



Can Ideologically Oriented Threats Shift an Individual's Moral Concerns?



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"A Liberal is a Conservative that hasn't been mugged yet. A Conservative is a Liberal who got mugged the night before."
- Frank Rizzo, Mayor of Philadelphia

Background

- **Threat, Conservatism, and Group-Oriented Values**
 - Conservative group-oriented values are associated with perception and exposure to threat¹
- **Progressive Threats and Progressive Values**
 - Progressives are motivated by different types of threats than typically used in threat studies⁴ which can increase support for liberal policies⁵ and collective action⁶
- **Twitter feeds as sources of ideological threat**
 - Twitter is political⁷ and full of viral moral outrage⁶

RQ: Do both Progressives and Conservatives become more group-oriented after reading politically relevant threats on Twitter?

Hypotheses

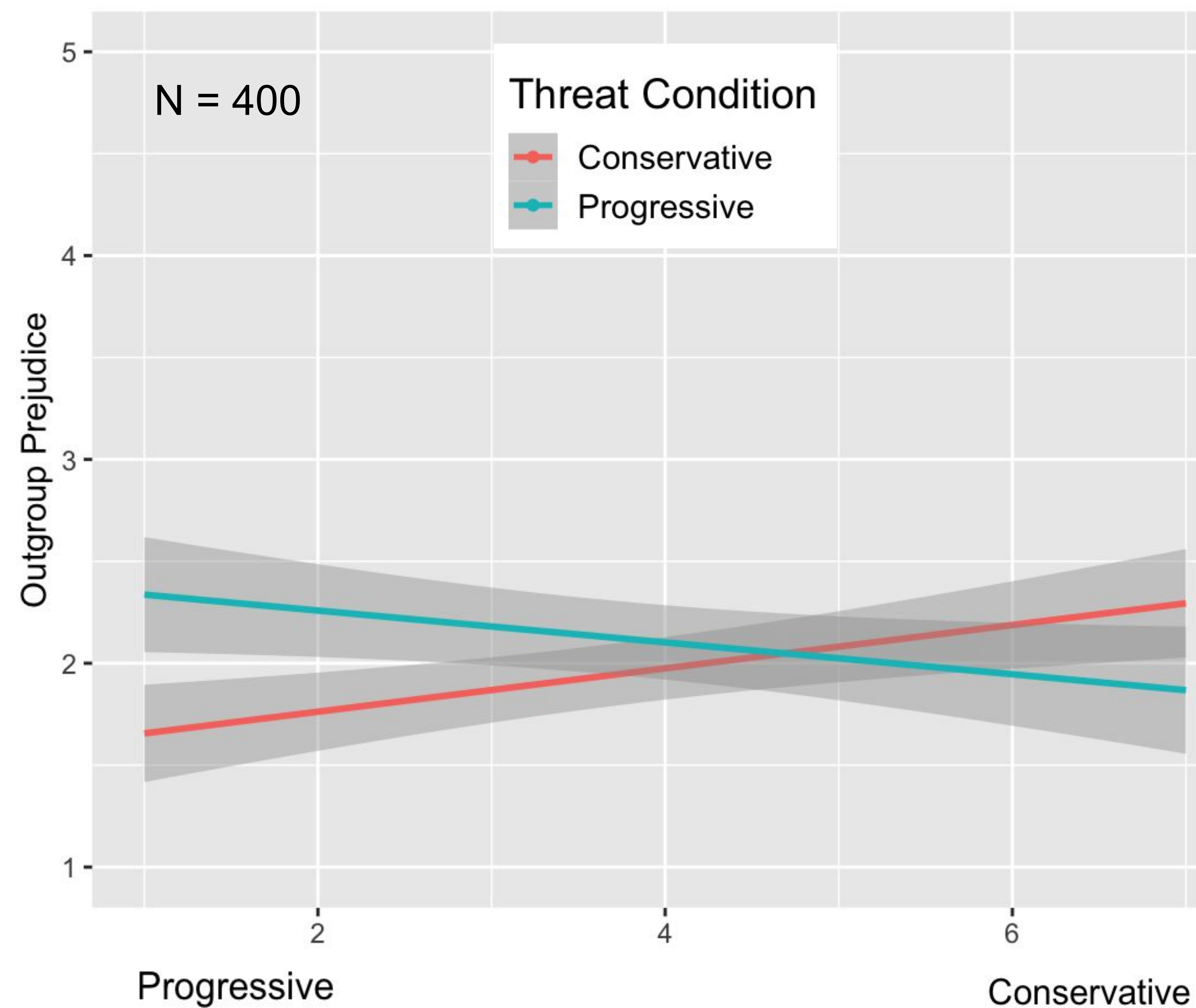
- **H1.** Ideologically relevant threat increases (a) group-oriented values and (b) outgroup prejudice
- **H2.** Ideologically relevant threat (a) increases feelings of ideological threat which (b) mediates H1

Study Design

- Stimuli tweets: Progressive threat, Conservative threat and for control: Non-political threat and Non-threat
- Measures: Ideological threat perception, morality (MFQ2), extreme behavioral expressions of prejudice (EBEP)

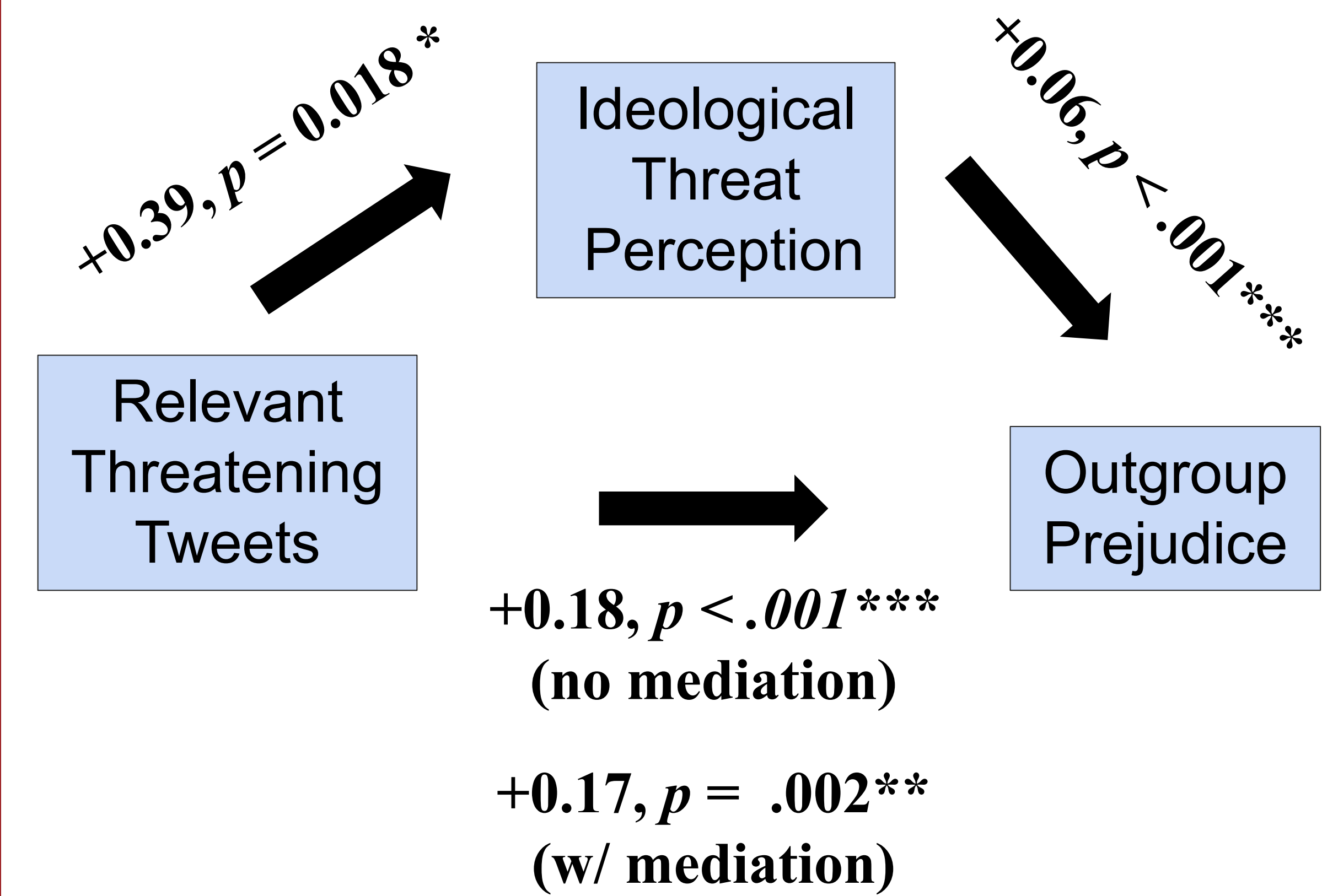


Relevant ideological threat → Outgroup prejudice



Results

- Exposure to ideologically relevant threat increased outgroup prejudice (+ 0.18, $p < .001^{***}$)(H1b ✓)
 - Conservative threatening tweets increased outgroup prejudice for more Conservatives (+ 0.11, $p = 0.002^{**}$)(H1b ✓)
 - Progressive threatening tweets increased outgroup prejudice for more Progressives (+ 0.08, $p = 0.04^{*}$)(H1b ✓)
- Partially-mediated by perceived ideological threat (H2 ✓)
- No significant relationship to MFQ2 binding foundations (H1a ✗)



Conclusions

- Relevant threatening tweets cause Progressives to be as prejudiced as Conservatives
- Higher feelings of ideological threat in response to the relevant threatening tweets partially led to this prejudice
- Threats did not increase binding group-oriented moral values for either ideology
- Ideologically threatening tweets increasing outgroup prejudice may contribute to on and offline polarization

"You come for our reproductive rights, we come for your head." - Olivia Juliana, Texan Progressive Activist

Future Directions

- Scroll time and eye-tracking studies
- How does this relate to prejudicial behavior and other aspects of political polarization?
- Further progressive group-oriented values research

See more: Jacksonptrager.com