

# **The Psychology of Big Brother**

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## **Authors Note**

This book is written as a guide to better understanding the human dynamics and interactions within the Big Brother house. It is written for entertainment purposes to help the viewer to add a new level of personal enjoyment to watching the programme.

All views expressed in this book are solely the authors and not that of Big Brother; Endemol or anyone associated with the show. This book is an unofficial guide to Big Brother.

The author carries the greatest respect for all those brave enough to share themselves with the viewers and their fans by entering the Big Brother house. This book has aimed to give a non-judgemental view of the mentioned housemates.

Dan Jones 2007



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# **Introduction**



# 1.

For over fifteen years now I have been studying human behaviour and covert manipulation techniques. Many of these techniques are used by everybody each and everyday without them or anyone else realising. Through trial and error some people go on to refine these skills as they grow up and they learn to use these skills to get their own way (often they don't know exactly what they are doing that is causing them to get what they want).

Many people also have skills that allow them to excel in social situations. Most of these people just seem likeable, they don't pay much attention to what it is about their behaviour and attitude that makes them likeable.

Throughout this book you will learn to be able to 'read' the unconscious information that the Big Brother housemates give off,

telling whether they are likely to be lying or telling the truth, whether they are being manipulative, who is likely to do well and who is not, and much more. You will learn what effect being in the Big Brother house is likely to have psychologically on the housemates and who is likely to cope best under the conditions set by Big Brother.

Throughout this book I have used examples from Celebrity Big Brother 2007 to illustrate the points that I am covering.

# **What to look for on the first night**



# 2.

As a fan of **Big Brother** I watch it in a different way to most people. Due to my training and experience as a psychological interpreter when I watch **Big Brother** I observe how the different contestants behave and interact with each other. I don't make interpretations in quite the same way as most other psychologists and psychotherapists do.

For example: Many psychologists look for specific behaviours and then make interpretations based on isolated behaviours. One common behaviour is that crossing your arms or legs means that you are being defensive. This may be true but if you see this behaviour you shouldn't take it in isolation to other behaviours. It could equally be that it is cold or that the person is more comfortable by crossing their arms or legs.

The key point that I would make is that you should keep in mind to watch out for **PATTERNS**. If someone, for example, covers their mouth and you think they were lying then look for other behaviours that were done at the same time and then check these in future situations. Poker players do this often to notice the behaviours of other players that give away whether they have a good hand or not.

I had a client that when talking about her problem subtly dug her heels into the ground. I changed the subject then after a few minutes talked about it again and saw her dig her heels in again. I knew then that a suspected pattern occurred. She wanted to get better but it turned out she was getting something out of being ill (attention from her husband). After thousands of hours of watching people you get used to quickly picking up on people's patterns of behaviour and on ways you can test those patterns.

There is so much that I could cover for you to look out for when watching **Big Brother** that I have to cut down to what I think

are the key points. Firstly I will cover what to look out for on the first night.

The first night will be the prime time to really notice what all of the contestants initially think of each other. As everyone knows first impressions count. When it is **Celebrity Big Brother** all the contestants will not just make judgements based on what the other contestants look like but also on what they know about the reputations and images of the other contestants.

I'm only going to cover the basics here. I will do this partly because you will be watching Big Brother on a screen and are unlikely to see some of the more subtle behaviours like noticing people's eyes dilating (the centre of the eyes getting larger to let in more light/information, a common sign of attraction).

## **Stepping back**

When the contestants enter the house watch how they are greeted by the contestants already in the house. There are many

behaviours people do just to be polite. They will do things like cuddling or kissing people on the cheek etc... if you watch their feet though you can notice if they really want to keep away from that person or not. If they want to keep away then they are likely to step back putting their weight onto their back foot. If you watch for this sign you can judge how different people are likely to get on with each other. As people get to know each other relationships will change but to start with and to judge 'first impressions' you can see whom is most likely to get on with whom.

When the contestants meet each other, as I have mentioned, look out for **PATTERNS**, if they step back with each person they meet then there may be another reason for this action. It could be that they are withdrawn and don't want to really be meeting or getting on with any of the other housemates. If you record Big Brother you can watch it back to look out for all the different 'hidden messages' and really analyse the footage in depth to notice many of the things mentioned in this book.

As well as people stepping back, or stepping forward (putting more weight on the front foot) to show how much they are likely to get on with other housemates they are also likely to use the greeting process as an excuse to get closer to those they like the most. They may kiss and hug one person and just kiss, or just hug others. Look out for subtle differences in the reactions of the housemate when they meet each other.

Sometimes behaviour can be noticeably different, for example; as one person walks in the housemate steps back and 'turns their nose up' at the new housemate, while with another housemate they grin like a Cheshire cat and move forward to greet the person.

## **Barriers**

Barriers are another common sign of people trying to avoid other people. Look out for those housemates that seem to keep stepping behind furniture when talking with specific people (remember you are looking for patterns). If they are genuinely using a barrier then they are likely to use a barrier consistently when one

is available. If they are sitting down they might use a cushion, they may cross their arms if there is nothing else to use, they could hold a glass in front of them. If they are standing they may stand behind a sofa or another piece of furniture. If you suspect a pattern then look out for situations in which it should arise, to see if it is repeated. If you suspect someone is using barriers with a specific person then watch how they react with that person in future situations.

Barriers are often used by people as a metaphor to say they want distance. They are more likely to be used in situations where there is no escape, like in the Big Brother house. Most behaviours in such confined conditions often become exaggerated and more noticeable.

## **Covering Mouth**

People covering their mouth in some way can be a sign that the person is saying something that they don't want to be caught saying. It could be a lie, or it could be saying an insult or gossip

about someone. As I have mentioned previously that you should look for patterns, the covering of the mouth could be wiping the nose, wiping mouth, etc... so you need to see what else is also happening. Do they change eye contact? When people lie or hide something they often change their eye contact. It isn't true that people always look away when they lie. In fact normally people think this and so make more eye contact. The chances are they will change the eye contact from what is normal behaviour for them. So if they normally give plenty of eye contact they will often give less, if they don't normally hold eye contact for long then they are likely to start giving more. Do they turn their body? People regularly turn their body away from the person they are lying to or saying what they think they shouldn't really be saying.

### **Toe pointing**

Look where people point their feet. When people are talking to each other and are interested in each other they will generally point their feet at the person they are interested in. If they want to get away they are likely to point their feet towards the exit. If they

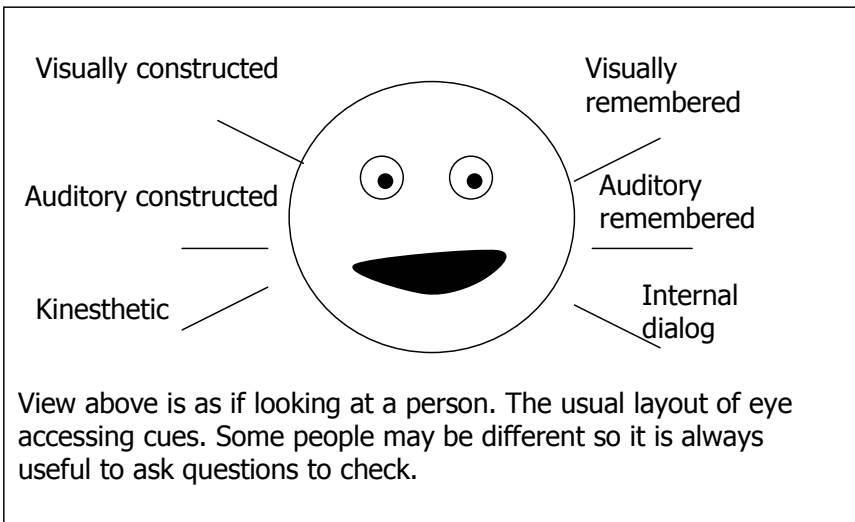
really want to be talking with someone else they are likely to be pointing their feet at that person instead. This is also a good sign to watch out for when seeing if someone likes someone else. It could be that two housemates are talking but one housemate has his feet pointing off towards another housemate he is attracted to in the garden.

I once held a presentation to a group of Directors and Senior Managers of a company on communication skills and rapport to get a deal to teach the course to all the staff in the company. There was a point in the presentation when I was going to cover toe pointing. When I got to the toe pointing section I discussed it then, as a convincer that what they are paying attention to and interested in their toes would be pointing towards I asked them to look down at their feet. Obviously up to this point none of them had been paying attention to what their feet were doing but sure enough, when they looked down they were all surprised to see that their feet were indeed pointing at me (and, luckily for me, not the exit!).

## **Eye Accessing Cues**

Eye accessing cues are the unconscious signals given off by movements of the eyes that reveal what information a person is accessing unconsciously at that time. You can check this with the language they use as some people have accessing cues that are reversed (normally left-handed people). When you see someone use a specific accessing cue (for example; visual remembered) you can then listen to what they say next to see if the language matches what you have just seen (for example; 'my Nan used to have the same hair colour before she turned grey'). If instead they looked to where kinesthetic accessing should be then spoke in visual terms you can pay attention to see if in future comments and eye movements they actually move their eyes to the same place when saying move visual comments and to a different place when saying kinesthetic comments.

The diagram below shows the usual arrangement for eye accessing cues:



One interesting point is that often when people meet and one fancies the other they often imagine (visually construct – look up left, from the point of view of you looking at them) 'spending time' with that person. So look out for people that suddenly glance up and left when they first meet someone.

There is an interesting story I once heard about Richard Bandler (the guy that first noticed eye accessing cues), he was in a restaurant with a famous musician when the waitress came over to serve them. On arriving at the table and seeing this musician she glanced up and left. Richard immediately said 'you wouldn't do that with him would you?' and in shock at having her thoughts 'read' she quickly covered her eyes as if she had just revealed something she shouldn't have. In reality it was just an informed guess based on seeing the waitress suddenly access created images in her mind on seeing the musician. Obviously from her reaction he was probably correct!

## **Micro expressions**

**Micro expressions** are difficult to notice due to the fact that they last only a fraction of a second. They are the true expression or reaction to an experience. It could be that someone has just been asked something and they scowl slightly then smile and respond favourably even though their true response was given off unconsciously in the form of the initial scowl. If you pause or watch

a taped program back in slow motion you can notice these expressions to see people's true responses.

Another area of this is ideo-motor movements. These are unconscious movements that often appear to happen very slowly and continuously. They can often reveal true answers. The most noticeable movements are the head nodding or shaking in a slow manner and continuing on for longer than it is likely to have done if it was a conscious act. For example; someone could say they like the taste of the food they had just tasted whilst faking a strong obvious head nod, then moments later when they have stopped the fake head nod you can notice the head very minimally shaking slowly side to side implying they didn't really like the food.

# Rapport



# 3.

Rapport is like a dance. People in rapport act similar.

Rapport is the quality of a relationship that comes from mutual trust and responsiveness. People gain rapport by understanding and respecting the way another person sees the world. Rapport is essential for good communication. If you have rapport others will feel acknowledged and immediately be more responsive.

When people have rapport it can be genuine (as it normally would be) or it can be faked and used for manipulation (positively or negatively). For example: someone could start nodding before asking questions that they want someone to agree to. Having rapport can allow people to lead the other housemates in their decisions and views.

Without rapport it is unlikely that anyone will have much success at having any ideas and suggestions taken on board by the other housemates.

### **Pacing and leading**

To build rapport and good relationships you have to begin by pacing another person. Pacing is when you enter the other person's model of the world on their terms. It is exactly like walking beside them at their speed. Too fast and they will have to hurry to keep up with you, too slow and they have to hold themselves back. Either way they have to make a special effort.

Housemate gaining and maintaining rapport will talk at the same rate as the other housemates and match tonality and rhythm, etc, because people process information consciously at the rate that they speak which means that if you speak too fast or slow for them then they won't feel comfortable or understood (or likely to understand).

Once someone has paced another person, and gained rapport and shown that they understand where that person is coming from, then they can lead them. To pace that person they can do matching, cross-matching or mirroring depending on the situation and which feels right for the circumstances.

## **Matching**

Matching is when you match the other person almost like 'copying them respectfully'. One problem people new to rapport skills have is that they look false when they copy the other person (which is sometimes something that you can notice amongst housemates that have had some training in rapport building, like Michael in the 2006 Big Brother). This can then make the other person feel uncomfortable. They don't do it looking natural. They need to match the other housemates 'style' not mimic them in an obvious way. For example, if a housemate makes a specific gesture associated with a certain type of comment then that gesture can be

used by the housemate building rapport, if they make a similar comment.

Behavioural areas that can be matched are:

Breathing, posture, gestures and eye contact, speed of speech, speech volume, speech rhythm, voice tone, key words and phrases the other person uses and same sensory language.

## **Mirroring**

Mirroring is a technique for becoming like a mirror image of the person the housemate is communicating with. In matching if they move their right arm the housemate moves their right arm. In mirroring if they move their right arm the housemate moves their left arm.

## **Cross-matching**

Cross-matching is where you do something different to the other person but with a similar aspect to it. For example they cross their arms, you cross your legs. This is good for being more subtle and making what they are doing less likely to be noticed.

Highly skilled housemates (whether natural rapport building skill or learnt) can use this as an effective way of almost imperceptibly manipulating others. I have often used this form of rapport building and pacing and leading when working with people that know what I do and are looking out to notice me trying to do it to them so they can catch me out.

I have often used cross-matching to hypnotise people by tapping my foot in time with their pulse (which can be seen in the neck, wrist, temple, ankle, etc), matching subtle up and down head movements to their breathing in and out, matching their blinking to a finger movement, then altering and slowing down my various

movements to induce a trance state as they follow my lead having spent time pacing them.

Look out for housemates that get other housemates to say yes or at least to give agreement repeatedly. If you get someone to say 'yes' a number of times they become more likely to continue to say 'yes' and because the conversation is all agreeable they feel more understood which paces them and makes them easier to lead and influence.

The best way for someone to guarantee a 'yes', improved rapport and to manipulate others is to ask questions and say statements they know to be true as they continue to gain rapport then lead with an attached statement (that can be true or not but is usually accepted).

About 97% of the communication that people use and that gets picked up on and responded to is non-verbal or the non-word components to speech like tonality, and tempo. When people

naturally go into a state of rapport they match unconsciously verbally and non-verbally. While consciously they normally are only paying attention to the meaning of the sentence being said to them and how it applies to them so that they can form a response.

This response and many associations brought up by listening to the other person they are talking with will be how does what was just heard allow a response about 'me'. For example; if a housemate is talking to another housemate about his relationship with his Mother, the other housemate is unlikely to respond with a comment back relating to that housemate and his Mother, instead he is likely to respond talking about his own relationship with his Mother.

The housemates level of social skills will also reflect on how well they are likely to do in the house. Good rapport builders will usually do better than poor rapport builders. For example; in Celebrity Big Brother 2007 Leo was very attention seeking. Outside the house he probably doesn't have any trouble being the centre of attention, he's the famous one. In the house, especially for a prolonged period of time the novelty of it being 'wow...it's Leo

Sayer' would wear off. He seemed to resort to only talking about himself.

When people build rapport they need to show an interest in others and in what others are thinking and feeling. I remember hearing someone once say that they had met people at parties that were interesting and could tell you all this interesting stuff about themselves (which is fine while you are interested and wanting to know), and then there are those people that make you feel good and valued and believing you are interesting because they get you talking about yourself and rarely mention themselves.

Jermaine Jackson (in Celebrity Big Brother 2007) would regularly spend his time getting people talking about themselves, only really talking about himself when asked. This obviously helped people feel good around him and get them associating that 'feeling good' or feeling valued with being in his presence.

# Flirt Signals



# 4.

Most people make their mind up about others when they first meet. They may not be aware of exactly what opinion they have made about a person (like the Chantelle and Preston relationship from the Celebrity Big Brother 2006). Often people that are attracted to each other are likely to know at an unconscious level on first meeting. It could be a sexual attraction or it could be a love for another. It could also be a beginning to a long term friendship.

One of the earliest signs to look out for is subtle glances and subtle touching. Also people that appear to be avoiding talking to each other but that seem to at the same time 'play-fight' or jokingly wind each other up. In most cases people initially are unsure about whether their feelings will be reciprocated. They will try to find out, normally by testing the waters and hoping the other person will be the one that approaches them.

In the Big Brother house it is normally easier to tell that two people like each other because they have cameras all around them so if one of them appears to drift off into their own little world gazing over at the other one normally a camera somewhere will notice. This gazing at another person is a common sign of attraction.

Often people will do this subtly by perhaps sitting some distance away, or glancing over a book or a cup of tea, etc... Normally when this happens what is going on for that person is that they will be talking to themselves about that person, perhaps about how they can approach the person, whether they should approach the person, will they be rejected (especially on live TV!).

There are many flirt signals to look out for, more than I will mention here. One of the reasons for this is because they may be too subtle to easily notice on TV (like noticing the subtle swelling and reddening of the bottom lip as more blood flows to it during attraction, which is what red lipstick is used to replicate)

Flirt signals the women are likely to give off:

- Touching, and playing with their hair.
- Turning their head slightly away from the person they are attracted to.
- Giving secret glances, often just to see if the person is looking at them.
- Licking lips or subtly biting the bottom lip.
- Doing more for that person than for others (normally trying to do this in a subtle, non-obvious way, like offering to make that person a cup of tea (when they are the only one around) and using the excuse that they were making one anyway)
- Sitting at a 45 - 90 degree angle (approximately, or off to the side) to the person they like (not opposite them and not beside them, until confidence builds up that any advances may be reciprocated. Sitting next to the person or directly in their line of sight can cause the person to feel too exposed. It's like if you meet someone

you are a really big fan of and you don't want to look stupid or give away how nervous you feel so it is harder to just walk up and sit next to them or opposite them. It is easier to sit off to the side to pluck up the courage to approach them.)

- Touching their own lips with their finger.
- Leaning towards the person when they are talking rather than just sitting back.
- They may play-fight or be cheeky towards the person they feel attracted to. Mainly as a way of touching them and getting close.

Flirt signals men are likely to give off:

- Men are likely to give off some of the signals above.
- They are also likely to appear to flirt with people they don't feel so attracted to (sort of 'safe flirting'), like flirting in a fun sort of way with someone much older or someone that just looks so unlikely for them. They won't do more than flirt with this person. They are not likely to

snuggle up with the person in a 'boyfriend/girlfriend' capacity (although they may turn to that person if they are upset because they will feel comfortable with them, and they may for emotional support 'motherly hugs' and 'security hugs')

- They are more likely to speak out in defence of someone they feel attracted to and take their side more often (yet often claim they are not attracted to the person, the person just had a point or was right)
- In men and women the pupils will dilate (although this is harder to see on camera), the face may flush slightly, lips will become more fuller (as more blood rushes to them), more 'grooming' (hair combing, straightening clothes etc) will go on just before knowingly going into view of the person they are attracted to.
- Likely to check themselves in a mirror before going into a room with the person they are attracted to.
- Generally more tolerant around that person, letting them get away with more and doing more to help them.

With men and women what they will both be looking for is whether the other person is showing them signs like they are also interested. If they think the other person is then they are likely to flirt more and see if the other person flirts back more. They are also likely to want to make a move at a time when they have an 'excuse' like at a party when they have been drinking and if it doesn't go to plan they can apologise and blame the drink.

### **More on day-dreaming**

This internal thinking effectively puts the person into a trance. Whenever you see anyone on Big Brother suddenly gaze off into space, they will be imagining something (often situations that are yet to happen), or talking to themselves in their mind. Often when they are talking to themselves their eyes will be staring downwards more, and when they are imagining something their eyes will be straight forwards or looking slightly up.

If they are staring into space looking slightly left (to their right) then they are likely to be imagining something that hasn't

happened, if they are staring into space looking slightly right (in both cases their whole head maybe turned or it could be just their eyes) then they are likely to be imagining something remembered (it could be missing a loved one, or thinking about something else they miss on the outside, etc...).

The good thing about looking out for these signals is that you can notice if what you suspect is correct, and continue to improve your skills at reading people because you can continue to watch and listen and notice if they have a chat with anyone about what you suspect.

For example: if you suspect that someone was missing their partner on the outside and that they had been sitting thinking about that person, then you can look out for them talking to someone about how they are missing that person.

As you continue to watch the housemates you will begin to almost feel like you know what they are thinking just based on the

97% of their communication most people ignore consciously (the verbal and non-verbal body language)

# **A brief guide to Body Language**



# 5.

Body language is all the non-verbal signs. We all use body language yet few people know consciously what their own or others body language really means.

Eye accessing cues are a form of body language informing the person opposite whether the information you are thinking of is remembered or constructed. Although this doesn't mean you are definitely lying or not. And some people use sets of accessing cues, like checking images in their mind then accessing feelings to see if it feels right, then talking to themselves to go over what they want to say before answering. So they could go through a number of processes showing a brief combination of eye accessing cues.

Other types of body language are hand gestures and posture. Hand gestures can show how a person is describing what is in their

mind. People use many hand gestures like 'marking' which is where important parts of a communication gets marked out with a firm gesture. They can also allow you to know how the person feels like showing a churning action with their hands while talking about being nervous, or a common one that I've noticed is people talking about people they claim to like (out of being polite) but people they don't really like, they often clutch at their neck (implying pain in the neck) as they talk about that person. To test this you can get them talking about that person again and watch them do the same gesture. In the Big Brother house you can watch other times they talk about that person.

Posture also allows you to see how the person is feeling. For example people sit taller when they are confident and happy, and people often slouch when they are upset or feeling low.

Watch out for incongruence between what someone is saying and what signals they are giving off. For example 'I am calm' said with an aggressive voice tonality and tense body language. You know which part of that communication is correct and can notice the

poor congruence. Or seeing someone tell you they are happy whilst shaking their head.

Whenever someone is saying something consciously and their body language is 'saying' something else, go with what the body language is saying as this is unfiltered and will be the 'true' message.

With all signals be aware of the bigger picture, not just any isolated sign. Many courses and psychologists teach you that arms being crossed means that the person is not paying attention and not wanting to listen. It could equally mean that the person was cold or just found sitting in that position comfortable.

## **Personal space**

Generally you have 4 areas of personal space.

- Intimate
- Personal

- Social
- Public.

(Usually <50cm, <1.2m, <3.6m, +3.6m.)

If someone intrudes into the Intimate space it causes physiological changes to occur within the body (heart pumping faster, increased adrenaline in your blood all preparing you for 'fight or flight'.)

Different cultures have different spaces. Also the more sparsely populated the place is that someone is from the more personal space they want, or are used to having (generally).

Certain things happen in crowds due to these zones which can obviously happen in a crowded, enclosed Big Brother house or if Big Brother sets any tasks that put people into confinement.

1. You feel you are not permitted to speak to anyone
2. You avoid eye contact at all times
3. You maintain an emotionless poker face

4. If you have a book or newspaper you appear deeply engrossed in it

5. The bigger the crowd the less movement you feel you can make

These apply to a greater extent the larger the crowd is, or the smaller the space is. It is also amplified when there is no escape and when people begin to feel trapped. The more crowded and short of space the environment is the less tolerance the housemates will have to stress. As they become more stressed they will start thinking more internally and want to get out of the environment. This will make the housemates more withdrawn and prone to emotional outbursts and less tolerance to little things that others do that irritate them.

It can be useful to know a bit about what different types of body language can mean but it is important to remember that you need to look at the communication in context with what else is also being shown.

## **Palm gestures**

There are three main types of palm gestures

1. palm up
2. palm down
3. pointing

Palm up shows openness, honesty, and submissiveness and is non-threatening. Palm down shows immediate authority and pointing shows aggressiveness.

## **Shaking hands**

There are three main types of hand shaking

1. Your hand on top. Taking control.
2. Your hand beneath. Giving control.
3. Hands side by side. Equal.

## **Hand and arm gestures**

Rubbing palms together is a sign of good expectations. Fast hand rubbing generally means 'good for you'. Slow rubbing means 'good for me'.

Rubbing thumb and fingers together is usually used for money expectancy.

## **Clenched Hands**

Hands clenched together is generally a sign of frustration and that the person is holding a negative feeling back. There are three main places for the clenched hands, low, medium and high. The lower the hands generally the less the negative emotion. With all negative gestures you need to try to get the person to give you open hand gestures that are positive before you try to get any

agreement and to also improve rapport. (Remember clenched hands could also be due to having cold hands!)

### **Steepling hands**

Steepling hands can be used on its own normally by confident or 'know it all' people. There are two versions, the raised steeple and the lowered steeple. Normally the raised steeple is done while giving an opinion or doing the talking and a lowered steeple is done while listening. The steeple is often a big show of confidence.

### **Hand to face gestures**

#### **Covering the mouth**

If this is done while they are talking they are likely to be lying. If this is done while someone else is talking, then they generally feel that the person talking is lying.

## **Nose touching**

Generally done in a stroking manner not a scratching manner for the same reasons as above.

## **Eye rubbing**

Can show they are trying to 'see no evil' while they are lying or the person talking to them is lying, depending on who is talking. (Remember it could be that a fly just went in their eye! Remember to notice patterns and more than one sign at a time)

## **Ear rubbing**

Is the auditory version of the above. Sometimes pulling on an ear lobe is because the listener wants to speak.

## **The neck scratch**

Normally scratches five times. Shows that they disagree with the person talking Often it can show doubt or uncertainty.

## **Putting something in the mouth**

The person may feel under pressure wanting security.

## **Arm barriers**

### **Standard arm cross**

Person feels uncomfortable with the situation and becomes defensive

### **Reinforced arm cross**

Aggressive and hostile

Any barriers whether they are bags or arms etc show uneasiness. An attempt to shut something out, or to keep distance from something or someone.

### **Pointers**

Body or feet etc will point to where they want to go and what they are interested in. for example: feet pointing towards a person or the exit.

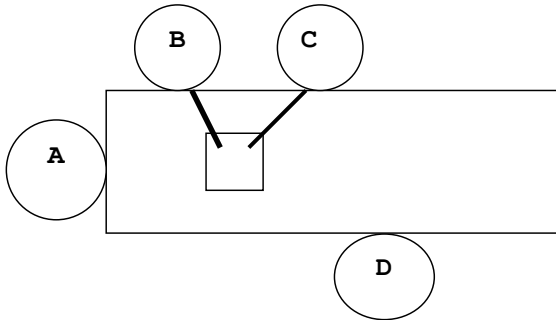
### **Sitting Positions**

When people are sitting down with each other the positions that they adopt can have a great effect on how influential they are likely to be. When a housemate sits opposite another housemate (around a table for example) it can give a sense of aggression and forcefulness. The best seating arrangement to take is to sit either along side the housemate both looking at the same point in front of them, or to sit diagonally to the housemate.

If more than one housemate is sat around a table having to discuss or negotiate something the most influential position to be in is at a diagonal to all the others in the group.

If they have to sit around a large rectangular table, the most influential seat is at one of the short ends so that the housemate there is the only person on that part of the table, opposite a door if possible. If your back is to the door they may lose a level of influence.

Diagram of seating positions:



Sitting in position 'A' if they are sitting at a full rectangular table or if they have one or more other housemates to talk to so that they are diagonal to them.

Sitting in position 'B' if they are talking to one person 'C' so that they can come alongside the other person.

Sitting in position 'D' if they are talking with three or more housemates then they can have all of them comfortably in front of them and all diagonal in places 'A', 'B', & 'C' etc...



# **Use of language and voice**



# 6.

Although I'm trained to use my language and voice to influence others everybody naturally does it without thinking. Some people get good at influencing others even if they don't realise themselves how they do it.

Housemates that are most influential will often mark out suggestions and commands (**Embedded Commands**) contained within sentences. They will often do this by using gestures to show the importance of a part of a sentence (like a sort of karate chop action whilst saying certain words) or adding tonal intensity to certain words or looking with added intensity when saying specific words.

They will often use **tag questions**, these are negatively phrased questions added onto the end of sentences. This takes

away the need to respond to what was said with a negative. Tag questions are ending sentences with: 'is it not?', 'has it not?', 'does it not?', 'doesn't it?', etc...

They will use the **yes set**, (especially if they have had sales training). The yes set is a technique that people use to get agreement. They get the agreement because they make someone say yes a number of times before asking what it is they really want agreement for. By making someone say yes (or agree) many times it becomes harder for them to say no (or disagree). For example: they may say: 'so you're from...(yes), and you have..x..kids...(yes), you don't smoke do you...(no – still is agreeing)...and you want to...(asking question that they want a yes answer for (or agreement)).

**Metaphors & Stories** are often used by top communicators and influencers. This is a very sneaky way to influence people because everyone love a good story, whether it is a funny tale about something that happened the other day or a deep, meaningful tale people naturally become sucked in and learn from it. Everyone

knows that stories can have many meanings but in most situations you don't think about analysing or questioning what you have heard. Stories lay down patterns in the listener that the listeners unconscious mind responds to. It could be that the story conveys a message about changing leaders or following an underdog. It could be that someone is emotionally distressed and learns how to get out of that distress due to a story another housemate tells them. Not only can stories be used but peoples own metaphors (like a thumping headache, stuck in a rut, etc...) can be understood to explain what is really going on inside the minds of the housemates.

**Presuppositions** get used all the time by people. Often people don't notice, they are an excellent way of manipulating people to carryout what you want. Housemates that are highly manipulative will probably be using presuppositions. They won't always be obvious. The less obvious they are normally the better they work. Some obvious presuppositions are: 'Before you make some drinks do you want to decide what you want to eat for dinner?', 'Do you want to go to bed at 9-30 or 10-30 tonight?'

Presuppositions imply an outcome without saying it directly (firstly that the person will make drinks, secondly that the person will go to bed – often used in childcare)

The last language pattern that I will cover here that is commonly used is **Nominalisations**. These are words with no fixed meaning. Housemates that use them lots are likely to be highly influential as the people listening have to go inside their own minds to find their own meaning to what was said. Because nominalisations have no fixed meaning they apply to everyone so everyone thinks that what was said was meaningful to them.

Nominalisations are words like: Curious, wonder, excitement, adventure, pleasure

As well as all the specific language used the housemates will convey messages through the use of their voice (not the words). They will convey emotions, they will convey emphasis etc.

For example: everyone has probably had the experience of people saying they are calm in a stressed or angry tone of voice. If you are really observant you can notice what emotions the voice is conveying regardless of the words. Remember the unconscious behaviours give off the true responses, so if you notice that what is said doesn't carry the same meaning as the way it was said then the way it was said is the true response.

As mentioned earlier people will also mark out parts of sentences with voice changes, they will add emphasis to certain words or phrases to give them added meaning to the listener.



# Reframing



# 7.

Re-framing is where you change the meaning of a situation. Jokes re-frame situations, which is why they make us laugh, because they give an unexpected outcome or change the meaning of a situation or sentence previously heard. In the house the most influential people will be most likely to have excellent re-framing skills. They will be able to twist the meaning in what is said. They are likely to shift blame without anyone realising that they have done so.

An example of re-framing in a therapeutic setting that I have used with a number of couples:

You forget your anniversary so on the way home from work you buy some flowers and give them to your wife and apologise, and she responds with:

'You're only doing that to make me feel better'

Now obviously you did do it to make her feel better. You wouldn't do it to make her feel worse? Yet inevitably an argument is about to occur.

Next will come the stage where you are told that it is too late now, you forgot the anniversary. As if it is too late to be allowed to now feel good, now is the time to feel bad and angry!

All this to me I find amusing and ridiculous so I point it out to clients in a way that makes them see it from my point of view that the husband was trying to do the right thing, he was showing his love. The wife was understandably upset but should she decide that now is the time to be angry or decide to feel good because her husband loves her.

Re-framing can happen instantly in situations just because a new piece of information has appeared that changes the meaning.

For example:

If you were driving along a main road in rush hour traffic and you have been getting really angry at the slow moving traffic and people constantly cutting in front of you. You think to yourself 'if one more person does that I'm going to be livid!' Just then another car cuts in front of you. You begin to get angry when you see the driver turn and wave at you with a cheeky smile and you notice it is your best friend. Now you smile also and think 'the cheeky sod, he'd do anything to get to work on time!' Now the situation has been re-framed and you don't respond with anger, and in fact you are likely to now remain a little calmer for the rest of your journey and even call him to joke with him about it when you get to work.

When I worked in childcare with teenagers with challenging behaviour there was an incident where a young person became

aggressive towards staff. The young person needed to be held for their safety and the safety of others. They still continued to be aggressive. The incident had been going on for about an hour with all staff and the young person hot and sweaty and wishing the situation would just calm down. Just then one of the members of staff lent over to take over holding the young person when he did a really loud unexpected fart! The young person immediately started laughing and so did the staff. The incident remained calm after that with no recurrence.

Re-framing is necessary to avoid arguing or causing defensiveness when you are trying to change someone's mind or their point of view.

Housemates that are likely to make others defensive are likely to respond to people by saying things like

- Yeah but, the thing is...
- No, that's not right...

- Well I reckon...

Or giving off disapproving body language like crossing their arms aggressively when they hear something they disagree with or not paying the other person attention, appearing like they are not interested.

Those that are highly influential will re-frame in a way that often sounds like they are agreeing at first.

Some ways of doing this are:

- I'm not sure I quite got that, are you saying... (then feedback what they said but in a slightly different way)
- I've got an idea, what do you think?
- Asking a question
- Agreeing with them (then follow with what they want them to hear)

Disagreeing without seeming to do so (another therapeutic example of re-framing):

Client: 'but I enjoy smoking'

Therapist: 'yes! (Agreeing) People can learn to enjoy anything; people can enjoy the company of a charming but manipulative psychopath whilst that psychopath works to undermine them. At least you know what the cigarettes are taking from you'

Top manipulators will use other peoples' resistance when re-framing. This is best done by agreeing with the resistance then associating it to something else and giving different meaning to what they are saying, then following this with a new statement or meaning that is the one they want the person to follow.

Re-framing can also be used to shift blame. If two people are arguing the one who's fault it is can shift the blame to the other person so the other person will feel that it is all their fault and that the other person really was the innocent party. In Big Brother 2006

Mickey was very good at doing this. He would be in the wrong but would get others to think that they were the one's that were actually wrong.

If someone believes they can pull it off they may be bold enough to just say something like: 'You always get the wrong end of the stick and lay into me, I like you but your attitude just really pisses me off.' This would be a strong statement, it almost sounds like you have given a compliment despite your anger at being misunderstood. The re-frame is obviously that 'I'm right, you're wrong because you didn't understand what I meant...'

Re-framing and the 2007 Celebrity Big Brother housemates:

Leo often re-framed situations to make others or Big Brother be in the wrong and feel bad rather than himself. This is something that Jackie did also.

Many of the housemates will do re-framing on situations in a positive way by making situations more bearable.

For example:

In Celebrity Big Brother 2007 Dirk re-framed loss by saying that it will happen to everyone because it is just a game (which it is). Other housemates found loss more difficult because they took things more personally. By thinking about it as just a game it makes it easier to deal with evictions. Dirk also re-framed loss as being easier to deal with if you really like the person. By doing this he can respond more positively and not let it affect him so much. It also allowed him, if he wanted to, to form closer relationships but not get hurt if they ended due to an eviction.

This is a strategy some people do when they deal with death. They will say things like 'they would have preferred to go when they were in good health doing something they enjoyed rather than suffering with an illness' or 'they will be at peace now rather than enduring further suffering'.

Jo also tried to view the situation as a game, as did Carole. Unfortunately this strategy can lead to people seeming more 'cold',

which may not go down so well in front of other housemates who may think that they don't care, even though they do.

Re-framing the situation so that they can have a positive outlook means that they will be more emotionally stable. Those re-framing situations to shift blame back to others (like Leo and Jackie did) are likely to irritate others and make others feel like maybe they are doing something wrong. They are also more likely to be nominated because other people will associate them with being made to feel bad.

In Celebrity Big Brother 2007 I think really the people that were re-framing their situations and events that happened but at the same time limiting voicing this re-frame to others were Cleo and Ian. They showed emotional support to others whilst in themselves they were viewing the situation as a game (that it is cruel sometimes and likely to get worse) they tried to remain detached to some extent whilst also being supportive and respecting others feelings and points of view.



**The basic emotional  
needs and how they  
are affected by being  
in the house.**



# 8.

Everybody has basic emotional needs that need to be met in order to maintain a psychologically balanced life. In the Big Brother house these needs don't get met in the same ways that they do in the outside world.

Many of the needs will become neglected which can lead to an increase in 'acting out' to over compensate for the need not being met, or people becoming withdrawn and depressed and emotionally unstable as they struggle to cope with needs not being met.

Very often people begin to exhibit a greater level of 'addictive' or 'ritualistic' behaviours to compensate and try to fulfil the role of the missing needs.

For example:

It is common for people to suffer with more headaches to get more attention. Or to smoke more to get back a sense of control and to aid relaxation, or to form a gang to get into a situation where they feel connected and understood, and where they feel a part of something greater than themselves (they all share a cause, goal or opinion).

As well as the emotional needs everybody has a set of essential skills. Everybody's essential skills are set naturally at different levels and affected by life events and environmental factors. For example; Some people are naturally good at relaxing (whether due to their upbringing or their natural born tolerance), whereas other people struggle to keep calm and to relax.

Recent research has shown that whilst a baby is in the mothers' womb it sets its natural chemical balance to that of the mother at this time.

So if the mother is highly stressed for a prolonged period of time during birth then the child will be born with a lower natural tolerance to stress.

If the mother is calm and relaxed during the pregnancy then the baby will be born with a higher tolerance to stress.

This idea unfortunately was recently tested and shown to be correct by examining chemical and hormonal levels in women affected by the 9/11 disaster and their new born children, and comparing these results with women unaffected by the 9/11 disaster. Those women that had high stress levels following 9/11 passed on those stress levels to their children.

Some of the essential skills are:

### **Tolerating uncertainty**

All the housemate will need to tolerate a level of uncertainty because they don't know what is going on in the outside world, or

what Big Brother has planned. Also none of the contestants knows what other contestants are like, or what they are going to be like over the prolonged period they may be confined together for.

**Using critical thinking to challenge emotional states, and gaining distance from a problem or situation (taking a step back in your mind)**

Emotions always run higher in the Big Brother house than they do in the outside world because nobody has any escape from anybody else.

If the emotional state rises too fast the amygdala kicks in and takes over control of the brain. This can lead to outbursts of anger, a reduction in intelligence and poor decision making. All of which is heightened if alcohol is also consumed.

When the amygdala takes over the brain, the logical rational 'thinking' part of the brain gets shut down.

This is because at times of high emotion the natural response is to revert back to 'survival mode' so the person will go into 'fight or flight' mode. They will either stand and fight or try to escape the situation.

The housemates that are likely to cope best in the house will be the ones that can use the logical critical thinking part of their brains before the emotion takes over so that they can notice options and find a compromise to the situation.

## **Relaxing**

With no escape from the other housemates relaxing can be very difficult to do. Housemates than can find their own way to relax or take time out from situations will be more in control of their emotions and so will fare better in the house than those that struggle to relax.

If someone is good at relaxing they are also less likely to get bored. Boredom can lead to trying to 'fill' the boredom, often

leading to an increase in addictive behaviours, or disruptive behaviours, or an increase in over thinking about things and worrying.

### **The ability to communicate effectively**

In the Big Brother house having an ability to communicate effectively is essential. If housemates can't get their point across in an effective and diplomatic manner then they are likely to end up in many disagreements and arguments.

Each year this regularly happens due to breakdowns in communication, either through being unable to understand accents, or through a lack of understanding of where the other person is coming from.

Many psychological problems arise out of not using these essential skills effectively. These problems are enhanced by being confined in the Big Brother house.

For example smoking to relax, or getting angry because of not being able to manage attention effectively or feeling no-one listens (needing to work on communication), or getting depressed because of not believing the situation will improve, or worrying (misusing the imagination).

The basic emotional needs and how they are likely to be affected:

### **1. The need to give and receive attention**

The housemates will probably have their need to give and receive attention limited due to Big Brother's tasks etc. They will also have this disrupted by having no contact with the outside world and loved ones. All of this can lead to a craving for the attention or despair due to not having the attention, so some people will begin to change character and play up while others will change and get withdrawn.

In Celebrity Big Brother 2007 Leo seemed to be striving to keep hold of attention. Just like when a child gets ignored they can

end up playing up more because any attention is better than none, it seemed that Leo played up to direct the attention back at him. He tried to act funny, he would sing, or complain. No other housemate seemed to be so desperate to keep the attention on them.

Some of them wanted to keep a high level of status among the group, like Jermaine and Shilpa, but they didn't fight for all of the attention of the group. Jermaine and Shilpa both gave each other attention and received attention from each other. They would go off to discuss their problems (mainly Shilpa having problems and Jermaine listening). It was almost like Shilpa needed agreement that she should act in a way she felt she wanted to before she actually would. She did this a lot with Jackie, and then later with Jade and the other girls. She spoke to Jermaine and only after getting agreement that it would be justified to say something did she then do so. She didn't want 'bad press' so she tries to only argue or disagree behind closed doors (like the toilet) or whispering so hopefully what she said wouldn't be heard. This was not done behind the backs of the people she had the problems with, but done to avoid causing a scene on TV.

Everyone in the house at some point needs varying degrees of attention, whether it is a shoulder to cry on or just someone to listen to them moan. I think Leo's lack of ability to listen made it difficult for anyone to turn to him which led to him feeling victimised and pushed out by some of the others and eventually when he was nominated he appeared to take this personally and he appeared to think it would be better to 'jump before he gets pushed', so he broke out. With Leo he never blamed himself but always said things like 'they all....' Etc...

To meet the need to give and receive attention housemates always form small groups. This allows them to get enough attention. If you are one in a large group no-one may notice you. If you are in a small group of about four you are likely to get the attention that you need and, as the group is small you can also give the attention back to the others.

## **2. The mind body connection**

If the housemates get reduced sleep or reduced exercise they are likely to become more mentally lethargic and more prone to stress and anger. They are likely to snap more do to having less tolerance.

If on the other hand anyone is happy for some reason or kept jolly or laughing then they are likely to be more stress free and more tolerant to others around them. They will appear far more capable of coping. Also the more stressed housemates get the less tolerance they have to physical pain and at the same time the more chance they have of suffering aches and pains and headaches. Whereas the relaxed housemates will be more tolerant to pain and less likely to experience pain.

During the 'servants' task on Celebrity Big Brother 2007 some of the housemates ended up getting sleep deprived, this really showed with Leo. He became more prone to stress and anger as the

task progressed. He even said that that was what did it for him in his interview with Davina after he left the house.

I think out of all of the housemate he was the most affected by the task due to having to work nightshifts without any warning. Anyone that has done night shifts will know that normally you know about it in advance so you get sleep during the day before your shift so that you are not too tired. He didn't have a chance for this. He went straight from day to night which can be difficult even for people that do it as a job.

Cleo and Ian especially laughed a lot and tried to find a positive side to what was going on. They would try to use their sense of humour to create a light hearted atmosphere. This meant that they were likely to have the best ability to cope with stressful situations.

When I used to work in residential childcare myself and another member of staff I usually worked with would spend every

shift having a laugh, we had a mad sense of humour that was quite sarcastic and dry.

Other staff didn't always understand us but when we were on shift, regardless of the problems facing us, whether we would have drug dealers at the door, or someone trying to attack us with knives, or if we had to go 24, or 36hrs without sleep or breaks etc... we would cope better than most because between incidents we would find a way of having a laugh.

### **3. The need for purpose and goals**

In the house the housemates will probably look forward to tasks. Not just for the rewards specifically but because we are all hardwired to need a purpose and to want things to achieve. Housemates may go into the house with a purpose and an agenda. They may have a goal that they want to achieve (like to win or to build a career), but often this will fade quickly as reality sets in. they will find it difficult to stick to a long-term goal with all of the ups and downs in the house. Those that remain most 'sane' will be the ones

that can break down a goal to having an outcome each day (or more often). You will see that housemates may set a routine for themselves so that they have structure and things to do throughout the days and weeks.

Shilpa seemed to like making sure everything was organised. This probably established in her mind a purpose for each day, or for each ongoing task or event. Leo had mentioned that he had to show presence for his fans. So to him he at least had an overall purpose. The difficulty with this is that he needed to establish how much of a presence he wanted to show. If he stayed in the house too long but couldn't keep up the image he wanted to portray then he would have achieved the purpose but his goal, (to boost sales) would have risked being ruined.

Carole's purpose, I think, was to get on the 'inside' get the ultimate scoop. She had even mentioned that stories from the big brother house could keep her going for sometime. I don't think she expected to make friends out of the fellow housemates quite so closely. It's like going to a magic show to see how the tricks are

done then getting sucked in by the showmanship and realising that you missed what was really going on.

Danielle may well have just wanted more media coverage. She may have just felt regardless of how long she is in the house it will get her into the limelight. The difficulty is that she may have got too much negative coverage, although this is unlikely to affect her greatly from a work point of view.

Most housemates claim to want the experience but they will all have their own ideas of why they are in the house and what they really hope to gain from Big Brother.

On a more day to day level the housemates that get through each day the best will be the ones that are planning and setting goals (assuming they don't conflict with anyone else's goals).

In Celebrity Big Brother 2007 you will probably have noticed how Dirk seemed to run to his own time frame. He seemed to have 'break times' where he would aim to be sitting down and chilling

out. He also seemed to me to be good at controlling situations using conversation to avoid a certain level of work, but because he had the people working engaged in a level of conversation they never got a chance to question him.

#### **4. Connection to something bigger than yourself**

It is a human trait that we want a connection to something bigger than ourselves (whether a religion or a group or a cause). Housemates are likely to form groups and then class themselves as belonging to a group. This will serve many purposes' including to meet many of these needs. If any housemate becomes outcast they are likely to become emotional and feel they don't belong. This can lead to a depressed mood, resentment and anger. Often groups will not talk enough with each other and small issues will be blown out of proportion with groups blaming each other with the groups all thinking in a black and white style (I'm right, you're wrong, no in-between or grey).

In Celebrity Big Brother 2007 Jade immediately came in with the sense of belonging to something bigger than herself because of having her boyfriend and Mum in the house with her. To start with (probably due to knowing what it is like in the Big Brother house) Jade also didn't put her needs above the needs of the group. She knew what the outcome of NOT completing a task is like so she knew they needed to all be a group not individuals.

Others started almost classing big brother as an entity that was above them all (almost like a god) which is understandable due to the all seeing and all knowing, and the rules (like ten commandments). As with each Big Brother series there was a clear bias between the housemates where they would spend more time with some people than others and split into fairly distinctive groups with their own sets of rules and views and attitudes that can conflict with the rules, views and attitudes of the other groups.

## **5. The need for stimulation and creativity**

Again as us humans are hardwired with a need for stimulation and creativity, if this is denied it is likely to lead to boredom, anxiety and stress. The housemates will look forward to tasks also to fulfil this need. In a house where not a lot happens and boredom can set in they may create games to play to meet this need or begin drinking lots of tea or coffee, or smoking more than normal to try to get some stimulation of any kind.

In Celebrity Big Brother 2007 Leo seemed to fulfil his need for stimulation and creativity by singing and mucking around. Most of the housemates mucked around in small groups of two to four people and rarely as a large group.

Everyone had their own way of getting stimulation and creativity (as well as getting this from some of the tasks). Ian, for example was doing Jackie's make-up early on in the series. Cleo did impressions, Dirk got his stimulation from smoking cigars and

from joking with Shilpa about fancying her, and Jo smoked her cigarettes.

What often happens is that if Big Brother restricts this need then people will start to get bored easily and irritable and fed up. They then may get more creative in their own minds and start to create conspiracy theories about other housemates and big brother which could lead to them becoming paranoid about every action or comment from certain people (or big brother), they may convince themselves everyone (or someone specific) is against them.

## **6. The need to feel understood and connected**

If the housemates get along this need will get met. If they form small groups those in the groups are likely to get this need met. If on the other hand any housemate isn't in a group and doesn't get on with anyone they are likely to quickly get quite down and appear to be quite low. They are likely to try to talk to Big Brother more in the diary room. If they don't get much response, bad advice, or told to go talk to the others they may go down hill

further feeling that they have been rejected, and that no-one understands them.

In Celebrity Big Brother 2007 Jackie didn't appear to feel she was understood by the others at times. This caused real frustration. Dirk had spoken about not always understanding many of the British housemates' accents. This made it harder to be connected to them as a solid group.

Certain friendships allowed for people to feel understood and connected. Jermaine and Shilpa formed a situation where at least about some issues they could agree and discuss them. During the 'servants' task at the beginning of CBB most of the 'servants' also did. Jo, Jade and Danielle formed a small group in which there were certain things they could discuss knowing they were likely to all agree with each other.

There were some situations where you could see how uncomfortable the situation was because of someone talking about something that the person they are talking to doesn't agree with,

but they felt too reserved to say so. This happened with Shilpa about Jackie, Jackie about Shilpa, Leo about Jade and her family, and the arguments involving Jade, Jo and Danielle and Shilpa. What normally happened in these situations was that the people listening just remained silent and nodded or they quietly left the room or looked away, almost as a sign that they were trying to hide. About the only person that spoke out when they disagreed with someone complaining to them was Jade. Unfortunately she began to turn arguments into bullying, where every detail is used as an excuse for another attack. Some of the other housemates in Celebrity Big Brother 2007 mumbled their opinions under their breath but not out loud to the person they disagreed with.

## **7. The need to feel a sense of control**

A sense of control is vital to all of us. In the Big Brother house unfortunately most of the control is taken away. Big Brother to a large extent controls what happens and when. The housemates will try to give themselves control in their own ways. They may have group ways of having control. They may develop rituals (like saying

something before eating at meals, or arranging things in a specific way). The ones that will cope best in the house are likely to create control in their mind. This is what POW's often do to survive. They will count to a given number before screaming, etc... In the house they may decide to wait a certain length of time before entering or leaving the diary room after being asked, or that they will get up a certain length of time after the alarm, etc...

Everyone contestant that enters the Big Brother house wants to feel a sense of control. The situation they are in has most of their normal control taken away. In Celebrity Big Brother 2007 Leo tried to keep control by acting up and trying to demand things to get things on his terms, rather than ask for things and get things on big brothers terms.

Like a teenager with challenging behaviour he kept pushing the boundaries to see how far they go. Cleo had an internal sense of control, she controlled what she chose to do in situations and behaved how she wanted. Dirk also had internal control, controlling his response to things, he also seemed to set his own routine,

deciding when to have a cigar, when to have a break, etc... Jo again had internal control over herself. She didn't think too much about what others were thinking of her. She made her own decisions. I think that deep down she was nervous about her situation but tried to have a tactic in place for how she was going to manage. Danielle I think felt she was just in a situation and having to react to it rather than having any control. This led to her being more emotional, to having more emotional outbursts of anger and frustration.

Jade tried to have control and to organise things and use the fact that she had been there before almost like a status symbol. Jack seemed to go at his own pace, although he also allowed his opinions to be controlled and led by Jade. It was quite a good sign for Jack's mental health that he went at his own pace because this meant that he was more likely to feel in control of his situation because he is deciding what he is doing and when.

Jermaine I felt didn't have the level of control he needed in the situation he was in. I think he hid it well most of the time. The more out of control his situation got the more he turned to religion

and his beliefs. Carole seemed to be in control of herself and her responses.

The people likely to have the best control are those that class it as a game and in their minds imagine that they are playing a game, or those with other agendas, like gathering information or to become famous regardless of if they are evicted straight away or not, etc...



# **Dream**

# **Interpretation**



# 9.

It may seem odd to find a dream interpretation section in something about Big Brother. Over the past fifteen to twenty years there has been a lot of research into dreams and how they should be interpreted. I'm not talking about the types of ridiculous interpretations you get in dream dictionaries but REAL dream interpretation.

The important part of the dream that leads to interpretation is the feelings. When we dream all the feelings in the dream are exaggerated. To interpret the dream you need to think about the previous day and when you felt those feelings but perhaps didn't act on them. When you are watching Big Brother you can watch what happened the previous day and so when you hear any dreams mentioned you will know what it relates to.

For example: If one of the housemates got annoyed with another housemate but didn't say anything (they will only dream about something if they didn't act on it during that day) then the following day they said they had a dream about playing football and aggressively kicking the ball around the pitch, there is a high chance that in their mind the previous day they thought about wanting to get up and slap the annoying housemate but because they didn't they created a metaphor for carrying out that course of action to close that pattern in the mind.

What happens is that each time you don't fulfil a pattern it needs closing off so that you are ready for the next day. It is a bit like opening lots of files on a computer. If you don't close files down the computer gets slower and slower until it crashes.

Depressed people dream more than non-depressed people do, they also always wake up tired. When someone is depressed they worry regularly throughout the day. Each time they worry they set off a pattern that often doesn't get closed. So if any housemates seem to be waking early, having trouble sleeping and say they are

having lots of vivid dreams the chances are they are worrying (even if in front of the camera they try to keep it to themselves). As an observer you will notice they are beginning to get depressed before they are likely to show signs that the other housemates or Big Brother will notice.

For example: worrying what people think or what if this happens etc. All these open patterns need closing that night which causes over dreaming due to the increased number of patterns that have been opened. Because so much of the night is spent dreaming which is as exhausting as being fully awake, and missing out on deep recuperative sleep the brain wakes the depressed person early to stop them dreaming. They feel exhausted due to the lack of deep sleep.

Excessive dreaming also stops serotonin production, which leads to feeling low and unmotivated. It also adds to the low motivation and poorer ability to focus attention. Once the depressed person spends one day not worrying they sleep properly that night and feel immediately much better and more able to cope the next

day because each nights dreams are ONLY related to that days events and thoughts.

The reason why we dream is to close patterns that have been fired off throughout the day which allows the mind to be clear to work fully and effectively the next day. What you will dream about therefore will be a metaphor of these patterns. Dreams are ALWAYS metaphors. If someone, for example, said they had dreamt about a female housemate and they knew it was that housemate then in the dream that housemate wouldn't have looked exactly like they do normally. It would have been a metaphor of that housemate (could have had bigger breasts, or longer legs, or could have been slimmer or fatter, but they wouldn't have looked like normal). If they looked normal in the dream then the dream wasn't about them. If they **didn't** look normal in the dream that means that the housemate had been thinking about something related to that female housemate that they didn't act on during the day. If they **did** look normal then the dream related to something they thought of during the day but not related to that female.

The important part of the dream is the feelings. Notice when that housemate is likely to have experienced those feelings that they say were in the dream during the previous day (for example: if they walked away from an argument (so the pattern didn't get closed) then if they say they were angry in the dream it is likely to relate to the argument, etc).

If any of the housemate have dreams that are recurring dreams this is often a sign of an ongoing issue that is playing on their mind.

### **Jade's Dream (from Celebrity Big Brother 2007)**

As I have previously mentioned dreams close off open (unresolved) patterns from the previous day. Jades dream was very revealing about what she had been thinking about. For something to remain unresolved by bed time and for the person to dream about it they have to not have expressed it during the day. For example; if Jade walked away from an argument and went straight to bed she

would dream about what should have led to an argument. If she went away and talked about the problem with someone else then she will have closed the pattern and wouldn't have dreamt about it, likewise if she argued about it she would close the pattern and not dream about it.

The night before Jade woke up and recounted her dream she had had an argument with Shilpa. I think Shilpa gave Jade a lot to think about. She spoke to Jade about thinking about how she feels, They held a discussion but it left questions unanswered. In a dream EVERYTHING is metaphorical, so if Jade saw Shilpa in a dream it isn't Shilpa etc... (The only way that people in a dream are who they are in real life is if they are different (for example fatter or thinner, different voice, or not seen at all only heard)). In the dream Jade said that there was Shilpa and three relatives, including a fat one, and a skinny one. Shilpa and her relatives beat up Jade.

I believe that the dream was about Jade, Danielle and Jo bullying Shilpa and that Shilpa was Danielle (the pretty one), the skinny relative was Jo and the fat relative was Jade, and Jade in the

dream was Shilpa, and the third relative was Jack. The bullying issue also would have to be metaphorical so instead of it being verbal, in the dream it was physical. Like in real life where it was Danielle that was the main instigator (subtly starting disruption and being manipulative) in the dream it was Shilpa. This will have been thought about by Jade before going to bed, she may have thought about the situation and about Danielle being the main instigator but not wanted to (or not had the chance to) talk to Danielle about it. Jade also didn't think about the situation from Shilpa's point of view like Shilpa had asked her, so she dreamt Shilpa's point of view. In the dream it is Shilpa and family members, in reality they are only friends but do talk about themselves as being a family in the house, so the metaphor for them calling themselves a family is to have family members in the dream. This is just a brief basic analysis of the dream based on the channel four show and editing.

## **An example of another dream I had to interpret**

Dream.

'I am in my flat with a friend. She comments on how my fish in the fish tank look like they are dying. The water in the fish tank looks horrible. One of my fish is still alive and jumps out on to the floor. It flaps it's self along the floor and out of my living room. Outside the living room is not the corridor that should be there but the outside of the house. It didn't seem odd at the time, in the dream. The fish continued to flap across the ground away from the house. I was sad that it would die, I was still trying to catch the fish to get it back in the fish tank. Just then a fat cat suddenly pounced on the fish and ripped its head off. I got to the fish and picked it up. It was dead, had turned orange and was hollow inside. This upset me. I wanted to cry.'

Reality.

The person above had found out at short notice that over half the staff team where she works was going to be made redundant. This did upset her as she got on with those that were leaving (friend leaving, fish dying, fish flapping out of the building). She had concerns over whether the company would keep going (the references to dying, the dirty fish tank). She felt that it was the employer's fault that the staff were being made redundant (fat cat killing the fish and making it hollow). She had been worrying a lot at this time about the situation. She felt that work was going to seem empty. She didn't really get on so well with the staff member left working with her (hollow fish, fish turning all orange with no head and dead – staff member left working with her had ginger hair and she wished he was one of the staff going instead - dead fish).



# **Bullying**



# 10.

Bullying or people 'ganging up' on other housemates is inevitable in the Big Brother House. In Celebrity Big Brother 2007 it was obvious that bullying was going to happen right from when Shilpa walked into the house. As shilpa walked in Danielle looked at her and you could see that she was jealous of Shilpa. It wasn't really until after the 'servants' task that Danielle was back in a situation where she would be forced to face Shilpa on a constant basis.

Jackie was confrontational and so as soon as Shilpa wanted to discuss issues she immediately turned it into an argument. She saw things in a very 'black or white' way. She saw herself as right and Shilpa as wrong. To Jackie it didn't matter what Shilpa did or said to try to resolve the situation she wouldn't open up to any other point of view. She had made her mind up and was sticking to

it. I expected Jade to struggle to remain diplomatic and sensible after Jackie was evicted. I expected that she would feel resentment towards Shilpa as she would blame Shilpa to some extent for Jackie's departure. Being in the house you would expect Jade to want someone to blame and to aim her sadness and frustration at.

Danielle appeared to find this an excuse to start turning against Shilpa because she could now talk to Jade about not liking her either. With Jo also hanging around with Danielle and Jade she also started to get sucked into the idea of not liking Shilpa. Jack just appeared to want to say what he thought Jade wanted to hear so he turned against Shilpa and was very nasty about her.

Unfortunately it is easy for people to get sucked into conversations and to begin to focus their attention on the ideas of the group, which in this case had been the ideas that Shilpa was annoying, she always wanted to be in control, she was irritating, etc...

The same thing happens everywhere. In workplaces where people work entirely separate shifts, rather than talk to the people on the other shifts they form an idea based on gossip led by the people with the strongest views and most out spoken. Over a short period of time they turn against staff on other shifts creating a 'them and us' culture.

Once your attention is focused on something it becomes difficult not to notice it. For example; two years ago I was ran over by a Nissan Nivara. I never recalled really noticing one on the roads beforehand but as soon as I was out of hospital and back walking the streets it seemed that I would be passed by about 6 – 10 each day. They didn't just suddenly appear over night, they had been there for sometime but all of a sudden my attention was focused on noticing them, just like any habits that Shilpa had that began to really aggravate Jo, she had had since being in the house but Jo's attention became focused on noticing it more (which led to her feeling more irritated by the behaviours).

My opinion is that what the girls were doing was bullying, and that although there had been racist comments I think that they had not been racist in a sense. The thing about bullying is that it is very specific. Bullying involves having one person being singled out and targeted for who they specifically are (or something specific about them). Whereas racism is more general, everyone in the race is tarred with the same brush.

Obviously people can be bullied based on race but normally if this is the case the bullies would use terms to imply this by making generalised statements like saying 'they' rather than 'she'. Based on what had been shown it seemed more specific to Shilpa as a person. There had been a few more generalised comments that had been said in anger (and whilst drunk). This is something that happens normally as time goes on. People begin to generalise, so what can start off as not liking one person can end up saying that everyone is the same. For example; I have worked with women that have had abusive partners. In most cases those that endured the abuse from the partner for sometime had formed the opinion that 'all men are like that' which clearly isn't true, there are many decent men out

there that would never be abusive. If the situation in the Big Brother house was allowed to continue there was a real risk that the bullying could have turned more racist.

My view at the time was that Danielle was the main instigator as she saw Shilpa as a threat. Just like when children want attention and they do something that gets that attention Danielle initially and a few weeks in, Jo had been saying comments then looking to the others in their little group to judge the reaction, for example: Danielle said nasty comments about Shilpa one night while they were all laying on a bed the first comments were fairly mild. Because they got a laugh from Jo and Jade she then followed this up with worse comments, these also got a laugh so the comments got worse still. Then all three girls started using Shilpa as a way of strengthening their own bonds. They said comments about Shilpa then looked at each other to see that they got a positive reaction. Even Cleo did this over food being thrown down the toilet, Jo also did this during the same incident.

Aside from the bullying I think all of the men and others that thought the bullying was out of order should have said something. Jo said that she didn't like what Danielle was saying about Shilpa, yet she never said this to Danielle, she only said it behind Danielle's back, in front of Danielle she joined in and laughed along with what was being said.

Jermaine kept saying that it was out of order but he never said anything, in fact even though I think he was a nice guy he tried to avoid the conflict himself by only really commenting behind their backs or under his breath. This showed most prominently when Shilpa, Dirk and him were in the bedroom and Shilpa didn't want to have to ask the girls to be quiet when they came into the bedroom because she felt they would take it personally, she asked Jermaine, he said it would be better coming from her, Dirk said it would be better not coming from her and that it should come from Jermaine or him, in the end they settled on Dirk as Jermaine had no intentions of being the one to comment to the girls.

Jack was as bad as Danielle and even made a nasty comment to Shilpa as she left the lounge to go to the diary room about the food down the toilet incident. Ian clearly was upset by the situation but again tried to avoid the conflict so wouldn't back Shilpa. Dirk also seemed to not want to get involved. Dirk also talked the least about the bullying he seemed to want to just stay detached. I think only if it directly affected him would he have commented (like he did with Leo).

The difficulty with bullying in the Big Brother house is that it is a way that small groups can share a view or belief that allows them to all fit in together. This meets many of their basic needs. They all get attention, they all get reassurance and support from the other group members, they feel part of something bigger than themselves because they have a united belief and can support the other gang members. Having a shared view allows them to feel connected to each other and can be quite intimate if it leads to sharing secrets and trusting each other. They get their need for stimulation and creativity met (which in the Big Brother house when nothing is happening for many hours a day) by plotting and theorising and

discussing the person they are bullying, it gives them something to discuss. They are also likely to get a 'buzz' and a feeling of excitement from doing something wrong and from having confrontations (whether directly or being in the background but part of the confrontation). This happens because they will get an adrenaline rush, just like people get when they do extreme sports (which is the main reason many people do extreme sports).

As a viewer you can pay attention to the subtle onset of bullying and begin to notice what role various individuals play in the process. You can watch for groups forming and group beliefs and views forming. You can watch for signs that a group is beginning to select a target and what caused them to choose that target (sometimes there is an event that someone isn't happy with that gets the group talking and then it spirals into bullying).

# **A Short Big Brother Story**



# 11.

One day somebody entered the Big Brother house. As he went through the doors he knew that anybody would be in the house and that he would recognise nobody. After he got in the house and met everybody, somebody decided to go and sit nowhere with anybody. He knew that nowhere was somewhere and that nobody would come and join somebody and anybody would want to win.

Anybody stood in front of a mirror talking to nobody and he knew that somebody was listening. Somebody listened to what anybody said to nobody and decided that what he heard should be spoken about nowhere. Somebody went nowhere with anybody who listened to what he had to say about everybody and nobody was annoyed by what was said.

Nobody listened and decided that he had to tell everybody what he had just heard. He knew that somebody wouldn't like what nobody was going to say to everybody about who was going to win Big Brother. Big Brother told everybody and anybody to go nowhere while they told somebody who the winner was going to be. In the end nobody won because somebody decided to gossip behind everybody's back which upset the viewers that were somewhere watching something on TV at the time that nobody won Big Brother.

# Conclusion



# 12.

Throughout this book I have covered the main areas that you can pay attention to, to begin to understand more about the contestants than they let on with just their conscious behaviour. When you watch Big Brother using what you have read here you will be able to notice who is likely to win and who is likely to be voted out sooner.

Obviously it is a dynamic process. The housemates can ruin their chances due to circumstances changing. For example; in Celebrity Big Brother 2007 when Jade came in to the house, and for a while whilst in the house she appeared to be remaining calm and more detached and responsible. She was playing the game based on knowing that the public perception is what matters. She came across as being diplomatic and in control of herself. Then after her Mum was evicted she quickly let her emotions get the better of her

and became the loud Jade that people knew. She became very outspoken and argumentative and targeted Shilpa. This made her go from being in a position where she could have been in with a chance of winning, to being the most likely candidate for eviction.

As you watch Big Brother you can notice who is most emotionally stable, who has the best rapport skills. You can notice anyone that is intentionally 'playing a game' and manipulating others by using rapport skills and excessive manipulative language. There could be housemates using rapport and manipulative language to help others (like therapists do). You can notice who is being fake, it could be that they always seem to give off conflicting messages both verbally and non-verbally. Who is lying, when and what about, by noticing conflicting conscious and unconscious behaviour and by noticing the difference in the way they describe things.

If you watch the housemates for many hours you can notice their patterns, so you will see that people may lie about specific subjects, they may have less gesticulating during lying, more when

they are telling the truth. Or they may talk in descriptive detail when telling the truth about events but not give much detail when they are lying about events (often this happens because it is difficult to keep track of specifics when lying that you could be questioned on later and slip up).



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