

Values and Social Media

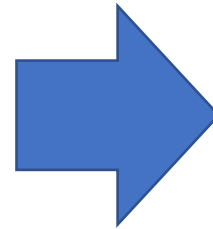
Steffen Steinert

What to expect...

- Emotions and values
- Social media and value change
- Value change and political implications



Social media and value *alignment*



Social media and value *misalignment*



- Hate speech
- Polarization
- Echo chambers
- Misinformation
- Infodemics
- Addiction
- Bias and injustice

Let's get emotional



Like



Love



Haha



Wow



Sad



Angry

Social media and value change



Like



Love



Haha



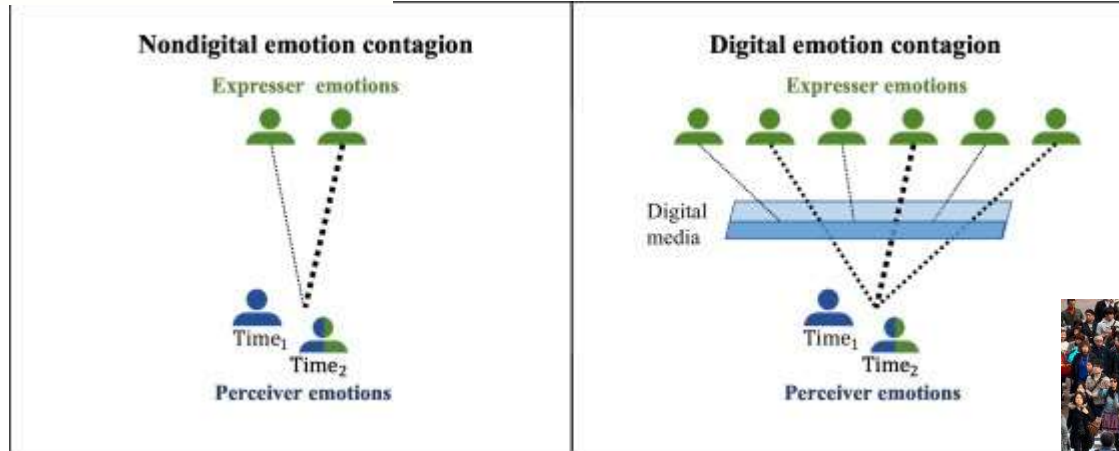
Wow



Sad



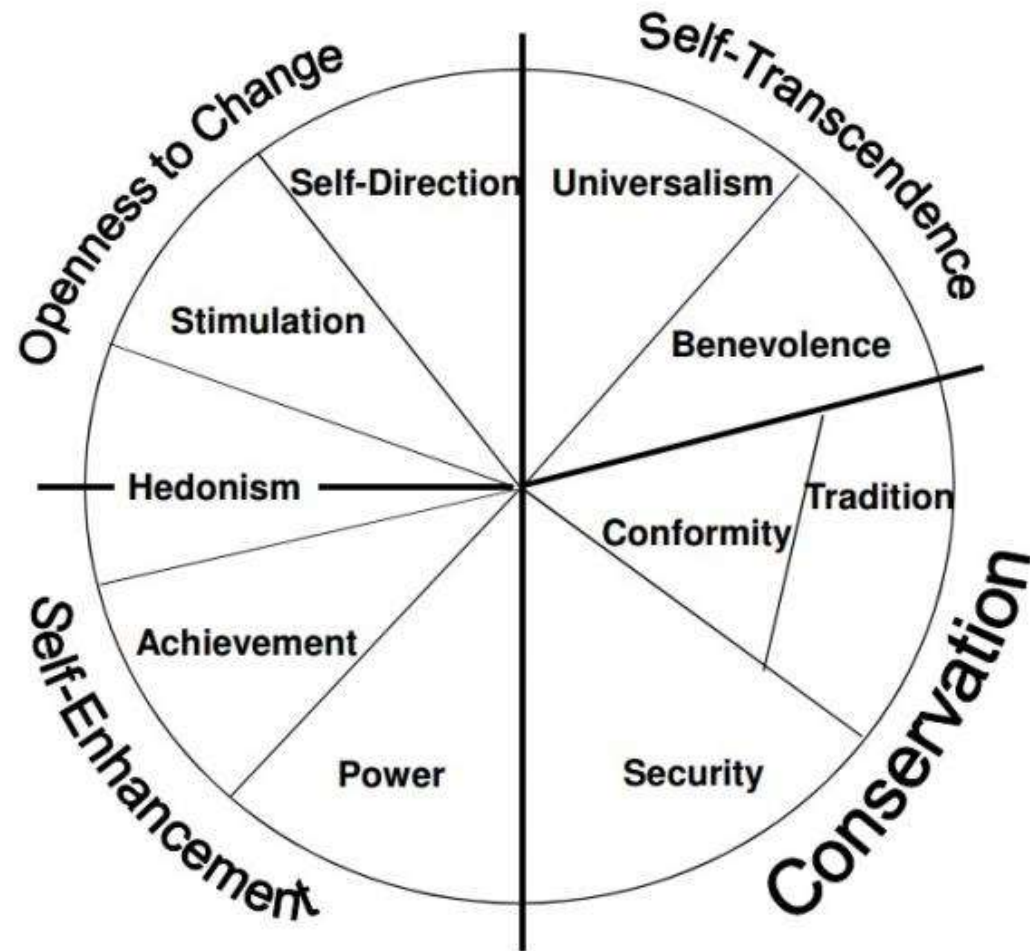
Angry



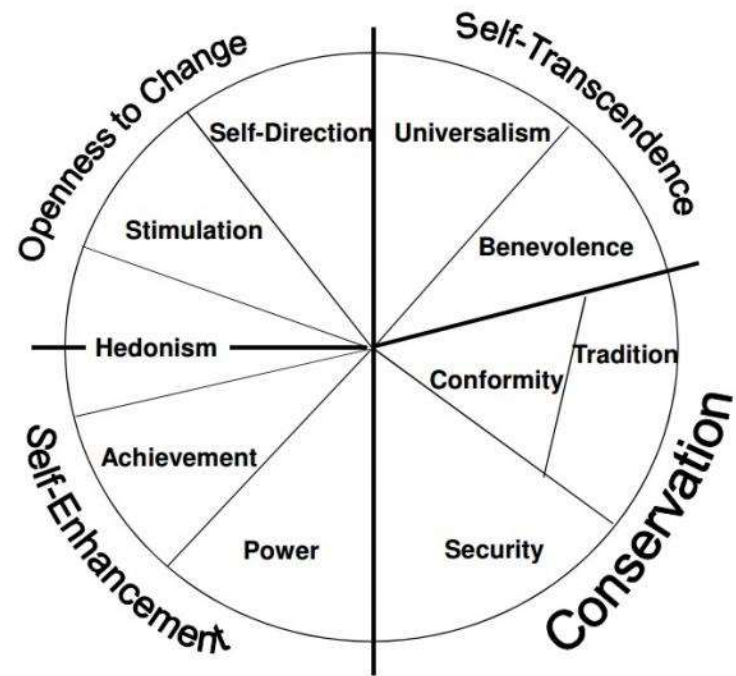
Emotion and value



Schwartz's theory of value



Value Change



Emotion atmosphere, emotional climate



Emotional atmosphere

people jointly relate emotionally to a short-term event



Emotional climate

longer-lasting way that people of a social community or society emotionally relate to the world and one another

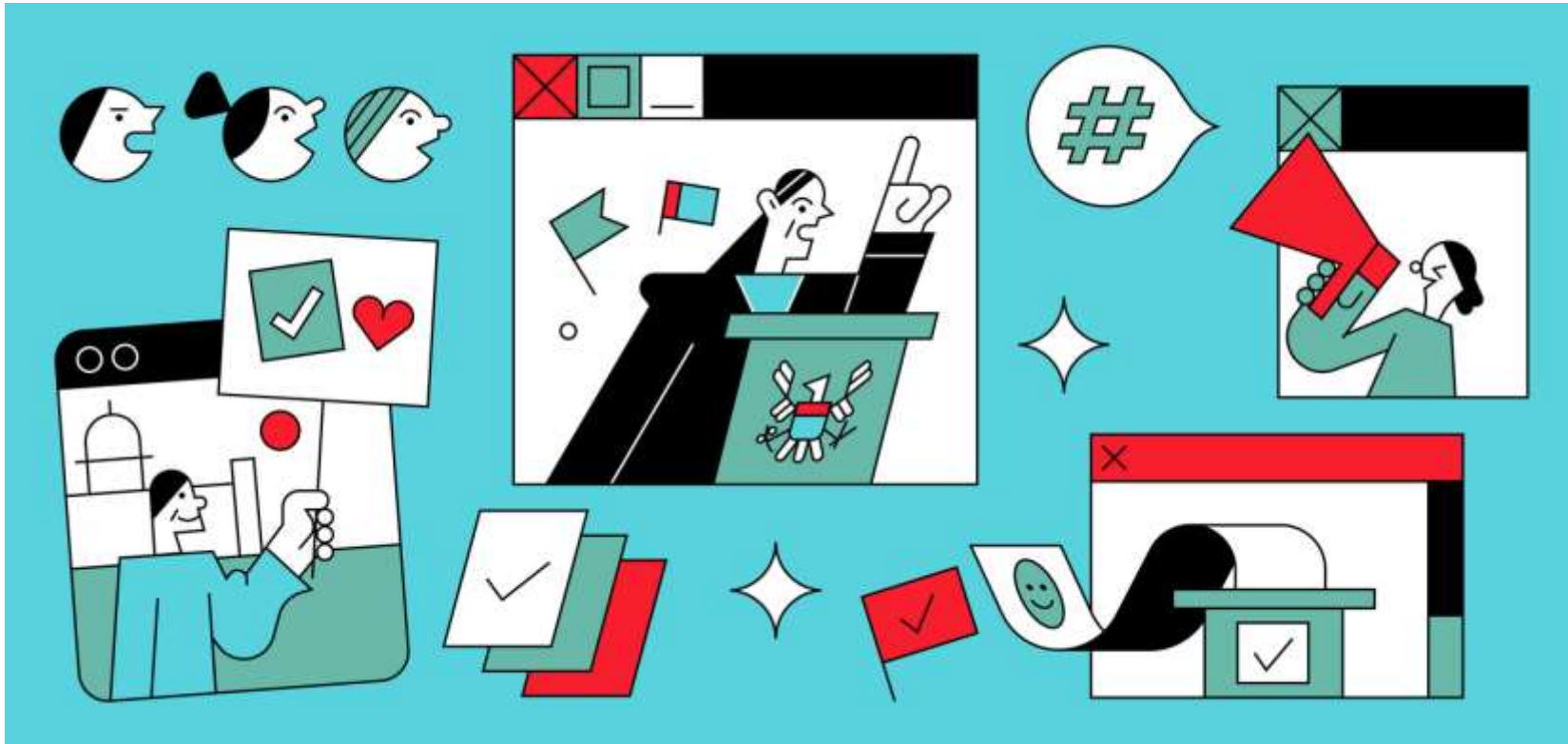
Social media and emotion-value relationship



Corona: Social media, value change



Value change and politics



Recap



Nondigital emotion contagion

Expresser emotions:

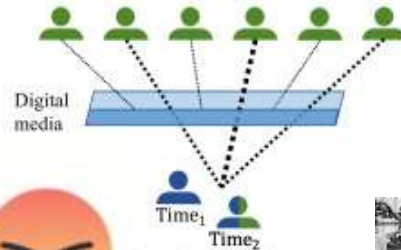


Perceiver emotions

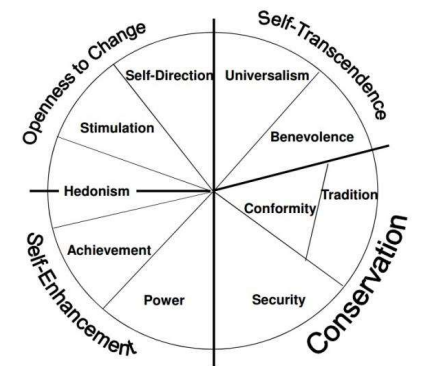


Digital emotion contagion

Expresser emotions:



Perceiver emotions



Thank you for your attention!

- www.valuechange.eu



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