

December 5th, 2021

Period: 4

The Mandela Effect and how it shook the internet. The idea of the Mandela Effect sparked in 2010 when people claimed Nelson Mandela, the former president of South Africa, had passed away in the 80's while in prison. Even though he passed away in 2013 rumours began to pour out and people began to talk about how he passed and how vividly they remembered it; such as seeing clips of his funeral live on national television. When a paranormal consultant named Fiona Broome discussed the effect and gave it the title "Mandela Effect," many other researchers say this has nothing to do with paranormal activity, rather just humans being imperfect and having false memories. Still, after a decade of research being done and conspiracies being concluded, the Mandela Effect continues to play mind games, even in the most simple ways.

The Mandela Effect and how it tricks the human mind. The Mandela Effect is caused by false memories, confabulation, priming, and Alternate Realities & Parallel Universes. Many researchers lean towards false memories to be the main cause of the effect, such as taking a science test with false similar terms like global warming and climate change, but not accorded words such as air, water, and land pollution. You may vividly remember something and be certain that it's right but in reality is the complete opposite. A common example of this would be people mistaking the famous line from Sleeping Beauty being "Mirror, Mirror on the wall," but it's actually "Magic mirror on the wall." A much trickier effect would be "Lost in the Mall". This effect was created by Jim Coan describing to his younger brother how he had gotten lost in the mall and includes specific details to make it seem more believable. His brother did believe him and when the idea of the effect was released, cognitive psychologist and expert on human memory, Elizabeth Loftus tested out this idea and about 25% of participants failed to recognize that this situation was false. Most people's daily lives are affected by the Mandela Effect and don't ever seem to realize it.

The Mandela Effect and Societal changes/thoughts on it. Well the Mandela Effect may get some flashbacks for being considered as "unrealistic" or "unimaginable" it still remains to be discussed and many others tend to actually handle it over social media instead of conference meetings or anything in that sort. There have been over 10,000 tweets about the Mandela Effect on Twitter, in which people will argue on there about the effect, rather it being realistic or unimaginable, and people just sharing their experiences of possibly interfering with Mandela Effect. The research I have done has taught me so much more about my science fair project and will impact me on how I will test this on people. This will influence me to be more considerate of the questions I'm planning on asking or my target audience.

Eske, Jamie, What is the Mandela Effect, Medical News Today, Marney A. White, 28th July, 2020

[.https://www.verywellmind.com/what-is-the-mandela-effect-4589394](https://www.verywellmind.com/what-is-the-mandela-effect-4589394)

<https://theconversation.com/the-mandela-effect-and-how-your-mind-is-playing-tricks-on-you-89544>

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