

The logo features the word "PANDA" in a bold, sans-serif font. The letter "A" is stylized with a teal wave-like shape passing through it. The background of the entire image is a dark blue gradient, overlaid with a large, light teal wave graphic that flows from the bottom left towards the top right.

PANDA

PANDEMICS - DATA & ANALYTICS

OPEN SCIENCE. HUMAN AGENCY. COURAGEOUS SOCIETIES.

[PANDATA.ORG](https://pandata.org)



## **KNOWLEDGE FACTORY**

Leading scientists from diverse fields, doctors, data scientists, social scientists, actuaries, economists and legal experts



## **COMMS TEAM**

Writers, editors, graphic designers, video editors, social media specialists and translators



## **OPERATIONS TEAM**

Strategists, administrators, accountants and IT experts



# OUR NETWORK



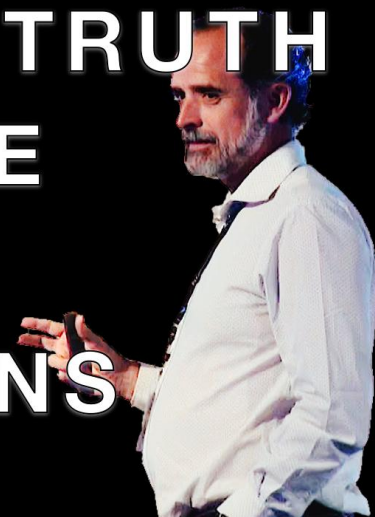
A photograph of two fencers in a sparring stance, wearing white jackets and masks, with their epees extended towards each other. The background is dark with red vertical elements.

# COVID AND THE CLASH OF IDEOLOGIES





# THE **UGLY** TRUTH ABOUT THE COVID-19 LOCKDOWNS



[bit.ly/PANDA-truthaboutlockdowns](https://bit.ly/PANDA-truthaboutlockdowns)

# THE FALSE NARRATIVE BEHIND THE FEAR

A **deadly novel virus** is sweeping the planet  
It's spread by **droplets and fomites**  
**Nobody is immune** and there is **no treatment**  
**Asymptomatic** people are major drivers of disease  
**PCR** tests diagnose COVID  
So we have to **lock down** and wear **masks** until  
everyone is **vaccinated**  
**Variants** will haunt us forever  
**Long COVID** and **reinfections** are of concern  
Those who challenges this narrative are a **danger**

## THE REALITY

A virus that presents high risk to few and **negligible risk to most** hit some regions. It's **airborne**, spreads by minute particles. **Few are susceptible** to severe disease. There are several available **treatments**. **Asymptomatics** are not major drivers of disease. **Lockdowns** and **mask mandates**, never recommended before, were tried. They **haven't worked** and caused great harm. **Variants** are not of concern. **PCR** test doesn't diagnose. **Immunity** is long lasting. The **vulnerable were hurt** instead of helped.





FACED WITH FEAR,  
DO WE CHOOSE FIGHT OR  
FLIGHT?

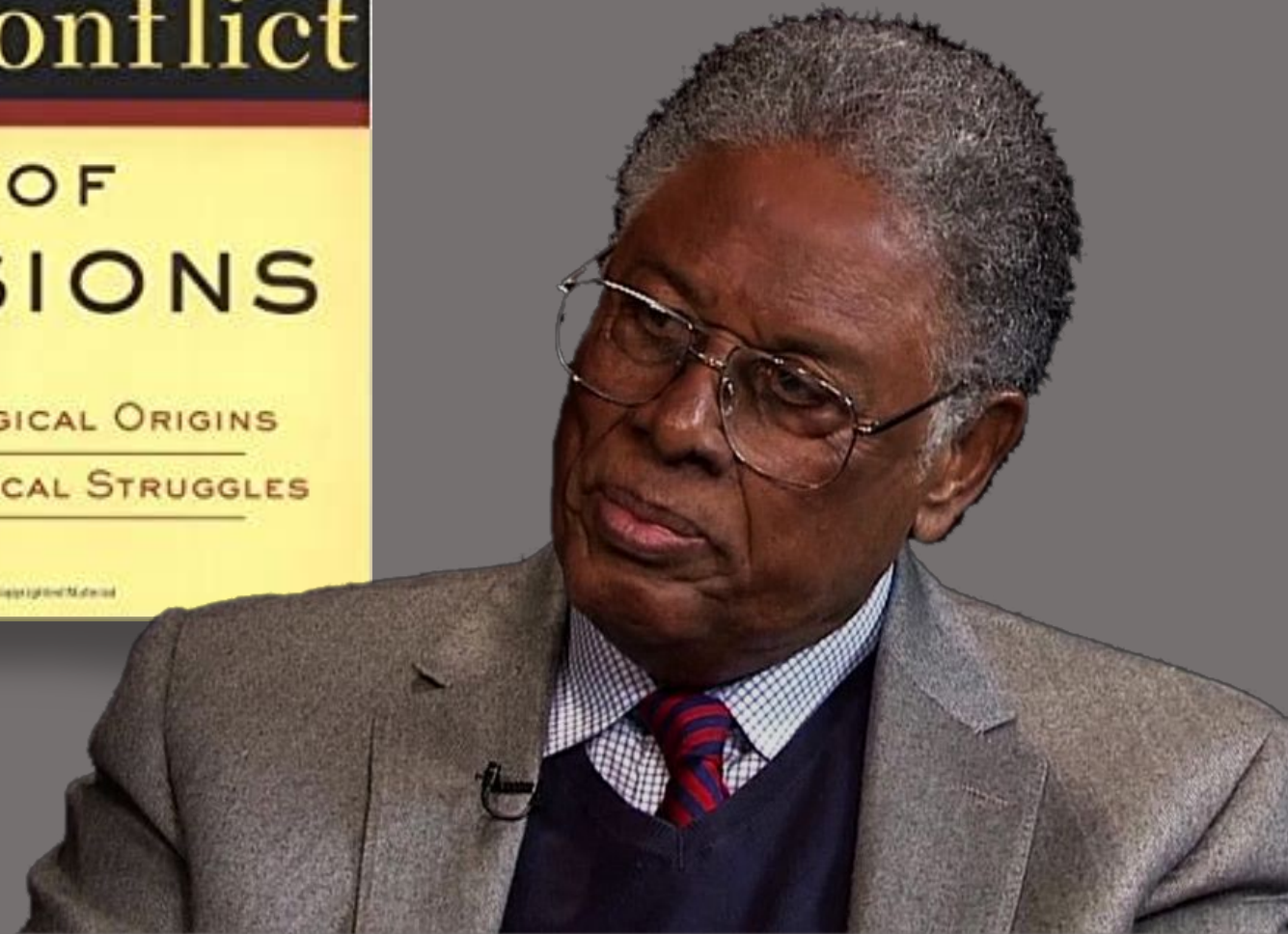
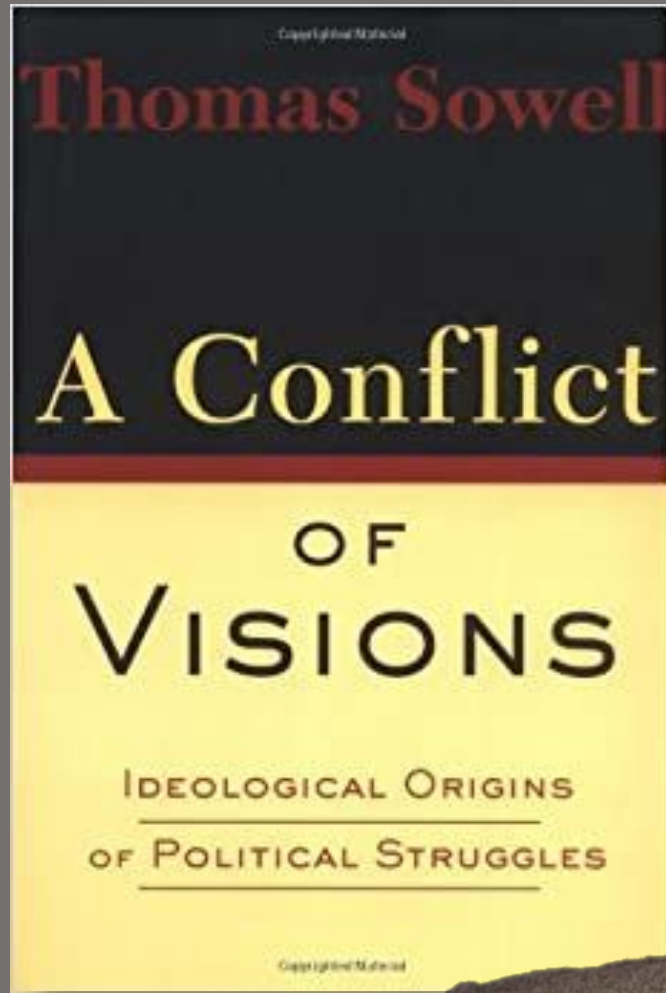
# STIFLING OF DISSENT

If you're an antivaxxer and/or Covid denialist, you are either 1. extremely gullible & averse to science 2. utterly uninformed 3. a right wing conspiracy fanatic 4. crying out for help & attention or 5. all of the above. (Or just not very bright?)

9:54 AM · Jun 21, 2021 · Twitter Web App

**186** Retweets   **28** Quote Tweets   **874** Likes







**From:** Fauci, Anthony (NIH/NIAID) [E]  
**Sent:** Sat, 1 Feb 2020 18:43:31 +0000  
**To:** Kristian G. Andersen  
**Subject:** RE: FW: Science: Mining coronavirus genomes for clues to the outbreak's origins

Thanks, Kristian. Talk soon on the call.

**From:** Kristian G. Andersen (b) (6) >  
**Sent:** Friday, January 31, 2020 10:32 PM  
**To:** Fauci, Anthony (NIH/NIAID) [E] (b) (6)  
**Cc:** Jeremy Farrar (b) (6) >  
**Subject:** Re: FW: Science: Mining coronavirus genomes for clues to the outbreak's origins

Hi Tony,

Thanks for sharing. Yes, I saw this earlier today and both Eddie and myself are actually quoted in it. It's a great article, but the problem is that our phylogenetic analyses aren't able to answer whether the sequences are unusual at individual residues, except if they are completely off. On a phylogenetic tree the virus looks totally normal and the close clustering with bats suggest that bats serve as the reservoir. The unusual features of the virus make up a really small part of the genome (<0.1%) so one has to look really closely at all the sequences to see that some of the features (potentially) look engineered.

# Former CDC chief says "most likely" cause of coronavirus is that it "escaped" from a lab

BY AUDREY MCNAMARA

UPDATED ON: MARCH 27, 2021 / 11:20 PM / CBS NEWS



Dr. Robert Redfield, the former director of the Centers for Disease Control and Prevention, told CNN he believes the coronavirus originally escaped from a lab. But it's too early to know for sure and investigators are still working on it.

Redfield stressed he was not implying "intentional release."

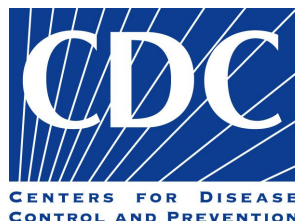






World Health  
Organization

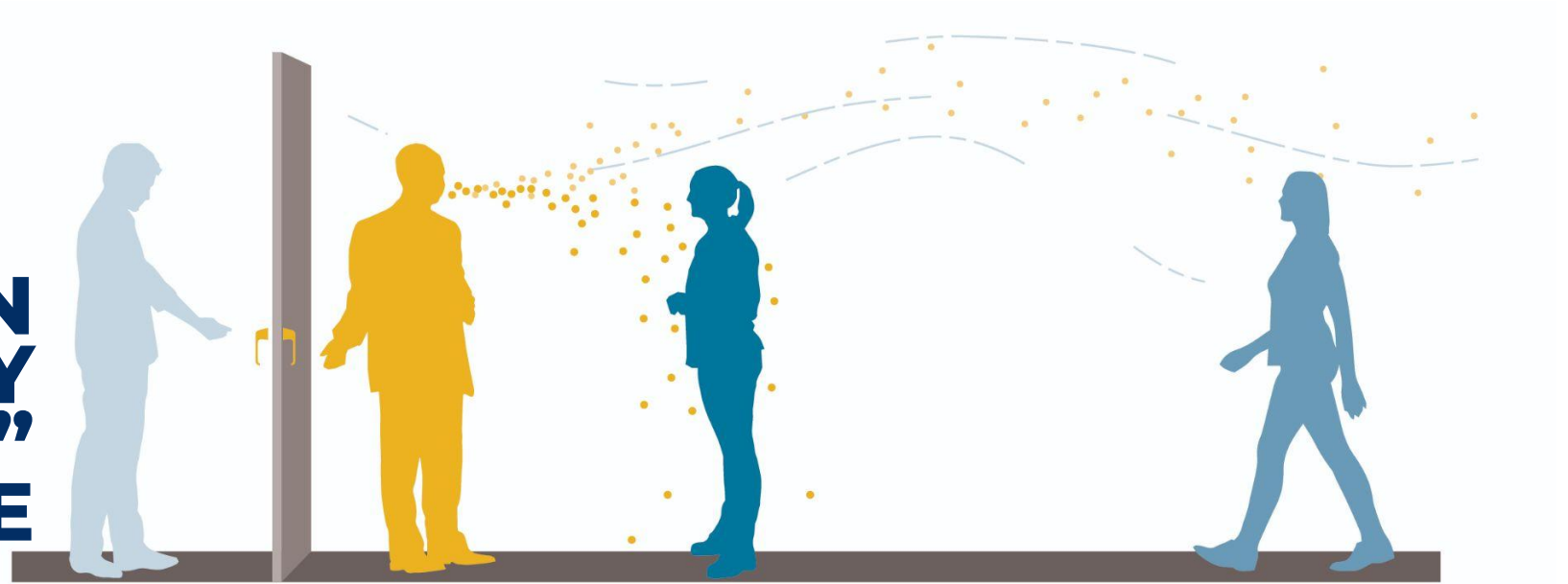
The virus can also spread in poorly ventilated and/or crowded indoor settings, where people tend to spend longer periods of time. This is because aerosols remain suspended in the air or travel farther than 1 metre (long-range).



The smallest very fine droplets, and aerosol particles formed when these fine droplets rapidly dry, are small enough that they can remain suspended in the air for minutes to hours.



# TRANSMISSION “CONSPIRACY THEORIES” PROVEN TRUE



**FOMITE:**  
Droplets Spread  
on Surfaces

**DROPLETS:**  
Larger Particles  
Affected by Gravity

**AEROSOL:**  
Smaller Particles  
Dispersed by Air

# TRANSMISSION “CONSPIRACY THEORIES” PROVEN TRUE



[Home](#) / [Publications](#) / [Overview](#) /

Roadmap to improve and ensure good indoor ventilation in the context of COVID-19

## Roadmap to improve and ensure good indoor ventilation in the context of COVID-19

1 March 2021 | COVID-19: Infection prevention and control / WASH

# TRANSMISSION “CONSPIRACY THEORIES” PROVEN TRUE

NEWS

## ‘A welcome step’: WHO acknowledges aerosol spread of COVID-19

But experts say the Australian Government’s infection control group must now update its advice to ensure new strategies to reduce transmission risks.







**WHY?**



# PSYOPS TO CREATE FEAR



# ELEMENTS OF FEAR

A **deadly novel** virus

Transmission by **droplets and fomites**

**Asymptomatic** transmission

Nobody is **immune**

Lack of **treatment**

Scariant **variants**

**Long** COVID

**Reinfection** after recovery

# TOOLS TO SUSTAIN AN AMBIENCE OF FEAR

**temperature** checks

**marks** on the floor

glass **separators**

**masks** on every face

2 m **distancing**

curfews

push for **testing**

**oversanitization**


**fumigation**

**videos** of people dropping to the floor







A photograph of two young women sitting on a sandy beach. Both are wearing face masks; the woman on the left has a light blue mask, and the woman on the right has a pink mask. They are both looking towards the left. The background shows the texture of the sand and some distant figures. A large white double-slash symbol is positioned to the left of the main text.

# [PEOPLE WITH MASKS] ARE WALKING BILLBOARDS FOR THE EPIDEMIC

LAURA DODSWORTH

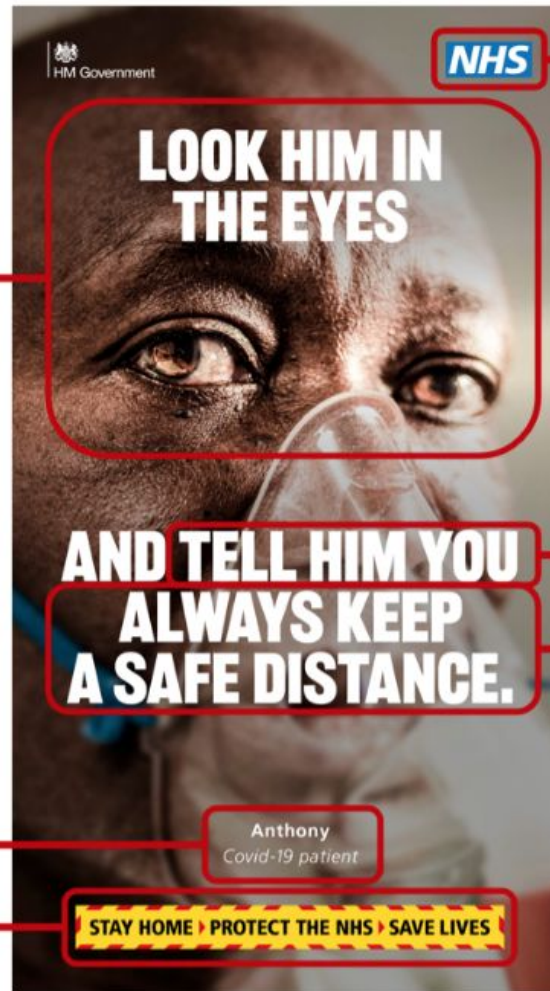
**Watching Eyes Effect**  
People are more likely to comply when they feel they are being watched



**Identifiable Victim Effect**  
People are influenced more by a singular, named victim than by groups or statistics



**Fear**  
Emotion is needed to motivate behaviour, and fear is probably the strongest emotion



**Messenger**  
People are more likely to comply with a message from a liked or trusted source



**Accountability**  
People will diffuse responsibility to others unless they know their specific role



**Efficacy**  
Fear messaging only works if people have a clear, achievable action to take



# FEAR-BASED PUBLIC HEALTH MESSAGING

**advertisements**

**articles** to build the false narrative  
pumping the fear on **TV, radio, social media**

**tallying** the cases and the deaths

**celebrities** supporting the narrative

**expert** interviews



# What is the deadly 'black fungus' seen in Covid patients in India?

News24 | Careers24 | Property24 | Autotrader | Superbalist | OLX

## It's like hell on Earth: Inside the horror of India's second Covid wave

**YOU** Kim Wendy Abrahams



## The cluster effect: how social gatherings were rocket fuel for coronavirus



## New UK Covid variant may be 30% more deadly, says Boris Johnson

PM warns B117 may increase death rate as well as being up to 70% more transmissible

## More US children ill from rare syndrome with possible link to coronavirus

describes 'truly disturbing situation'  
ion likened to Kawasaki disease



## *Brazil, Besieged by Covid, Now Faces a Severe Drought*

Brazilians are paying more for electricity, dealing with the possibility of water rationing and expecting a destructive fire

BBC



**CORONAVIRUS**

Source: UK Government

**1,631** deaths  
reported in latest 24 hour period

Deaths for any reason within 28 days of a positive test



# STAR ACCOMPLICES





# EXPERT GODS

Humans and technology

---


## Doctors are now social media influencers. They aren't all ready for it.

The pandemic is turning medics into social media influencers. The most successful say being a positive influence is a good thing.

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PANDEMICS - DATA & ANALYTICS

OPEN SCIENCE





# UK GOV PSYCHOLOGICAL MANIPULATION

## I. PERSUASION

Use media to increase sense of **personal threat**  
*“The perceived level of personal threat needs to be increased among those who are complacent, using hard-hitting emotional messaging.”*

## II. INCENTIVISATION

**Social approval** for desired behaviours (reward)

## III. COERCION

**Compulsion:** enacting legislation to compel required behaviours quickly

**Social disapproval** for failure to comply: promotion of strong collective identity





HM Government

**PERSUASION**

**ANYONE CAN GET IT.  
ANYONE CAN SPREAD IT.**

**HAS MILD CORONAVIRUS,  
HASN'T NOTICED**

**NHS**

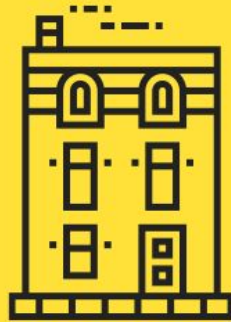
**STAY HOME ▶ PROTECT THE NHS ▶ SAVE LIVES**



# SOCIAL APPROVAL



HM Government



Stay home



Protect  
the NHS



Save lives

# COMPULSION

**Covid: Two fined £10,000 over Leeds snowball fight**

# **SOCIAL DISAPPROVAL**



Unmasking Kills





# GERMAN PANIC PAPERS REVELATION

A classified paper, which presented the danger posed by the virus as dramatically as possible, and which quickly spread through the media.

Ignored the Robert Koch Institute estimate of fatality rate, itself already a 4x overestimate, and assumed double in order to get to a statement that a million people would die without intervention.



# UK SAGE SPI-B REVELATION

**Members of the Scientific Pandemic Influenza Group on Behaviour (SPI-B) expressed regret about the tactics in a new book about the role of psychology in the Government's Covid-19 response.**

SPI-B warned in March last year that ministers needed to increase “the perceived level of personal threat” from Covid-19 because “a substantial number of people still do not feel sufficiently personally threatened”. Gavin Morgan, a psychologist on the team, said: “Clearly, using fear as a means of control is not ethical. Using fear smacks of totalitarianism. It’s not an ethical stance for any modern government. By nature I am an optimistic person, but all this has given me a more pessimistic view of people.” “Masks do more harm than good & the decision to mandate them for healthy people was introduced as a psychological control method.”

**“Children are unlikely to suffer from the epidemic”:  
Wrong. Children are easily infected, even with exit restrictions, e.g. from the neighbours’ children. When they infect their parents and one of them dies in agony at home and they feel they are to blame for forgetting to wash their hands after playing, for example, it is the most terrible thing a child will ever experience.’**





# CANADA: NUDGE UNIT



**“A massive social science experiment that has taken place over the planet has given government important clues on how to modify citizen’s behaviour for other big global issues—such as climate change”**



# IRELAND'S ISAG

ISAG members were instructed to “review and internalise” instructions to “look for ways to increase insecurity, anxiety, and uncertainty”, and to “go after people and not institutions” because “people hurt faster than institutions.”

Members, many of whom are regular guests in Irish media, were told that they could count on “imagination” to “dream up many more consequences” than they themselves as “the threat is usually more terrifying than the thing itself.”



because they convey a message of ‘solidarity’. In other words, there is a behavioural science ‘reason’ for wearing masks, to increase a sense of collectivism. This is a feeling favoured by the psychologists that is entirely unrelated to the scientific evidence regarding transmission. Essentially, they want us to feel like we are ‘in it together’.

LAURA DODSWORTH

# **BOILING FROG METHOD**





# SLOWLY MOVING THE GOAL POSTS: NEVER-ENDING CYCLE OF LOCKDOWNS



protect  
healthcare  
workers



flatten the  
curve for 2  
weeks



until the  
vulnerable are  
vaccinated



until above  
50 are  
vaccinated



until  
children are  
vaccinated



GOOD, WILLING  
PEOPLE MADE  
SACRIFICES  
“FOR THE  
GREATER  
GOOD”

sacrificed **freedom**

**resigned** to isolation

accepted losing their **jobs** and their **business**

accepted **infringements** on bodily autonomy  
(testing, temperature checking, masks)



PIT RACE AGAINST RACE, RELIGION  
AGAINST RELIGION, PREJUDICE  
AGAINST PREJUDICE. **DIVIDE** AND  
**CONQUER!** WE MUST NOT LET THAT  
HAPPEN HERE!

ELEANOR ROOSEVELT



**THOSE IMPOSING HARM**

**THOSE OPPOSING IT**





**COVID HEROES "COVIDIOTS"**





THIS WAS ATTEMPTED  
BEFORE...

# HISTORY REPEATING ITSELF

SPIEGEL International

Reconstruction of a Mass Hysteria

## The Swine Flu Panic of 2009

Swine flu kept the world in suspense for almost a year. A massive vaccination campaign was mounted to put a stop to the anticipated pandemic. But, as it turned out, it was a relatively harmless strain of the flu virus. How, and why, did the world overreact? A reconstruction. By SPIEGEL staff.

14.12 Uhr




# CONTROLLING THE MEDIA NARRATIVE






**GLOBAL MEDIA  
CONTENT  
CONTROLLED BY  
A HANDFUL OF  
ORGANISATIONS**




# “FACT CHECKERS” GETTING IT WRONG IN AUGUST

COVID-19 BY STATE  
Track vaccinations

COVID-19  
Comparing vaccines

NEVER MISS NEWS AT NIGHT  
 +  = 

[ News ] Sports Entertainment Life Money Tech Travel Opinion 

**Fact check:** [Coronavirus not man-made or engineered but its origin remains unclear](#)

And there's scientific consensus that SARS-CoV-2, or COVID-19, is not man-made.

More than two dozen public health experts issued [a statement to The Lancet](#) in February to "strongly condemn conspiracy theories suggesting that COVID-19 does not have a natural origin."

They continued: "Scientists from multiple countries have published and analysed genomes of the causative agent, severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2), and they overwhelmingly conclude that this coronavirus originated in wildlife, as have so many other emerging pathogens."

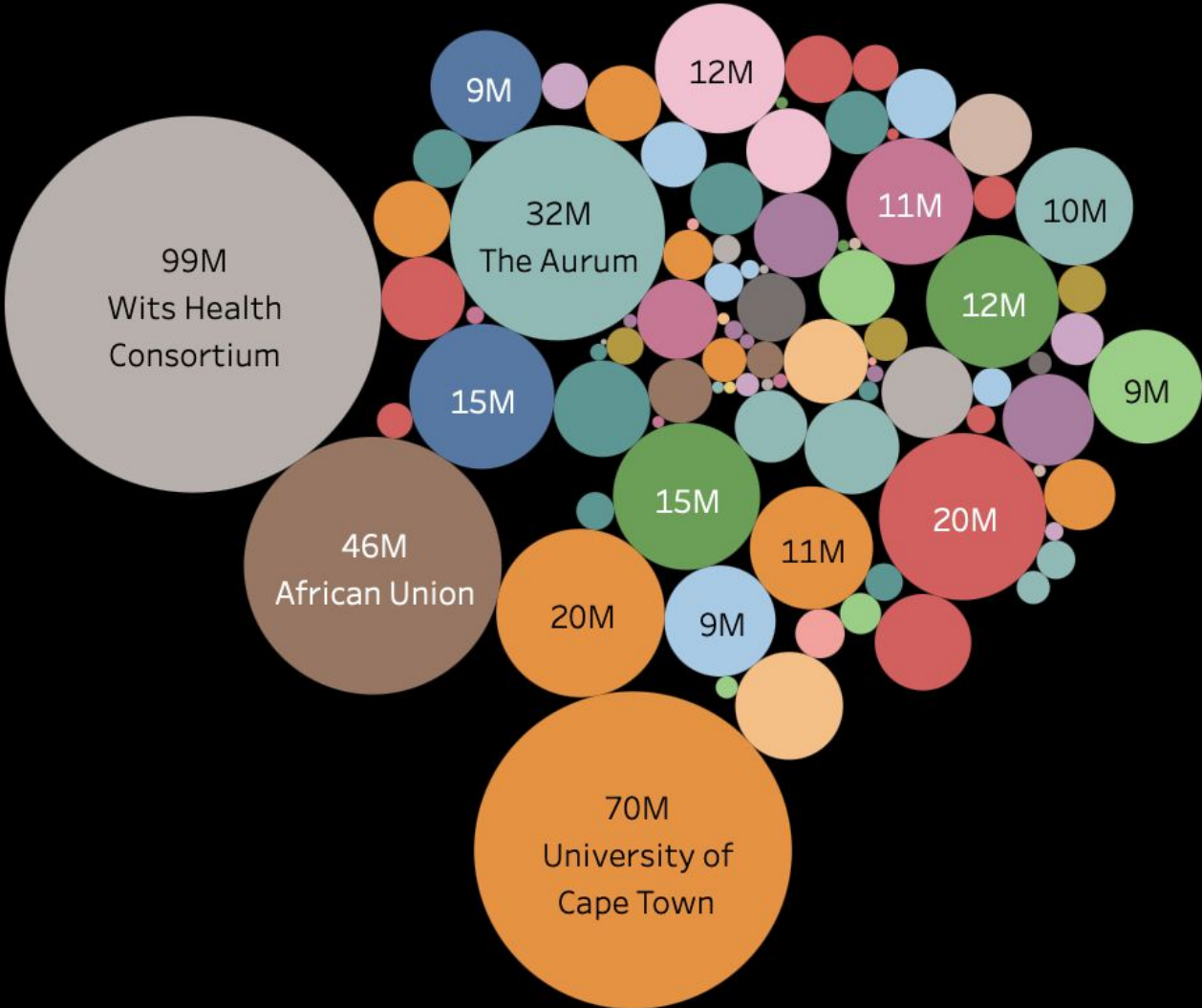
And [an article published in Nature Medicine](#) in March found that the genetic makeup of the virus that causes COVID-19 indicates that it has not been altered by humans. "We do not believe that any type of laboratory-based scenario is plausible," its authors wrote, instead concluding that the virus likely originated from bats, like SARS-CoV.

# COALITION FOR CONTENT PROVENANCE & AUTHENTICITY





**B&MGF  
DONATIONS  
ENSNARE  
THE ENTIRE  
HEALTH  
LANDSCAPE**





**WHY?**



WORLD  
ECONOMIC  
FORUM



World Health  
Organization



BILDERBERG MEETINGS



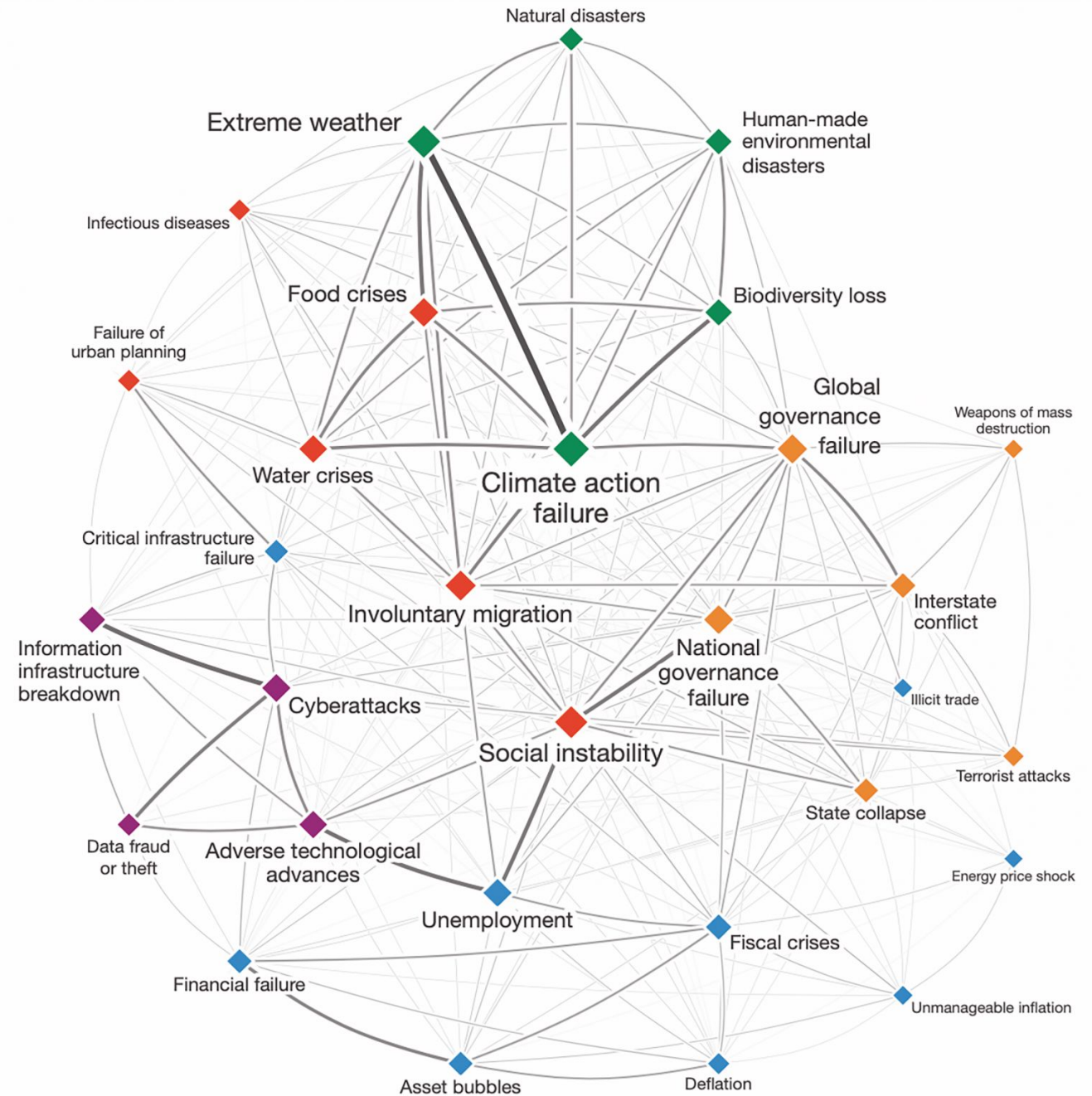
Atlantic Council

commonpurpose

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# WEF NON-PROBLEM WORD SALAD





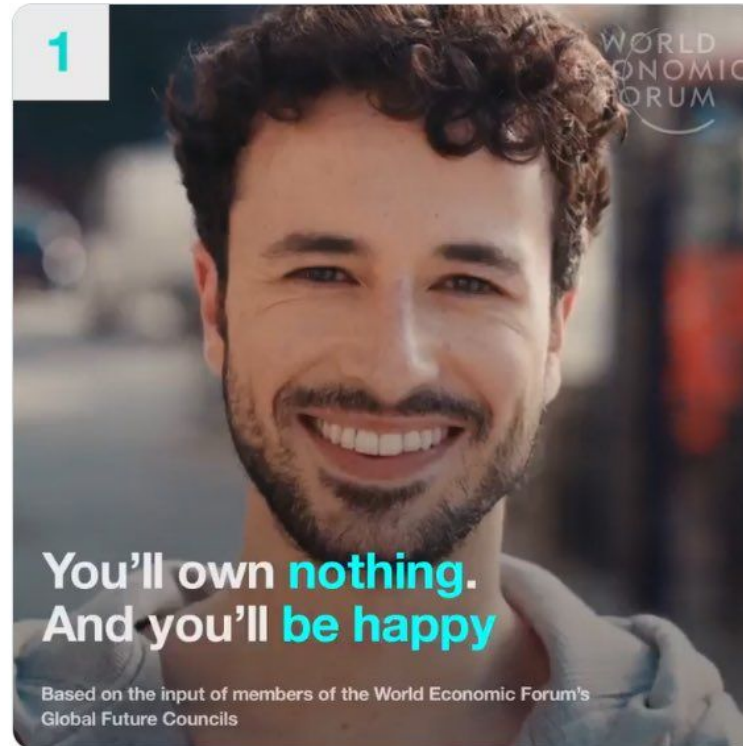
# WEF APPETIZING SOLUTIONS



World Economic Forum  
@wef



You'll own nothing, and you'll be happy. This is how our world could change by 2030. Read more: [wef.ch/2gmBN7M](https://wef.ch/2gmBN7M)



1:15 AM · Nov 19, 2016 · Twitter Web Client



World Economic Forum  
@wef



There's nothing like a home cooked meal (worm). Submit your solution for the future of protein: [@WEFUpLink](https://l.linklyhq.com/I/IMdS)

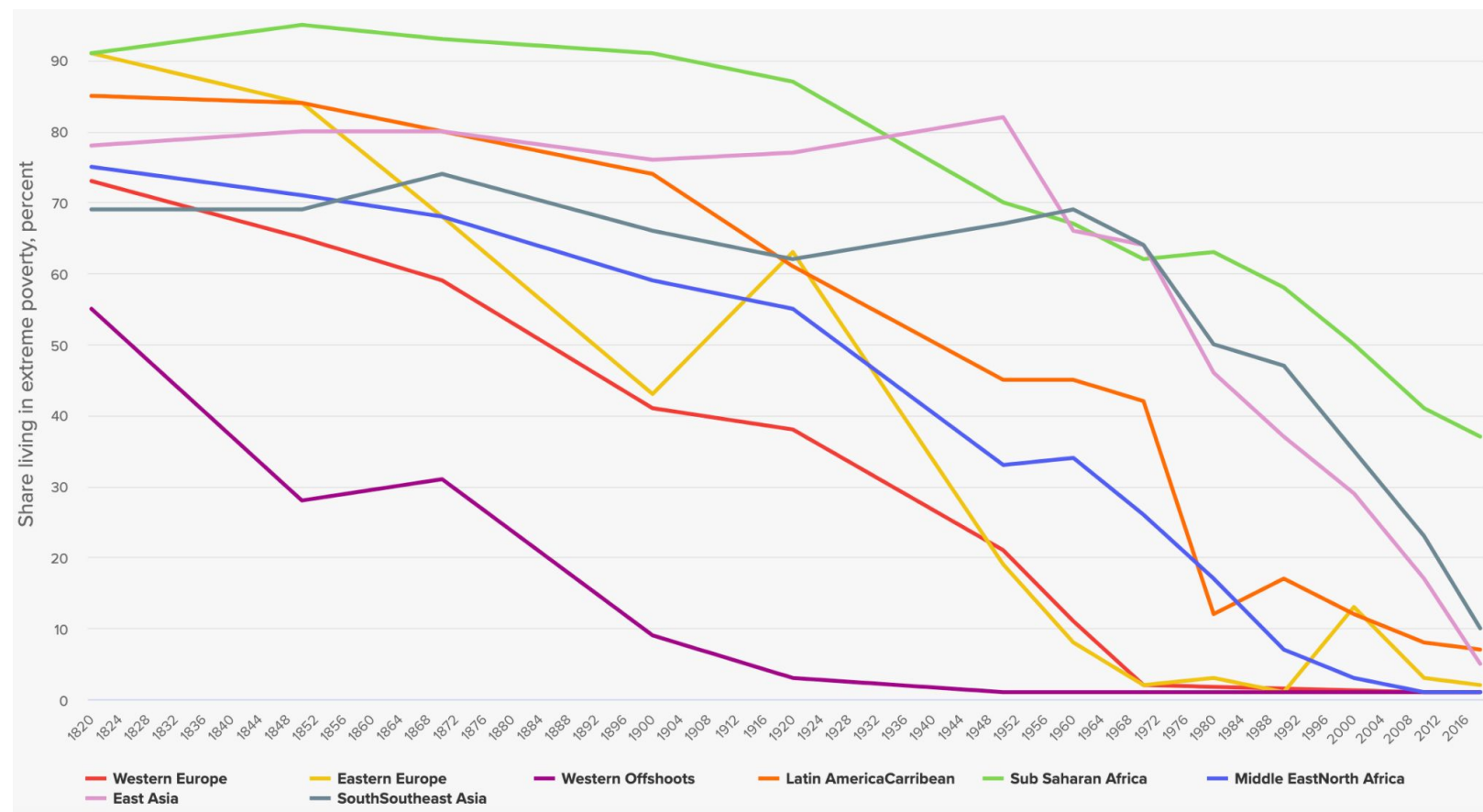








# PROPORTION OF PEOPLE LIVING IN EXTREME POVERTY







# MIT RESEARCHERS ON 'UNORTHODOX' SCIENCE

## **Viral Visualizations: How Coronavirus Skeptics Use Orthodox Data Practices to Promote Unorthodox Science Online**

Crystal Lee  
crystall@mit.edu  
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Cambridge, MA, USA

Tanya Yang  
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Arvind Satyanarayan  
arvindsatya@mit.edu  
Massachusetts Institute of Technology  
Cambridge, MA, USA

JANUARY 2021

# MIT RESEARCHERS ON “UNORTHODOX” SCIENCE

"The groups we studied believe that **science is a process, and not an institution.**"

"anti-maskers value unmediated access to information and **privilege personal research ...over “expert interpretations”**, ..., individual initiative and ingenuity, trusting scientific analysis only insofar as they can replicate it themselves by accessing and manipulating the data firsthand."

"They are highly **reflexive** about the inherently biased nature of any analysis, and resent what they view as the arrogant self-righteousness of scientific elites."

"We argue that anti-maskers' deep story draws from similar wells of resentment, but adds a particular emphasis on the **usurpation** of scientific knowledge by a paternalistic, condescending elite that expects **intellectual subservience** rather than **critical thinking** from the public."





THE SKEPTICAL IMPULSE THAT THE  
'SCIENCE SIMPLY ISN'T SETTLED,'  
PROMPTING PEOPLE TO SIMPLY  
'THINK FOR THEMSELVES' TO  
HORRIFYING ENDS.

HOW CORONAVIRUS SKEPTICS USE ORTHODOX SCIENCE



## THE SCIENCE™

An institution  
“Follow The Science”  
“Settled Science”  
By acclamation, no debate admitted



## SCIENCE

A process of conjecture and criticism  
Replicability  
Debate and dissent the only means of  
progress



# PETER DOSHI RAISES SERIOUS CONCERNS

thebmj**opinion**

Latest

Authors ▾

Topics ▾

## Peter Doshi: Pfizer and Moderna's "95% effective" vaccines—we need more details and the raw data

January 4, 2021

*On 5 February 2021 we published a clarification to this piece. [It is available here.](#)*



Five weeks ago, when I [raised questions](#) about the results of Pfizer's and Moderna's covid-19 vaccine trials, all that was in the public domain were the [study protocols](#) and a [few press releases](#). Today, two [journal publications](#) and around 400 pages of summary data are available in the form of [multiple reports presented by](#) and [to the FDA](#) prior to the agency's emergency authorization of each company's mRNA vaccine. While some of the additional details are reassuring, some are not. Here I outline new concerns about the trustworthiness and meaningfulness of the reported efficacy results.

**A JAB IN  
EVERY ARM**

# **Bill Gates says the world will need 7 billion vaccine doses to end COVID-19 pandemic**

BY **ALAN BOYLE** on April 30, 2020 at 12:00 pm



# HERD IMMUNITY

[Home](#) / [Newsroom](#) / [Q&A Detail](#) /  
Coronavirus disease (COVID-19): Serology

## Coronavirus disease (COVID-19): Serology

9 June 2020 | Q&A

### What is herd immunity?

Herd immunity is the indirect protection from an infectious disease that happens when a population is immune either through vaccination or immunity developed through previous infection. This means that even people who haven't been infected, or in whom an infection hasn't triggered an immune response, they are protected because people around them who are immune can act as buffers between them and an infected person. The threshold for establishing herd immunity for COVID-19 is not yet clear.

[Home](#) / [Newsroom](#) / [Q&A Detail](#) /

Coronavirus disease (COVID-19): Serology,  
antibodies and immunity

## Coronavirus disease (COVID-19): Serology, antibodies and immunity

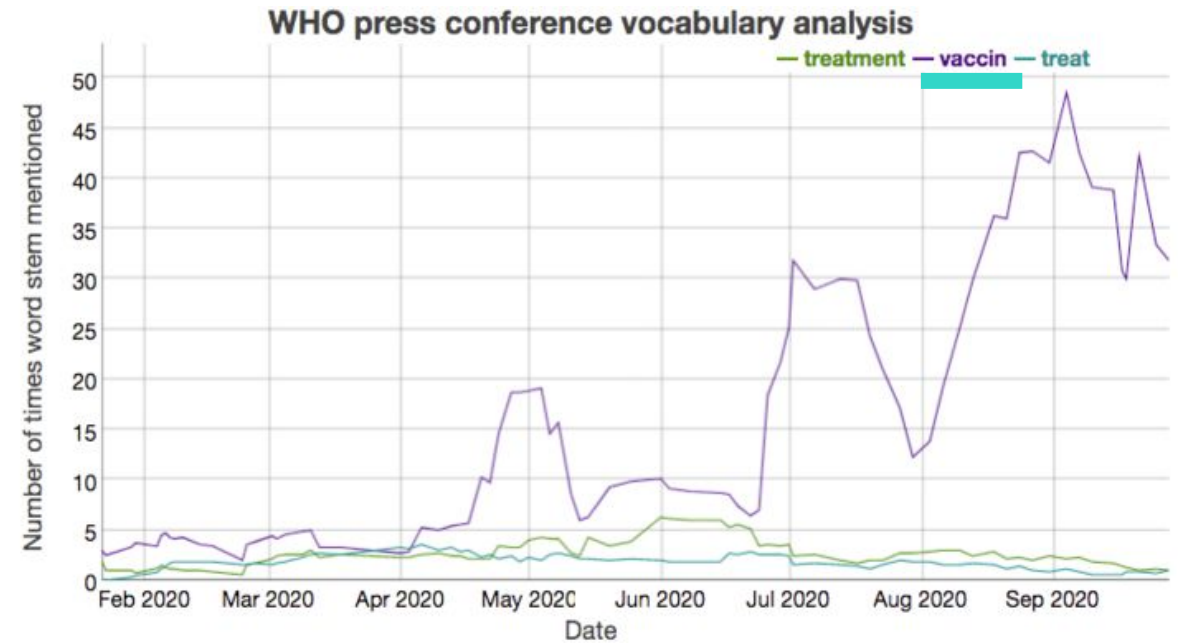
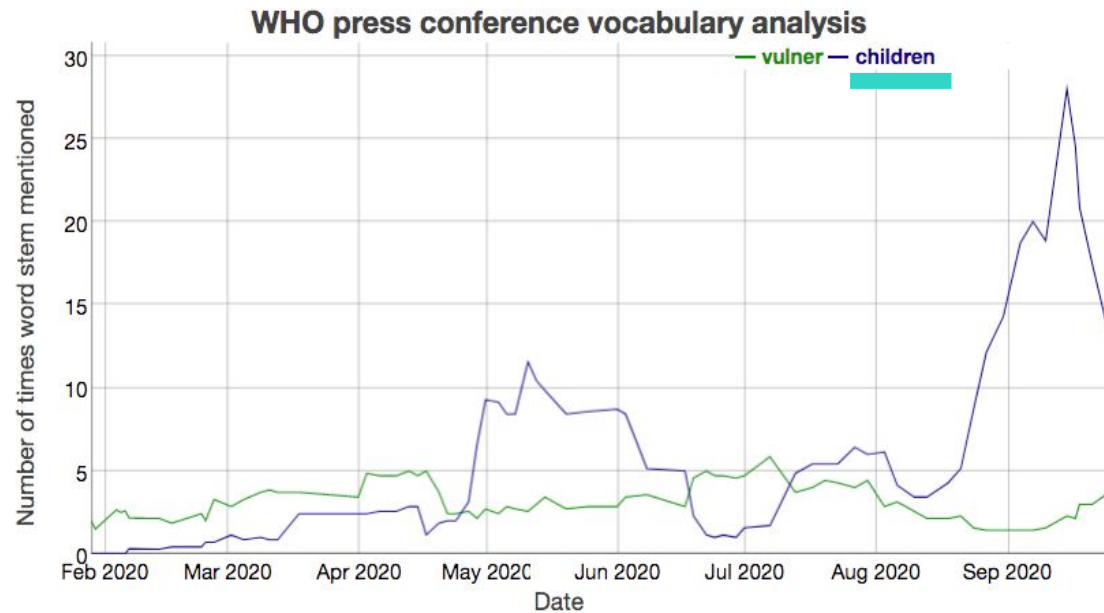
13 November 2020 | Q&A

### What is herd immunity?

'Herd immunity', also known as 'population immunity', is a concept used for vaccination, in which a population can be protected from a certain virus if a threshold of vaccination is reached.

Herd immunity is achieved by protecting people from a virus, not by exposing them to it. [Read the Director-General's 12 October media briefing speech](#) for more detail.

# WHO PRESS CONFERENCE VOCABULARY





CHILDREN AND YOUNG PEOPLE  
**DO NOT BENEFIT** FROM THE  
COVID-19 VACCINE AS THEIR RISK  
FROM THE DISEASE IS ALMOST  
NIL. MASS VACCINATION AND  
VACCINE TRIALS ON HEALTHY  
CHILDREN ARE THEREFORE  
**UNETHICAL.**

PANDA'S DECLARATION FOR THE PROTECTION OF  
CHILDREN AND YOUNG PEOPLE





# A NEEDLE IN EVERY ARM

**Commitment**  
Make people feel invested so they are more likely to follow through



**Scarcity**  
Make the resource feel scarce so people feel an urgency to obtain it



**Authority**  
Use a credible or liked messenger so people accept the message



You have reached the top of the queue and are a priority for getting a free NHS COVID-19 vaccine. Please book yours now at <https://www.nhs.uk/covid-vaccination> or by calling 119.



**Ego**  
Motivate behaviour by tapping into the need for social status



**Social Proof**  
Make the behaviour seem popular so people assume it must be good



**Reciprocity**  
Make people feel indebted so they are more likely to comply

# COVID-19 VACCINE MESSAGING PART 1



## Intervention/treatment ⓘ

Other: Control message

Other: Baseline message

Other: Personal freedom message

Other: Economic freedom message

Other: Self-interest message

Other: Community interest message

Other: Economic benefit message

Other: Guilt message

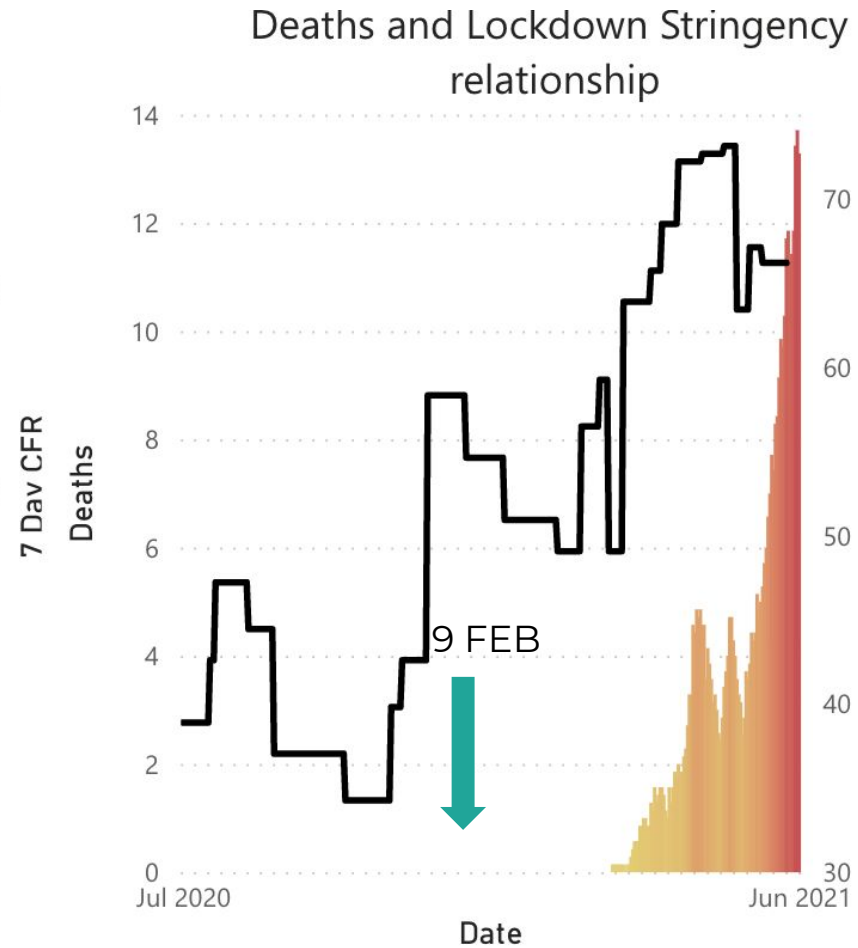
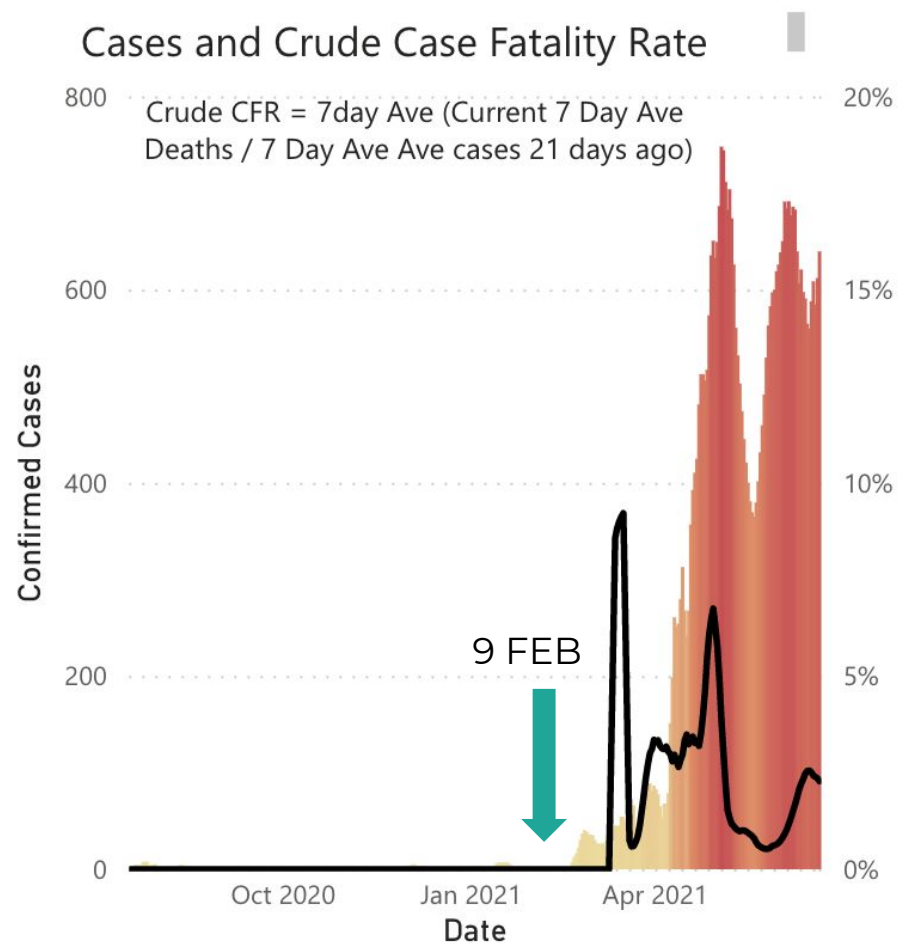
Other: Embarrassment message

Other: Anger message

Other: Trust in science message

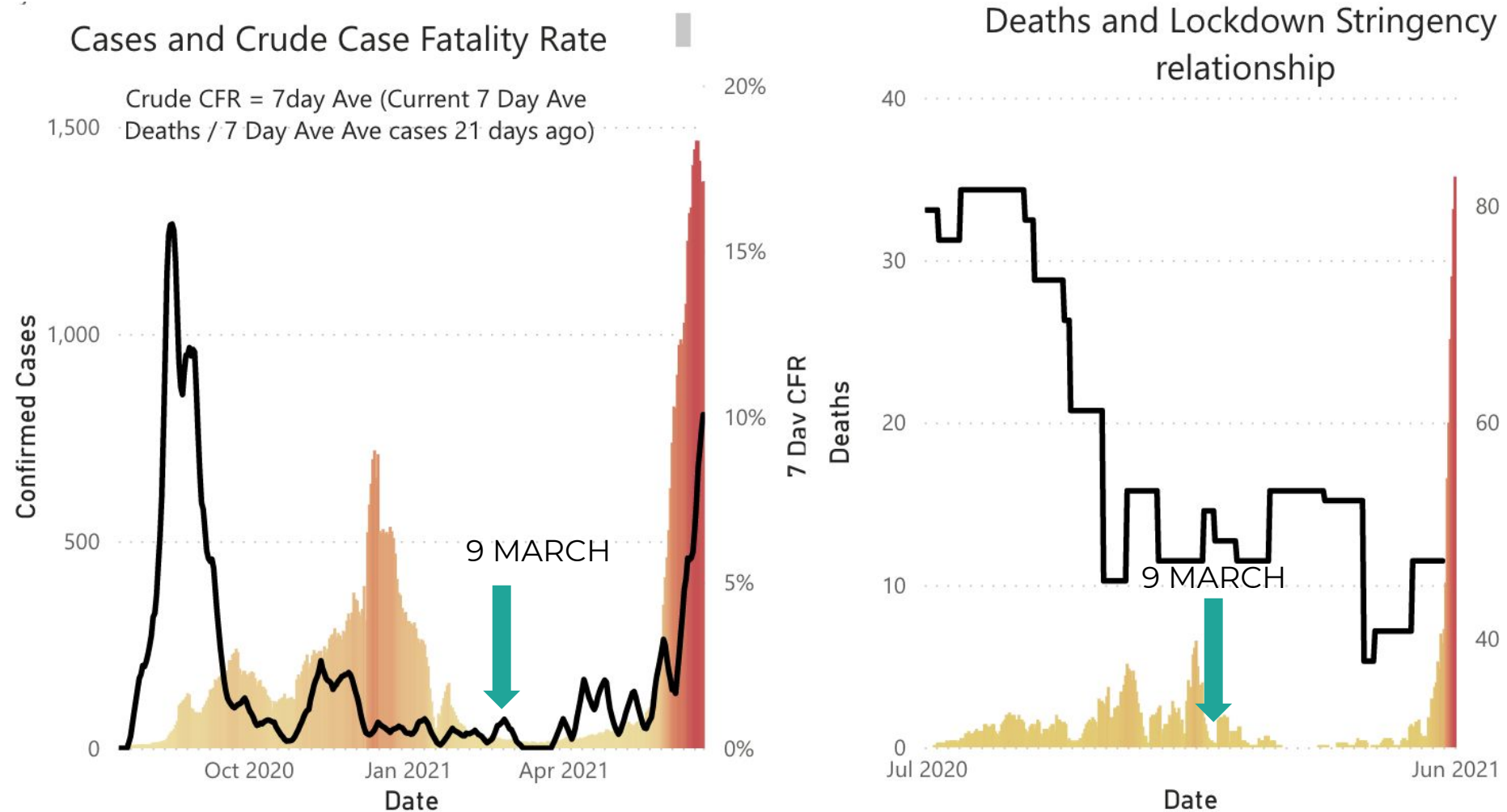
Other: Not bravery message

# CAMBODIA FIRST DEATHS FOLLOWING VACCINE ROLLOUT

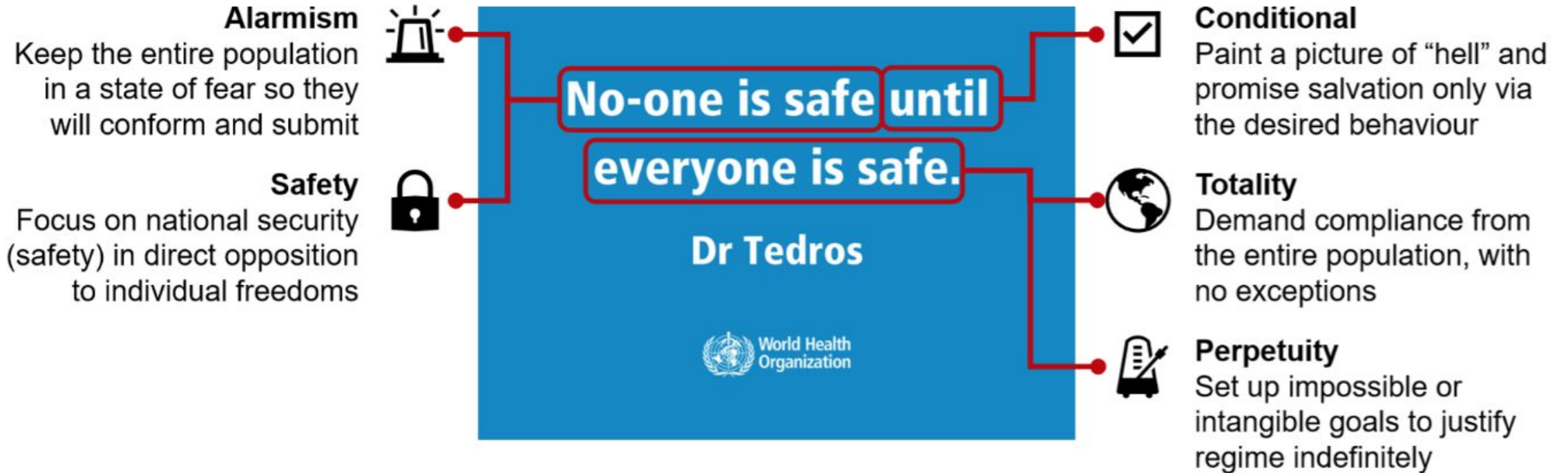




# UGANDA DEATHS FOLLOWING VACCINE ROLLOUT



# WHAT IS TOTALITARIANISM?





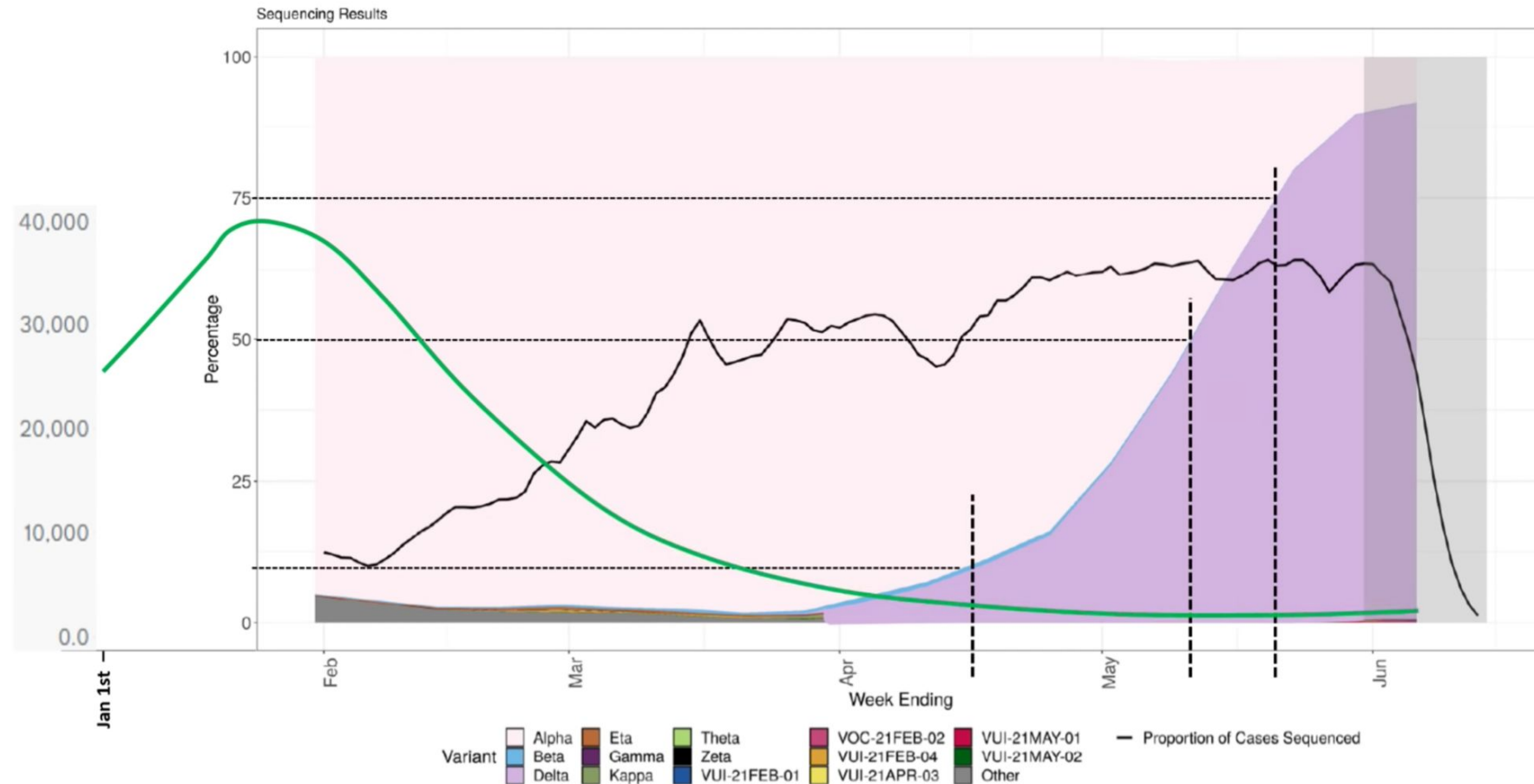
OUR EARLY AMBULATORY  
TREATMENT REGIMEN WAS  
ASSOCIATED WITH ESTIMATED  
**87.6% AND 74.9%**  
REDUCTIONS IN  
HOSPITALIZATION AND DEATH  
RESPECTIVELY.

DR PETER MCCULLOUGH



# DEADLY VARIANTS OR POLITICAL SCARIANTS?

**Figure 3. Variant prevalence for all England available sequenced cases from 1 February 2021 as of 14 June 2021** (excluding 48 cases where the specimen date was unknown). (Find accessible data used in this graph in [underlying data](#)).





# IT'S TIME TO SAY NO TO

MASKS

SOCIAL ISOLATION

SOCIAL DISTANCING

MASS TESTING

TRAVEL BANS

UNNECESSARY VACCINATION

CENSORSHIP

CONFLICT OF INTEREST

EXPERT GODS

A person is shown from the chest up, holding their right hand up with the palm facing forward. The background is a blurred indoor setting with shelves. Overlaid on the hand and face is the text 'JUST SAY NO' in large, bold, teal letters.

**JUST  
SAY  
NO**

RECLAIM LIFE



## TO SUPPORT PANDA'S WORK



**AMPLIFY** OUR  
VOICE BY  
SHARING OUR  
WORK

**DONATE**  
TO  
EXPAND  
OUR  
REACH



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