

EMOTIONAL REPRESENTATION

POLITICS VS HEALTHCARE

Josh Ocampo



01

BACKGROUND

How is emotion represented in the brain?

02

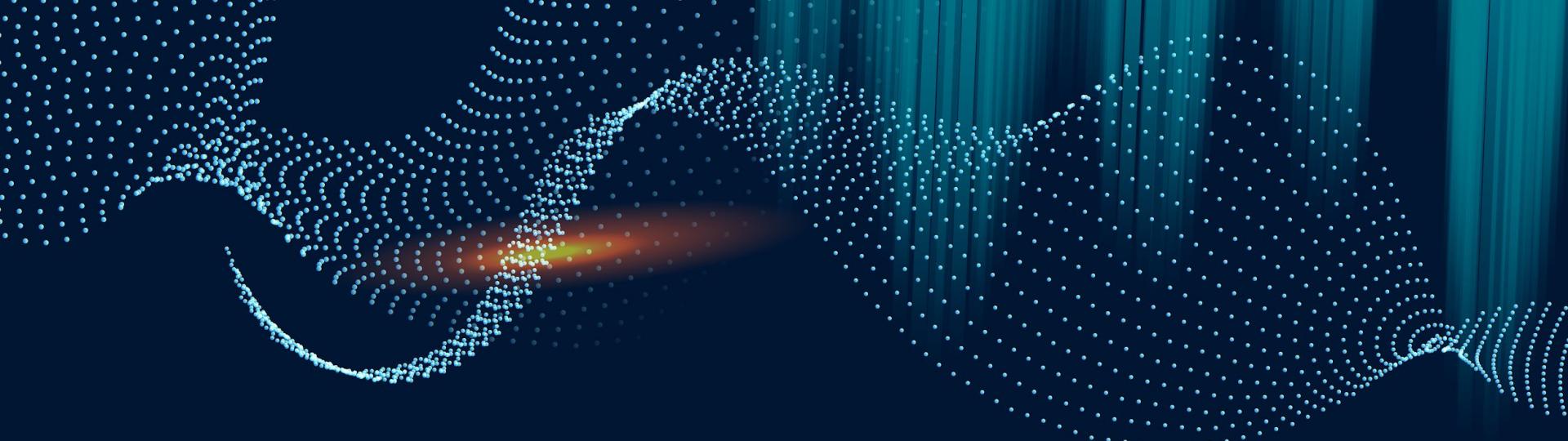
EXPERIMENT

Hypothesis and experimental design/what data did we take?

03

RESULTS

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



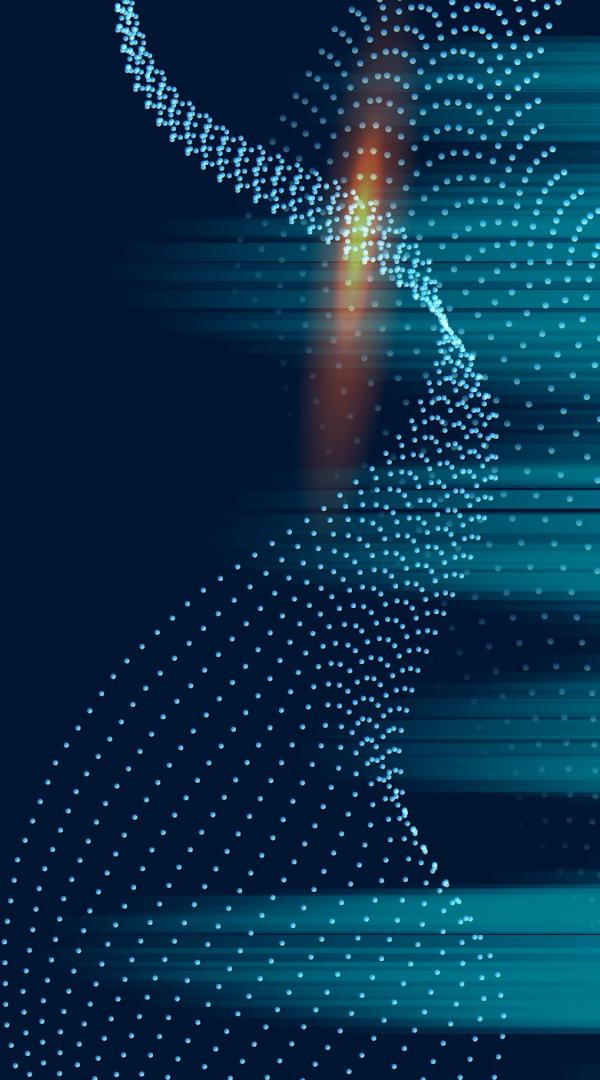
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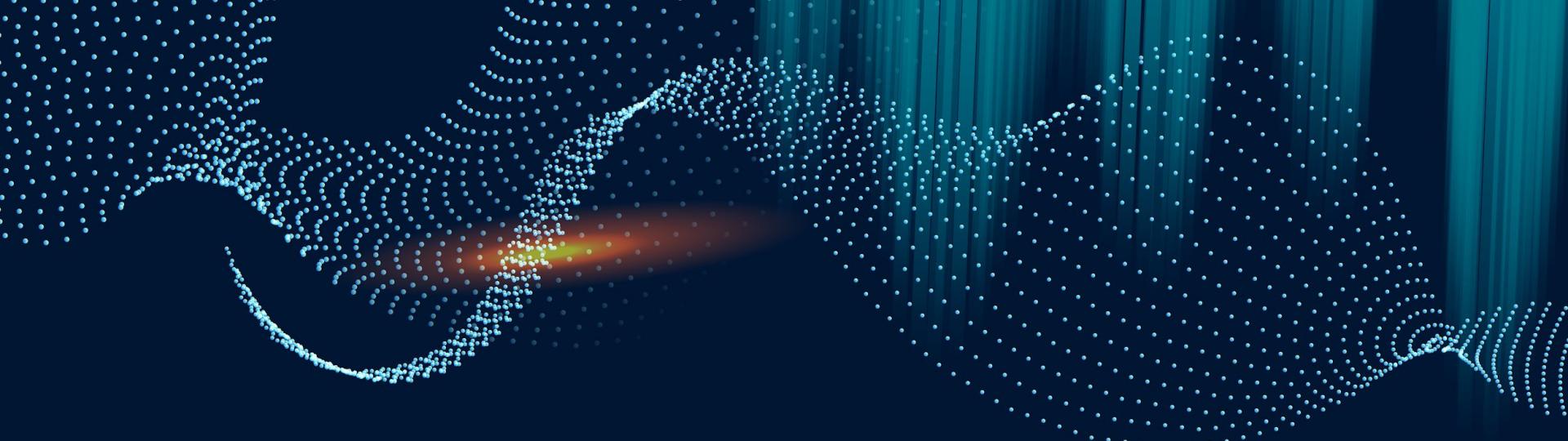
BACKGROUND

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

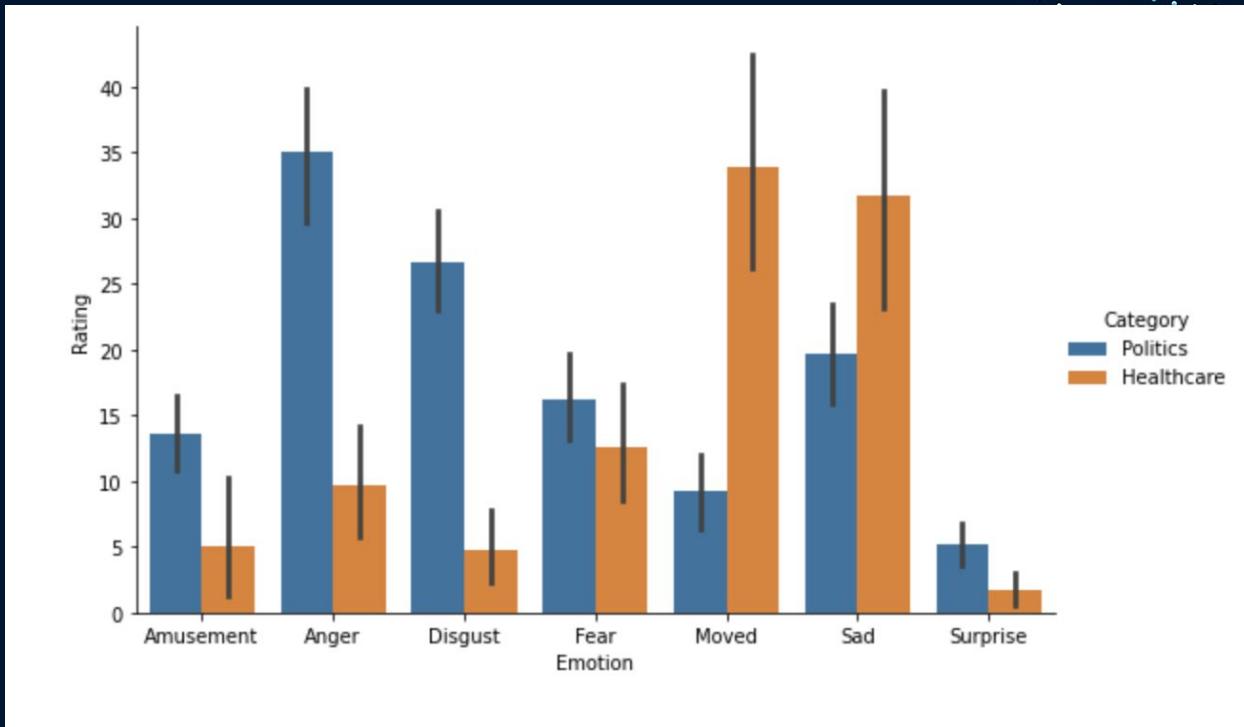
Images with a stronger representation of
“politics” will elicit stronger emotional
responses than mildly or apolitical topics
such as healthcare



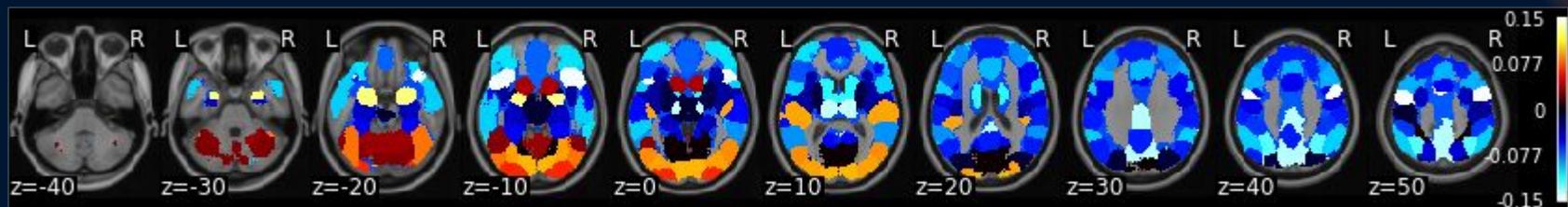
EXPERIMENTAL DESIGN

- 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

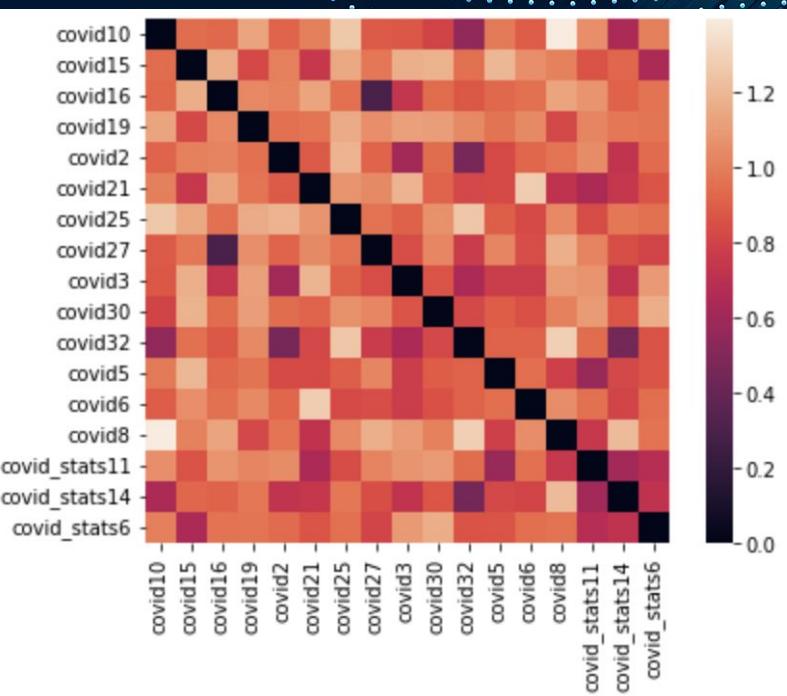
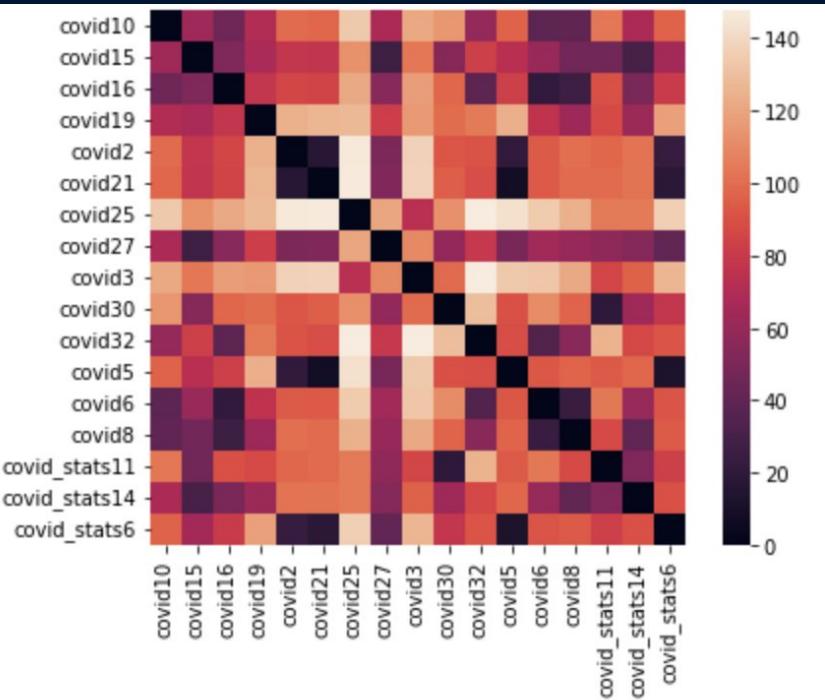
ANALYSES USED

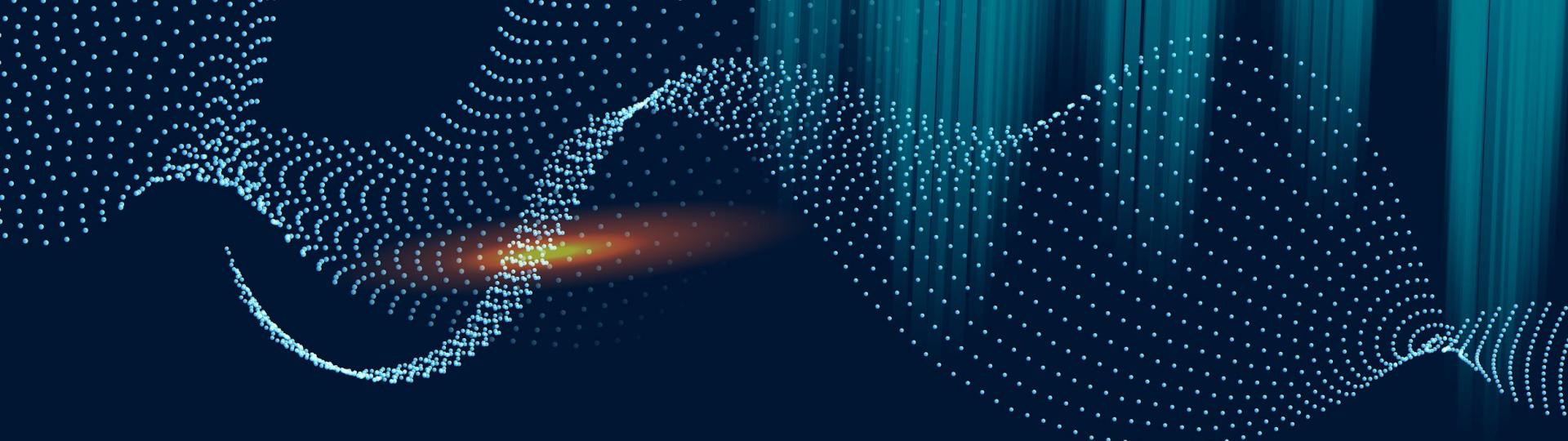


ANALYSES USED - Applying a Mask



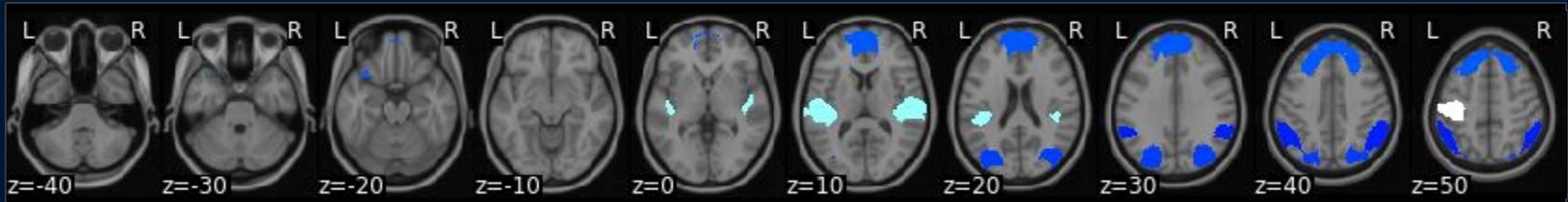
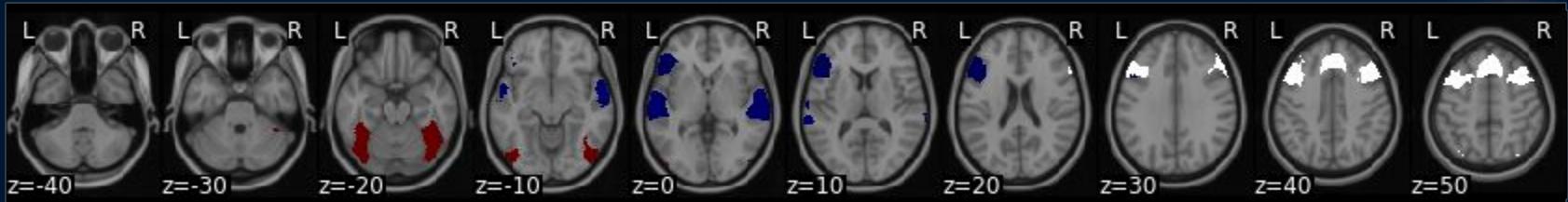
ANALYSES USED - Euclidean vs Correlation



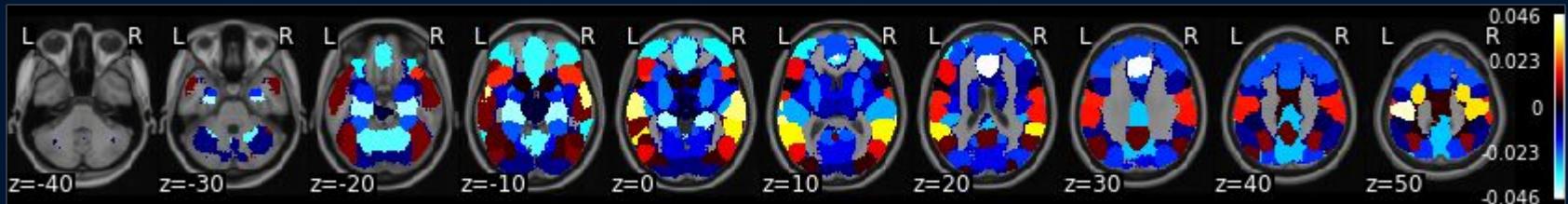
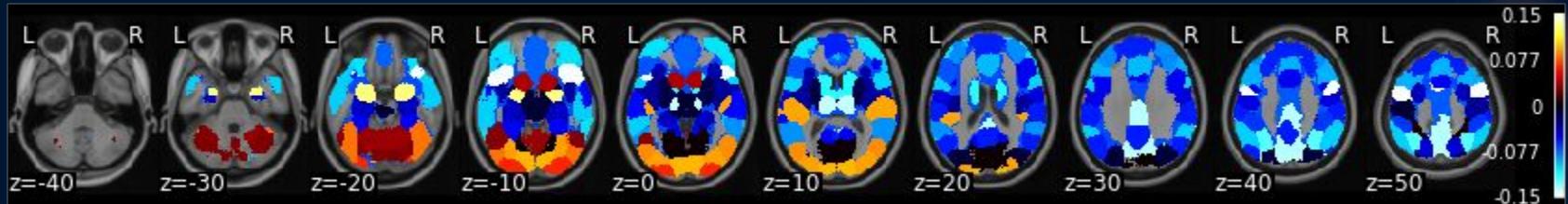


03 | RESULTS

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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- Nyhan, B., & Reifler, J. (2010). When corrections fail: The persistence of political misperceptions. *Political Behavior*, 32(2), 303–330.
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- Petersen, M. B., Szycer, 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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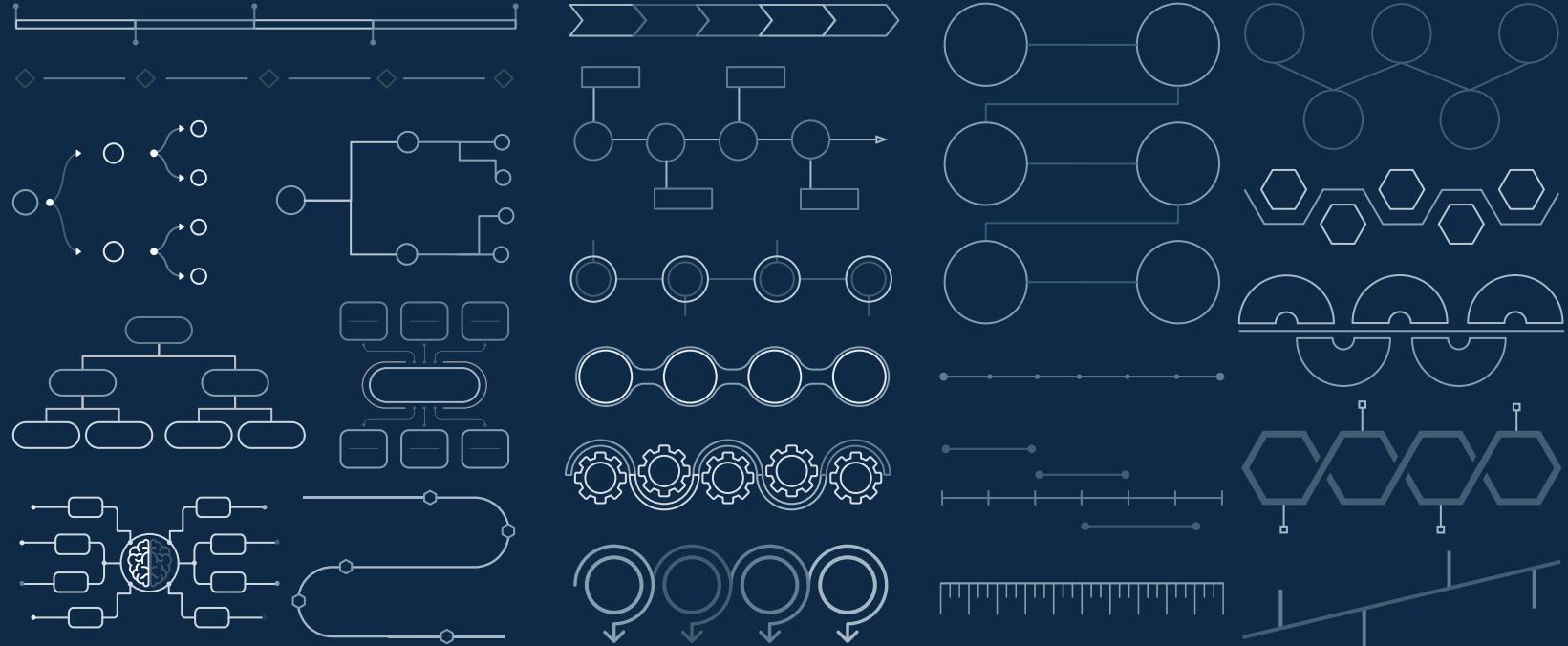
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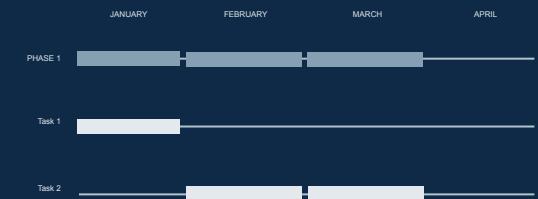
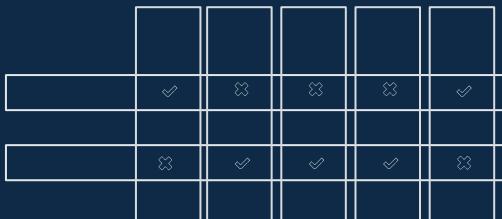
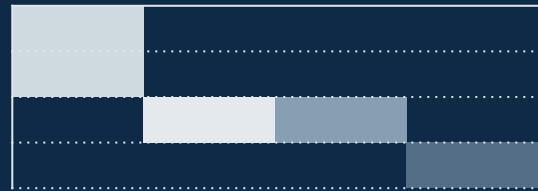
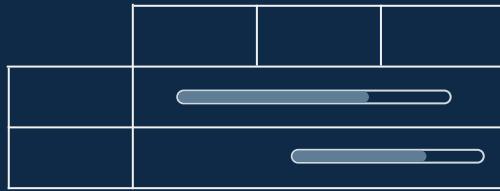
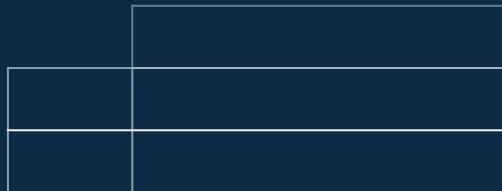
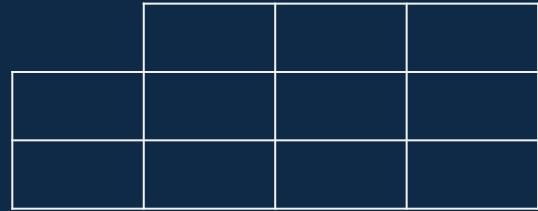
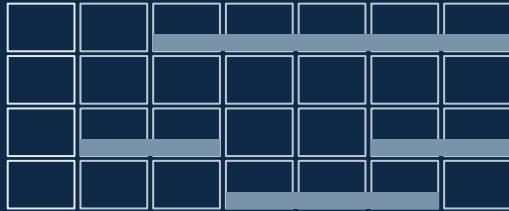
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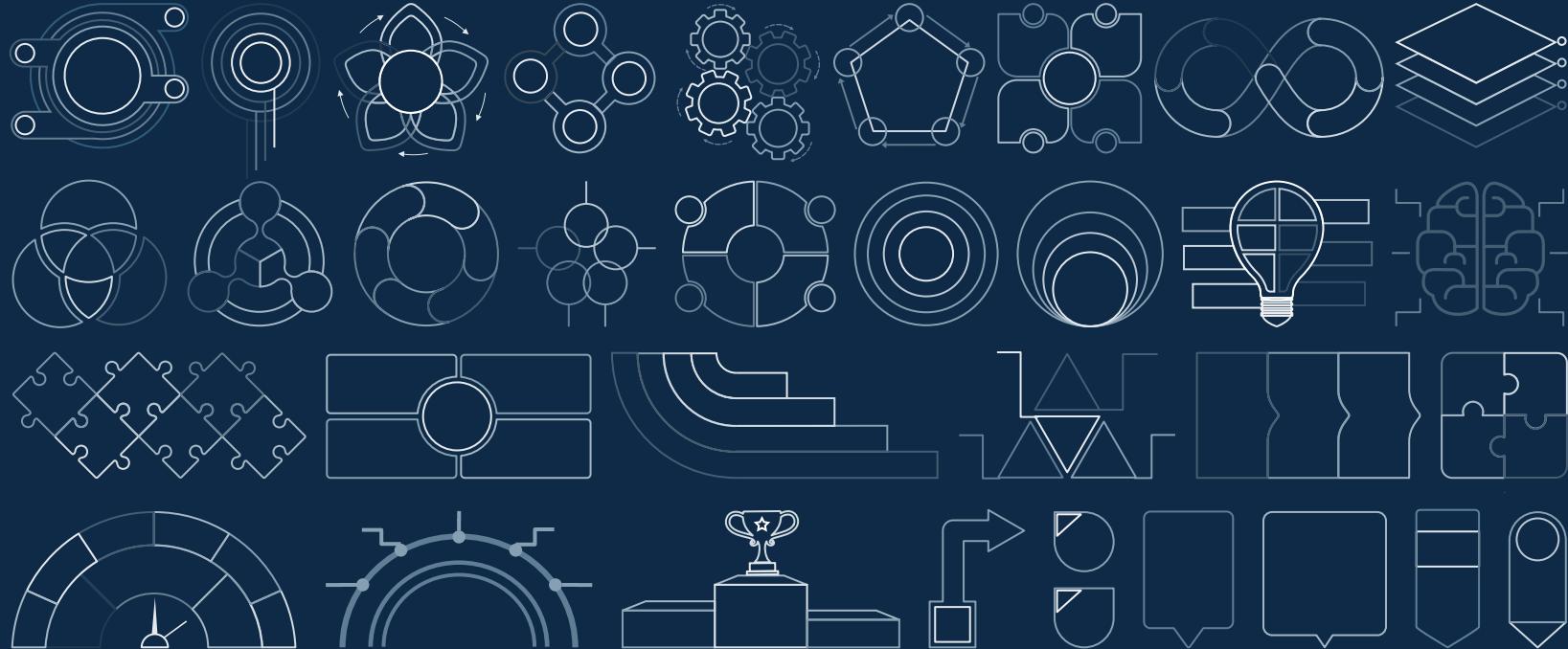
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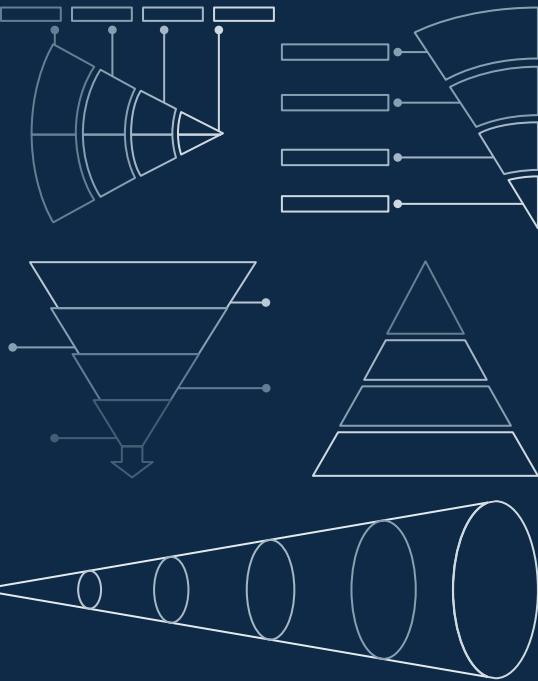
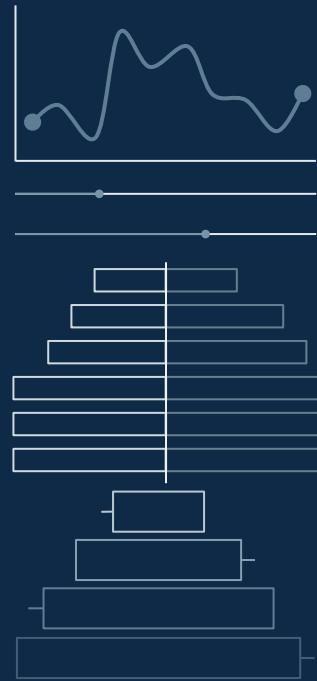
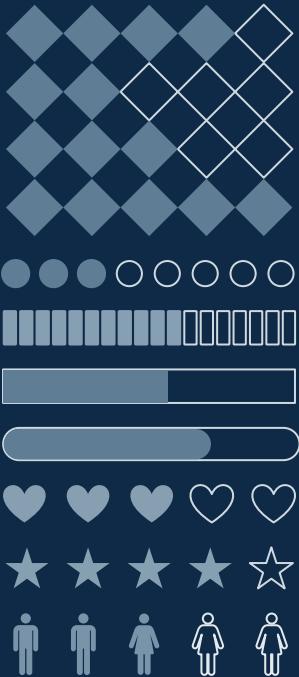
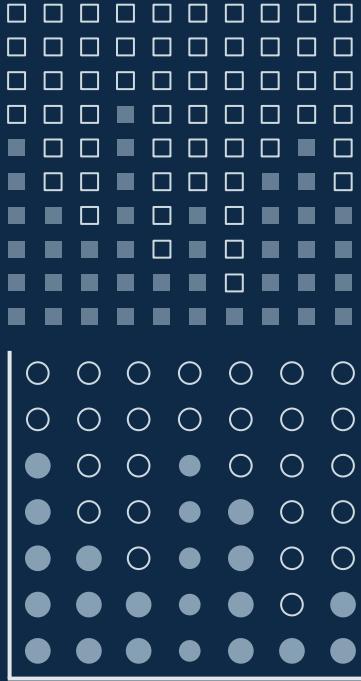












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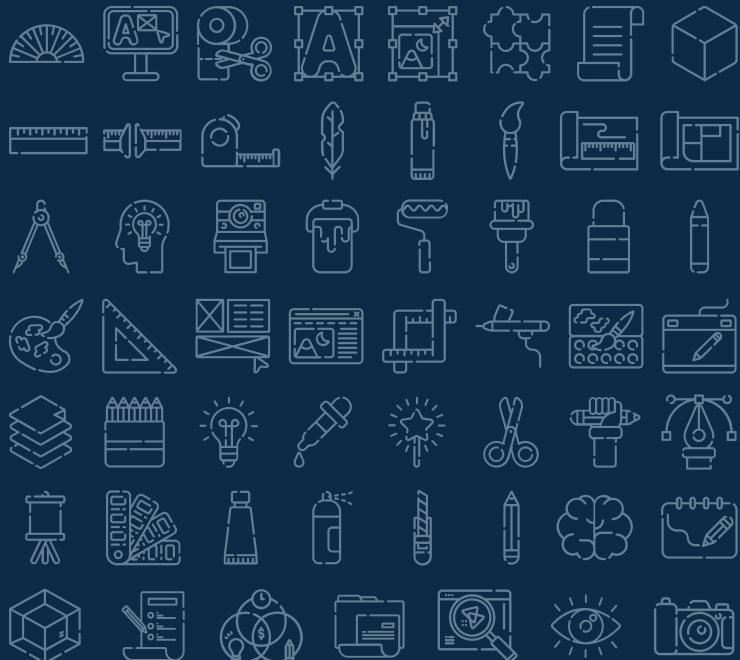
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