

# Google Rolls Out ‘Pre-Bunking’ Censorship Regime to Rig EU Elections

By [Ben Bartee](#)

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*“Until they become conscious they will never rebel, and until after they have rebelled they cannot become conscious.”*

-George Orwell, 1984

*With each step, with each successive advancement in weaponized technology — which come faster and faster as the rate of development skyrockets — the corporate state inches closer to achieving its ultimate objective of totalitarian control.*

*Soon, barring effective resistance, suppressing information counter to approved narratives ex post facto will become unnecessary because verboten information will never make it out of the womb into the public consciousness in the first place.*

*In the end, of course, the social control will descend to the level of the individual mind itself, with neurological implants or other tools rendering the very act of wrongthink impossible.*

We’re now on Step #2 of this three-part descent into techno-hell.

Via [Reuters](#):

**“Google (GOOGL.O) is preparing to launch an anti-misinformation campaign across five countries in the European Union (EU), the company told Reuters ahead of the bloc’s parliamentary elections and tougher new rules tackling online content.”**

In June, EU citizens will elect a new European Parliament to pass policies and laws in the region and **lawmakers fear the spread of misinformation online could sway**

## voters.

France, Poland and Germany accused Russia on Monday of putting together an elaborate network of websites to spread pro-Russian propaganda.

Europe's Digital Services Act, which comes into force this week, will require very large online platforms and search engines to do more to tackle illegal content and risks to public security.

From this spring, **Google's internal Jigsaw unit which operates to tackle threats to societies, will run a series of animated ads across platforms such as TikTok and YouTube** in five EU countries: Belgium, France, Germany, Italy, and Poland.

Building on previous campaigns the company has tested in Germany and central Europe, Jigsaw said the new project was **an opportunity to reach citizens in countries with some of the largest number of voters in the EU**, utilising the company's local expertise in these regions.

**The ads will feature so-called 'prebunking' techniques**, developed in partnership with researchers at the Universities of Cambridge and Bristol, **aimed at helping viewers identify manipulative content before encountering it...**

'We've spent so much time having these really polarised debates. **Our democracy is at stake**, and the temperature just keeps getting higher and higher,' said Beth Goldberg, head of research at Jigsaw."

Via [Harvard Kennedy School Misinformation Review](#):

"It has been shown that **debunking and fact-checking can lack effectiveness because of the continued influence of misinformation: once people are exposed to a falsehood, it is difficult to correct** (De keersmaecker & Roets, 2017; Lewandowsky et al., 2012). Overall, there is a lack of evidence-based educational materials to support citizens' attitudes and abilities to resist misinformation (European Union, 2018; Wardle & Derakshan, 2017). Importantly, most research-based educational interventions do not reach beyond the classroom (Lee, 2018).

**Inoculation theory is a framework from social psychology that posits that it is possible to pre-emptively confer psychological resistance against (malicious) persuasion attempts** (Compton, 2013; McGuire & Papageorgis, 1961). This is a fitting analogy, because **'fake news' can spread much like a virus**[1] (Kucharski, 2016; Vosoughi et al., 2018). In the context of vaccines, the body is exposed to a weakened dose of a pathogen—strong enough to trigger the immune system—but not so strong as to overwhelm the body. The same can be achieved with information by introducing pre-emptive refutations of weakened arguments, which help build cognitive resistance against future persuasion attempts. Meta-analyses have shown that inoculation theory is effective at reducing vulnerability to persuasion (Banas & Rains, 2010)."

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*This article was originally published on the author's Substack, [Armageddon Prose](#).*

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## Note

[1] Well-trained liberals go wild for any such virus analogy, in which an alleged social ill is turned magically by a snap of the fingers and a propaganda blitzkrieg into a pseudo-Public Health™ issue.

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