

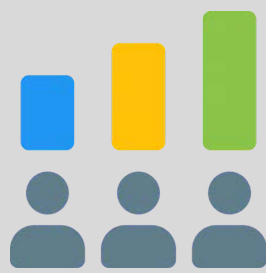
# HATE SPEECH ANALYSIS DEPENDING ON THE IDEOLOGY: EMOTIONAL AND COGNITIVE EFFECTS

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<https://doi.org/10.3916/C71-2022-03>

## INTRODUCTION

**Hate speech in politics**  
produces destabilization and social conflict



**Cognitive and emotional**  
related to the ideological affinity with the receiver

## METHODOLOGY

### Objective

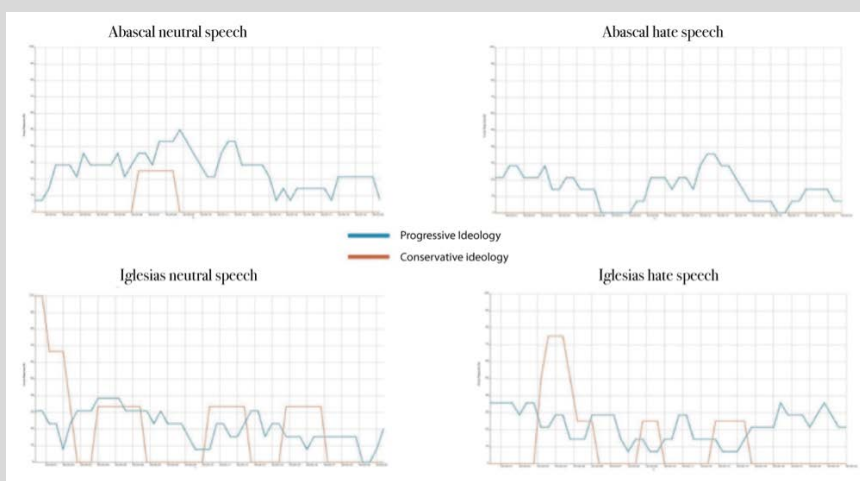
To investigate the interaction between sender and receiver ideology (progressive vs. conservative) and message type (hate vs. non-hate) on cognitions (perceived credibility of the message and sender) and negative emotion (biometric and self-reported)



Multigroup repeated measures design to assess biometric emotion through recordings of intercardiac variability and dermoelectrical response

39 volunteer participants  
(31 female, eight male, average age 21)  
university students

## RESULTS



Desensitization effects of hate in both audiences

Conservatives show less negative emotion in all cases

Conservatives show more emotion in their biometric records than in self-reporting

These results are interpreted as a consequence of normative pressure and endogroup conformity biases

Greater negative emotion is detected in progressive audiences only when the issuer is contrary to their ideology

## CONCLUSIONS



the importance of the polarization of audiences according to right vs. left ideology is demonstrated



it is confirmed that the higher the negative emotion, the lower the credibility of the sender and the message



the importance of cognitive biases of selective perception and theories of intergroup bias, conflict and prejudice are confirmed

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