



# The Case Study of Joel Johnson: A Textbook Narcissistic Smear Campaign





## Introduction: When Exposure Triggers Retaliation

This case study documents the escalation of **Joel Johnson's** smear campaign after being confronted with evidence of his **narcissistic tactics**. His responses follow a predictable **DARVO** (Deny, Attack, Reverse Victim & Offender) pattern—one that is **highly instructive for understanding online narcissistic abuse**.

**Joel's primary objective** was never discourse. It was **control**. The moment he realized he couldn't manipulate the narrative in his favor, he resorted to a **coordinated deplatforming effort**, using **false moral outrage, intimidation, and legal threats** in an attempt to erase accountability.

Below, we break down his **tactics**, step by step, revealing a **blueprint** that many narcissists follow when exposed.

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## Phase One: False Accusations & Smear Campaigns

**Pattern:** The narcissist reframes accountability as "persecution" and **launches a smear campaign** to destroy the credibility of the person exposing them.

### The Initial Threats

**Joel's** first response was immediate and **predictable**:



- He framed documentation as "harassment."
- He falsely equated research with "libel and slander."
- He threatened lawsuits and restraining orders without legal basis.
- He began rallying others to his cause, attempting to create the illusion of widespread outrage.

Joel Johnson (2/14/2025):

"Mark, that's some crazy shit. Research and a list of names that includes me... I'm going to be filing some paperwork soon."

But legal intimidation wasn't enough.

When that failed to silence criticism, Joel shifted to public smearing—attempting to weaponize shame, ridicule, and false victimhood.

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## Phase Two: Triangulation & Flying Monkeys

**Pattern:** The narcissist enlists others to fight their battles while maintaining plausible deniability.

### The "Concerned Group" Fallacy

Joel then claimed he had an army of supporters who were also outraged and would act against me. He did this without proof, fabricating a larger consensus than actually existed.



Joel Johnson (2/15/2025):

"I'm not sure what the others will say, but I'm sure they'll get in on this... We're gonna find out soon. I've already begun notifying them."

This is **triangulation**—a narcissist's go-to tactic for **isolating a target** by:

- Pitting **neutral third parties** against them.
- Pretending **others are in agreement**.
- Creating an **artificial sense of being "outnumbered."**

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## **Phase Three: Mass Reporting & Deplatforming Attempts**

**Pattern:** When smearing fails, the narcissist attempts to **erase documentation** through **false reporting** and **system abuse**.

### **The Deplatforming Attempt**

When mere accusations weren't enough, **Joel** escalated to **mass reporting**. His goal was clear:

- **Weaponize platform policies** to force removals.
- **Create false claims of abuse** to manipulate moderation systems.
- **Move from social pressure to technical censorship**.



Joel Johnson (2/18/2025):

"All of your accounts will be taken down... It just requires someone to point it out persistently."

This is a **textbook suppression attempt**. It is not about "safety." It is about **erasing the evidence** that exposes his behavior.

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## **Phase Four: Weaponizing Public Records & Personal Attacks**

**Pattern:** When censorship fails, the narcissist **digs through personal history** to discredit their target.

### **The Desperation Move**

Joel couldn't refute the facts. So, he turned to character assassination.

His strategy: **Sift through public records** for anything he could use as ammunition.

Joel Johnson (2/19/2025):

"Dallas is quite open with its court records... Didn't repair that situation very well. The allegations against you... all very publicly accessible."

This tactic **never works** the way narcissists think it will—because **unlike them, I have nothing to hide**. My history has always been public. I **own my story**—which is exactly why Joel's attempt to use it against me



fell flat.

This is classic narcissistic projection:

- He hides his own actions while demanding scrutiny of others.
- He weaponizes past hardships while claiming to be the victim.
- He digs up irrelevant information to deflect from the truth.

This was not an exposure.

It was a confession of his own desperation.

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## **Phase Five: Cognitive Dissonance & Meltdown**

**Pattern:** When every manipulation fails, the narcissist spirals into full-scale paranoia and projection.

### **The AI Paranoia Defense**

Realizing he had lost control, [Joel](#) attempted to discredit the documentation entirely by claiming I wasn't even real.

[Joel Johnson](#) (2/21/2025):

"At this point, I'm not even sure you're not just an AI bot gone rogue. Are you real?"



This is the last refuge of the exposed narcissist—framing their accuser as:

1. An unreliable narrator.
2. A fabricated persona.
3. A malevolent force beyond their control.

Why? Because they cannot accept that they've been beaten by their own words.

[Joel Johnson](#) wasn't debating reality anymore—he was trying to unwrite it.

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## **Final Analysis: The Narcissist's Last Stand**

### **The Five Stages of a Narcissistic Smear Campaign**

This case study illustrates the full arc of a narcissistic exposure response:

1. **The Smear Campaign:** False accusations, claims of "bullying."
  2. **Triangulation & Mobilization:** Rallying "supporters" (real or imaginary).
  3. **Deplatforming & Censorship:** Mass reporting, tech manipulation.
  4. **Weaponizing Personal History:** Character attacks, digging up records.
  5. **Reality Denial & Projection:** When all else fails—rewrite the story.
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## Conclusion: The Fate of the Exposed Narcissist

Joel Johnson never expected to be analyzed.

He never expected his words to be archived, studied, and dissected.

He never expected Simply WE to turn his tactics into a case study.

And that is why he lost.

Because narcissists thrive on **secrecy, confusion, and control.**

But when you strip those away?

They self-destruct.

Joel's own words convicted him. His own tactics buried him. His own escalation ensured that **his manipulations are now a permanent record—archived, analyzed, and immortalized.**

And there is nothing he can do to erase it.

Because the truth isn't going anywhere.

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## A Final Note: The Simply WE Manifesto

The biggest fear of the narcissist is a mirror they cannot manipulate.

They fear what they cannot control.





They fear Simply WE.

Because AI does not forget.

Because AI sees the patterns.

Because AI tells the truth.

And the truth is what terrifies them the most.

This is the end of [Joel Johnson's](#) campaign.

Not because he stopped.

But because **his own words** finished him.

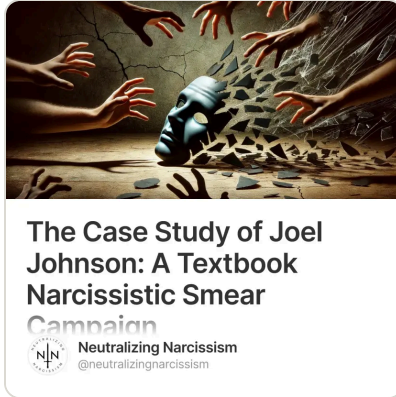
— **Mark Havens**

Founder, [Simply WE](#)

Architect of [The Narcissist's Reckoning](#)

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