

# Dr Christophe Fricker Facts – Who Cares?

ECC, 23 March 2017

#### Fake news?







🌣 🎎 Follow

Angela Merkel Takes Selfie With Brussels Terrorist. Still wonder why Germany is flooded with rapefugees?

#BanIslam



#### Fake news



Angela Merkel takes selfie with Brussels terrori









Distribution of Lies



Strategy



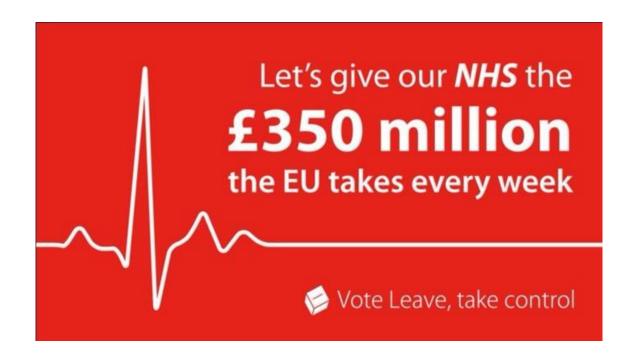


Research / "Preparation"!



#### Brexit Campaign









Vote Leave worked.

Focusing on facts alone won't work.

There has been no referendum!



# How did the Brexiteers do it?

#### Leave Campaign









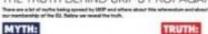
Vague Wrong Contradictory

#### Remain Fact-Checkers

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UKIP MYTH: We pay in money and get nothing in return

UKIP MYTH: We have to do whatever the EU tells us - they set our laws

**UKIP MYTH: Your family** won't be affected if we leave

UKIP MYTH: Being in Europe stops us trading NOT TRUI

Leaving the EU will stop immigration into the UK

UKIP MYTH: The EU has done nothing for the South West

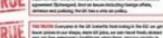
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(2) Free trade for its

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TRUTH:

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Europe: what do you think?

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#### The EU Referendum: your vote will decide your family's future

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#### WHAT DOES EUROPE MEAN FOR JOBS IN THE SOUTH WEST?

Setting part of Busines House Equipments in the South latest part has accorded to some 100 cellus. continues to the SC - and out healt with no lights.

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Do you want to job the comparign to keep the SK in famous? Sign up online near attemperture at /pin

#### YOU NEED

- Over 3 rollion UE julie are linked for our trade with the DJ - thef's one in every ten UK jobs.
- States to the SJ means tower prices in our phops because it's cheaper to trade and there is more choice - saving you on average £450 a year.
- While being in the EU cours. each household less than a pround a day, independent experts estimate the benefits are worth EX,000 a year to the average household, due to lower prices and more jobs. trade and investment.
- We are safer fluxes to the means we can arrest criminals across the BJ - we would lose this if we left.
- 200,000 UK businesses Yade with the EU - Selping them create jobs here in the UK.
- The UK gets 658 million of investment every day from Eli courtries - creating even more jobs and opportunities for UK tumbers.



#### Not Fake News



#### Britain has had enough of experts, says Gove

Brexit campaigner offers to have disputed EU contribution figure audited



Justice Secretary Michael Gove takes part in a live Sky News Q&A on Brexit © PA

#### Option 1





#### Option 2









Appealing Compelling Effective



### NIMIRUM

# Facts—Who Cares?

#### Facts vs. Ideology





Europe: The Third Way/Die Neue Mitte

by Tony Blair and Gerhard Schroeder

#### **Technocrats**



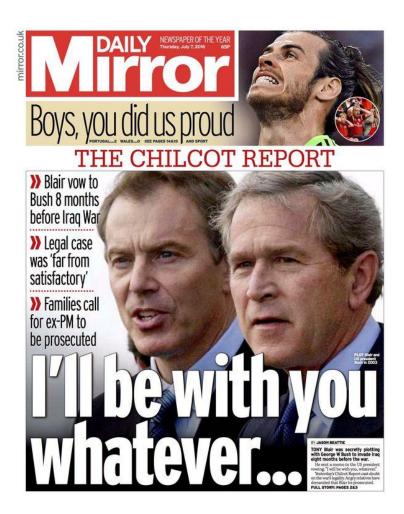




#### A Technocrat's Reaction to Protest







#### A Populist's Reaction to Protest









Our country needs strong borders and extreme vetting, NOW. Look what is happening all over Europe and, indeed, the world - a horrible mess!

RETWEETS 17,395

66,072









8:08 AM - 29 Jan 2017

#### Technocratic Manifesto



Karl W. Deutsch Politische Kybernetik Modelle und Perspektiven Zweite, unveränderte Auflage



#### Real Nigel Farage





## Nigel Farage: This will be a victory for real people

United Kingdom Independence Party Leader, Nigel Farage, reacts to results of the historic referendum which will decide if the UK leaves the European Union. Source: CNN











#### Real Hikes vs. Real Stories







#### We Must vs. We Want







NEWS

**OPINION** 

#### We must Remain in the EU but we have to stay true to Labour values

Mirror columnist John Prescott has praised Jeremy Corbyn for making a strong speech on the future of the EU









#### We Will vs. We Want









### Future of the Middle-Ground:

Understanding that

 $Technocracy \neq Centrism$ 



## NIMIRUM

## What Referendum?

#### Brexit Means Executive Power









#### Opposition: Down = Out







### There has been no referendum!



# Nigel Farage: £350 million pledge to fund the NHS was 'a mistake'

News > UK > Home News

## Free movement of labour might not end after Brexit, admits Tory Leave campaigner Daniel Hannan

'Frankly, if people watching think that they have voted and there is now going to be zero immigration from the EU, they are going to be disappointed'

Harriet Agerholm | @HarrietAgerholm | Saturday 25 June 2016 14:58 BST | 🖵

### Iain Duncan Smith backtracks on leave side's £350m NHS claim

Tory Brexit campaigner says he never made EU referendum pledge that appeared on official battlebus

Nigel Farage / Britain heading for recession 'regardless of Brexit'

#### Unelected Advocates of the People







#### Opportunities



Brexiteers
offered voters
a vision of UK
life post-EU.

Facts are important but political leadership requires a vision, a face, a story.

There is a real opening for visions rooted in research and reliable knowledge of reality.

