


NCI ENGINEERED REALITY SCORING SYSTEM

CATEGORY	QUESTION	EXAMPLE	SCORE (1-5)
1. Timing	Does the timing feel suspicious or coincidental with other events?	A story about water contamination surfaces during a corporate scandal.	
2. Emotional Manipulation	Does it provoke fear, outrage, or guilt without solid evidence?	Reports show crying children and dying wildlife but avoid causes.	
3. Uniform Messaging	Are key phrases or ideas repeated across media?	All outlets use terms like “unprecedented” and “avoidable tragedy.”	
4. Missing Information	Are alternative views or critical details excluded?	Few sources discuss the timeline or other possible contributors.	
5. Simplistic Narratives	Is the story reduced to “good vs. evil” frameworks?	Blames one company entirely while ignoring systemic issues.	
6. Tribal Division	Does it create an “us vs. them” dynamic?	Locals are victims, while outsiders are blamed.	
7. Authority Overload	Are questionable “experts” driving the narrative?	Non-environmental experts dominate airtime to support policies.	
8. Call for Urgent Action	Does it demand immediate decisions without reflection?	Campaigns push for immediate donations and rapid policy changes.	
9. Overuse of Novelty	Is the event framed as shocking or unprecedented?	Media emphasizes how “shocking” and “once-in-a-lifetime” the crisis is.	
10. Financial/Political Gain	Do powerful groups benefit disproportionately?	A company offering cleanup services lobbies for government contracts.	
11. Suppression of Dissent	Are critics silenced or labeled negatively?	Opponents dismissed as “deniers” or ignored.	
12. False Dilemmas	Are only two extreme options presented?	“Either you support this policy, or you don’t care about the environment.”	
13. Bandwagon Effect	Is there pressure to conform because “everyone is doing it”?	Social media influencers post identical hashtags, urging followers to join in.	
14. Emotional Repetition	Are the same emotional triggers repeated excessively?	Destruction and suffering imagery looped endlessly on TV and online.	
15. Cherry-Picked Data	Are statistics presented selectively or out of context?	Dramatic figures shared without explaining how they were calculated.	
16. Logical Fallacies	Are flawed arguments used to dismiss critics?	Critics labeled “out-of-touch elites” without addressing their points.	
17. Manufactured Outrage	Does outrage seem sudden or disconnected from facts?	Viral memes escalate anger quickly with little context provided.	
18. Framing Techniques	Is the story shaped to control how you perceive it?	The crisis is framed as entirely preventable, ignoring systemic factors.	
19. Rapid Behavior Shifts	Are groups adopting symbols or actions without clear reasoning?	Social media suddenly fills with users adding water droplet emojis to their profiles.	
20. Historical Parallels	Does the story mirror manipulative past events?	Past environmental crises were similarly used to pass sweeping, controversial legislation.	
SCORING INSTRUCTIONS			
1 = Not Present	No signs of manipulation		
5 = Overwhelmingly Present	Clear, strong evidence of manipulation		
Add Up Your Total Score			
Score Range	Interpretation		
0-25	Low likelihood of a PSYOP		
26-50	Moderate likelihood—look deeper		
51-75	Strong likelihood—manipulation likely		
76-100	Overwhelming signs of a PSYOP		
© APPLIED BEHAVIOR RESEARCH . 2024		NCI UNIVERSITY GRAD SCHOOL RESOURCE 319	