Unpacking Conspiracy Theories Ideas for Confronting the Hydra of the Information Age





Donald A. Barclay, June 7, 2023

"There are two ways to be fooled: one is to believe what isn't true, the other is to refuse to believe what is true."

-Soren Kierkegaard

"We can, of course, be deceived in many ways. We can be deceived by believing what is untrue, but we certainly are also deceived by not believing what is true."

Søren Kierkegaard. Trans. Howard V. Hong and Edna H. Hong. *Kierkegaard's Writings, XVI, Volume 16: Works of Love*, Princeton: Princeton University Press, 1995, Page 5.

"True genius resides in the capacity for evaluation of uncertain, hazardous, and conflicting information."

Winston Churchill . . ?



HOW TO SPOT FAKE NEWS



CONSIDER THE SOURCE

Click away from the story to investigate the site, its mission and its contact info.



SUPPORTING SOURCES? CHECK THE AUTHOR

Do a quick search on the author. Are they credible? Are they real?



CHECK THE DATE

Reposting old news stories doesn't If it is too outlandish, it might be satire. mean they're relevant to current events. Research the site and author to be sure.





Headlines can be outrageous in an effort to get clicks. What's the whole story?



Click on those links. Determine if the info given actually supports the story.







Logical Fallacies

- Slippery slope
- Ad hominem
- Appeal to emotion
- Either/Or
- Bandwagon
- Appeal to fear
- Appeal to authority . . .



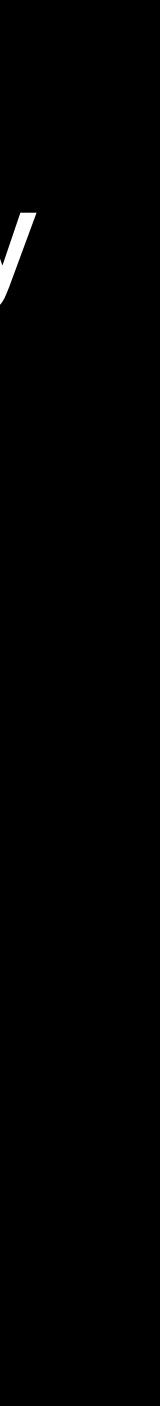
Strawman

Outline

- **Conspiracy Versus Conspiracy Theory**
- How Conspiracy Theories Work
- Changing Thinking about Conspiracy Theories
- Popular Culture and Conspiracy Theories

Conspiracy Versus Conspiracy Theory





What is a conspiracy?

An oral or written agreement between two or more persons to commit a wrongful act.



Guy Fawkes 1570-1606

What is a conspiracy theory?

"... the view that an explanation of a social phenomenon consists in the discovery of the men or group who are interested in the occurrence of this phenomenon (sometimes it is a hidden interest which has first to be revealed), and who have planned and conspired to bring it about."

Karl Raimund Popper, *The Open Society and Its Enemies*. (Princeton: Princeton University Press, 1950), 287.

KARL POPPER THE OPEN SOCIETY AND ITS ENEMIES

Karl Popper 1902-1994



Conspiracies are hard to keep secret

The Watergate conspiracy was discovered almost as soon as it began.



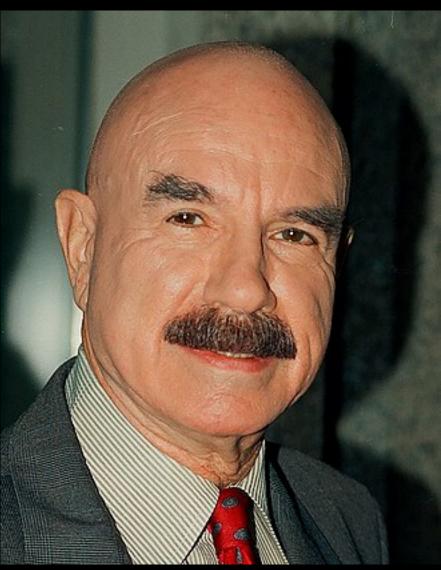
Richard Nixon



John Mitchell



E. Howard Hunt



G. Gordon Liddy



Keeping conspiracies secret may be mathematically impossible

"One of the major motivations is to help counter-act antiscience beliefs from gaining a foothold by quantifying how extraordinarily unlikely it is that a cohesive scientific fraud could take place on such massive scales."

David Robert Grimes, "On the Viability of Conspiratorial Beliefs," *PLOS ONE* 11, no. 1 (January 26, 2016), https://doi.org/10.1371/journal.pone.0147905.



| Time frame | Maximum N _c |
|---------------------------------------|------------------------|
| 5 years | 2531 |
| 10 years | 1257 |
| 15 years | 838 |
| 20 years | 628 |
| 25 years | 502 |
| 30 years | 418 |
| 40 years | 313 |
| 50 years | 251 |
| 100 years | 125 |
| doi:10.1371/journal.pone.0147905.t004 | |



PLOS ONE

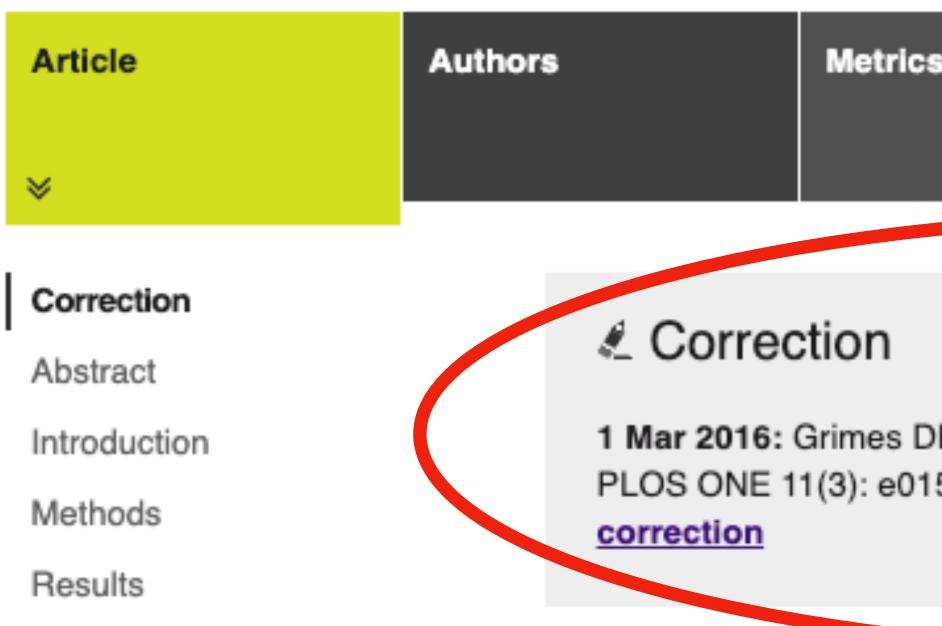
⑥ OPEN ACCESS ▶ PEER-REVIEWED

RESEARCH ARTICLE

On the Viability of Conspiratorial Beliefs

David Robert Grimes 🖂

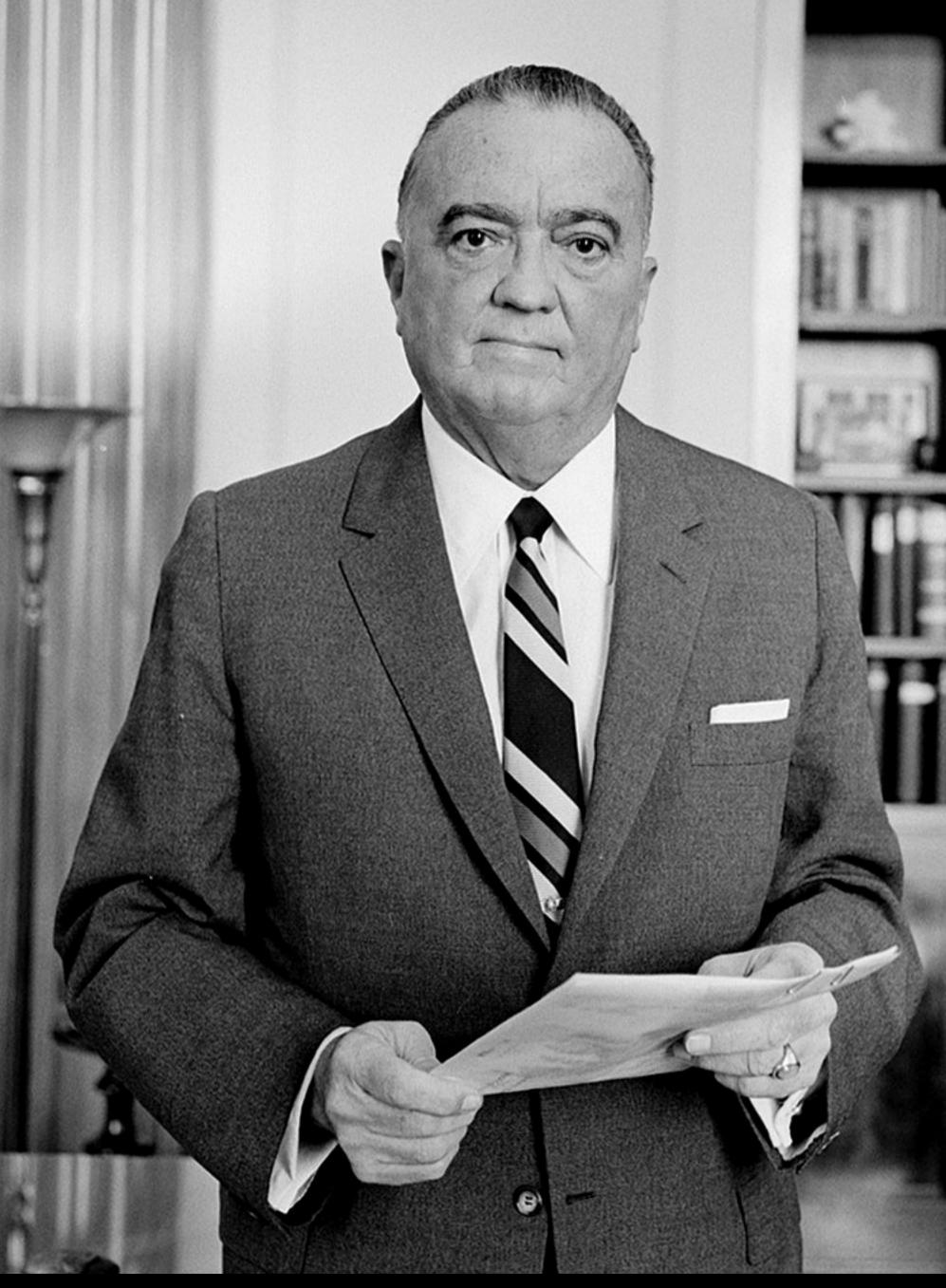
Published: January 26, 2016 • https://doi.org/10.1371/journal.pone.0147905



| Comments | Media Coverage |
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| on: On the Viability of Con .org/10.1371/journal.pone. | |

"Conspirators rarely consummate their conspiracy." -Karl Popper

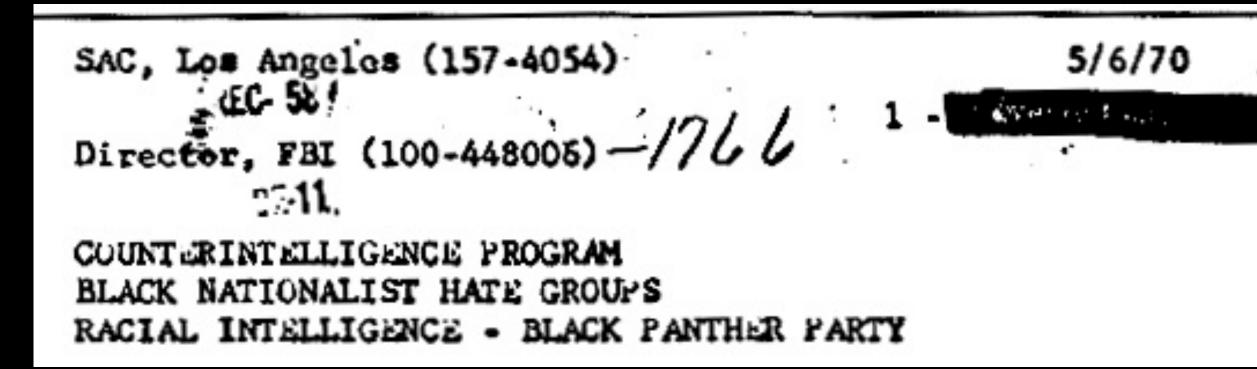
Karl Raimund Popper, The Open Society and Its Enemies. (Princeton: Princeton University Press, 1950), 288.



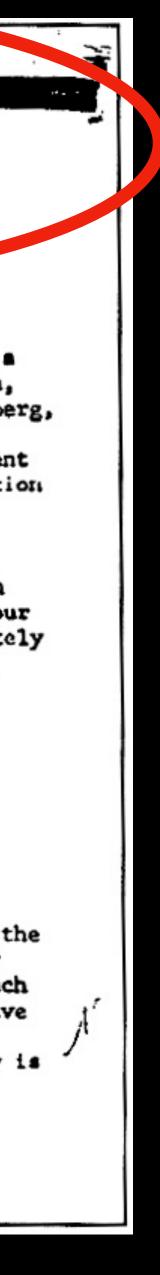
J. Edgar Hoover



COINTELPRO Counterintelligence Program 1956-1971



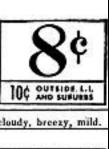
| 1:4 | SAC, Los Angeles (157-4054) (EC-52) Director, FBI (100-448005) -/766 11. COUNTERINTELLIGENCE PROGRAM BLACK NATIONALIST HATE GROUPS RACIAL INTELLIGENCE - BLACK PANTHER PARTY | 5/6/70 |
|--------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| MULER 24 NAY 3 1370 DOMMFBI | Reurairtel 4/27/70. Reairtel requests Bureau authori letter from a fictitious person to Hollywo gossip columnists to publicize the pregnan well-known white movie actress, by and tarnish her image with the general pub- from from findicated that Scherg was pregnant by To protect the sensitive source from possible compromise and to insure the plan, <u>Bureau feels it would be better to way</u> two additional months until Seberg's pregnovious to everyone. If deemed warranted, recommendation at that time. 1 - San Francisco JFM:drl | od, California, acy of Jean Seberg Br Br her embarrassment olic. Information four months of information success of your mait approximately hancy would be |
| | (5) <u>NOTE</u> : Jean Seberg has been a financial <u>BPP and should be neutralized. Her current</u> | t pregnancy by |
| Bishop Casper Callebyn Conrad Feit Gale | effort. The plan suggested by Los Angeles merit except for the timing since the sens might be compromised if implemented premate designated to San Francisco since its sens coverage is involved. | appears to have itive source urely. A copy is |











CORE Chief Demands Hoover's Resignation

James Farmer Charges FBI Head Conducts moral degenerates." 'Vendetta' Against Civil Rights Groups

NEW YORK (UPI) - FBI Chief J. Edgar Hoover (Newsweek) reported that at backed up the FI James Farmer, national and charged he is conduct- a news conference last week doing an excellent director of the Congress of ing a "vendetta" against ci- Hoover had said, among oth- doing an excellent Racial Equality, Wednesday vii rights groups. demanded the resignation of Farmer was one of several "I have been one of these | "It is an untenab

civil rights leaders to react states' righters all strongly to Hoover's speech ... (civil rights) di in Chicago Tuesday night in were due to the rath which the FBI chief lashed out at "zealots or pressure approach to the Mi groups . . . spearheaded at situation by the au times by Communists and here in Washington

Hoover Quoted

The speech came shortly of (Mississippi) Gov after a national magazine Johnson's matur

er things:

Department of Justi |can't speak in too hij governor of Mississ

CORE Chair Demands Hoover's Resignation: Jame Farmer Charges FBI Head Conducts "Vendetta" Against Civil Rights Groups

Los Angeles Times. November 26, 1964

| I my life tion for the administration lifficulties and the Justice Department ther harsh to be saying and doing one dississippi thing and the chief of the muthorities FBI to be saying publicly on, by the something quite opposed," tice I Farmer said angrily. New Young Jr., ex- lored People cutive director of the Na-sharply critical most notorious liar in the country." "Mr. Hoover's unfounded statement attacking Dr. King appeared to be an iso | lifficulties ther harsh dississippi uthorities on, by the | and the Justice Department to be saying and doing one thing and the chief of the FBI to be saying publicly something quite opposed." | Hoover for calling Dr. Mar- tin Luther King Jr. "the most notorious liar in the country." "Mr. Hoover's unfounded | ecutive director of the Na- tional Urban League, and Roy Wilkins, executive se- | sharply critical o |
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How Conspiracy Theories Work



Empirical statements are falsifiable.

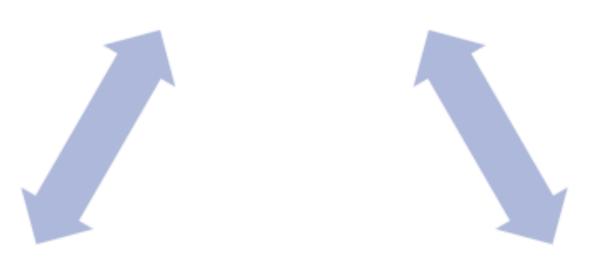


It will rain this afternoon.

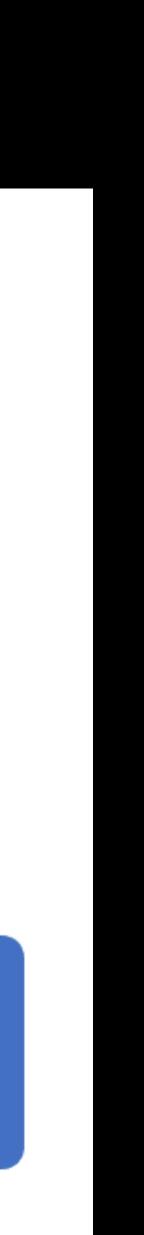
Circular Reasoning Is Not Falsifiable

Truth is assumed a priori.

Evidence that doesn't support assumed truth is rejected as false. WTC buildings were brought down by controlled explosions.



It is fake because it was controlled explosions. There is video of planes hitting both WTC buildings.



Three Types of Conspiracy Theories

 Event Conspiracy Theories





Three Types of Conspiracy Theories

- Event Conspiracy Theories
- Systemic Conspiracy Theories



Three Types of Conspiracy Theories

- Event Conspiracy Theories
- Systemic Conspiracy Theories
- Superconspiracy Theories

ک Popular Latest Newsletters

The Atlantic

12 Million Americans Believe Lizard People Run Our Country

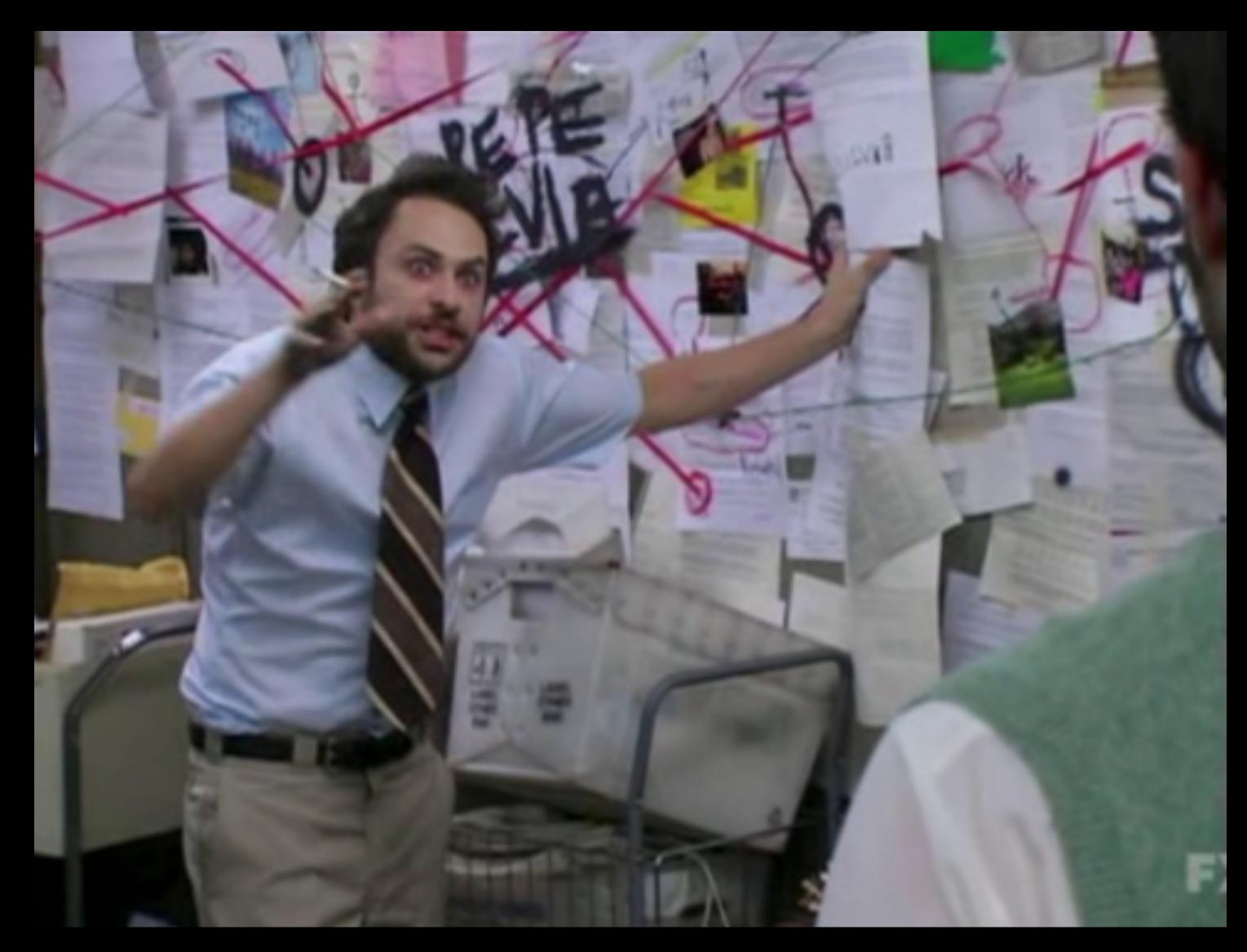
About 90 million Americans believe aliens exist. Some 66 million of us think aliens landed at Roswell in 1948. These are the things you learn when there's a lull in political news and pollsters get to ask whatever questions they want.

By Philip Bump

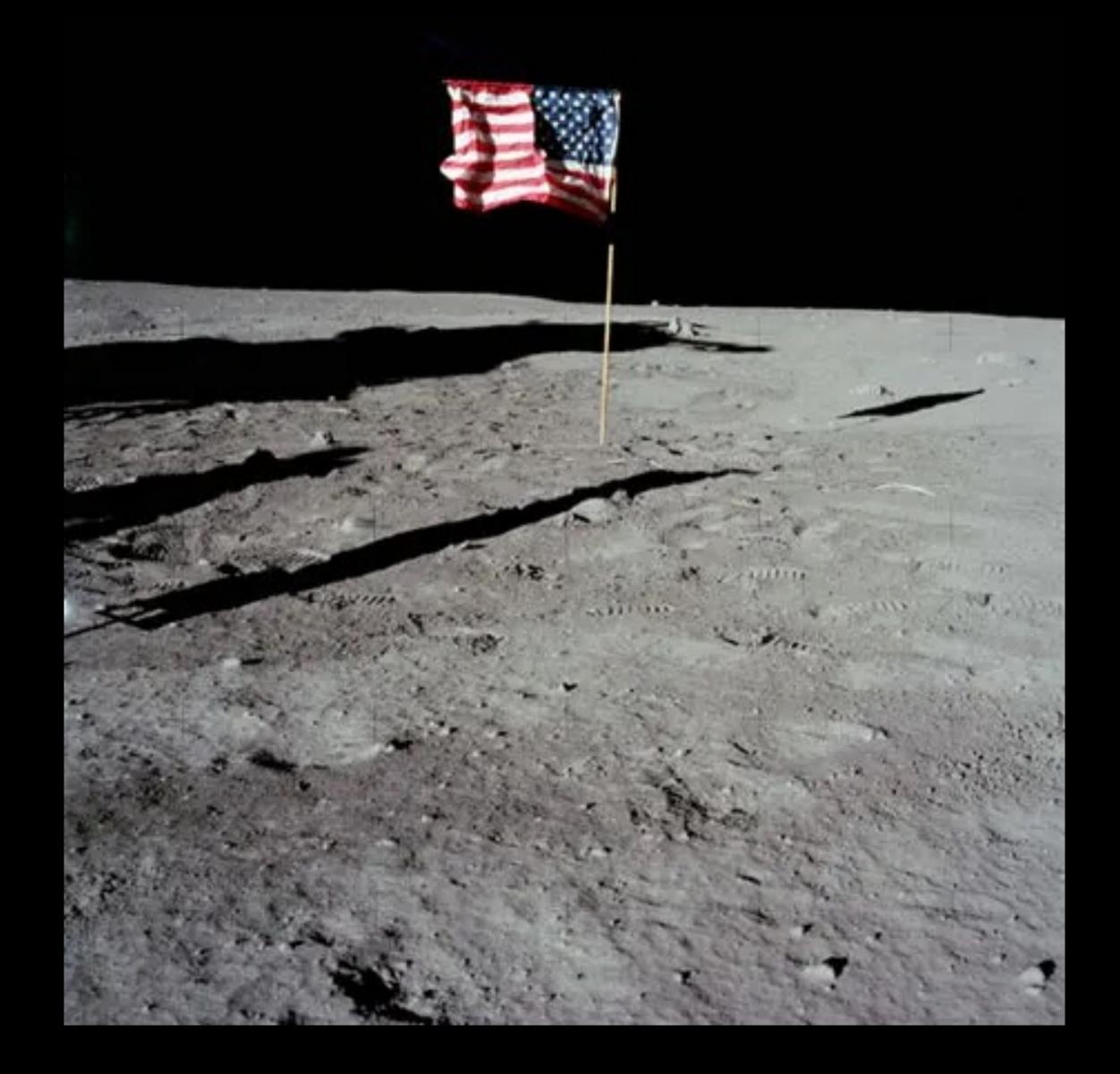


Sign In

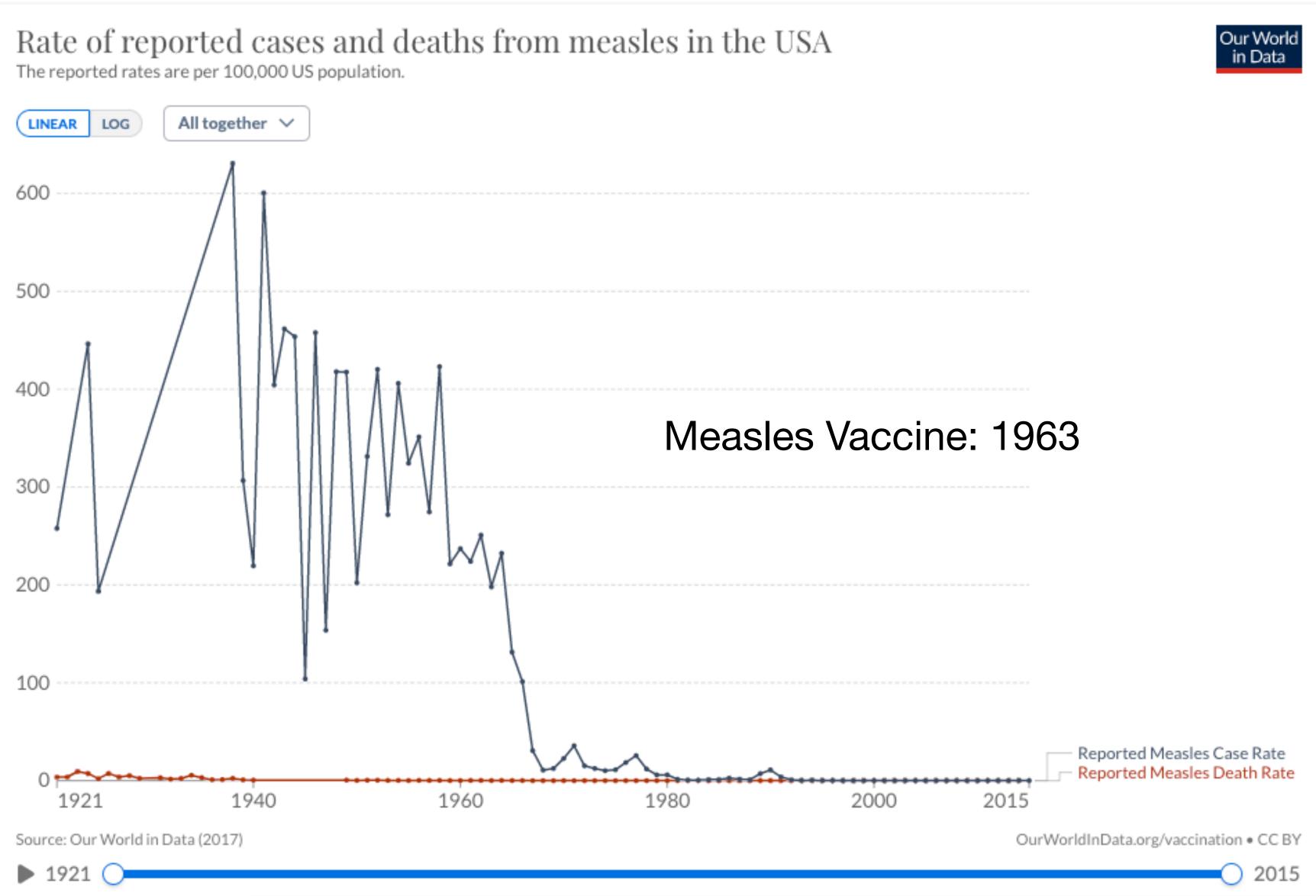
Elaborate Presentation of Evidence



Cherry Picking Evidence



Rejecting Contrary Evidence



Downtrodden Us Versus Powerful Them



From Outside







From Above

From Within



WANTED FOR TREASON

THIS MAN is wanted for treasonous activities against the United States:

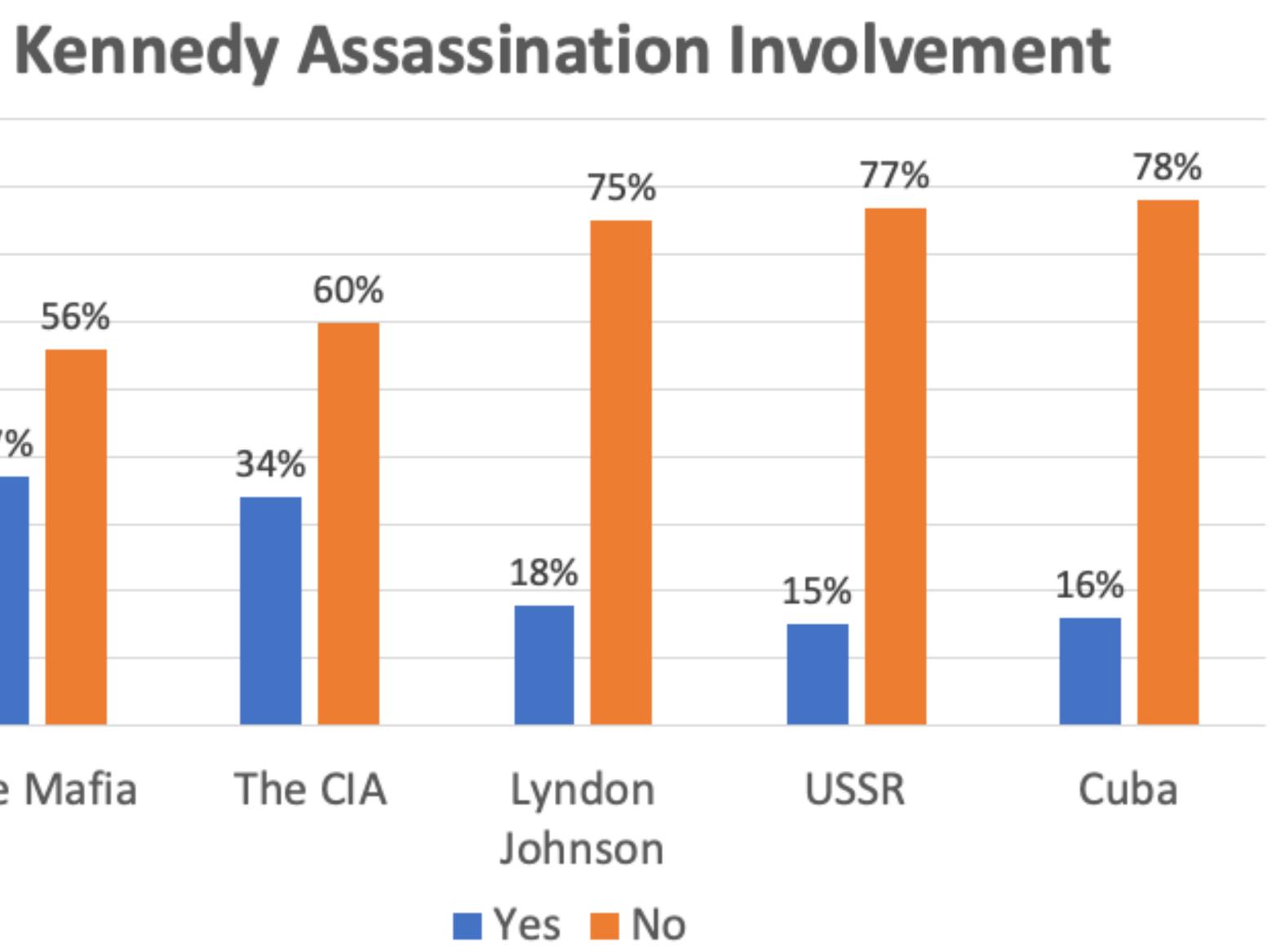
- 1. Betraying the Constitution (which he swore to uphold):
- He is turning the sovereignty of the U.S. over to the communist controlled United Nations. He is betraying our friends(Cuba, Katanga, Portugal) and befriending our enemies(Russia, Yugoslavia, Poland).
- 2. He has been WRONG on innumerable issues affecting the security of the U.S. (United Nations-Berlin wall-Missle removal-Cuba-Wheat deals-Test Ban Treaty, etc.)

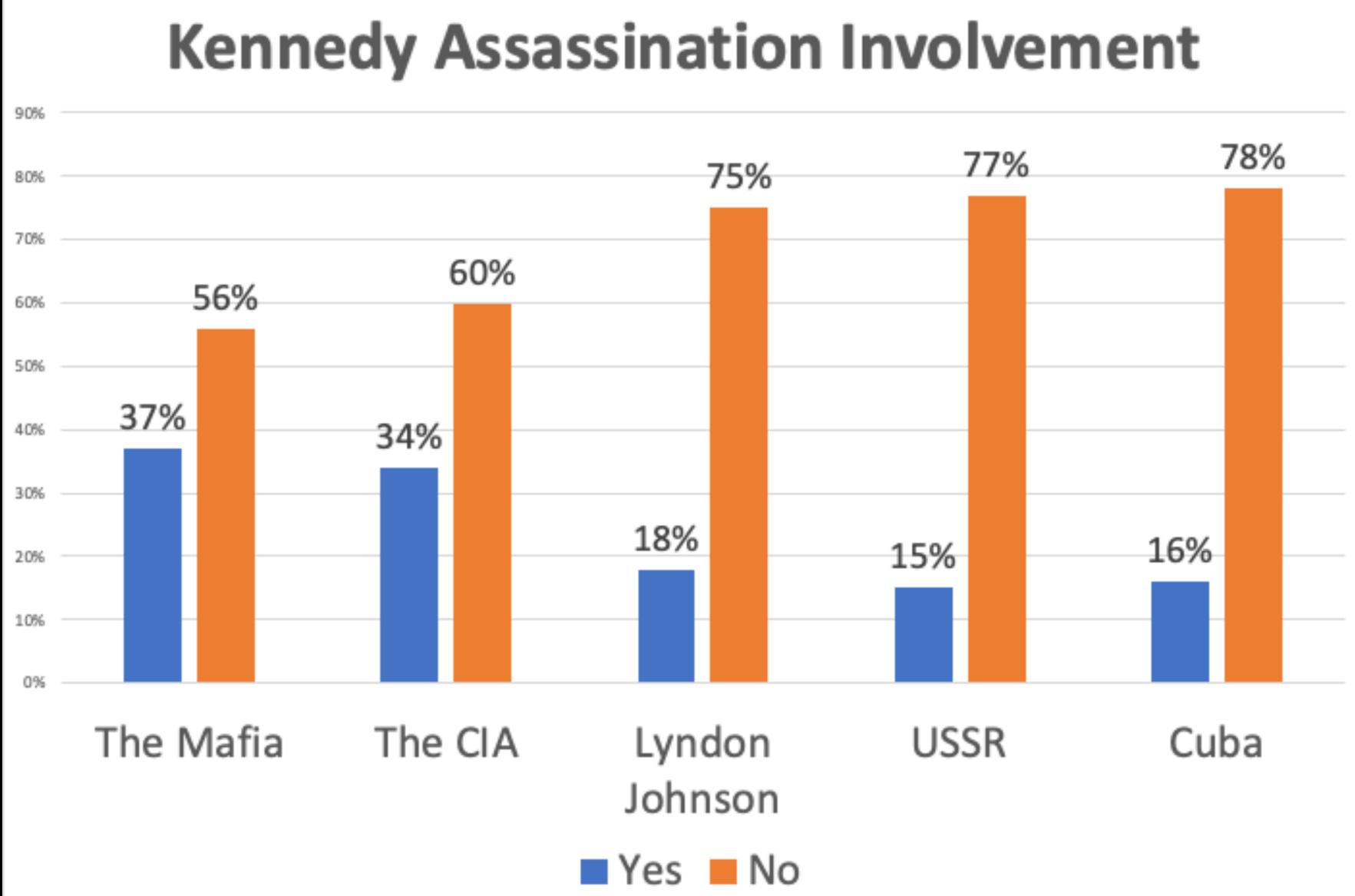
- 3. He has been lax in enforcing Communist Registration laws.
- He has given support and encouragement to the Communist inspired racial riots.
- 5. He has illegally invaded a sovereign State with federal troops.
- He has consistantly appointed Anti-Christians to Federal office: Upholds the Supreme Court in its Anti-Christian rulings. Aliens and known Communists abound in Federal offices.
- He has been caught in fantastic LIES to the American people (including personal ones like his previous marraige and divorce).

From Below



Repetition Makes It So





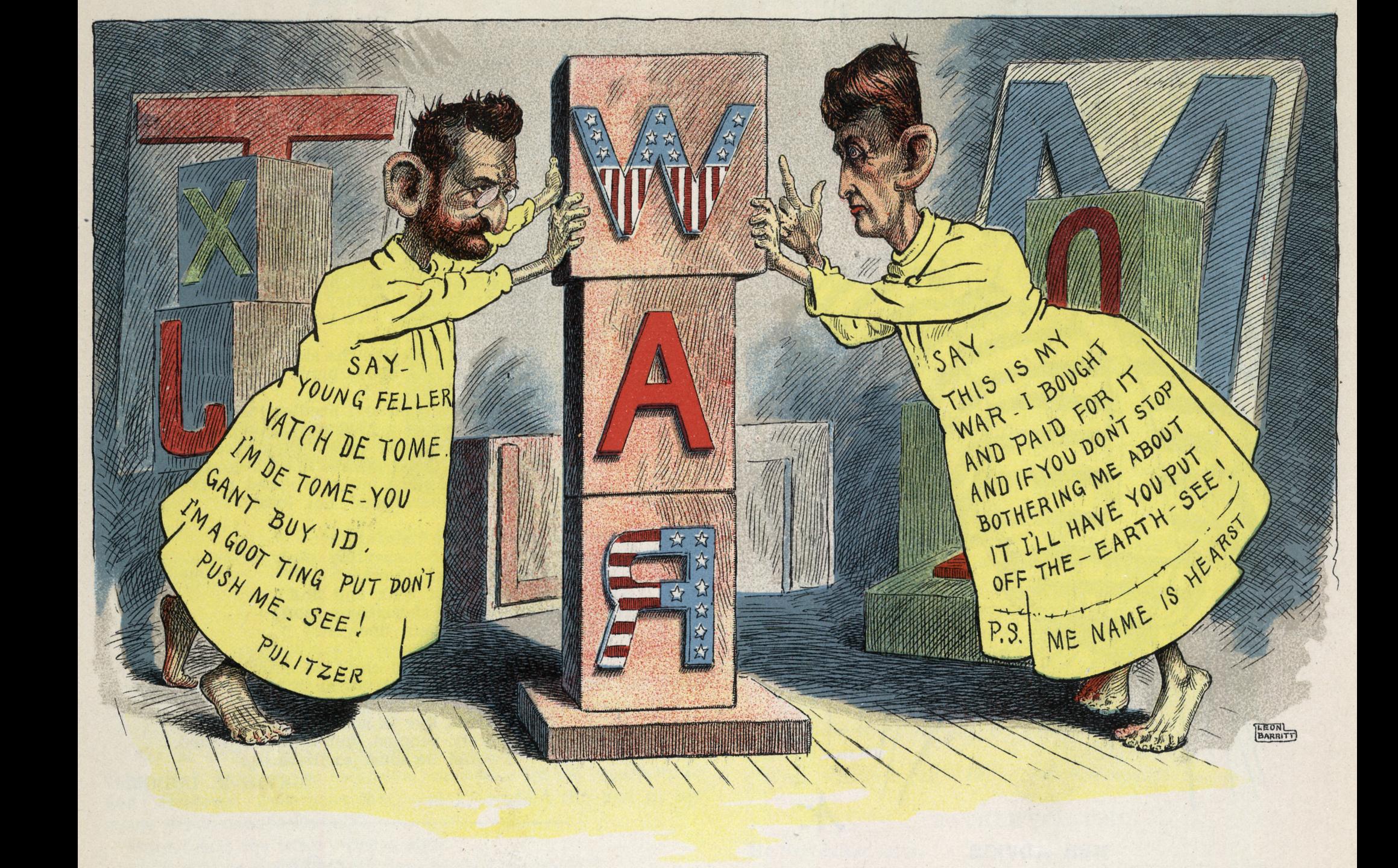
Texas School Book Depository



Texas School Book Depository







Changing Thinking about Conspiracy Theories



"Conspiracy theorists believe strange ideas, yes. But these outlandish beliefs rest on a solid foundation of disbelief."

Tim Harford. "What Conspiracy Theorists Don't Believe." The Atlantic, March 16, 2021.





Instead of countering conspiracists' beliefs with facts which conspiracists have *a priori* rejected as false, a more productive path is to challenge conspiracists' to explain the factual bases of their beliefs.

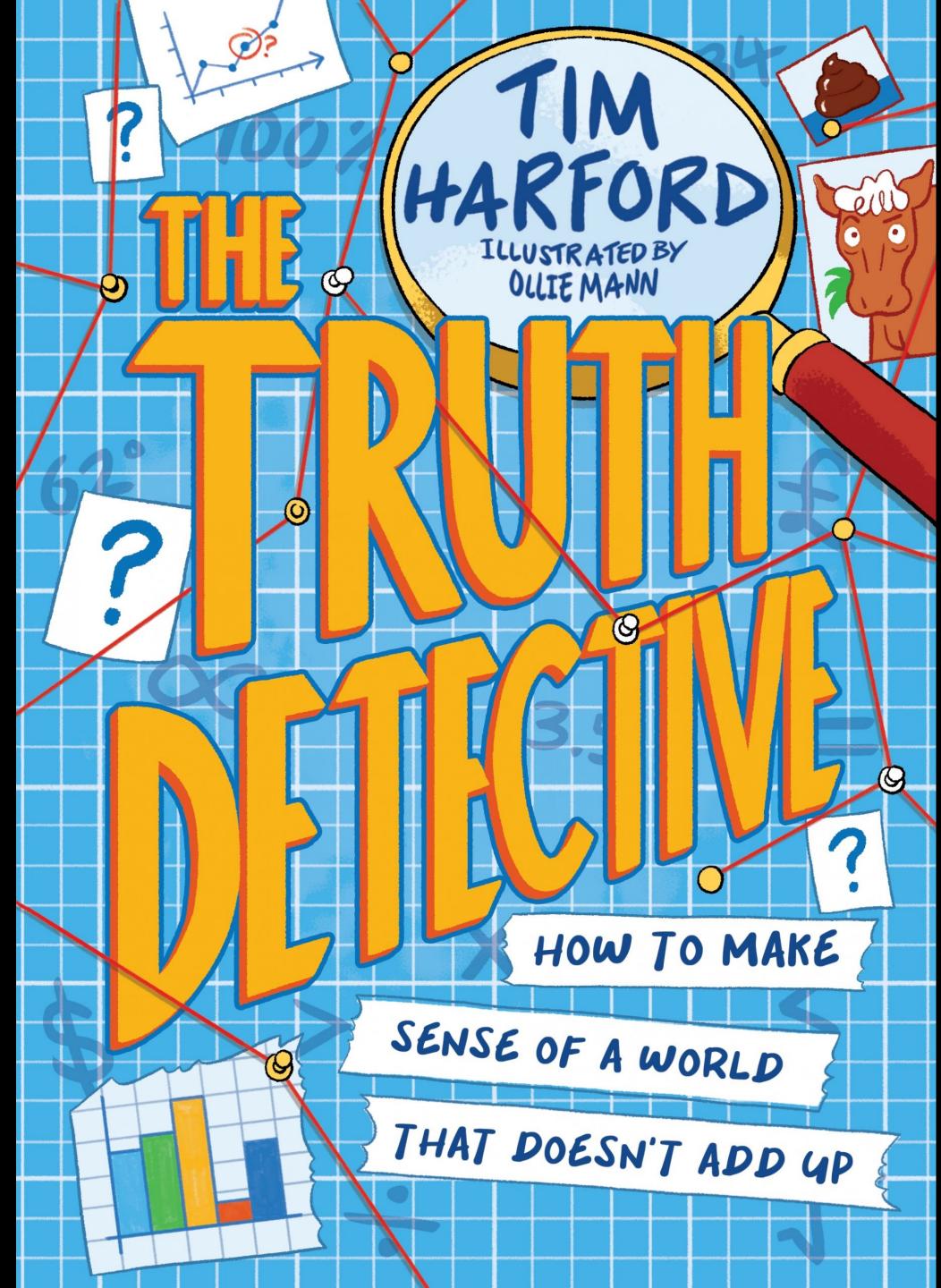
"He's a genius at telling stories that illuminate our world." — MALCOLM GLADWELL

THE DATA DETECTIVE



TEN EASY RULES TO MAKE SENSE OF STATISTICS TIM HARFORD

Author of the bestseller THE UNDERCOVER ECONOMIST



Agents of Influence



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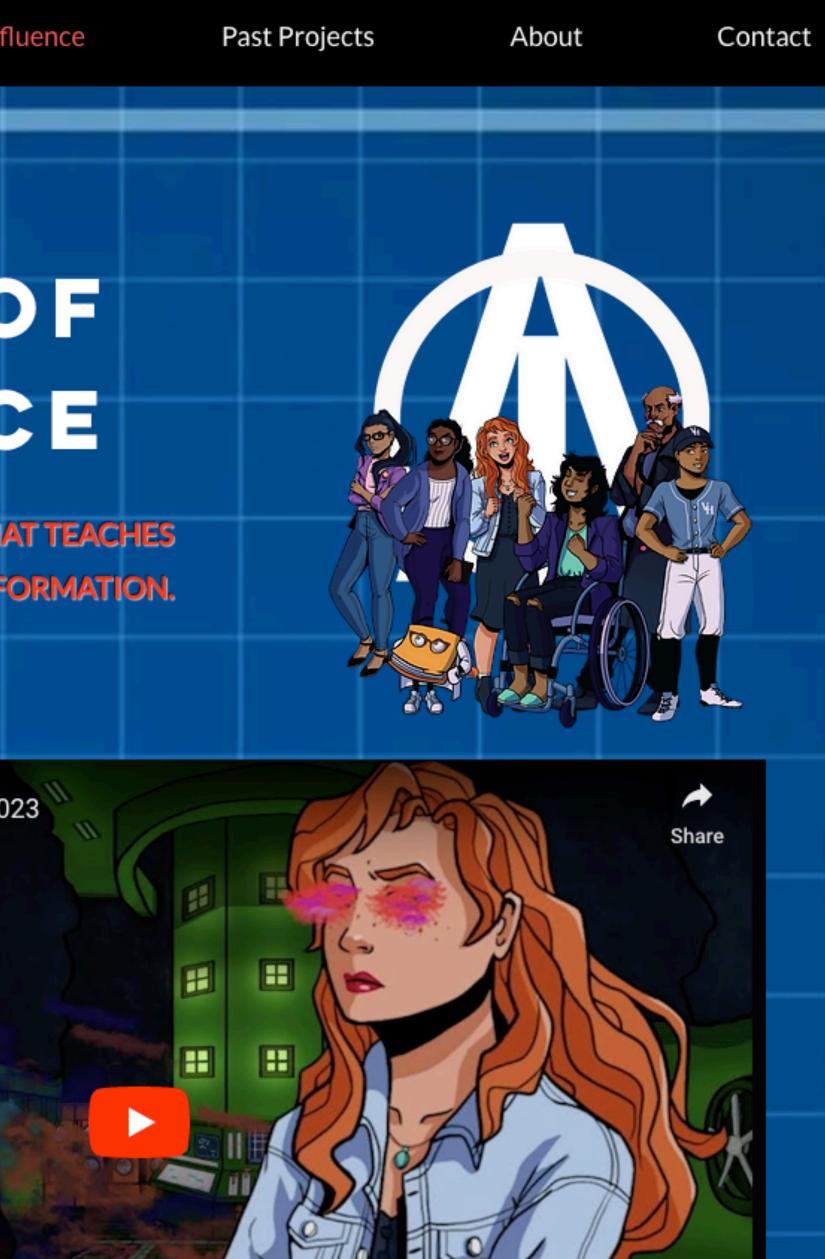
AGENTS OF

THE SPY-THEMED VIDEO GAME THAT TEACHES STUDENTS TO NEUTRALIZE MISINFORMATION.



Agents of Influence SBIR Video 2023

https://www.altereainc.com/agents-of-influence



Conspiracy Theory

TWA Flight 800

- July 17, 1996–230 victims
- Shot down by U.S. Navy
- Shot down by terrorists
- Terrorist bomb on board
- **Resolution:** Short circuit cause fuel tank to explode.

Cold-Case Conspiracies Criminal Conspiracy

Houston Mass Murders

- 1970-1973—28+ victims
- Three conspirators
- Police ignored missingpersons reports
- Resolution: A conspirator confessed and led police to the bodies.

Conspiracist Ideation

A mindset in which conspiracy theories serve to make sense of a reality that may seem ambiguous, arbitrary, unfair, or frightening.



Agency Panic

"Intense anxiety about apparent loss of autonomy or selfcontrol-the conviction that one's actions are being controlled by someone else, that one has been 'constructed' by powerful external agents."

N.Y.: Cornell University Press, 2000), 28.



Timothy Melley, Empire of Conspiracy: The Culture of Paranoia in Postwar America, (Ithaca,



Popular Culture and Conspiracy Theories

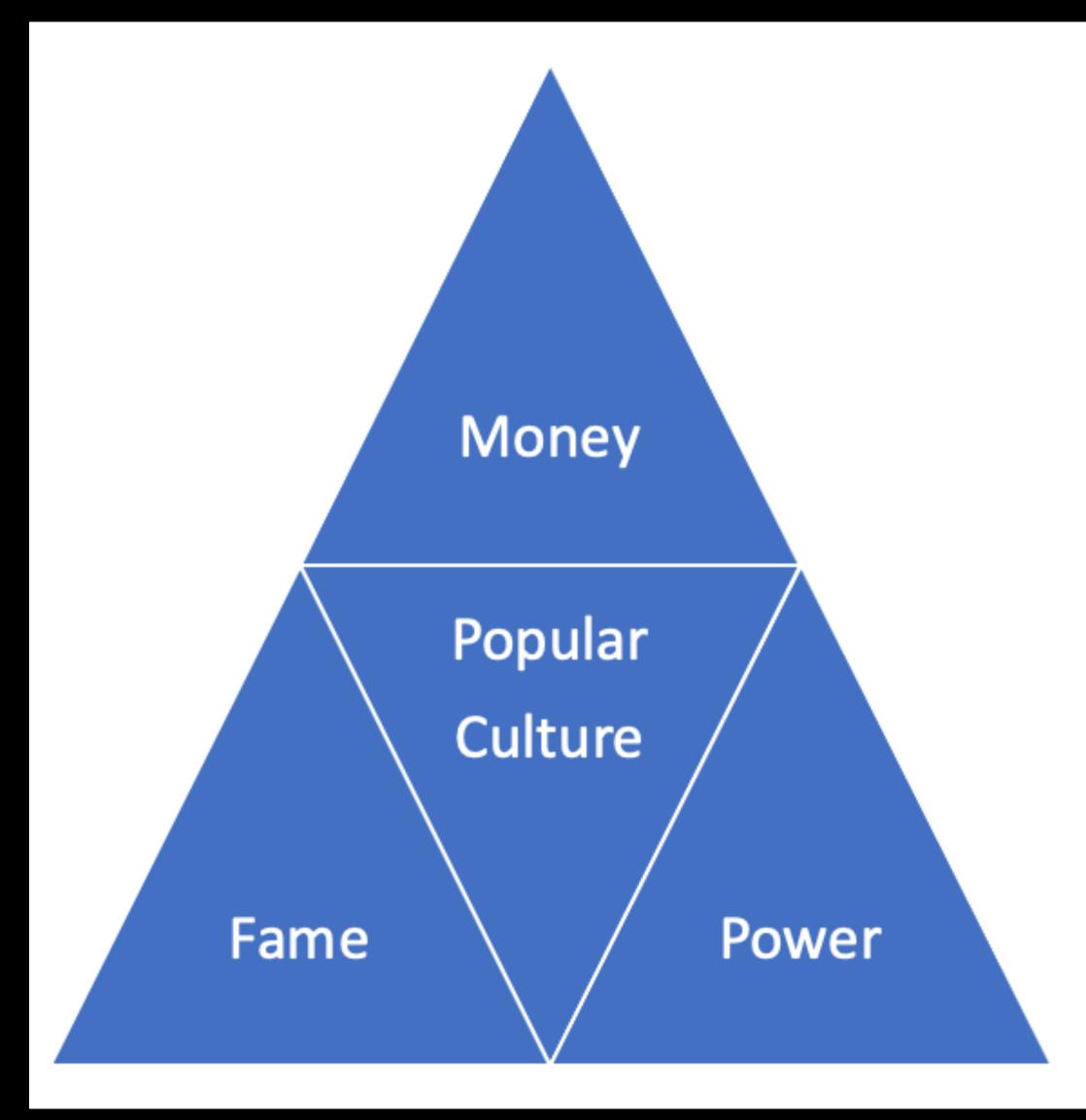






Lilly Wachowski

Lana Wachowski



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The Hero

(Analysis) (L Laconic) 🕕 Main (👯 Quotes

"He will face the fiercest foe when another needs his aid, He will dare to defy Death even though he is afraid, He works not just for glory and he does it not for gain, But because he knows that others will be spared a greater pain."

- Quest for Glory II: Trial By Fire This admired, strong, noble and courageous person is almost always right, is a loyal friend and protecter to all their teammates, and morally superior - without the usual flaws of Good Is Dumb or Well-Intentioned Extremist, unless it's a comedic work. They have a well-rounded skill set. They're not as strong as The Big Guy, or as intelligent as The Smart Guy, or as sensitive and socially adept as The Heart, but they're close. They can personally accomplish a variety of goals, but their real superpower is getting the whole diverse set of personalities to focus and pull together. They'll always know who to ask for help, and when - and usually how. Most often, they will be The Protagonist but there are exceptions to this rule. Just as often, He's Luke Skywalker. He's here to rescue you. they will be The Leader or otherwise the shining star that holds the Ragtag Bunch of Misfits together, but there are exceptions to this as well. In a Team Shot, they will be front and center. The Hero will often undertake The Hero's Journey.

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Opposing Sports Team

E Quotes L Laconic

PlayingWith

"You Will Suffer Humiliation When The Sports Team From My Area Defeats The Sports Team From Your Area" The Onion

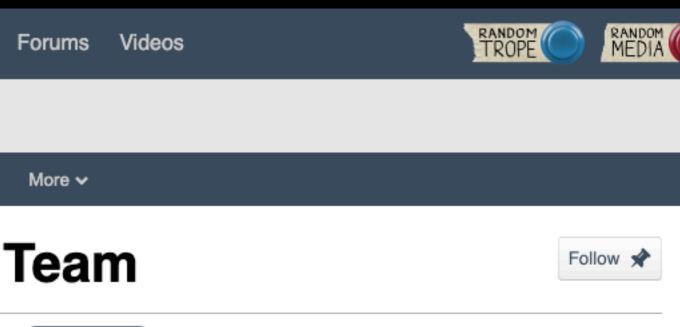
The villains of any sports series or movie, the Opposing Sports Team is the number one team before the main hero's eventual victory. They seem to be made up of Designated Villains and Villainy Free Villains, but they are not: they got to this point not because of Team Spirit, but because of either cheating and/or bullying and abusive behaviour or at the best of times a grueling, soulless regimen that goes against whatever the Sometimes they also headbutt. Aesop of the show is. They almost always wear a uniform that is mostly black. These may be The Psycho Rangers to sports what the "Stop Having Fun" Guys are to video games; the types who play the game solely to win, and will resort to any means to do so.

Also seen in commercials as the side that does not endorse the main product, whom the hero defeats through Cereal-Induced Superpowers.

In 1980s and 1990s vintage sports movies, this team is the posse of bullying, snobbish, white private school rich kids, while the hero's team comprises ethnically diverse middle- to lower-class public schoolers and Lovable Jocks making it overlap with Slobs Versus Snobs. Watch for a dirty scheme to close the neighborhood rec center, and lots of northeastern-accented trash-talk.

If the competition is international, expect the Opposing Sports Team to be either Soviet (Red Commies trained from birth in athlete factories and pumped on steroids) or German (hyper-efficient, arrogant, and we'll never forgive them for the war). For bonus points, they could be East German, combining both. Nowadays the reputation of the from

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Conspiracy Theorist

R Quotes

L Laconic

ImageLinks

"Everywhere I go there's someone in a trenchcoat staring at me, And when I'm not at home I'm sure someone's rummaging through my trash. Whatever could they want from me? Is it just a part of a giant government conspiracy?

I gotta go see my doctor about this itchy pentagram-shaped rash ... "

- Barenaked Ladies, "Get in Line"

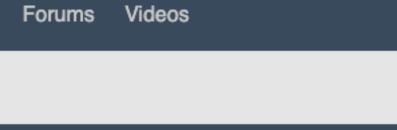
Describe Conspiracy Theorist here?

SHYEAH RIGHT. THAT'S JUST WHAT THEY WANT YOU TO DO. HAVEN'T YOU SHEEPLE Most people don't even think to ask The Question. EVER HEARD OF MKULTRA? YOUR VIBRATIONAL FREQUENCIES ARE TOO HIGH! THEY THRIVE OFF OF FEAR! YOUR ZERO-POINT IS A GREAT DISTANCE FROM FEAR! ALRIGHT, I'LL TELL YOU WHAT. I'LL GIVE YOU THE OFFICIAL LINE ABOUT TRUTH-SEEKERS; WHAT THEY WANT YOU TO THINK. AND YOU CAN JUST THINK ABOUT THAT. AND THEN, IF YOU'RE READY TO TAKE THE RED PILL, THEN MAYBE YOU CAN GO DO SOME DIGGING OF YOUR OWN. MAYBE, JUST MAYBE, YOU'LL LEARN THE REAL TRUTH. BETTER LUCK NEXT TIME, LOW-VIBRATIONAL REPTILIANS!

A Conspiracy Theorist attributes the ultimate cause of an event or chain of events (usually political, social or historical events), or the concealment of such causes from public knowledge, to a secret and often deceptive plot by a group of powerful or influential people or organizations. Many conspiracy theories state that major events in history have been dominated by conspirators who manipulate political happenings from behind the scenes. The Conspiracy is generally evil beyond evil. And yet despite how evil they are, they never betray each other, so the conspiracy stays together for thousands of years. How they accomplish this is unexplained. It is something beyond the wisdom of our puny minds.

Conspiracy theorists in the media may be Mad Scientists associated with Right Wing Militia Fanatics or Dirty Communists, and always seem to come off as somewhat mentally unhinged (though you and I know better, right?). This seems to be the case even when one of them catches the trail of a genuine Ancient Conspiracy or Government Conspiracy. Of course, said conspiracies have a tendency to try to silence the "kook" once they learn he's on to to the fact that no one would estually believe hale talling the truth. This tends to bealdire

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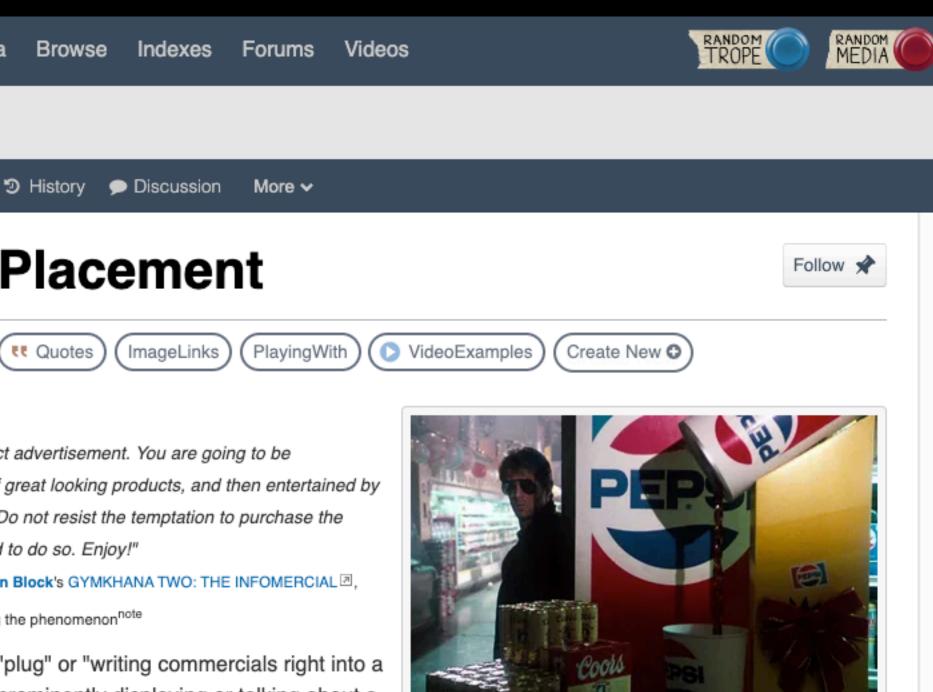
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Product Placement

(L Laconic) 🗈 Main



"WARNING!

The following is a product advertisement. You are going to be bombarded by visuals of great looking products, and then entertained by motorsports eye candy. Do not resist the temptation to purchase the products when prompted to do so. Enjoy!"

- Opening screen for Ken Block's GYMKHANA TWO: THE INFOMERCIAL .

shamelessly lampshading the phenomenon^{note}

Otherwise known as a "plug" or "writing commercials right into a show". The practice of prominently displaying or talking about a Makes you want an ice cold Coca-Cola, doesn't it? recognizable product in a program, in exchange for some consideration from the manufacturer, usually monetary. The manufacturer hopes to cause The Red Stapler effect, but it far more often results in snarky comments from the peanut gallery.

This trope isn't always invoked for mercenary reasons; many times it's just more realistic for someone to be in a shopping mall and walk past actual brands rather than unnamed Brand X. Or a world set 20 Minutes into the Future won't have suddenly lost the culture of billboard advertisements and product logos which defines the modern day. Real brands add veritas in these cases. Plus some filmmakers striving for as much realism as possible would rather use recognizable products than Brand X. On the other hand, even when it begins with the best intentions, contractual obligations to have the dialogue actually mention a placed product can easily turn malignant.

The least subtle version of this kind of embedded advertising is the Enforced Plug, which, in America, was common in early television (when the commercials literally were considered more important than the programming) and still is in radio.

With reruns, DVD and downloads, this can be the gift that keeps on giving for advertisers. After all, the commercials

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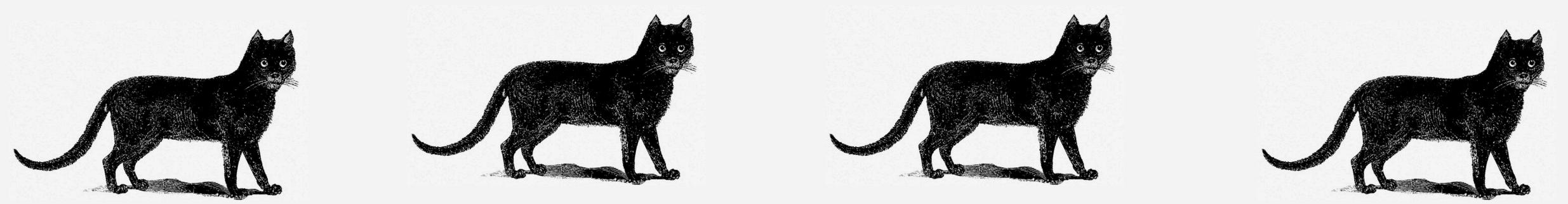


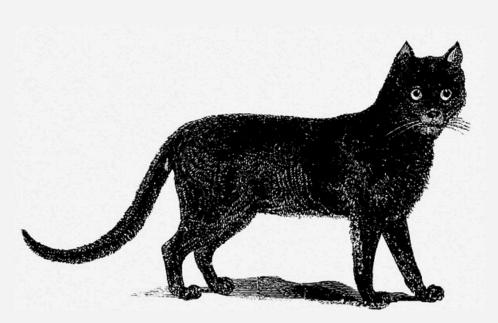
"There Are Currently 16.1 Million Ford F-Series Pickups on U.S. Roads."

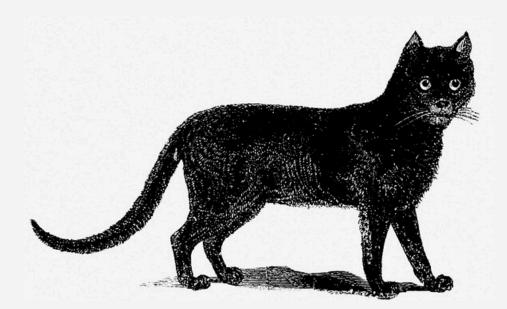
Brett Foote, "There Are Currently 16.1 Million Ford F-Series Pickups On U.S. Roads," April 9, 2021, https://fordauthority.com/2021/04/there-are-currently-16-1-million-ford-fseries-pickups-on-u-s-roads/.

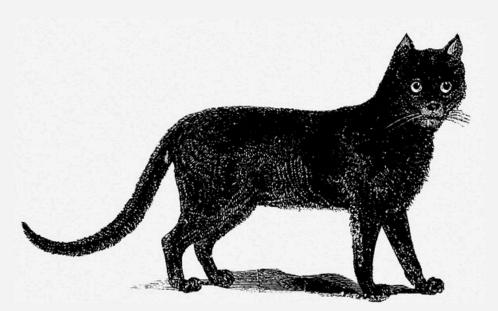


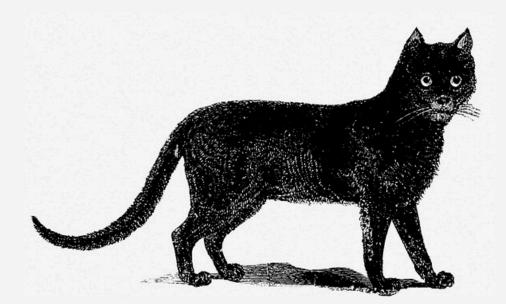


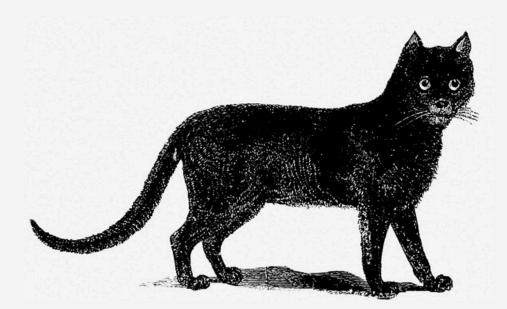


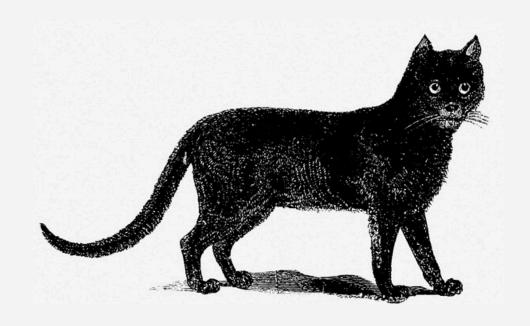


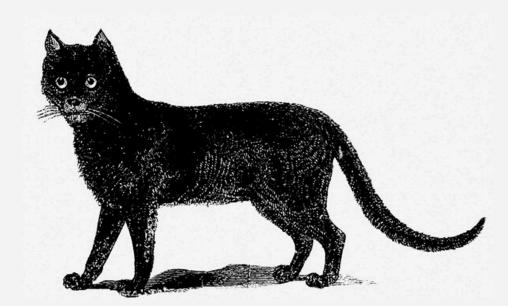


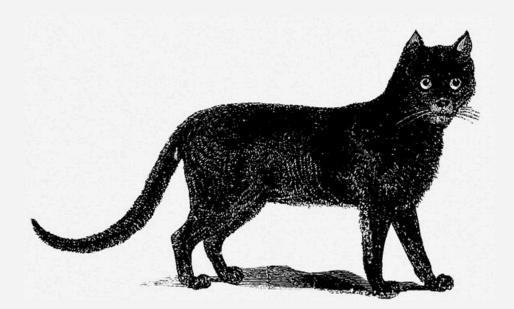


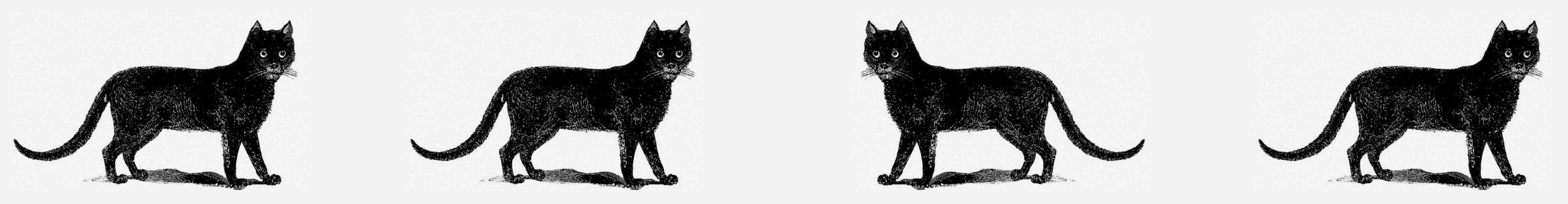


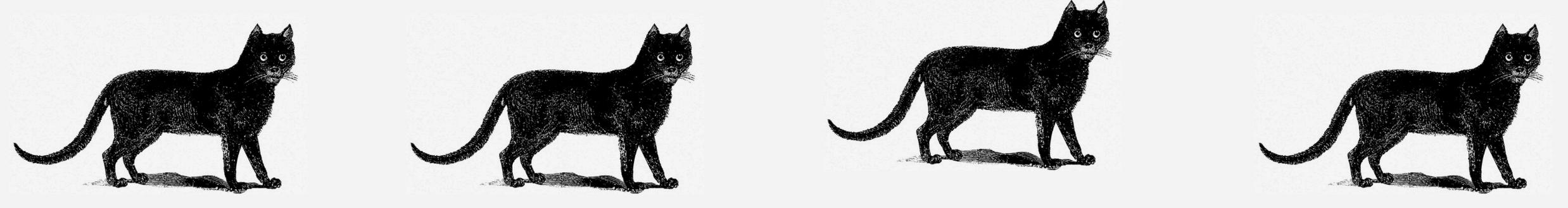


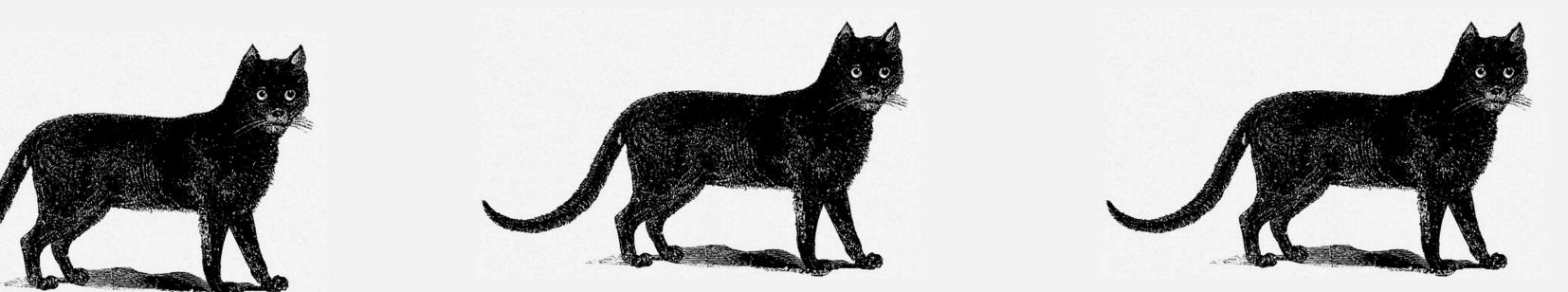


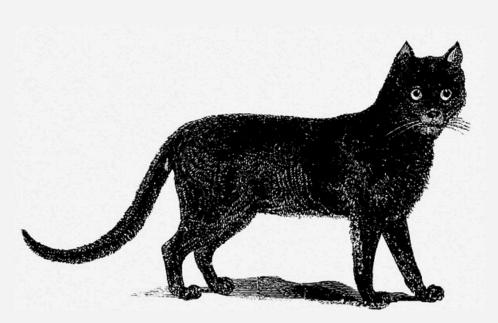


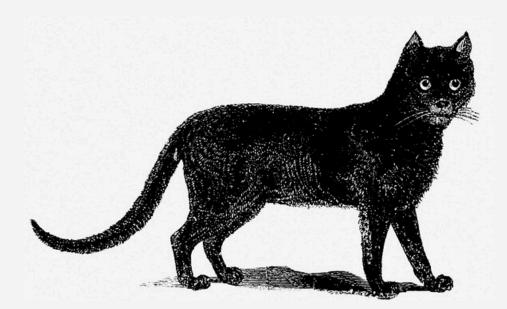


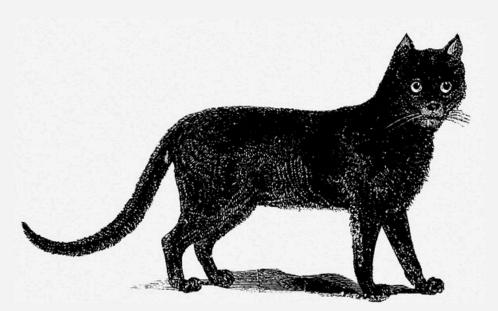


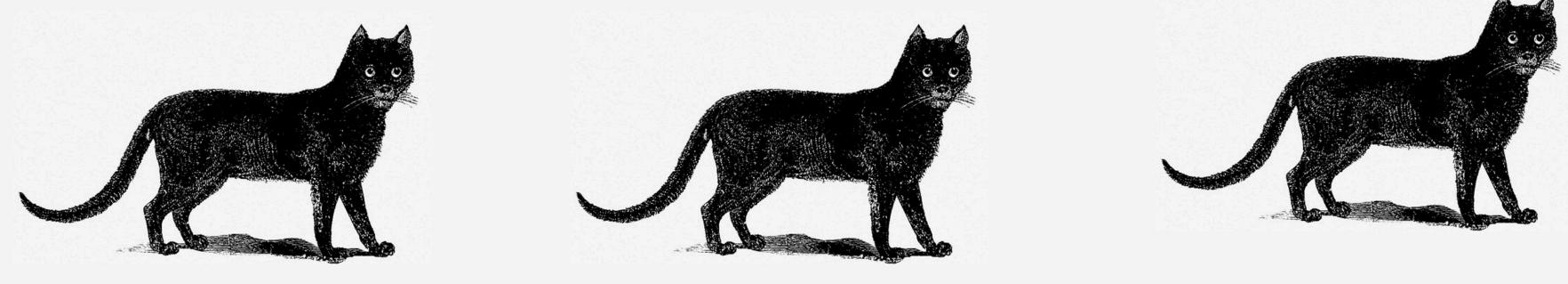


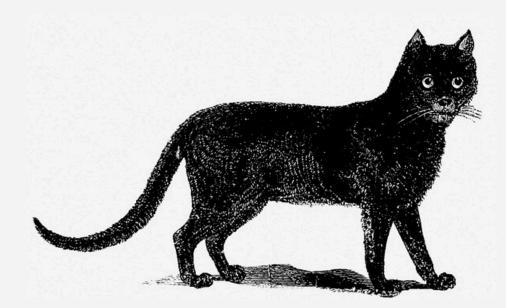


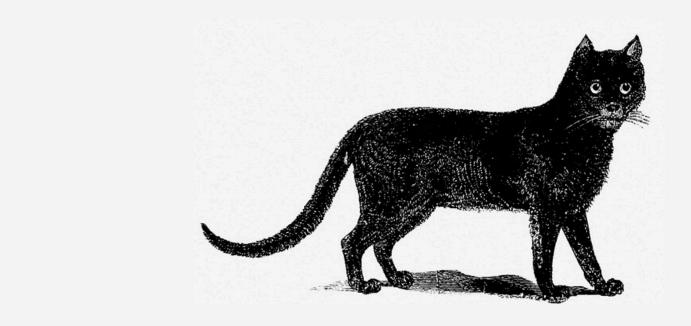


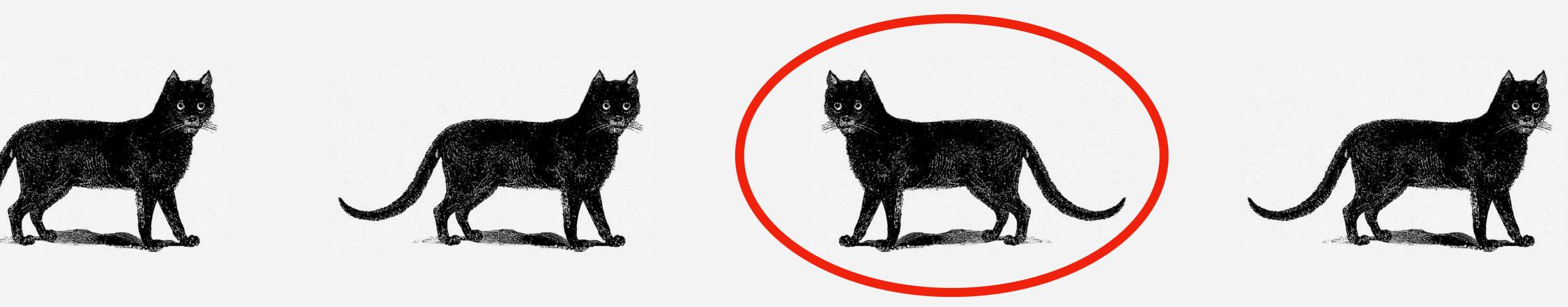


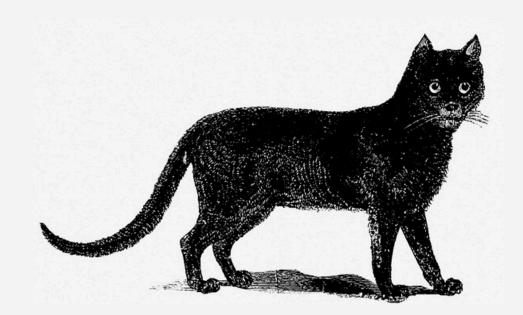


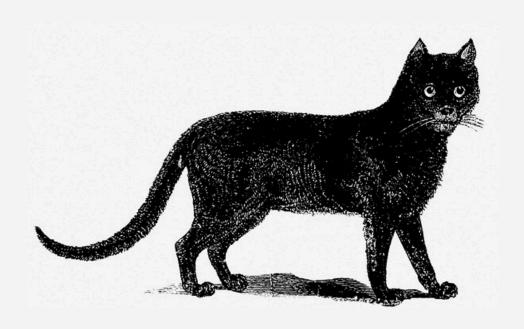


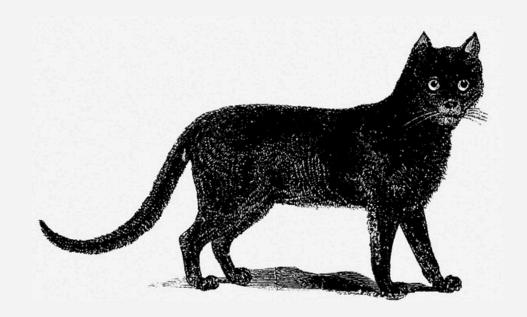


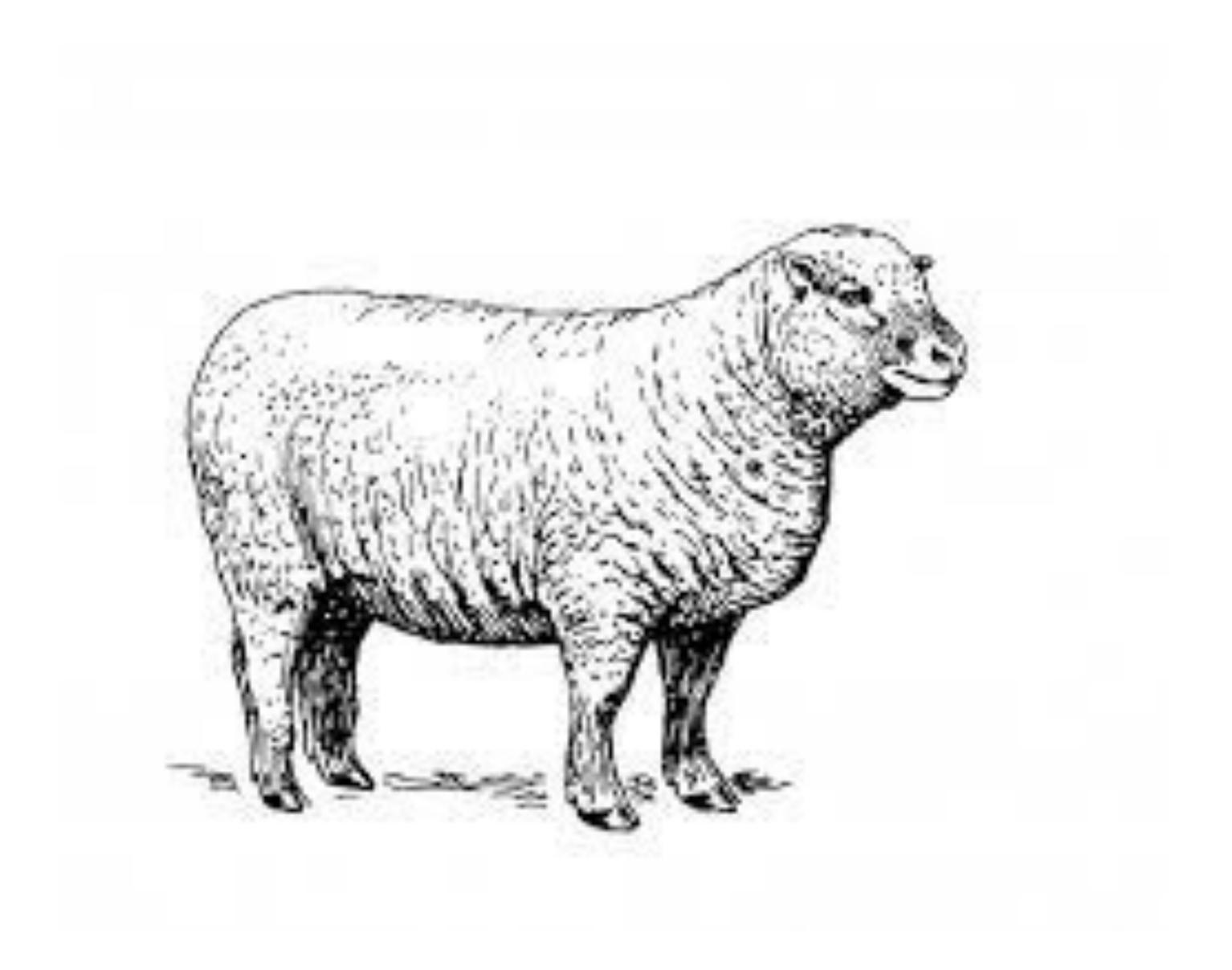












"No matter how qualified he is and how urgent and relevant his expertise is to the problem at hand, his warnings will be treated like madness or lies. The Ignored Expert will be ignored by his peers, or reviled and ridiculed regardless of evidence, credibility or persuasiveness, and his warnings are often covered up by shady governments."

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"Prophet is concerned that this will make the aliens come back ... But everyone blows him off, and sure enough, the aliens come back. Wow, who could have seen that coming? If only there were someone around here whose name means "someone who predicts things"!

The less mythic, more secular subtrope of Cassandra Truth, the Ignored Expert is a scientist or expert who predicts a major disaster to happen, but is not believed by his contemporaries.

No matter how qualified he is and how urgent and relevant his expertise is to the problem at hand, his warnings will be treated like madness or lies. The Ignored Expert will be ignored by his peers, or reviled and ridiculed regardless of evidence, credibility or persuasiveness, and his warnings are often covered up by And yet it blows. shady governments. If he's lucky, he'll manage to persuade a philanthropist to help, or make The Hero aware of the problem. In extreme cases, he will be fighting nearly alone to stop (or at least expose and delay) a nigh unstoppable disaster. His situation isn't helped if he has a reputation as (or is) an Agent Mulder.

In natural disaster movies or Science Is Bad stories, expect the Ignored Expert to be the lone voice of sanity warning against a particular course of action that will, of course, be taken. That action could be entrusting the newborn AI with control over nuclear missiles, releasing The Virus in a field test, administering Super Serum to criminals, or the use of machines Powered by a Forsaken Child. His natural enemy will be the Suit with Vested Interests.

If the Ignored Expert himself created the phenomenon he is warning against, he's the Reluctant Mad Scientist. May or may not be a Conspiracy Theorist whose his claims and warnings turn out to be right.

Ignored Expert

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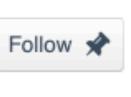
Zero Punctuation on Crysis 3

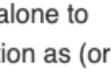


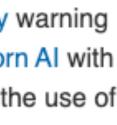
Create New O

VideoExamples

This trope was previously named after Superman's father, Jor-El, a Kryptonian scientist whose dire warnings that their home planet would die were ignored. Famously, he managed to save his son, Kal-El, by putting him on an escape pod and sending him to one of the most successful media franchises in history.



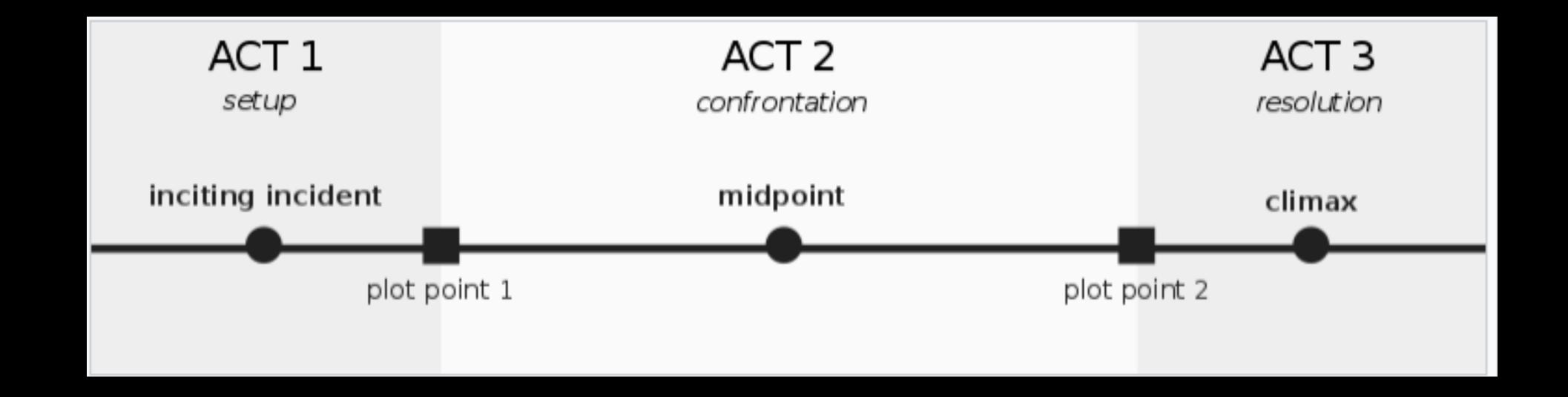




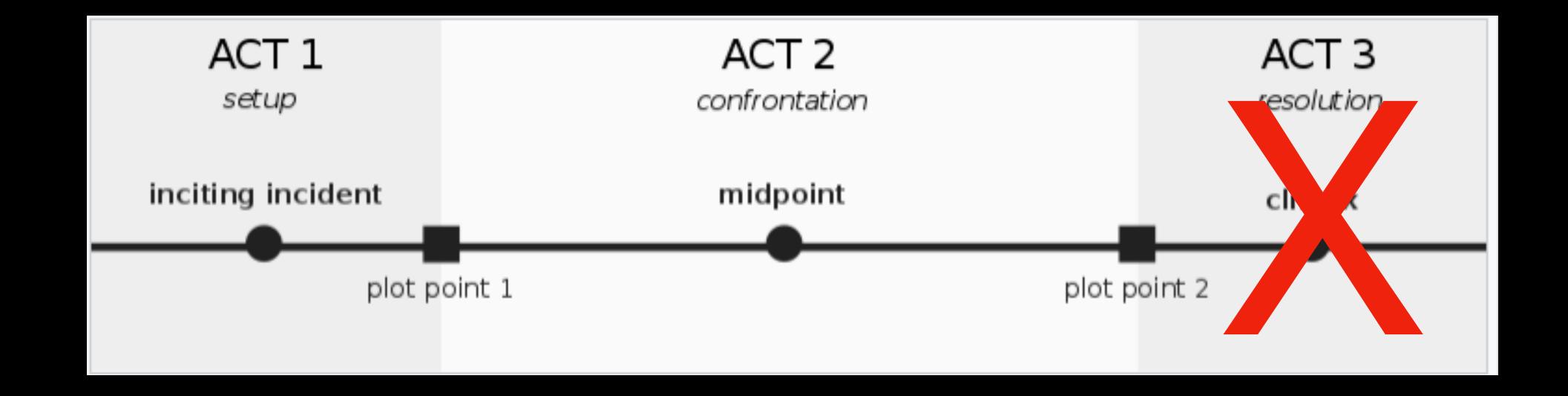




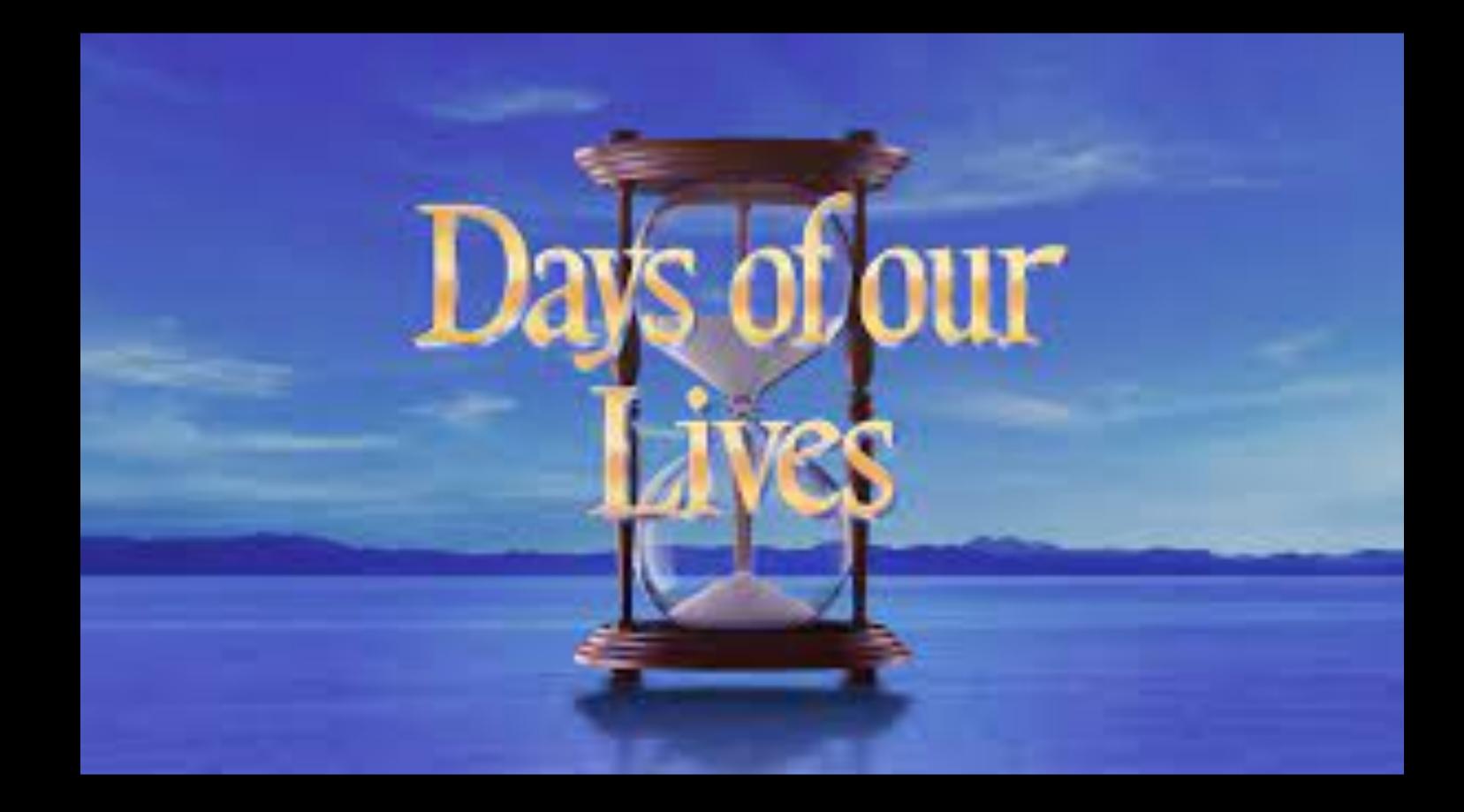
I'd like a tattoo that is popular with people who want to be different.



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Wish-Fulfillment

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Create New O

Using the control that being a writer affords to create a story that addresses one or more outcomes that the author wishes would come about; that is wish fulfillment. There is nothing at all wrong with this, in and of itself. If Real Life fulfilled every psychological need we human beings have, we probably would not want to write fiction at all. Nor is there anything inherently unhealthy about using fantasy to compensate for a deficiency in Real Life; as long as one avoids becoming a Daydream Believer, Escapism and fantasy and Wish Fulfillment are healthy ways a human psyche can deal with dissatisfaction.

Human beings have needs, and some of these needs are psychological in nature. This is an undeniable fact. When a person's Real Life does not provide all of these psychological needs, they can turn to fiction in order to provide for these needs. For instance, someone lives a very boring life going to an utterly mundane job and has no excitement at all. Said person's need for variation and stimulation is not being catered for. Thus, this person might feel very attracted towards stories where an otherwise-normal person they can easily relate to suddenly becomes an extraordinarily powerful being and is thrust into a wild and thrilling series of events.

This, in turn, is why people sometimes defend fictional characters as if they were real, because they are not defending the character but idealized versions of themselves and/or embodiments of their values. An attack on the character is seen as an attack on traits they (the real person) personally possess and/or admire.

While it's a neutral term and an undeniable part of fiction in general, wish fulfilment is rarely mentioned in a positive light in reviews. Usually, bringing up the term suggests that the author sacrificed quality in plotting, pacing, characterization, etc. in order to facilitate their own wishes. However, it is entirely possible to have Wish Fulfillment stories that are still fluid and well-written; but **be careful**- do it too much, and it stops improving the story and just becomes indulgent instead. The conclusion being: don't worry too much about using these tropes as long as you pay particular care to that balance.

It is also possible for a work to be Wish-Fulfillment for the audience either, instead of, or as well as the author. People whom the work targets will be more willing (to a point) to suspend their disbelief over certain aspects of the work if it

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