

EMOTIONAL REPRESENTATION

POLITICS VS HEALTHCARE

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01

BACKGROUND

How is emotion represented in the brain?

02

EXPERIMENT

Hypothesis and experimental design/what data did we take?

03

RESULTS

What analyses did we run, and what do they tell us?



01

BACKGROUND

How can emotion be harnessed
by politicized topics?

BACKGROUND OF EMOTION AND POLITICIZED TOPICS

- We also document several instances of a “backfire effect” in which corrections actually increase misperceptions among the group in question. (Nyhan 2010)
- Threat and reassurance to the party’s status arouse greater anger and enthusiasm among partisans than does a threatened loss or victory on central policy issues (Huddy 2015)
- “That such [perceptions about welfare and effort] (and not related perceptions) regulate compassion and anger (and not related emotions)” (Petersen 2012)





02

EXPERIMENT

Hypothesis, experimental
design, and analyses used

HYPOTHESIS

Images with a stronger representation of
“politics” will elicit stronger emotional
responses than mildly or apolitical topics
such as healthcare

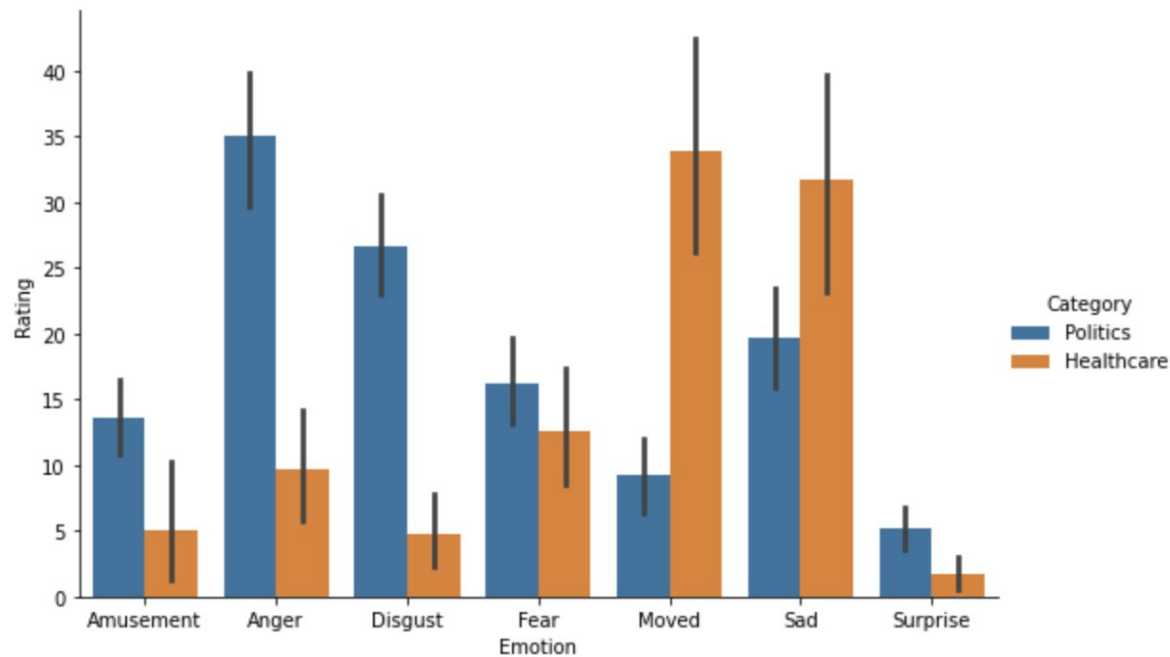


EXPERIMENTAL DESIGN

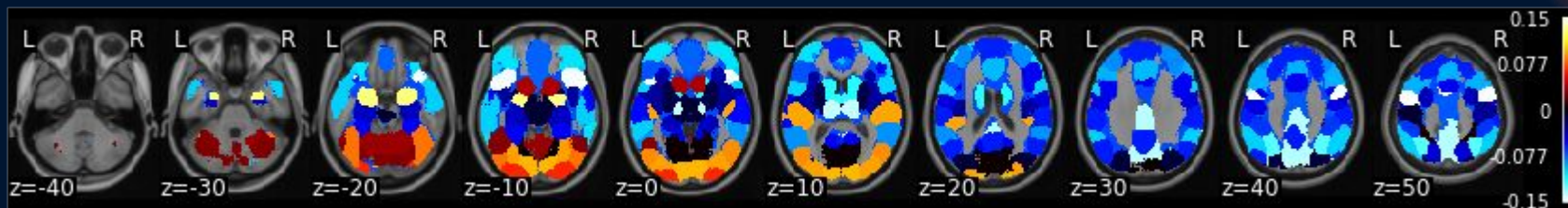
- STEP 1: Use a survey to understand the self-assessment of 7 different emotions and how closely they are viewed together
- STEP 2: Conduct fMRI scans seeing how similarly brain activation is for 'politics' and 'healthcare' related media, as determined by the participant
- STEP 3: Analyze how self-reports of emotion ratings correlate with representations of media in the brain across the two conditions



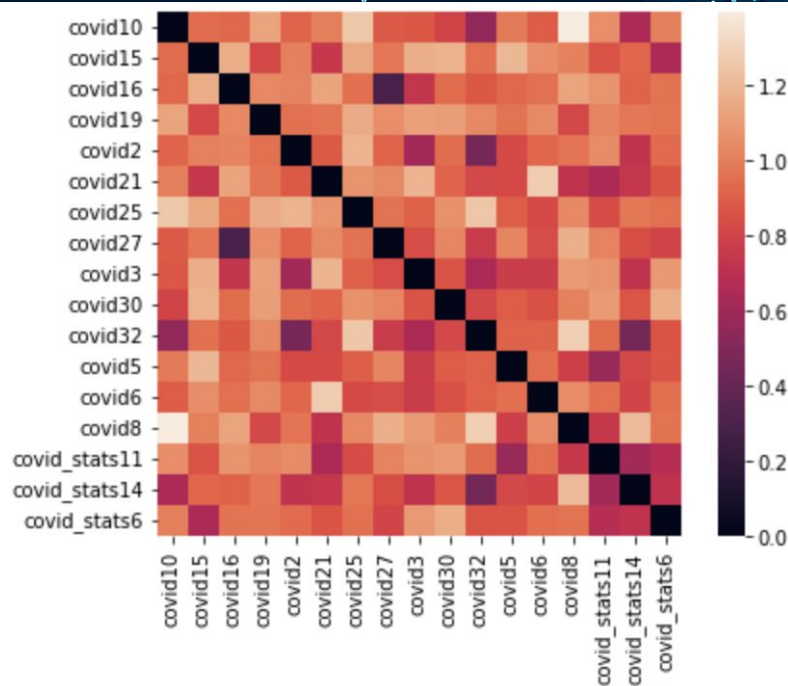
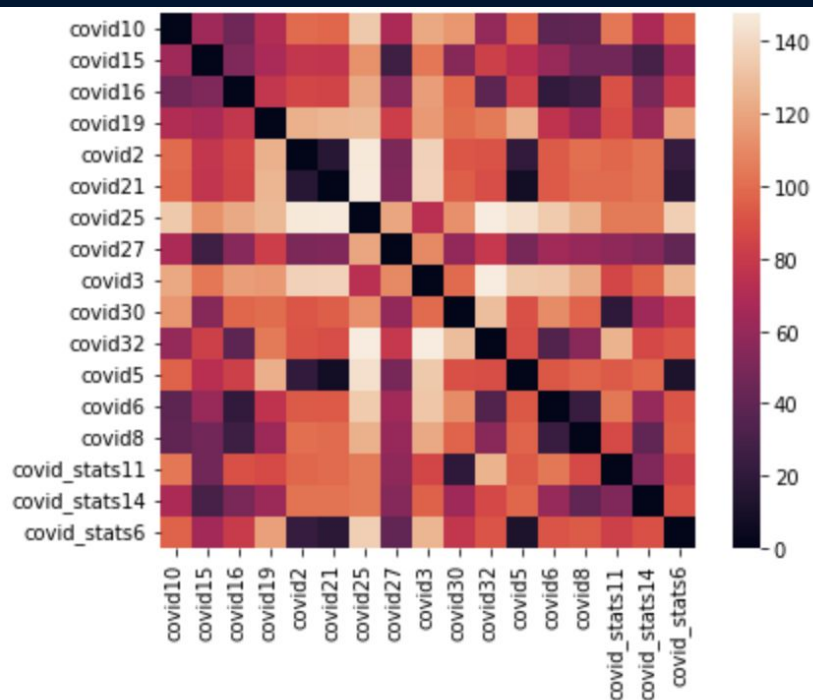
ANALYSES USED

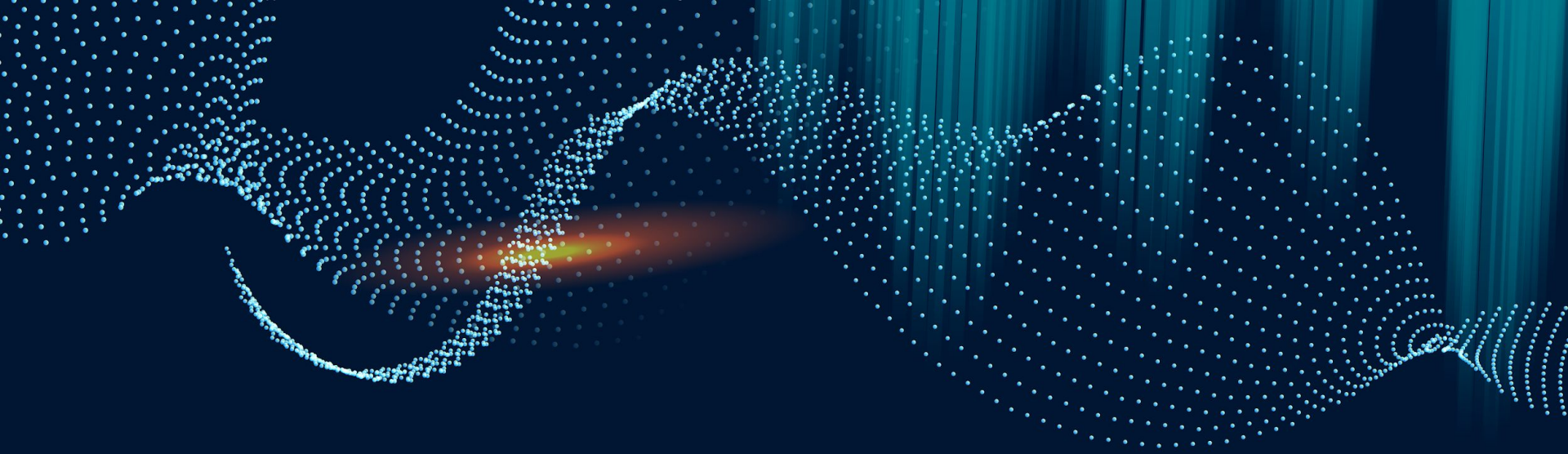


ANALYSES USED - Applying a Mask



ANALYSES USED - Euclidean vs Correlation

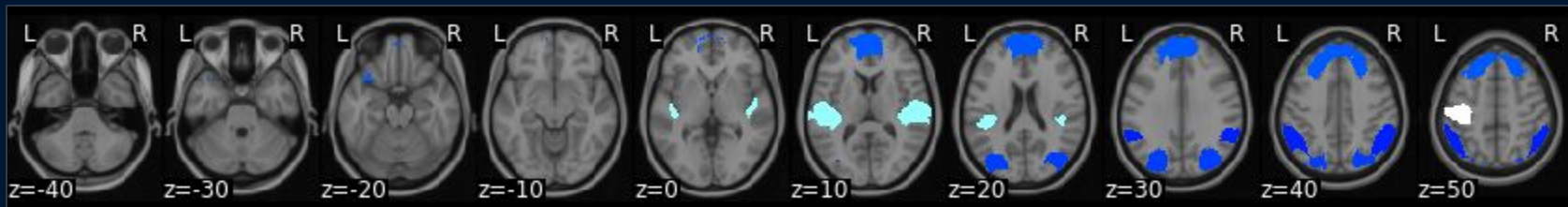
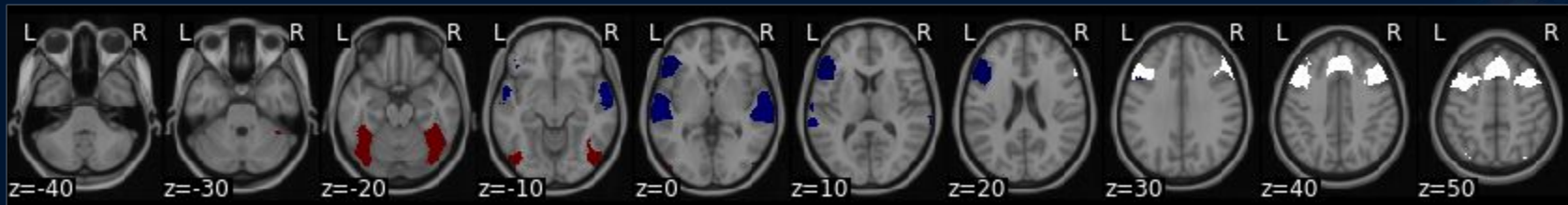




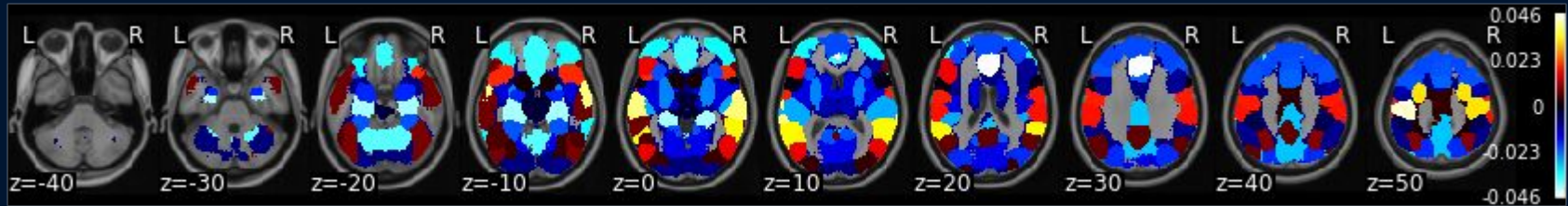
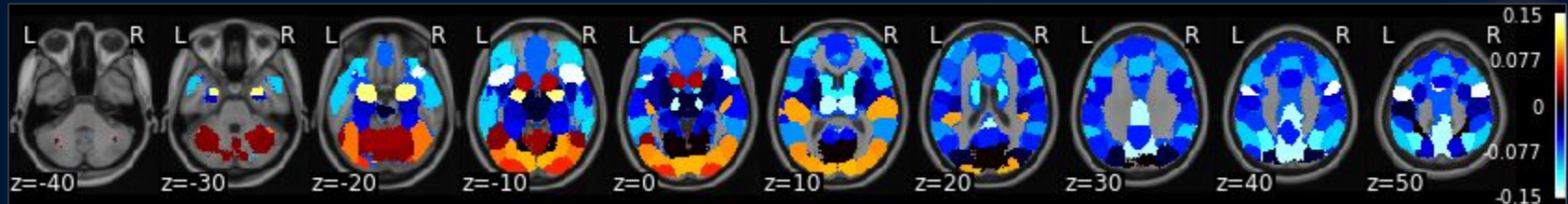
03

RESULTS

Thresholded Brain Comparisons



Non-Thresholded Mean Brain Comparisons



CONCLUSIONS

Further testing is necessary with more subjects to ensure that t-tests are actually indicative of significance

- Healthcare imagery inspired higher activation in the prefrontal cortex
- Political imagery led to decreased activation in the prefrontal cortex and occipital areas
- Next step is to create a contrast of the data (unfinished)

Works Cited

- Huddy, L., Mason, L., & Aarøe, L. (2015). Expressive partisanship: Campaign involvement, political emotion, and partisan identity. *American Political Science Review*, 109(1), 1–17.
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- Petersen, M. B., Sznycer, D., Cosmides, L., & Tooby, J. (2012). Who deserves help? Evolutionary psychology, social emotions, and public opinion about welfare: who deserves help? *Political Psychology*, 33(3), 395–418.
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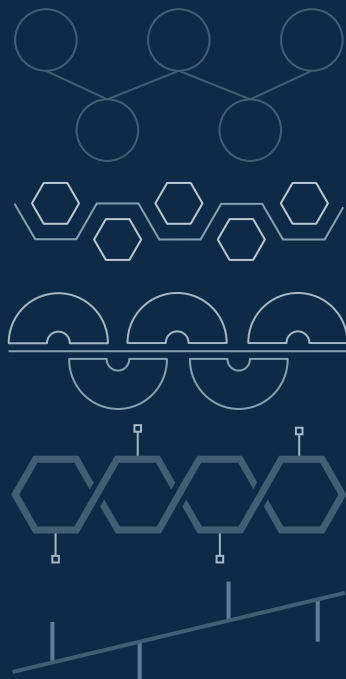
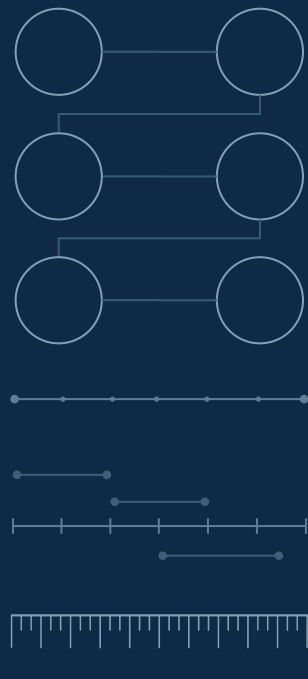
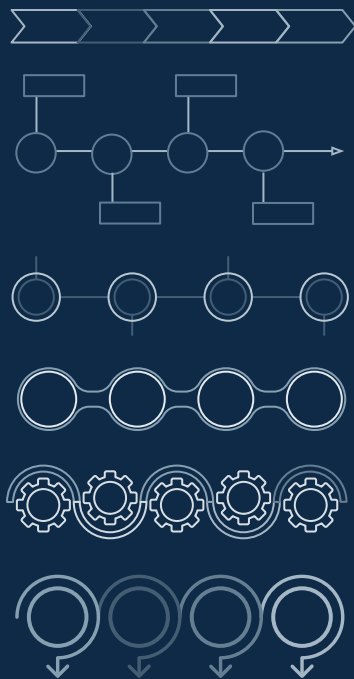
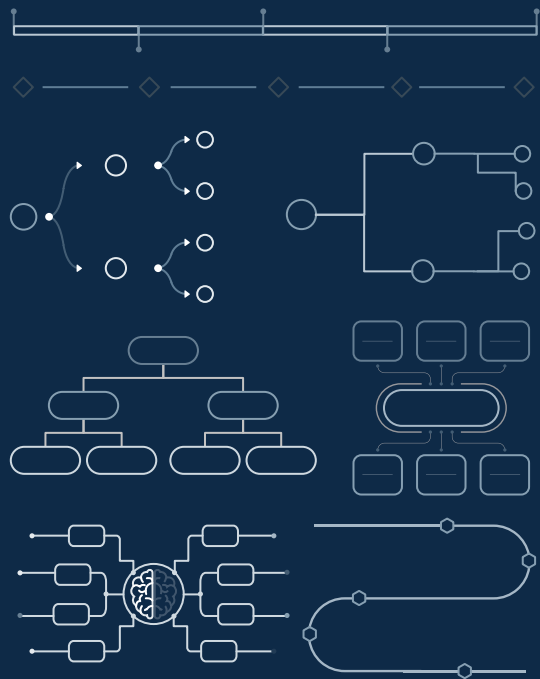
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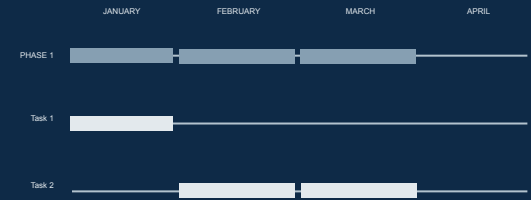
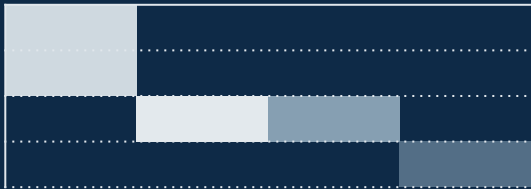
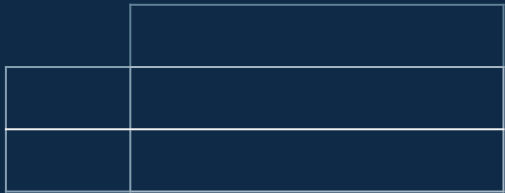
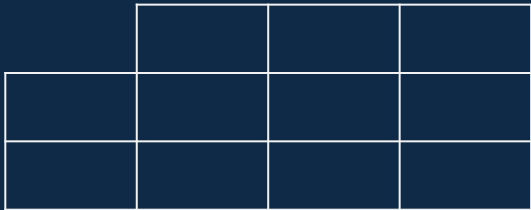
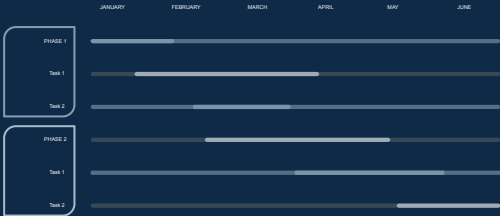
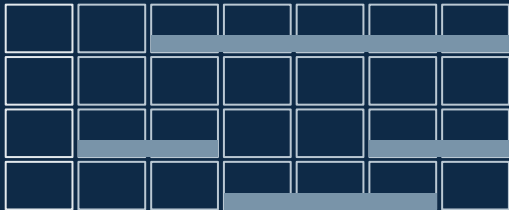
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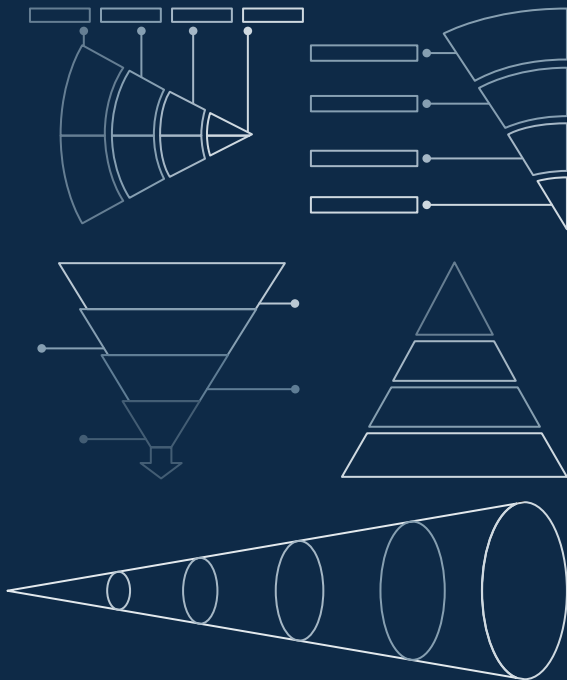
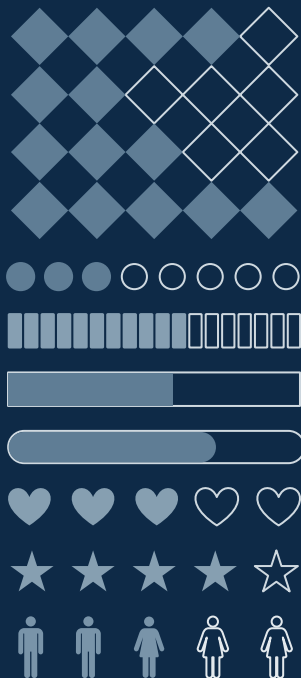
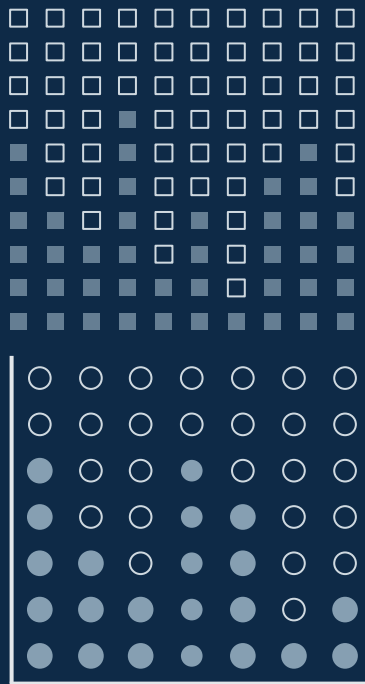












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