The Mediating Effect of Prejudice for Role of Dark Triad Personality on Hate Speech

Kus Hanna Rahmi[1], Asmadi Alsa[2], Anizar Rahayu[3]

[1,2,3] Psychology Faculty of Persada Indonesia YAI University, Indonesia, Jakarta
[1] hannarahmi@gmail.com; [2] asmalsa@ugm.ac.id [3] anizar_rahayu@yahoo.com

Abstract

Background - The issue of hate speech, particularly on political themes, is one of the most often addressed on social media. Because personality is a psychological component that influences hate speech and prejudice, the Dark Triad personality as a personality type must be evaluated for its impact.

Purpose - The goal of this study is to look at the impact of Dark Triad Personality on hate speech, using prejudice as a mediator.

Design/methodology/approach – The hypothesis is a theoretical model of the effect of Dark Triad Personality on hate speech with prejudice as a mediator. Linguistic, expert judgment, try out, CFA were the instrument tests. Google forms are used to fill up the scale, which is completed by 250 academics.

Findings – Prejudice motivates people to make negative assumptions. Dark Triad personality plays a role in prejudice. To minimize prejudice, a mentally healthier personality is needed, so people will continue to build positive things towards others. Dark Triad personality has a stronger role if it is through a prejudice mediator. The direct effect of prejudice on hate speech is 25%, direct effect of Dark Triad personality on hate speech is 12%, the direct effect of Dark Triad personality on prejudice is 49%,

Research limitations– The problem of hate speech carried out on social media and talks that are carried out only on political issues. Therefore, there is still the possibility of differences in research results if other research chooses a more complex topic of hate speech and uses other means of hate speech.

Originality/value – Dark Triad personality is considered unfavorable and abnormal when viewed from the perspective of social and clinical psychology but is beneficial in a business environment. In this research, Dark Triad personality is considered unfavorable and abnormal. This is evidenced by the higher value of hate speech if the Dark Triad's personality increases.

Keywords: Hate speech, prejudice, Dark Triad personality

I. INTRODUCTION

Different Asian countries have different approaches to establishing free speech. The advent of social media in the late 2000s opened up additional possibilities for protest, particularly among political opponents. The Philippines is thought to be more tolerant to government criticism than Laos and Vietnam, both of which are heavily censored. Despite its enmity, Cambodia is regarded the most free of speech among Asian countries. The right to freedom of expression is protected in the Cambodian Constitution of 1993, which has resulted in the expansion of print media in Cambodia (Lim, 2018). Hate speech is defined in Indonesia by Law No. 11 of 2008 on Electronic Information and Transactions (UU ITE), which forbids anybody from intentionally and maliciously spreading hate speech. Hate speech is defined in Indonesia by Law No. 11 of 2008 pertaining to Electronic Material and Transactions (UU ITE), which forbids anybody from transmitting information intended at inciting hatred against individuals or groups based on ethnicity, religion, race, or class inequalities. According to the guidelines, hate statements are comments that inspire hatred and are intended to send a message to other extremists or targeted groups (Barnidge, et al., 2019).

Humans may communicate with others instantaneously through social media without needing to meet in person. The phenomenon allows information and cultures from all around the world to be mixed together. The goal of social media is to allow individuals to freely communicate, express themselves, and seek information. Not only tied to the economic world, but also to the consequences of the media world's development, social information, culture, economy, politics, race, ethnicity, religion, and even everyday happenings can become major subjects in social media.

Politics is one of the most discussed topics on social media. According to Granberg and Holmberg (in Krosnick, 2002), there are numerous human behaviors that can be seen during political actions. Individuals who share similarities and subjective agreement with the concerns raised during the campaign are more likely to prefer and vote for the party and candidate in question. In comparison to voters who are late in making their decision, these supporters will defend themselves and decide their voting attitude more swiftly.

Fauzi (2018) discovered lecturers who participate in the hegemony and spread hoax information and hate speech when using the media social media Facebook and Whatsapp at one of the universities in the Tegal area, namely lecturers who should be able to understand, analyze, assess, and criticize any information brought by communication technology. Instead, there are still lecturers who participate in the hegemony and spread hoax information and hate speech when using the media social media Facebook and Whatsapp. The major determinant in the dissemination of hate speech is the information's utility to others' interests, interests, and usefulness to others.

Lecturers who should be leading change agents are lacking in a variety of competencies and skills that evolve in response to the demands of the Tri Dharma. Reflecting on the case of unscrupulous lecturers spreading fake news, it is time for the government, both the Ministry of Education and Culture and the Ministry of Research, Technology, and Higher Education, to take a stand by providing a character education strengthening program that is not only given to students, but also requires lecturers to maintain a high level of literacy. Personality is a factor that can influence hate speech, and the researchers in this study focused on the Dark Triad's personality. ElSherief, et al (2018) support this by stating that the offenders of hate speech on Twitter have a higher openness personality than the victims. Hate speech offenders also have personality traits that are similar to broad repressive traits like deception and domineering behavior (machiavellianism), self-obsession (narcissism), antisocial behavior, an erratic lifestyle, lack of empathy and aversion to manipulation (psychoticism), and aggression, according to his research. The Dark Triad's personality dimensions, machiavellianism, narcissism, and psychoticism, comprise these qualities.

II. LITERATURE REVIEW

In the legal sense, hate speech is any act of communication by an individual or organization that is intended to provoke, instigate, or insult another individual or group on the basis of race, color, ethnicity, gender, citizenship, religion, or other factors. Hate speech is a concept that is closely associated with minorities and indigenous peoples, and it refers to behavior that affects a certain population and can bring significant pain to some while others are unconcerned. If the fiery and impassioned speech truly encourages the audience to do violence or harm other persons or groups, then an incitement to hatred has been successfully carried out in that situation (Anam & Hafiz 2015). Hate speech, according to Barnidge et al.

(2019), is speech that promotes hatred and is intended to send a message to like-minded extremists or to intimidate a certain group.

According to Barnidge et al. (2019), there are various dimensions to hate speech, including:

(1) Support for hate speech perpetrated by others

Unfriending, concealing, blocking, and/or reporting individuals for hate speech can result in the discontinuation of face-to-face and online political discussions owing to hate speech and avoidance. If the person is on board, they will respond positively to the utterance, make similar comments, and become close friends.

(2) Reaction to differences in a negative way

Individuals will decide whether to support or combat hate speech. Individuals will actively reply with hate speech when they place a high importance on similarities and reject diversity.

(3) Demonstration of defiance

The expression of dislike and the use of venues for resistance in hate speech are related to the size of the hate speech network that is carried out, the frequency of political speech carried out by individuals, and the diversity of political speech carried out by persons.

(4) Identification of the political party

The level to which individuals identify themselves as members of a political party, to the point that the party becomes their identity, is referred to as party identification.

(5) Political effectiveness

Political efficacy refers to how much people believe they can affect current politics, particularly in government.

According to Marwa and Fadhlan (2021), the following factors influence hate speech:

(1) Internal variables

Internal factors are those that are psychological in nature. Hate speech perpetrators, for example, are often impulsive, with a sloppy emotional management and a lack of self-confidence that weakens their optimism. It's also possible that low self-esteem causes people to engage in hate speech. Prejudice, personality, feeling of justice, and social identity, as well as psychological characteristics, are among the factors proposed by the researcher.

(2) Extrinsic elements include: a. the physical environment; and b. the

If the setting in which a person grows up is unhealthy, that person will have the chance to commit crimes.

a. Inadequate social control

Social norms that have existed for generations will vanish as a result of a lack of social control.

c. Community interest

The desire to be famous, racial, political or other interests that are personal or group can trigger individuals to make hate speech so that their interests can be fulfilled.

d. Society's ignorance

People who are categorised as not knowing the regulations related hate speech crimes commit crimes due to a lack of public education about the consequences of hate speech.

e. Services and amenities

Because the internet makes it simpler and faster to share information, hate speech is spreading and hurting communities at an increasing rate.

g. Economic situation

Hate speech is usually provoked by the perpetrators' economic situation, which is described as low, unemployed, without money, and in need. Hate speech may, however, be perpetrated by the upper class in the pursuit of greater economic rewards.

Based on the previous analysis, it is clear that a variety of circumstances can impact hate speech. Because these variables are psychological elements that lead individuals to respond and do things in their lives, prejudice variables and personality are regarded to be more complete in describing the research topic.

Martini, et al. (2016) claim that prejudice is a negative attitude that emerges from dislike, both subtly and overtly, for example, by being scared of and rejecting other groups, and exaggerating differences so that other groups are considered inferior. Dimensions of prejudice are:

(1) Rejection of other people's ideas

The existence of a negative view of life and the features of other groups that cause individuals to reject other favorable beliefs about other groups is what is meant by rejection.

(2) Avoidance of intimacy

Individuals avoid intimacy with others who hold opposing viewpoints, whether in the workplace, where they live, or elsewhere.

(3) Value underestimation

Other groups' values, standards, and conventions are regarded as inferior to those held by individuals.

(4) Political culture distinction

Political culture is the inclination of individuals to behave towards the political system prevailing in the life of the state, the management of state administration, government politics, legislation, customs, and customary norms that are lived, and it is related to politics.

(5) Negative thoughts and feelings

Emotion refers to dissatisfaction with other people's personalities as well as negative judgments of other people's personalities.

The Dark Triad personality, which is a constellation of wicked tendencies, was initially introduced by Paulhus and Williams (2002). According to Jones and Paulhus (2011), the Dark Triad personality is a collection of unhealthy and undesirable characteristics in persons. The term "Dark Triad" is used to emphasize the importance of incorporating applicable ideas and assessments of the three qualities when forecasting behavior by researchers in various domains of psychology (Furnham et al., 2014).

Jones and Paulhus (2014) propose the following personality dimensions for the Dark Triad:

(1) Machiavellianism is a philosophy developed by Niccol Machiavelli.

Machiavellianism is characterized by deceitful and domineering behavior, as evidenced by their manipulative attitude toward others and the world around them, cynicism toward other people and the world around them, attempts to form coalitions with others, and careful planning strategies that will benefit him in the future. future.

(2) Narcissism is a type of narcissism in

Individuals that are narcissistic are infatuated with themselves. This can be shown in their desire to be viewed as a leader because they want to dominate others, their exhibitionist attitude, their illusions of grandeur, and their want to have more rights than others.

(3) Psychopathy

Psychopathy is characterized by antisocial behavior, an irregular lifestyle, a lack of empathy or callousness toward others, and a desire to manipulate others in the short term.

III. METHODOLOGY

The hate speech scale was adapted from Barnidge, et al. hate's speech scale (2019). The prejudice variable is operationalized by utilizing a scale modified from the RIVEC Prejudice Scale to calculate the assessment score of the prejudice variable. Martini, et al. (2016). The Short Dark Triad personality scale was modified into the Dark Triad personality scale (Jones & Paulhus, 2014). The following are the several types of data analysis methodologies used in this study:

1. A linguistic test, an expert panel test, a readability test, and trials assessing discriminatory power and exploratory factor analysis comprise the instrument test.

2. Using the SPSS 23.00 for Windows program, a descriptive statistical technique was used to acquire an overview of the research data.

3. Data analysis with the SEM (Structural Equation Model), which is processed with the Analysis Moment of Structural (AMOS) application, which is divided into two stages:

   a. Checking the measurement model's applicability using real-world data.

   b. Determine whether or not the structural relationship hypothesis in the theoretical model fits the evidence.

IV. RESULT AND DISCUSSION

The low group had the highest hate speech categorization value of 197 persons (78.8%), while the high category had the lowest value of 6 people (2.4%). This means that while there is a tendency of instructors posting hate speech on social media, it is rare and usually done by a small group of people. The medium category has the highest value of prejudice categorization, with 161 people or 64.4 percent, while the high category has the lowest value, with 11 people or 4.4 percent. This suggests that lecturers have a proclivity

for discrimination, but it falls under the usual group. However, there is still a tendency among a tiny minority of lecturers who are prone to negative thinking. Dark Triad personality classification has the most value in the low category, with 147 people (58.8%), and the lowest value in the high category, with 13 people (5.2%). This suggests that while the lecturers' chances of having a Dark Triad personality are low, there are still a few persons who have a strong Dark Triad personality.

Prejudice can play a direct, beneficial, and substantial part in the fight against hate speech on social media. The data analysis yielded a result of = 0.50, with a CR value of 4.772 > 1.96. As a result, it is possible to argue that bias plays a direct, positive, and important role in hate speech. When the coefficient of determination (r2) is determined, it may be inferred that prejudice contributes 0.25 percent to hate speech. That is, if prejudice is calculated without any other variables, prejudice can account for 25% of hate speech.

The Dark Triad's personality plays a direct, positive, and major impact in hate speech on social media. The data analysis yielded a result of = 0.34, with a CR value of 3.466 > 1.96. As a result, the Dark Triad's personality appears to play a direct, positive, and important impact in hate speech. When the value of determination (r2) is determined, it may be inferred that the Dark Triad's personality contributes 0.12 percent to hate speech. That is, if the Dark Triad's personality is assessed without any other characteristics, it can have a 12 percent influence in hate speech.

The Dark Triad's personality plays a role in combating hate speech on social media, with prejudice acting as a mediator. Because the role of prejudice as a partial mediator variable is still considerable when compared to the direct role of the Dark Triad personality on hate speech, prejudice acts as a partial mediator variable. This can also be demonstrated by using the Sobel calculator to enter the value of t (CR) into the formula, resulting in a value of z = 4.18, p 0.01, indicating that the mediator is significant.

Prejudice's mediating influence on the Dark Triad's personality, beliefs of justice, and social identity on hate speech on social media was shown to be consistent with actual findings. This indicates that prejudice, Dark Triad personality, notion of justice, and social identity all have a role in hate speech, both directly and indirectly. Hate speech increases with prejudice, Dark Triad personality, feeling of justice, and social identity. Hate speech, on the other hand, decreases as prejudice, Dark Triad personality, perception of justice, and social identity decrease. As a result, these psychological elements play a role in hate speech.

This is supported by Sirait's (2019) research, which shows that socio-psychological factors influence public perceptions of political hate speech on social media. Because social media and online news portals have qualities that are difficult for incumbents to control, they are being used as a negative and dark campaign platform. The findings of monitoring negative campaigns against each of the 2019 presidential candidates on three (three) social media platforms, Twitter, Facebook, and Instagram, revealed that the topic of identity politics and religion was one of the most important and became "top of mind." There is a tendency of academics making hate speech on social media in the realm of education, particularly among educators and especially among lecturers. On the one hand, this is inappropriate behavior for educators who are supposed to be role models for college students. When political activities such as the election of leaders and the implementation of government policies are rampant, a different response is triggered. Those who are unable to manage their bad emotions will be able to use hate speech. Social networking is becoming increasingly popular, especially when a pandemic strikes. Finally, the media is being used as a platform for hate speech.

Hate speech can be used for a variety of reasons. It could be because they seek to gain support, influence, or just express their disapproval in the case of political problems. When classes are in session, the time can be exploited as a lecturer to provide hate speech. Of course, this is something that the university does not allow, but it can still happen and needs to be handled carefully.

Prejudice has been shown to play a function as both a mediator and a direct cause of hate speech. This indicates that if an individual commits hate speech, it is more likely to do so if the endogenous variable includes a mediator, such as the Dark Triad personality, which is prone to distrust others and has a high level of suspicion when creating harmful preconceptions.

Juditha (2017) adds to this data by claiming that prejudice is a form of hate speech in which someone or a group of people is described as terrible. Prejudice is a subjective representational strategy that defines something based on full assumptions and negative implications. Online media reported incidences of hate speech against candidates for governor and deputy governor during the 2017 DKI Jakarta Pilkada. The study's findings show that many netizens' comments contain anti-Semitic statements. Existing hate speech includes intimidation, threats, mocking or ridiculing to humiliate, using derogatory nicknames, and berating or harsh reproaches in the form of swearing, swearing, or insults directed at each candidate.

Humans' dark side is represented by the Dark Triad's personality. As a result, when an individual's individuality is highly valued, it motivates them to commit more undesirable behaviors, including hate

speech. Bad bias is also linked to this personality type because it is characterized by a person's inability to trust others. So, if a person has a high predisposition toward the Dark Triad personality, it will encourage them to think negatively and spread hate speech.

These conclusions are supported by Downs and Cowan's (2012) research. As a result, the more likely it is that personality plays a role in hate speech. One of these is the intelligence personality, which is linked to creativity, intellectualism, and imagination. Naturally, this personality is inversely proportionate to the Dark Triad's personality traits. Hate speech should be avoided and regarded dangerous in those with a high intellectual nature. Bachri, et al. (2013), on the other hand, emphasized that personality is linked to social prejudice. Personality traits are the source of social prejudice. Extraversion and conscientiousness, for example, are qualities that have a major impact on prejudice.

V. CONCLUSION

The Dark Triad's personality plays a role in combating hate speech on social media, with prejudice acting as a mediator. Based on theoretical reviews and field observations, additional mediator variables, such as self-confidence, should be considered for future research so that several more comprehensive theoretical models to explain hate speech can be developed. Other researchers interested in performing hate speech study should consider demographic parameters such as gender, age, education, length of service, and position.

This study focuses solely on the problem of hate speech on social media and discussions that are solely about political matters. Furthermore, this research did not target a specific population. As a result, if other research chooses a more complicated or broad issue of hate speech, employs alternative hate speech instruments, or narrows or categorizes research respondents based on particular demographics, there is still the possibility of variances in research outcomes. Furthermore, because the study focuses solely on social media technologies, hate speech perpetrated through other channels has been left out of the discussion.

REFERENCES

Anam & Hafidz, M. (2015). SE Kapolri tentang penanganan ujaran kebencian (hate speech) dalam kerangka hak asasi manusia. *Jurnal Keamanan Nasional,* 1(3), 341-364.

Bachri, S., Luthfi, I. & Saloom, G. (2013). Pengaruh religiusitas dan kepribadian lima faktor terhadap prasangka sosial kepada jama'ah tabligh. *TAZKIYA: Journal of Psychology*, 227-244.

Barnidge, M., Kim, B., Sherrill, L.A., Luknar, Z. & Zhang, J. (2019). Perceived exposure to and avoidance of hate speech in various communication settings. *Telematic and Informatic*, 44: 1-13.

Downs, D.M. & Cowan, G. (2012). Predicting the Importance of Freedom of Speech and the Perceived Harm of Hate Speech. *Journal of Applied Social Psychology*,1-23.

ElSherief, M., Nilizadeh, S., Nguyen, D., Vigna, G. & Belding, E. (2018). Peer to peer hate: hate speech instigators and their targets. *Proceedings of the Twelfth International AAAI Conference on Web and Social Media*, 52-61.

Fauzi, H. & Rahmani, I.S. (2017). Pengaruh kepribadian right wing authoritarian personality, religious orientation dan identitas sosial terhadap prasangka agama pada mahasiswa. *Tazkiya, Journal of Psychology, 22(1),* 41-52.

Jones, D.N. & Paulhus, D.N. (2011). The role of impulsivity in the Dark Triad of personality. *Personality and Individual Differences,* 51, 679-682.

Jones, D.N. & Paulhus, D.N. (2014). Introducing the Short Dark Triad (SD3): a brief measure of dark

personality traits. *Personality and Individual Differences,* 21(1), 28-41.

Krosnick, J. A. (2002). The challenges of political psychology: Lessons to be learned from research on attitude perception. In J. H. Kuklinski (Ed.), *Cambridge Studies In Political Psychology And Public Opinion. Thinking About Political Psychology*, 115-152. Cambridge: Cambridge University Press.

Juditha, C. (2017). Hatespeech di media online: kasus pilkada DKI Jakarta 2017. *Jurnal Penelitian Komunikasi dan Opini Publik*, 137-151.

Lim, M. (2018). *Routledge handbook of urbanization in southeast Asia.* Singapore: Routledge.

Martini, H.A., Blanco, A., Ruiz, M.A. & Castro, C. (2016). RIVEC (rejection, intimacy, values, emotions, and culture) prejudice scale: an adaptation to the Chilean context of the Blatant and Subtle prejudice scale. *Journal of Pacific Rim Psychology*, 10(6), 1-12.

Martini, H.A., Blanco, A., Ruiz, M.A. & Cardenas, M. (2016). New evidence of construct validity problems for Pettigrew and Meerten's (1995) Blatant and Subtle prejudice scale. *Psychological Reports*, 0(0), 1-21.

Marwa, A. & Fadhlan, M. (2021). Ujaran kebencian di media sosial menurut perspektif Islam. *Al-Afkar, Journal for Islamic Studies*, 4(1), 1-14.

Paulhus, D.L. & Williams, K.M. (2002). The Dark Triad of personality: Narcissism, Machiavellianism, and psychopathy. *Journal of Research in Personality*, 36: 556-563.

Sirait, F.E.T. (2019). "Ujaran kebencian, hoax dan perilaku memilih (studi kasus pada pemilihan presiden 2019 di Indonesia)". *Jurnal Penelitian Politik LIPI,* 16 (2): 179-190.