

## A few of the values and hot buttons of the people who don't really care whether news is completely true or not

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Cynicism, feeling socially disconnected, a lack of control over their lives, fatalism (shit happens)...

... But able to adapt, civil disobedience, a need for strong leadership, chauvinism, a desire for government to serve the people, not the elite.

*Populism* in its purest form: they can overlook lying as long as you do something for *them!*

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- Much stronger
  - Stronger
  - Weaker
  - Much weaker
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