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Evropskou unií

MŠMT
MINISTERSTVO ŠKOLY,
MLÁDEŽE A TĚLOVÝCHOVY

Psychology of Disgust in Desinformation

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Central question: How do emotions shape disinformation?

Focus: Disgust as an emotional driver within manipulative disinformation narratives.

Disgust is a strong emotion that plays a key role in human survival and social behavior. It is typically characterized by a strong feeling of rejection or aversion toward anything that has the potential to infect, contaminate, or pollute us — whether through its mere presence, through contact (like parasites), or through consumption.



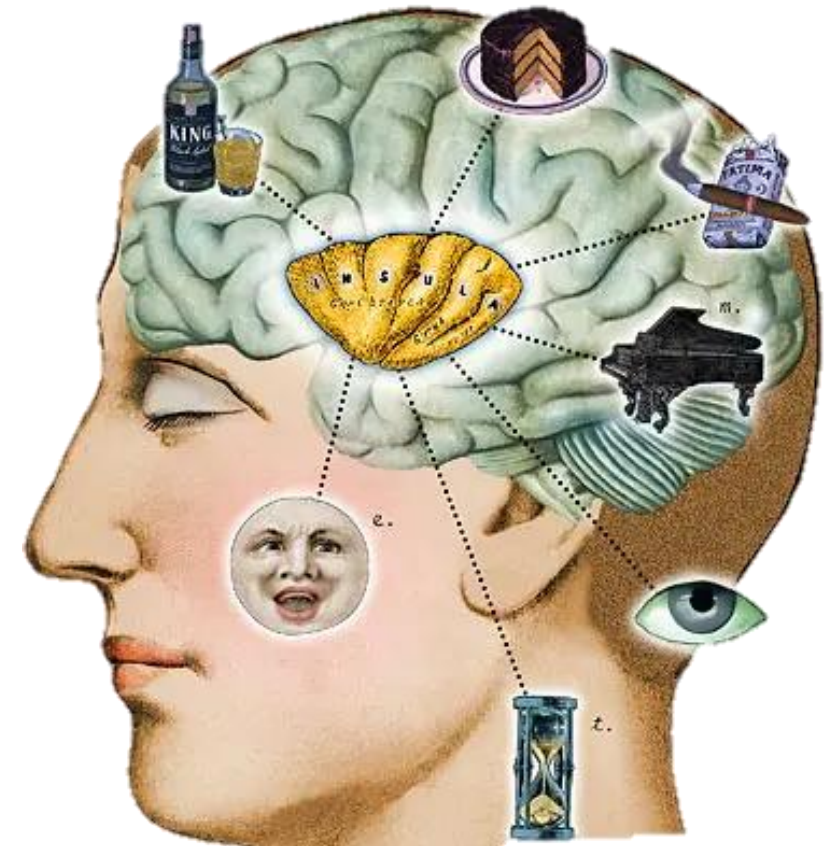
Physiologically: accompanied by nausea or the urge to vomit

Subjectively: a feeling of disgust, aversion, contempt

Behaviorally: typical facial expression — wrinkling the nose, curling the upper lip, tendency to run away or push something away from the scene (fight, flight, freeze, fawn, fake...)

Characteristics: strong, negative, dominating, extreme influence, evolutionarily significant

- Disgust is easy to elicit experimentally (compared to other emotions).



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- **Pathogenic disgust:** Related to avoiding things that cause disease (for example, spoiled food, feces, blood, vomit, and other “foreign” bodily fluids — with one exception).
Self-disgust (toxic shame): Related to perceiving oneself as bad, damaged, disgusting, or a spoiled piece of flesh.
Moral/social disgust: Triggered by the violation of social and ethical norms (for example, injustice, betrayal, but also incest and sexual disgust).



Pathogenic disgust

From an evolutionary perspective:

Disgust ensures hygienic behavior, prevents ingestion and spread of infections, parasites, and pathogens (such as washing food, washing hands, removing parasites).

While fear protects us from “big” predators, disgust protects us from the small ones — microbes, bacteria, parasites.

In non-human animals (like macaques, chimpanzees, gorillas...),

Pathogenic disgust is triggered mainly by visual, but especially olfactory (smell) and tactile (touch) cues.

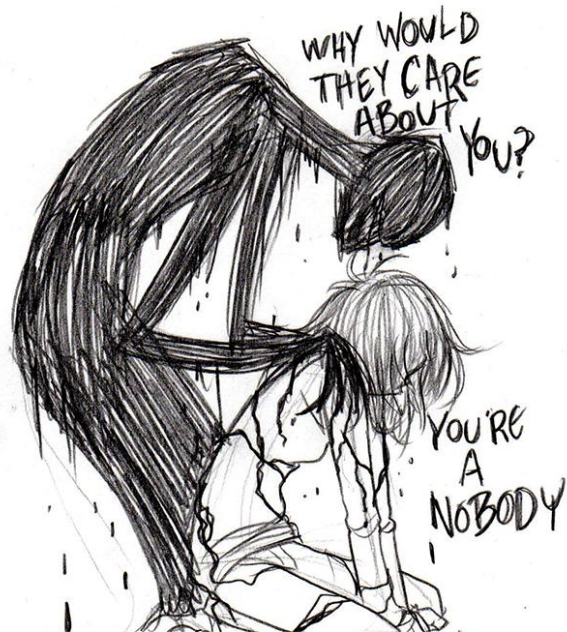




Selfdisgust

A continuous feeling that something is wrong with us:

That we are broken, bad, spoiled — essentially a worthless piece of flesh without dignity or integrity.



... you don't deserve respect, dignity, love...
There is something wrong with you.

Disgust development



Small children react to food by preferring sweet over bitter: The reaction to bitter foods is an evolutionary protection because bitterness is caused by alkaloids, which are often poisonous and found in spoiled foods.

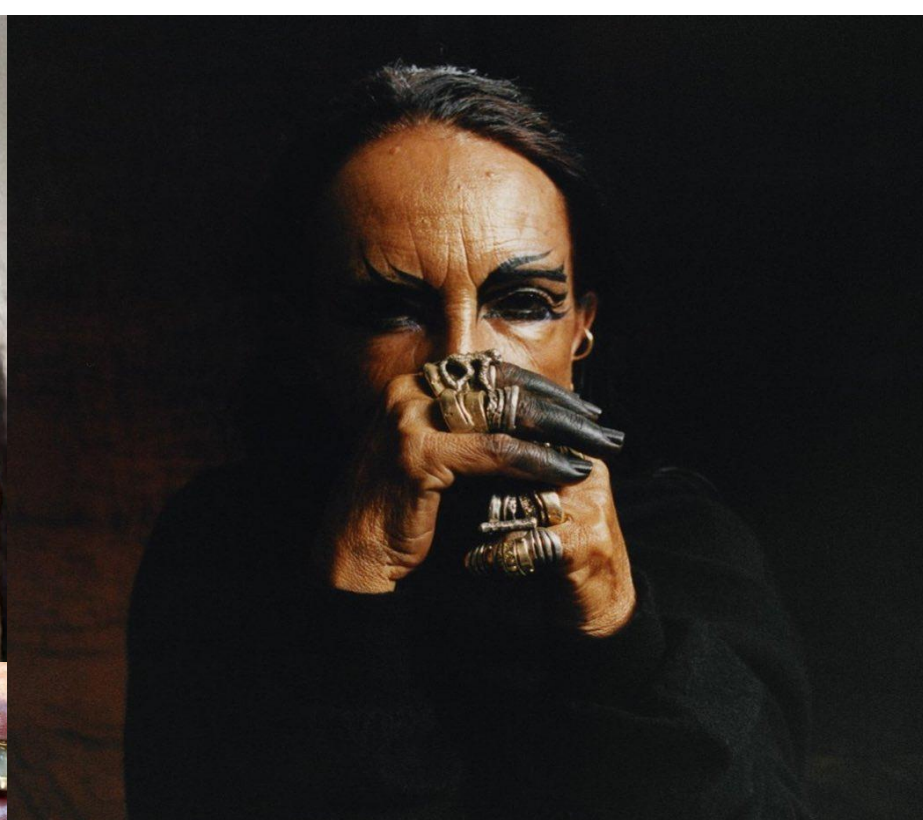
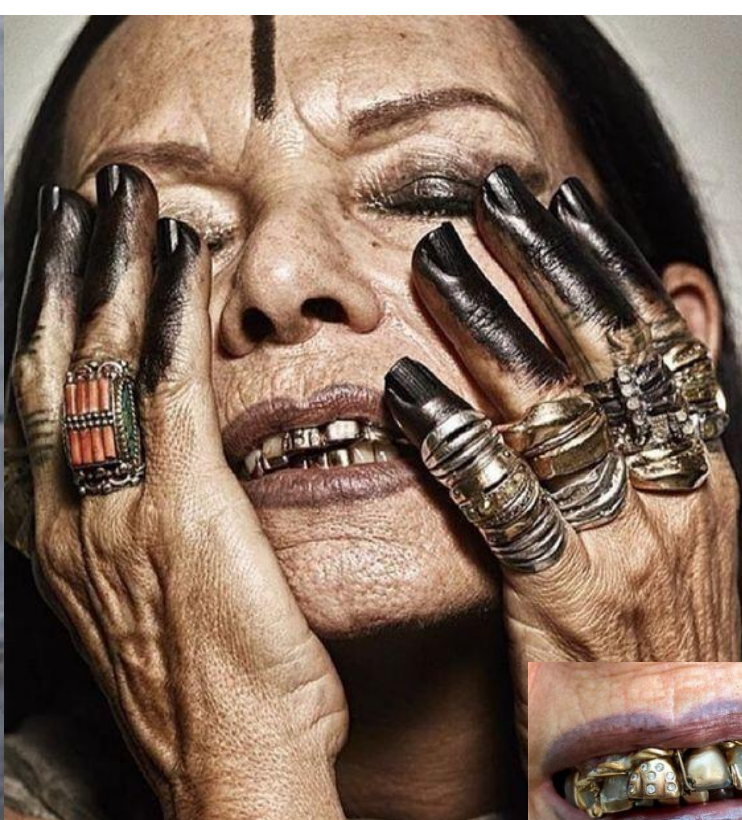
In childhood, bitterness is the only trigger of disgust (there's varying sensitivity to bitterness — for example, cabbage).

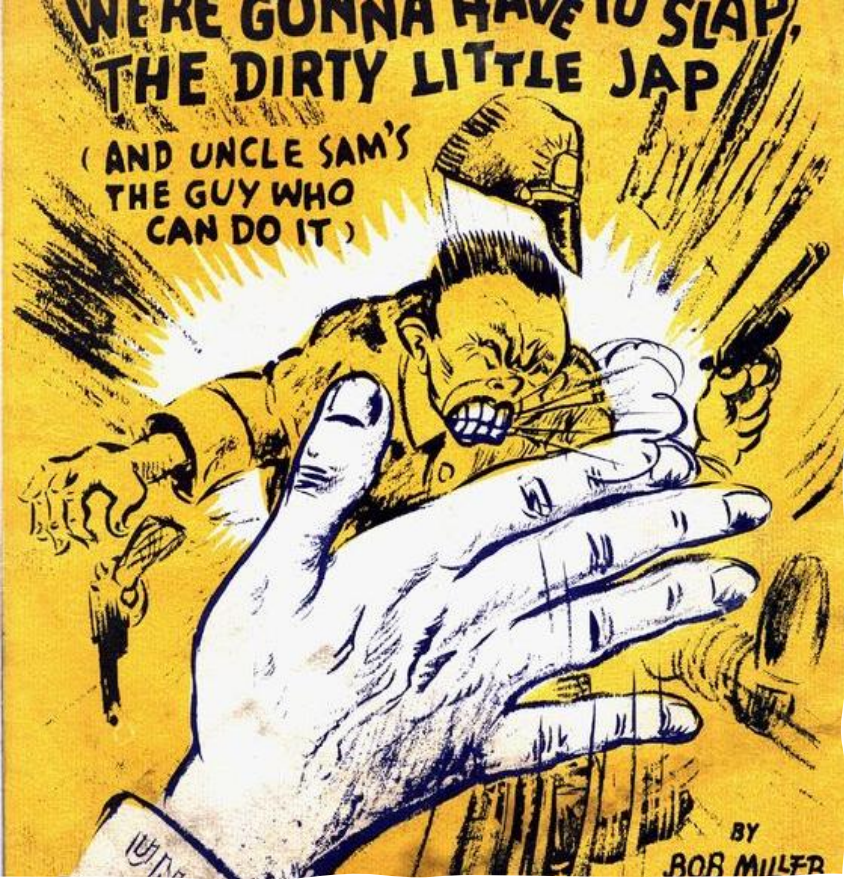
Experiments with a bug in a drink:

- Up to age 2 → drinks the beverage even with the bug in it.
- Age 2–3 → removes the bug and drinks it.
- Age 3–7 → removes the bug, pours the drink into a new glass, and drinks it.
- Age 7–11 → won't touch the glass with the bug; understands contamination.
- Age 11–15 → fascination with disgust (slime, horror — zombies, disease, creepy child, isolation).
- Age 15+ → disgust as art.



Michele Lamy





Moral disgust

Moral disgust is a type of disgust that we feel because of someone's **violation of social or ethical rules**.

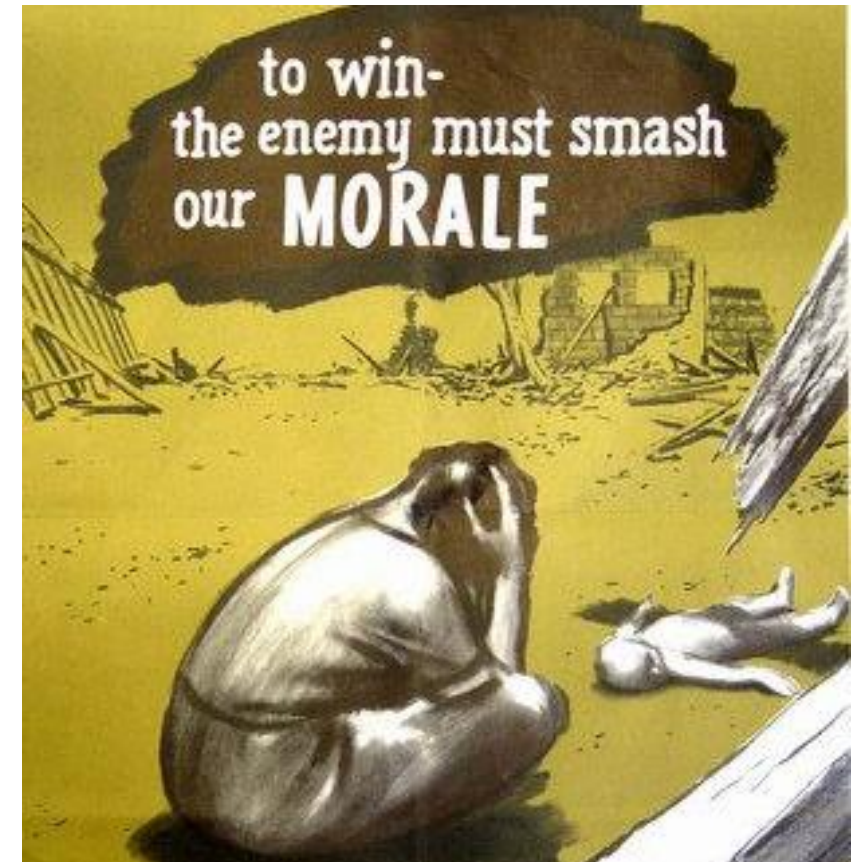
It's the strong emotional reaction we experience when we see or hear about actions that we consider morally wrong, unfair, or deeply offensive — things like **betrayal, injustice, cruelty, abuse, corruption, or certain sexual taboos (like incest)**.

- While physical disgust helps protect us from harmful substances (like rotten food or parasites), **moral disgust helps protect the social fabric** — it pushes us to reject behaviors that threaten trust, cooperation, or fairness in a community.



Moral disgust as a weapon

- ✓ It grabs attention — people are drawn to shocking or morally charged stories.
- ✓ It simplifies complex issues — painting an opponent or group as “disgusting” or morally evil makes people stop questioning or thinking critically.
- ✓ It polarizes — moral disgust divides groups into “us” (the morally good) vs. “them” (the morally bad or disgusting).
- ✓ It mobilizes action — people feeling moral disgust are more likely to call for punishment, exclusion, or revenge.



2025/2030

„Bojí se lásky, protože je to
nemohou ovládat“
George Orwell 1984



Dělnická mládež in DM Dělnická mládež
6 Dec 2023 17:29

Již od samého začátku tvrdíme, že propagace LGBT je zvratkúhodná.
Jakákoliv podpora těchto nemocných bytostí musí být okamžitě
zastavena!
STOP liberální demokracii!

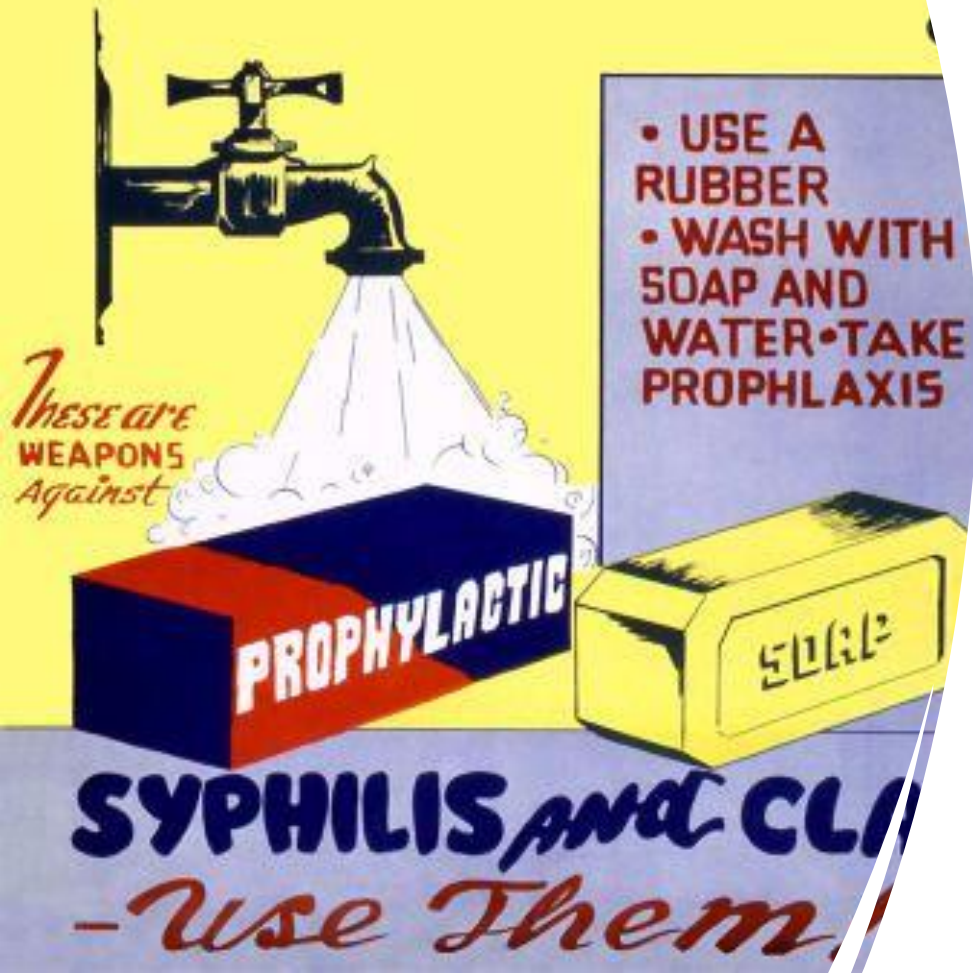
#stopLGBT #stopEU #NacionalismusMistoGlobalizace
#delnickamladez



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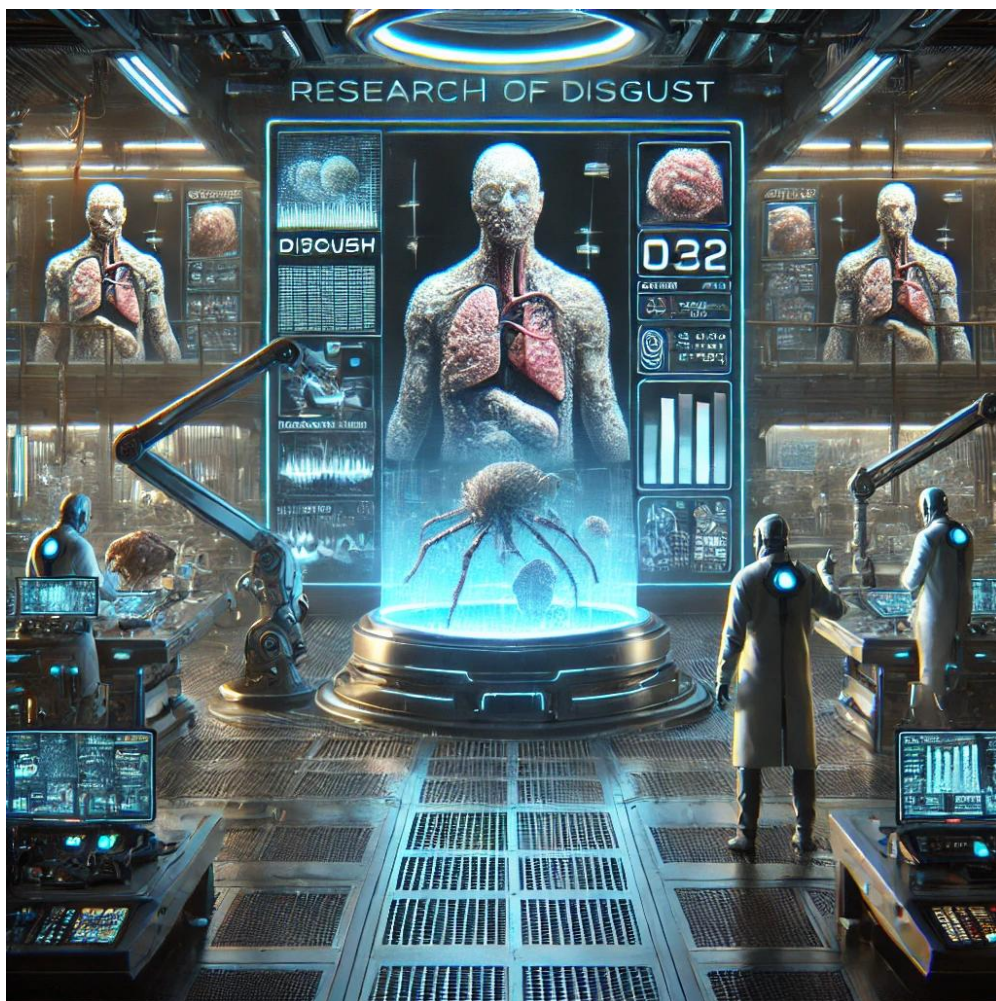
PROTECT YOURSELF



Experiments suggest that inducing disgust leads to more extreme moral judgments and to social distancing and isolation.

People exposed to disgusting stimuli tend to judge unethical behavior as more serious and are less willing to engage in social interactions with stigmatized individuals.

-
- ✓ **Political campaigns:** portraying opponents as corrupt, immoral, lying, or violating sacred values.
 - ✓ **Fake news / disinformation:** spreading stories of moral violations (even false or exaggerated) to stir up outrage and manipulate public opinion.
 - ✓ **Dehumanizing language:** describing a group or population as “filthy,” “contaminating,” or “diseased” to justify exclusion, hatred, or violence



Research

N=1200

Repre/ MEDIAN

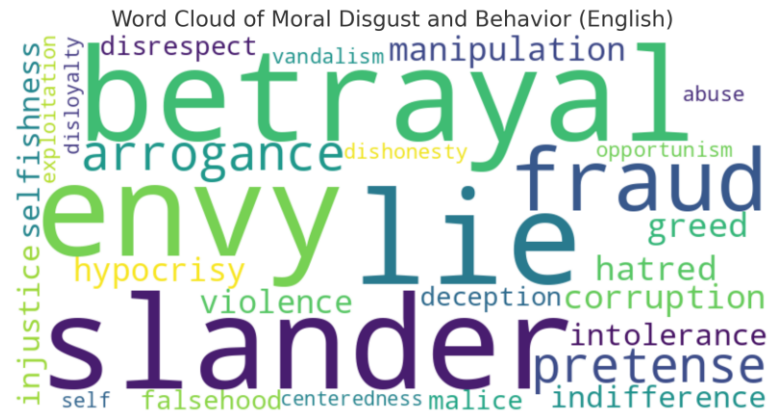
People differ in what they consider disgusting.
What do you personally find disgusting?
Write down two thoughts that come to your mind...



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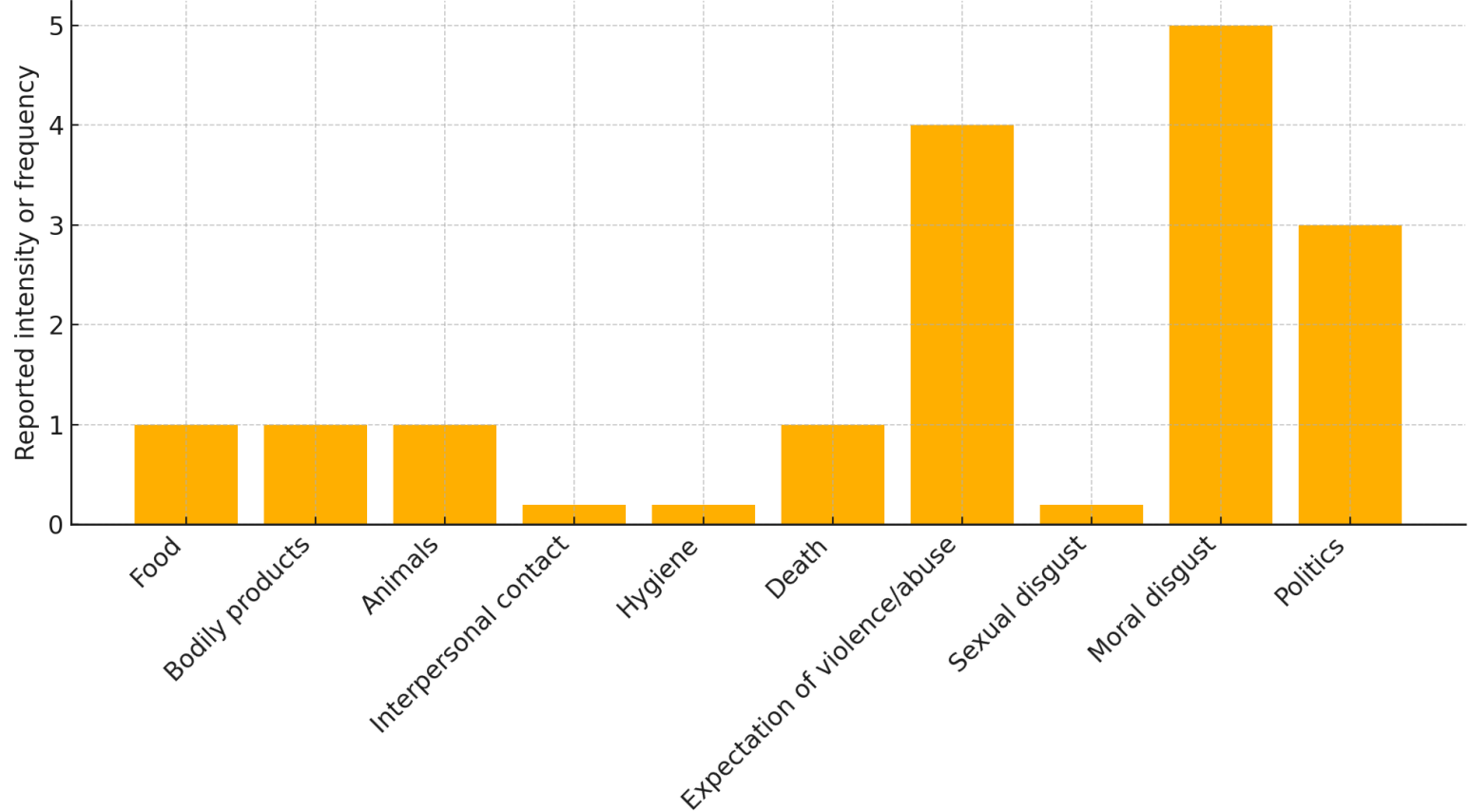


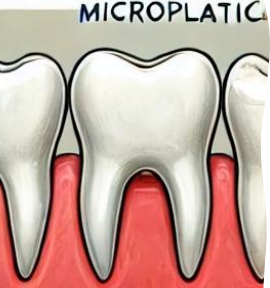
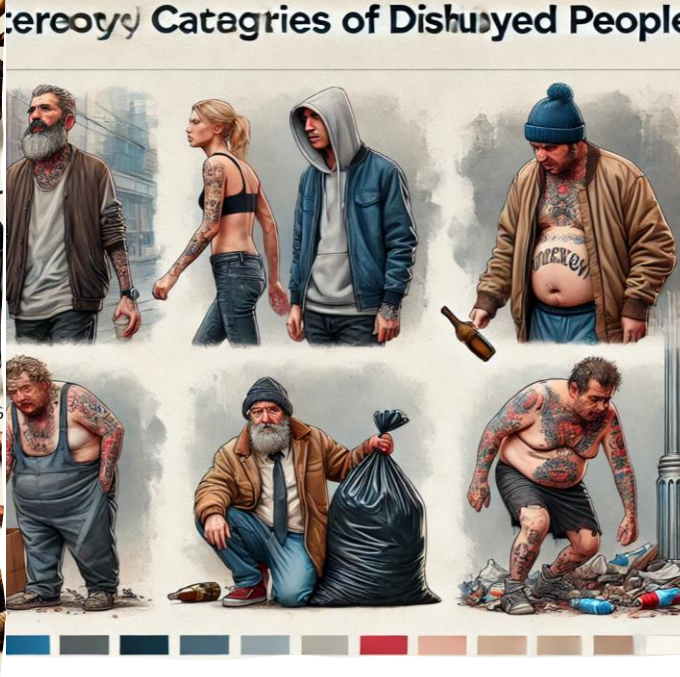
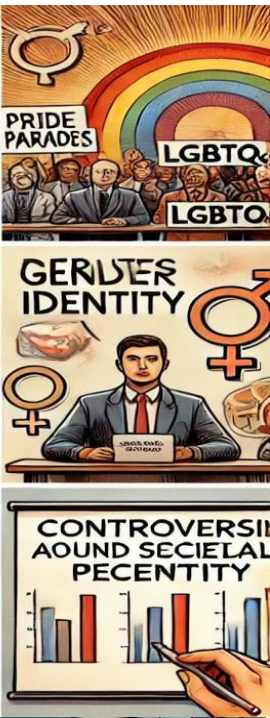
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Results

What People in the Czech Republic Consider Disgusting





Category of Disturbed People

MICROPLASTIC

Conclusion

If you control other people's emotions, you control what they believe, what they remember, and how they behave...

Disgust is most commonly associated with the category of moral disgust

— such as lying, envy, fraud, hypocrisy, and other degraded behaviors.

Words that evoke the idea of pain also have the potential to trigger disgust:

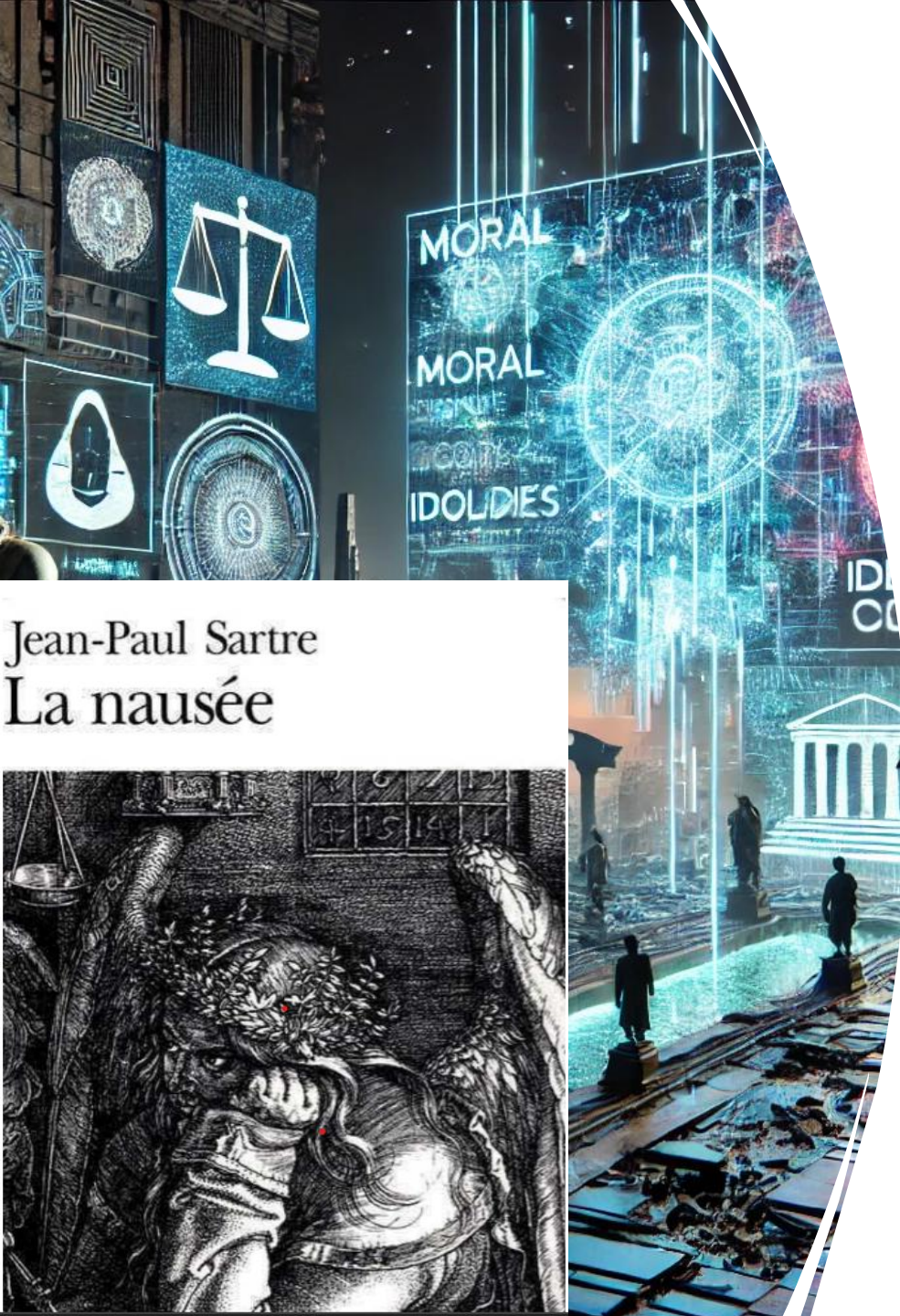
— such as war, violence, injury, mutilation.

Additionally: politics, government, “-isms,” ideologies.

- **Want more disgust? Combine them...with worms, drugs, sex, war...**



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Jean-Paul Sartre
La nausée





Hnus je podceňovaná emoce
Člověka chrání například před nakažením viry

8 027 42 69



Jako se rádi bojíme, třeba koukáme se na horory a tak.

Emoce hnusu je určitá evoluční ochrana například před otravou, uvedla expertka

Aktual.: 29.10.2024 15:52
Vydáno: 29.10.2024, 15:52



Reklama Disgust mission completed

Fascinace hnusem začíná s pubertou, může jít o přípravu na sex, říká psycholožka

