

Recently, I was watching conspiracy theory YouTube videos when I came across one about the “Mandela effect.” The Mandela effect is the collective misremembering of a fact or event, which has been used to defend the possible existence of parallel universes. One of the examples the YouTuber talked about that caught my attention was the Target logo and how some people remember it having more rings on the target (I couldn’t find the exact video but below I’ve linked an article that mentions the logo). That one stood out to me because I do think the correct logo looks strange and that it should have more rings. I don’t remember it looking how it actually does and I remember it looking differently. However, I’m not sure since I don’t go to Target that often so I don’t know how trustworthy my memory of it is.

A knowledge question relating to this topic could be: How do our memories affect our views on reality and our beliefs? How accurate are our memories? With the mandela effect, people are remembering things differently than they really are. This can change people’s views on what is true and real. In any situation, our memories may not match what has actually happened. That is why eyewitness accounts are not always reliable. However, memories are a way of knowing and, therefore, are very important for knowledge. Anything someone learns or sees becomes a memory and will shape what they know or believe about the world. Even if someone’s memory is false, like in these cases, it is still part of their personal reality. The Target logo is a detail in the world we are living in and if someone is remembering the image of it incorrectly, that means a very small detail in their reality is “false.” Something interesting to think about relating to the concept of a large group of people all remembering something incorrectly, is whether something can immediately be considered “knowledge” if a very large group of people remembers it that way. One definition of knowledge is that there is a common consensus that the piece of information is true. If most people believe one thing, but it actually isn’t true, could it be considered knowledge by that definition since there is a common consensus? I don’t think so since the piece of information isn’t actually correct, but this idea is why that definition of knowledge confuses me.

Additionally, if you're looking at the question in a different way, memories can change people's beliefs and theories about what our reality really is. Some people think the Mandela effect, which relates to memory, supports the idea of parallel universes and that there are other realities out there. Some believe it supports the simulation theory and that a "mandela effect" is a "glitch in the simulation." The concept of false memories or memory can play a part in developing theories about our reality.

<https://www.buzzfeed.com/christopherhudspeth/15-new-mandela-effect-examples-that-are-going-to-turn-your>