story. And I think people need to be aware, obviously, we're aware now that sex sells in marketing. But how many people are aware that fear is a strategy? And it's being used? And yeah, cells as well, as news?

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Barry Bardoe 23:09

Yeah, I'll make a very quick point to that. If you went back, so a couple 100 years, you'd probably look to religion as being your panacea for that kind of fear. Because religion would say to you, Hey, you know, if you do the right thing, you actually don't have to die. You can live forever. Now, in an age, which is more and more secular. I think people still get that deep seated insecurity. So if you have entities pop up that say, Hey, we can delay death. Or if you do what we say, you know, death won't happen as immediately as possibly otherwise occur. Dad is taking the place of religion. And I think that's why people are adopting some narratives with a religious kind of fervor. And they're not thinking

about a critically the same as you know, hundreds of years ago, in a religious context, people simply accepted the word of the priests. I think it's very analogous, to be honest, so and six does sell but I feel

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Bass Tadros 24:08

sorry, obviously, there's a bit of a, a feed back kind of thing here a bit of a delay, with this live transmission, but I love that you've gone into or opened up about the religion side of things. I've grown up very religious myself, and sometimes it promoted the fear of God, in order to get people to do the right thing. It also gave, at the very least, let's say a message of hope, that if you do the right thing, that there is, there is a light If not, I mean, and what I think is missing in society today is a lot of people are not subscribing to religion as much. So in one part, maybe they're not getting the fear and punishment aspect of religion. But they're missing out on the hope, aspect of religion, which in today's society is very dangerous, because I know that message of hope, has sometimes save people's lives, especially people that are, you know, tending towards suicide or something like this. So what is your thoughts on that dynamic?

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Barry Bardoe 25:21

Yeah, that's an interesting observation. And there is some pretty persuasive research that when you remove what's the right word, I suppose that spiritual component, and when you remove that deep seated sense of cultural context and place, guess what replaces that consumerism. And there's some very persuasive research into that. So the more you shift people towards atheism, and secularity, obviously there's some people will have a very rationalistic response. And it's wonderful. But for a lot of people that creates this deep seated sense of insecurity, and they deal with it through consumerism, and I'll point you towards some some research about that. Later on, it gets a bit involved. But I think that's quite deliberate.

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Bass Tadros 26:06

Well, it makes, it makes a lot of sense from a neuroscience point of view. And from my works point of view, because one of the things that we longed for, is meaning and contribution. And, and that we go back to, you know, our caveman thinking, and we also go back to hunter gatherer, and consumerism fulfills that, that void that we have as a hunter gatherer. So a lot of people go, I feel like there's a void in my life. And we call it sometimes retail therapy, and they turn to consumerism.

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Barry Bardoe 26:38

Yeah, absolutely. And that's, that's a very good observation that it is an attribute of evolutionary psychology, because it references the process of going out and procuring and bringing back something of value to the tribe. And we see the sort of replicative fade around that process. And also this reality show on television the other day, I was walking past a TV and as all of these sort of really big buff guys are doing outdoorsy stuff. And it was like a pantomime, it was, like play acting at being men, it was really weird and strange. But that's the point we've arrived at. And if you are a corporate entity, if you can leverage your fear of death on the one hand, or end, or if you can reference that very basic evolutionary psychology, you've got a product winner. And often joke about going hunter gathering when I go down the supermarket, but it's true, it does. It does take those very promo boxes.

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Bass Tadros 27:33

Yeah, well, look, one day we've got to do a talk, it's going to be the best and best show about the alpha version of healthy male persona versus an unhealthy one that's been sort of shoved down people's throats, by society. I think, growing up for me as a little boy, there is no transition. There is no ritual to go from being a boy to being a man. And so I think a lot of people lose that. And what happens is you're trying to emulate other men, and what are we seeing, we're seeing men that are not healthy, whether it's chauvinistic, whether they're racist, whether it's sexist, or whether they suppress their emotions, and and tend to lash out in other ways. That's what we're seeing. And that's sometimes what we're faced with, by society unless you find good men, real men. And we've got to definitely do a series about this, because this one's a whole topic in its own, and it deserves that. Right. But I'd be interested to hear just some of your thoughts on that thing. we've, we've drifted into that.

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Barry Bardoe 28:39

Yeah, that's a really interesting thing. And I'm, I certainly get concerned, I suppose, by the other pendulum swing to where men are completely suppressing their attributes for the sake of fitting into some sort of politically correct sort of construct. And, in a way, being quite feminized. I don't think women really appreciate that. And I think men feel very uncomfortable and very, very confused. And you know, that reality show or refer to had these big strong guys with beards, you know, that obviously worked out a lab, and they got all these toys out in the bush, and they're just doing this stupid stuff. That sort of references masculinity, but is like play acting. And I think from an evolutionary psychology point of view, yeah, we're pretty lost. They had was it November recently, and some of the statistics around that like a man dies, what every minute from suicide, we leave six years

plus, yeah, less than women. And I think that goes back to that ambient stress thing we're talking about to that long term, the effects on the body if you're living in a stressful inauthentic way. Very, very, very damaging. So yeah, that'd be a great. We should do a do a chit chat on that. That'd be a really interesting topic.

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Bass Tadros 29:57

Definitely, because there are extremes of it as you're saying that They're the ones that suppress their emotions and feelings. And later on, you basically explode or go down the path of suicide. And there's ones that suppress it and they become so feminine. And they dress like that they they act like that. And obviously, it's, it distorts their version of real, real men. And what I think real men, the definition of real men, is like gentlemen, like, if we look back a little bit in time, there's there's a lot of gentlemen like men that know who they are, that don't question. The fact that they're men, just like a tree doesn't question its existence as a tree, it knows it's a tree, and it stands strong in its presence. And that's what we need. We need men to play our roles of being real men, not pretending to be men been putting on the macho persona, that's not real men. That's men that are living in fear. I want to talk a little bit about how they're, there's a current narrative. And anybody that speaks against that narrative is threatened, whether it's an academic or professional, or a doctor, if they speak about anything that opposes the current narrative that's been played out. Basically, their livelihoods threatened. What, what are your thoughts on that? Can you touch on in your book?

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Barry Bardoe 31:28

Oh, yeah, absolutely. If you're causing a threat to billions of dollars in profit, there is an army of people that will attack you from every single direction, it will be on the internet. And, you know, someone asked me recently are internet trolls a real thing? There's people who are paid to do trolling to destroy reputations, because that reputation stands in the way of profit. So there's that aspect of it from a gender perspective. Yeah, we're in really interesting times, I guess, because there's a lot of confusion, and a lot of confusion for women to you know, my female friends will say, Oh, you know, I want a real man and, or what's that? And, you know, he's got to be strong, but sensitive, and you know, all of these things, which are very difficult to sort of balance, and with the showing your emotions thing I reckon you got with most women, you know, you get in trouble for this. But I do think there are different expectations around how we deal with things emotionally. And I think most women friends of mine, will put their hand up to having a bit more of a roller coaster. And as men are meant to be a bit more rock like, but at the same time, when you do show your emotions it does. I've lost him again, it does show a window into yourself. So it's really, really tricky. I think it's really hard for me to get that balance these days. I don't

like Sookie men, I think you should get in that path too much. And I think you know, part of your part of your duty as a man, I think the stoic philosophy was very much that a man must struggle and suffer. And what they mean by that is not that you should be some whining person, but you should have something that you feel is worth struggling for. And you must be prepared to undertake jurists for that. And that is a very, very compelling model of masculinity, whatever your vision is, you know, you're not going to just take the easy path and, and be passive. And I know my female friends like that attribute in men. So yeah, it's it's a it's a tricky world, isn't it? Because it's a huge topic, because we live in a complicated, modern world full of all of these nuanced social niceties, which, you know, even a couple of 100 years ago, wouldn't have exist on this level. It is a minefield in some ways. But I think the guts for anyone is be your authentic self. And remember, Roger Moore was saying that a man, someone asked him what it meant to be a man. He said, Well, a man should smell of starch, lemon and fine cigars. not advocating smoking whatsoever. But he had this very simple thing. And I think you're right, that earlier generation, they weren't in doubt about it. I just just were. But yeah, a complicated topic. And I can sense myself getting in trouble. So stop. Well, let me steer it back. And I'm thinking has that been affected by the information age or the over information age that we're in? By what we're seeing constantly? what's available to us constantly on our phones on the internet? on our news on the TV screen? I think steering it back into that direction again. Could that be the gender bender? Could that be one of the things that's manipulating the sexes? Yeah, absolutely. And you only have to get on the internet. You know, for a moment or two to see all the ridiculously conflicting advice about now how you get the right partner. And, you know, it's it is quite crazy. But there's also been a lot of research into buying patterns. And, for example, in the car industry 80 plus percent of decisions are driven by women. So if you're not appealing to a feminine aesthetic, on some level, you are not making money out of cars. And that's not the only product line. So there is a big waiting in marketing towards women. Because us guys, you know, let's be honest, most of us don't really care about having lots of shirts and stuff like that. But if a woman says, Hey, you look really good in that show. straight off, you're gonna buy it. And that's another one of those dynamics, which is not politically correct, but as mercilessly exploited by marketing professionals. Yeah, I mean, even political correctness, do you think that's going a little bit extreme, people are afraid to voice their message, afraid to share an opinion? You know, what's happened to freedom of speech, where you're not intentionally going out to hurt anybody? You just speaking about what you think is the truth? And what's real for you? And people just take it all out of sorts, just because they think, oh, that's not politically correct. You know, what, what are your thoughts on that? Yeah, I think that the craziness that it has become a craziness, but it is a craziness, which has been used once again, by vested interests, who have quite different agendas. I use the example in my book that you or I, or any sort of decent person, love the idea of interacting with different cultures and expanding our minds and learning about different people. Absolutely. more

cynical people in the corporate world, have used diversity in a variety of different ways to either distract attention from their less savory practices or to create new consumer bases harvested from developing nations and outsourcing to other countries. And, you know, a far more cynical leveraging of that concept. I lost my point.

B

Bass Tadros 37:10

We're talking about the manipulation down the track of political correctness. So it's almost like something that people, you know, trying to do to be right to be kind to be gentle. But it's been used against them, to make them shut up, basically.

B

Barry Bardoe 37:25

Yeah, well, sorry that I think that's the point I was trying to get to that. If you can couch something in terms of it being racist, or sexist, or in some way offensive, you've got immunity from any kind of logical criticism of that particular policy. So I think I think we've seen an enormous rush to couch everything in those terms. And that's also spoken very strongly to, you know, people who, who have grown up with a very entitled worldview where they don't feel that they ever have to be challenged on anything. And I think there's a big difference between presenting a well articulated view that is contrary to the dominant narrative, and being rude. And I think we all know that being rude is unacceptable. We all know what rudeness looks like and feels like. But unfortunately, this whole mechanism has been used to close down, as you say, vast areas of thinking and debate and control of language. And the people who are, you know, so convinced to the virtue of their particular path, have been very, very vocal in asking for authoritarianism to enforce their worldview. And that's, that's a very slippery path that can that pendulum can swing real quick.

B

Bass Tadros 38:36

Yeah, I think I mean, we've seen that kind of birth, with the birthing of social media and things like that people are so fast to be offended. It's almost like they're looking to be offended. And as you say, they underwrite anything as, as something that's causing them in political correctness, discomfort, let's call it that. And then they just write off whatever logics behind it.

B

Barry Bardoe 39:01

Yeah, absolutely. And we've got situations in universities where you've got these safe rooms where you've got coloring books, and all this sort of stuff for people who are so

triggered by an academic turning up and saying, I've got a slightly different worldview. It is, it has reached an absolutely absurd point. And whilst I'm totally against being rude to people, that's that's not acceptable. You do have to harden up a tiny bit and be prepared to engage and particularly on the left of politics, people are not prepared to engage anymore and that was traditionally the area of you know, interrogating ideas that's gone now. It's become orthodoxy. So that whole construct is gone. 180 degrees. I think.

B

Bass Tadros 39:41

I feel that that's what I got when you were talking about Sookie men and Sookie women because there are those people. And I think that's where they hide. They hide under this proviso of that's not politically correct. You know?

B

Barry Bardoe 39:55

Yeah, perhaps. And even more so. Just this thing. have been Personally uncomfortable. And anything that triggers this tiny amount of discomfort that interrogates even the most stupid ideas I might Harbor, because it's uncomfortable, suddenly offensive, and therefore it's off topic. It's a passive aggressive, dynamic that's very disconcerting. And part of life, you know, I'm sure you know, in your line of business, you'd see this part of life is discomfort. And discomfort actually shapes us into stronger versions of ourselves. So I'm a bit of a fan of discomfort.

B

Bass Tadros 40:29

Totally, you, if we look at any growth, growth, with some level of discomfort, stepping out of your comfort zone, nothing grows in the comfort zone. So even watching my children grow up, they've got teething pains, they've got growth pains, as they grow taller muscle pains and aches. So you want to realize that, that is part of nature, it's part of life, for us to go through what you called earlier bit of suffering or a bit of discomfort, I call it growth pains. And, and one of the terms I'm educating my children with and even between me and my wife, is the terms of challenge and support, we challenge and support each other. If I over support, I spoil them. If I over challenge, I become an eight Hall. So the idea is to find that balance between challenge and support. And I think that's what society needs to start to understand and program within themselves, that they are okay, they're gonna be fine. They're going to live through and and be okay with the practice of both challenge and support. And the more they can harmonize and balance that that's true, meaning I think of growth and love.

B

Barry Bardoe 41:40

Yeah, absolutely. And I think the pendulum swing, like, if you go back, when I think about the beginning of my working career, and a stint I had with a certain organization, it was brutal, it was insane. And the pendulum is now swung a lot way, you know, a lot in the other direction, I think it was much needed. I mean, we used to lose, back in the 90s. Now, we used to lose people on building sites, not all the time, you know, there wasn't guaranteed you could go home from a normal day's work, because people have this uncaring sort of attitude to basic safety. And there's this gung ho sort of macho attitude to things. So pinch, the pendulum has gone the other way. But it does need to be balanced. And you do need to offer people support, I suppose it's analogous to going to the gym. I mean, if you want to get results, you're going to undergo a bit of pain, but it's in a controlled way. And I think there's expectation that they'll never be duress, and everything will just be, you know, feathery and soft, what a boring life anyway, I mean, come on.

B

Bass Tadros 42:41

Well, I guess for some, that's where we've gone, you know, with developing a remote control, so you don't have to get up from the couch to change the channel, developing a microwave, so you don't have to actually put something on the stove and wait for it to heat up. So people are getting used to this fast pace. I want it now rather than I want to wait for or want to work for. And I think that's what's forming these kind of behaviors. And that's the challenge, I think the challenge is to look at the system and figure out what are the ways we can improve that? What are the ways we can change behavior. You know, I've lived that experience from adaptation, through, for example, immigration, to adaptation to language to adaptation in the in the corporate world with change management. And it's always been about stepping out of their comfort zone and being able to look for processes of improvement, even if they're minor once. So I live by that in my life and you know, and entering into human transformation and human behavior. I love this work. And that's why I love your book. And and when one of the parts in your book, you're talking about Goebbels approach English is my third language. So I might not be pronouncing that right.

B

Barry Bardoe 43:55

Yeah, it probably pronounced a gurbles. That third language. That's impressive. Yeah. Yeah, he's he was a very, very clever guy.

B

Bass Tadros 44:03

Right. So he's approach to propaganda. Is that some of the stuff that we're seeing in 2020? Or is it something that's ancient that would have idly seen before World War One?

B

Barry Bardoe 44:13

Will, to put in historical context, we're talking about the 1930s post World War One in Germany. And he borrowed heavily from corporate models, but I think there's a real trap now that people go, Oh, you know, look at all those terrible things that happened back then couldn't possibly happen. Now. We're far too smart. We won't be tricked like that ever again. I would argue that we are seeing that he wrote the rulebook on this stuff. And whether corporate marketers are consciously aware of it or not, they follow those rules, you know, to varying degrees, they work. And I think that we are more we live in a society which is more manipulated than than even that context and I think I could create a good argument for that.

B

Bass Tadros 45:00

Sure, well, I mean, back then it would have been hard because it wasn't information age. People didn't really realize what was going on. They just thought people perhaps being transported on trains and taken to a different location. And it's only in hindsight that we'll look at that. And I think what's happening now, just from my own perspective, and my own observations is, it's a lot more covert rather than overt plan of attack.

B

Barry Bardoe 45:28

I'll just jump in directly so that we don't unduly upset any, any Jewish view, as I think you know, what happened in the 30s. In Germany, you know, a lot of people were very, very conscious of what was going on. But because of this whole mechanism that we've described, their humanity and their critical faculties were, to some extent bypassed, and they were historicized by fear, they desperately didn't want to be in the out group, because the truth was that lots of people, regardless of background could get sent to concentration camps, if you did the wrong thing. So that desire to be part of the group and not be ostracized, he can't imagine a more extreme example of that. But you're 100% correct. Now that, obviously, that's not going on now. But in terms of people being manipulated towards certain outcomes, I would say that the amount of activity going into that now is extraordinary. And information is far more tightly controlled than people realize that the thing is in Germany in the 30s, they put in place programs to control cinema and to control radio, and to control print media, which was basically all the information sources. Now we've got a lot of different information sources, and huge amounts of effort to control them. But can you think of a single choke point for virtually all

the information in the world?

B

Bass Tadros 46:49

Well, we're seeing that on Google, that's being censored. We're seeing it on YouTube, with things being censored, where certain people are going out and trying to share their truth or their research or their information, and they're getting deleted and taken off. To me that's kind of similar. That's what I'm referring to as the covert operations. In nowadays age, where things have been censored been deleted. We've been told on for example, where we're streaming right now live on Facebook, that there's fact checkers. But nobody realizes that these fact checkers are paid people potentially the same page trolls that are doing their own. I don't know what kind of research that they're doing to check effect. But they're not real. In many ways. They, they're putting things towards their own narrative in certain ways. But it's not what I think in my view is real or factual.

B

Barry Bardoe 47:45

Yes, that's interesting point. See, the verification thing is a big challenge of our times. And I, I put it to you that I don't think there's anybody from any perspective who can present something that is 100%. factual, there is so much misinformation out there a little things creeping in. And even if it's like, you know, you've got a year wrong in a reference or something like that. Yeah, Google's very interesting example, because if you own the first 12 entries on Google, apparently, something like 95% of people never search beyond the first page. So that is an historically almost unprecedented level of control. So there is an enormous battle going on at all times, to control those 12, or however many entries that is on the first page of Google. If you control them, you control the game, really. So there's a lot of different ways in which you can dominate that first page of Google. Well, if they haven't checked out, we highly good. Go for it, guys. Can't wait for that.

B

Bass Tadros 48:51

Well, I'm sure we probably get fact checked at some point. But a lot of the things on the first page is actually paid ads on Google. If I don't know if you notice that, but that's what I noticed you type in something. I could type in your the title of your book, and what will appear first, it'll be all the paid ads first.

B

Barry Bardoe 49:13

Yeah. I look, it's a double edged sword, isn't it? Because it will bring up stuff which is very, very popular and common. And that can be very, very useful. But you know, it does rely

upon human laziness. And the thing about the rollout of radios in Germany in the 1930s was a bit of a double edged sword because, of course, Britain then started broadcasting and people in Germany could pick up stuff they weren't meant to pick up. I would argue that probably the current mechanisms are in some ways more effective.

B

Bass Tadros 49:45

Yeah, I agree. One of the things you mentioned in your book is the power of repetition. how people use repetition to drive a message.

B

Barry Bardoe 49:54

Yeah, absolutely. And that's another cognitive ease thing and that was something gurbles identified very early. Early on, that if an authoritative source repeats something again and again and again, it becomes accepted even if your critical mind is sort of bubbling right going on doesn't quite sound right. it bypasses that goes straight into your subconscious and your, your deeper emotional self really interesting. I remember 2016 I saw Donald Trump give a 17 second speech after one of the debates, where he mentioned when I think 11 times or something like that, and it's a absurd sentence, it sounds ridiculous. But because he mentioned that word so often, at the end of it, you know, I was thinking yeah, I think he won that did me and he's, he was very, very good at obviously hasn't won the slightest election. But for a while he was on his game with repetition and anyone, it's a people are encouraged to do a search for the Miller brand loop. It Milla brand leader of the Labour Party tried to get a key message across and just repeated the same answer to multiple questions again and again. But unfortunately for him, they they played the entire tape and put it on the internet, which made him look ridiculous. But yeah, it's a time on a technique. Repetition trumps everything.

B

Bass Tadros 51:17

Right. In your book, you talk about a strategy to combat the misinformation or to fight back. What are your I guess key advice for the viewers of this video today?

B

Barry Bardoe 51:31

I think humility, I think you have to be prepared to accept you may be wrong. Because you get the mainstream narrative which contains factual errors and propaganda. And then you get people who believe that they're on the contrary position. And now believe, plausible disinformation. Now, people who are very good at influence activities will put plausible disinformation in the mix, to create associations to discredit opponents, like if

you want to wreck someone's reputation, you associate them with something absurd, and it starts to degrade the reputation. So you have to look at everything. And fact check it. And by fact check I mean, go back to the original sources, don't just read the article that quotes a study. Because often, you know, they might say, our team at Harvard has shown blah, blah, blah, well, what team the basketball team, you know, go back, check the original source and check that the original source says what you think it's saying, bearing in mind that even academic papers have been massively affected by the corporatization of research. I'm not pretending it's easy. It's really, really complicated stuff. And you have to keep an open mind. and be prepared to change your view and be prepared to be wrong.

B

Bass Tadros 52:47

Well, I think that's that level of discernment that I touched on earlier, because people are going all this. This is scientific research, but they're not looking at how far does this scientific research go back to, and who backed it, who funded it? Who backed it and funded, it can have a big impact, because that could also be driving people to look at things from a certain way to illustrate a certain point. And to me, science needs to be counted. It needs to have peer review. And and the point of that peer review, is to then not fact check it, but to present both sides of the science, if you like, and a lot of that is missing these days. Do you agree?

B

Barry Bardoe 53:32

Yeah, absolutely. And if you can make a buck out of it, and the corporatization and funding of research is a really, really big problem, because in certain career areas, you just won't get funding, it's very, very difficult otherwise, and obviously, they want a result, you know, they want a product, it's going to make a lot of money. And they don't want to hear that, you know, four out of five of your studies didn't support that particular outcome. Another big problem, too, is when products are tested on a particular group. And yet, Richard Horton talks about how that sort of turned to the dark side, because you can create a pool of people and test the product on them and get a certain kind of result, depending who they are. And we all know, physiology is in the individual. And if you're testing something on 22 year old people at the peak of their fitness, that's a very, very different kind of result. If you've excluded all the other people might be using that product to, you know, maybe 50 or have a heart condition or whatever. The whole problem of clinical guidelines, is incredibly problematic. And I suppose we need to really, really lobby for the installation of research on corporate interests, which I think is a wonderful dream. But the reality is that you know, corporates are leading in every area in terms of you know, even even in space exploration now is highly corporatized. So, how do you achieve that? I

think the main thing is policy Mike is also need to be very, very insulated from lobbyists. And I know from firsthand experience and talking to people who I've worked for that, you know, the lobbyists are extraordinarily powerful. And they often come equipped with lawyers and marketing professionals and they have undue influence. Yeah,

B

Bass Tadros 55:18

definitely. And I think people just don't have to look too far back, if they look at the lobby groups for smoking, or the corporate take on smoking, and how we just, you know, recently made that breakthrough that smoking is not good for people's health, and and how Australia has actually been at the forefront of that change, which is impacting the rest of the world. We can look at other things like especially bots, how it was a safe product that people built their houses out of, and then we realize Hang on a minute, it can actually be quite dangerous to people's health. What I'm thinking of with that discernment has been on the front of these things, not waiting 5060 years of it affecting people's health and causing cancers and deaths and all sorts of things. And then we got our Hang on, let's let's look at that. And let's review that. Why can't we do that on the front end, rather than the back end? Is, is really one of my driving forces in life?

B

Barry Bardoe 56:15

Yeah, that would be an ideal if you look at the smoking narrative. I mean, I used to look at the ads from back in the day, they'd have a guy in a white coat, he'd be smoking a cigarette, and you'd be saying, you know, has an effect of clearing your throat. When they started to make the correlations between lung cancer and smoking. The argument from the industry was that correlative studies are never definitive. What does that remind you of? And it's true, they're not, you know, there could be aliens projecting an invisible beam onto people, because I don't like smoking, you know, that is remotely possible. But we accept now that there's a big enough correlation. problem with that is it takes a very, very long time. A lot of pressure on the industry. And as you say, it's taken decades and decades. And there's certain things now where we're just starting to see the tip of it, it's like give it another two, three decades, if we can apply enough pressure, we will have a very, very different view and that erring on the side of caution doesn't occur when you've got billions of dollars at stake.

B

Bass Tadros 57:14

Yeah, and I mean, look, having said all that, to Baz, I see that there has been a huge shift. And I think you touched on it as well, that we've both seen when we're in the corporate world, towards more social responsibility, environmental consideration, taking care of stuff

and creating a balanced lifestyle. So there are positives that are happening. What I'd love to see more is that these positives are rolling out a lot more towards the harmony, and the well being of humanity. And that huge consideration of the environment, the planet, and people and and I just wish more people have that social responsibility. And that, that way of thinking of I don't, I'm not in this to make a buck. I'm in this to see the longevity and the benefits that it's going to have for people, community, society, and so on. Is there anything you want to leave us with in terms of sort of a passing note or an ending note, because we're sort of coming to the end of the hour for our session, especially something about a link where people can access your book, so they can download it? And we'll be certainly having more of these dialogues batters? Because I've really enjoyed this thoroughly.

B

Barry Bardoe 58:24

Yeah, I look forward to that. We'll have to do the talk on what it means to be a man because I've got no idea to be quite honest. You tell me. But in terms of the topic, and yeah, look at is absolutely huge topic. But in terms of undue influence upon decision making. It's at a critical point. Absolutely. And I think there are some, you know, some great corporate entities out there, I can think of a couple of companies that have got a fantastic culture and a really good imperative, and they're trying to achieve good things. And I don't think that's incompatible. But there are also corporations, which are addicted to vast profits. And they will use they'll reference some of these things in order to sort of get along in the corporate world. But there needs to be much more accountability. And that's something we all need to lobby for. And we can, you know, as consumers, we can also push that a bit.

B

Bass Tadros 59:20

I think the other thing that's really important is to see governance have accountability, because we've seen in corporate, people have taken accountability and being charged, let's say as CEO, if they're seen as negligent, they could be personally charged. But we need to see that in governance. We need to see political leaders be held accountable for their decisions if they impact their country or their their city or their state. What are your thoughts on that as a sort of final touch?

B

Barry Bardoe 59:52

Well, speaking as a private individual in Victoria, wouldn't that be nice? Yeah, absolutely. I'm very disconcerted by the mechanisms of accountability. When you get right to the top of political food chains, I think there's really good mechanisms, you know, in the public

service and the IDF and all of those other organizations. But when you get to the elected officials, and I'm not denigrating them as a whole, because there's some, you know, their hearts in the right place, and they're doing the best job, they can, just very quickly, I think there's almost a childlike assumption in the water electrodes these days that every politician will do everything that you expect them to do and be totally pleasing. They won't be they'll have to make decisions you don't agree with. But as long as they're basically ethical, you know, we can live with that. In situations where they deviate from that, I'm not convinced that we have strong enough mechanisms in Western nations in general, there's all sorts of people don't have to talk about Australia. But there's all sorts of people who've done abominable things, and they seem to just walk away from it. It's a puzzling state of affairs and something we need to change.

B

Bass Tadros 1:01:04

One asks the question, where's the federal ICAC? And what's their role in this?

B

Barry Bardoe 1:01:13

Yeah, I'll have to abstain from that commentary. But certainly, I can think of a couple of international politicians where I'm just absolutely stunned that they're not on war crimes charges, to be honest. But yeah, absolutely. I think we'd all agree. Yeah, I think we all we, you know, Australia is a little bit. Australia is very complacent. We think that politics is a joke, generally, it's not serious stuff. And, you know, we need to have the expectation that our leaders will make mistakes, they won't be perfect, they won't be pleasing to us all the time. But they've got to stay left and right of ark of, you know, basic, ethical behavior. And there has been some examples in fairness fairly recently, in recent times, where, you know, some politicians have been held to task, but there needs to be better mechanisms, perhaps here.

B

Bass Tadros 1:02:03

I'll share my hard and fast rule on that keyword that us leaders in leadership, I use this for both leadership and for men, it's being of integrity. And being humble enough, what you used earlier, you mentioned humility, to admit when they've got something wrong. Because that's a key and powerful tool, as a leader, to be honest enough to be integral enough to come out and go, look, I've made a mistake, we had to make a decision, we utilize this information. That was what we had on hand at that time. And I may have gotten this wrong, or we may have gotten this wrong as a group, and at least coming out and sharing that I think transparency, integrity, honesty, and accountability is really important, both as a man and as a leader.

B

Barry Bardoe 1:02:48

Yeah, just to finish that point. I did have a conversation with a federal senator few years ago. And yeah, he was exactly like they said, you know, he admitted, where things hadn't gone perfectly, and had that humility, and that desire to improve and be better and all that. And I was extremely impressed by that individual. So you know, this cynicism about politics in general, I think is misplaced. But at the same time, we probably as a nation, not proactive enough in engaging and demanding those sorts of attributes in all in all circumstances. Hmm.

B

Bass Tadros 1:03:24

We just, again, because this is something that is near and dear to me. And I just had this conversation with someone, that we as a society allow bad behavior, we allow it, because we're complacent, you know, some men are more passionate about their football team, than they are about the people running the country. And that, to me, is devastating. Because everything that's going on whether it's right or wrong, is a manifestation of what we allow as a collective. And I personally, wouldn't allow that in my household, let alone in my governance.

B

Barry Bardoe 1:04:02

Yeah, just to finish that point, I guess, by being complacent by regarding politics is just a bit of a joke. And, you know, I, you know, they'll always, some, a lot of people have that attitude that they're all as bad as each other, so it doesn't matter and they opt out of the political process. First thing you're not doing is you're not allowing the good people to get the support that they need. And secondly, you're, you're basically condoning that kind of behavior. I think one of the former leaders of the ADF said something along the lines of Yeah, their behavior you walk past is the behavior you accept. And I think that's a really, really good motto for life in general, you know, don't accept that. We are down the bottom of the food chain normal people but, you know, collectively we can make a difference and we can motivate other people and we can stand up for our values for sure. Definitely integral and so Baz. On that note, thank you so much for your time. I really appreciate you and I look forward to our next conversation. Yeah, likewise, mate, we'll, we'll have to do it again soon. It's been a pleasure.

B

Bass Tadros 1:05:08

Thanks, Baz.



Barry Bardoe 1:05:09

See ya.