Fast Company: There’s a name for why social media posts about the election are so toxic

October 12, 2024



Associate Professor of Marketing Daniel Mochon's research finding that online users are more likely to engage with content that clashes with their ideology than content that aligns with it was highlighted in an article in Fast Company.

> “The research helps explain the large amount of toxic discourse we observe online,” said the study’s lead author Daniel Mochon, associate professor of marketing at Tulane University’s Freeman School of Business. “Our results reveal that individuals are strongly driven to voice that outrage toward those with whom they disagree.”

To read the article in its entirety, visit fastcompany.com:

https://www.fastcompany.com/91207582/why-is-social-media-toxic-election-psychology-confrontation-effect