



INTRODUCTION

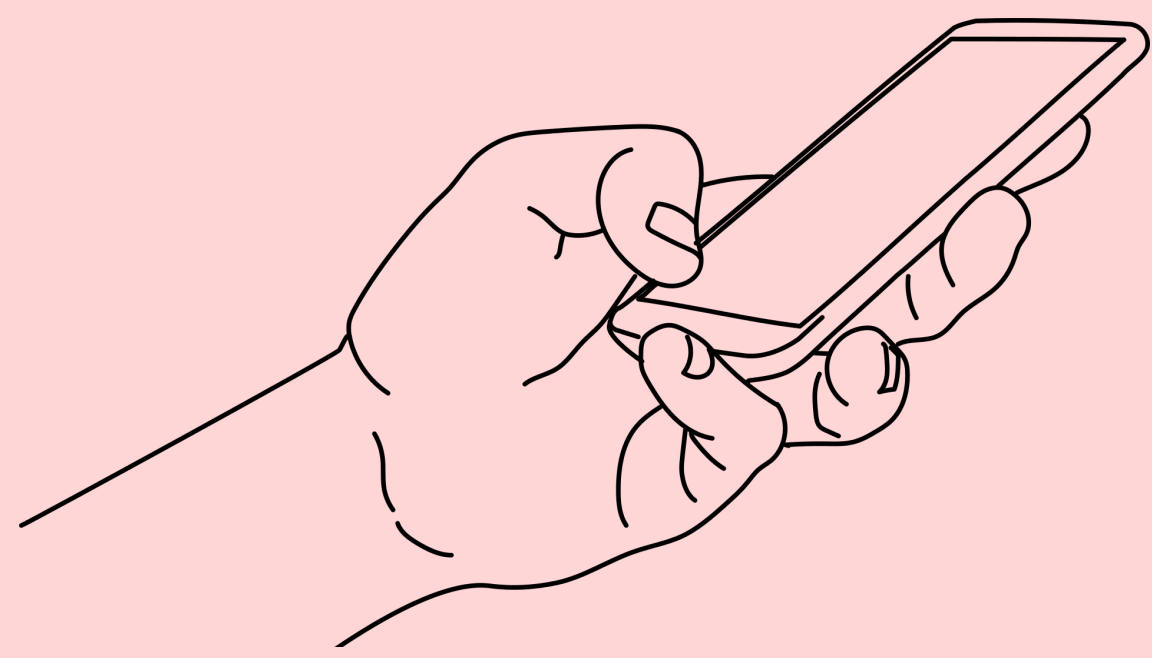
- **Affective Polarization:** Favoring political 'in-group', while treating members of the 'out-group' with apathy
 - Increasingly threatens modern politics
- **Our Research:** Examines how this emotional divide was influenced by British politicians on Twitter
- **Relevance:** When popular politicians use polarizing language to portray opponents in a negative light, they threaten social cohesion and trust in democracy



LEFT WING



RIGHT WING



GET BREXIT DONE - BORIS

ONLY REFORM WILL STOP THE BOATS - NIGEL

DON'T FORGET WHAT THEY HAVE DONE - KEIR

METHODOLOGY



- **Mixed-Methods Approach:** How does affective polarization appear in social media discourse and evolve across election cycles?



HYPOTHESES



- H1: REFORM IS THE MOST CONSISTENTLY POLARIZED ✓**
- H2: LABOUR WAS INITIALLY LESS POLARIZING THAN LIBDEMS, WHICH CHANGED IN 2024 ✓**
- H3: POLARIZING LANGUAGE INCREASED FOR 3/4 PARTIES ✓**

CONCLUSION

Our research shows an overall increase in affective polarization in the UK, and demonstrates how this psychological phenomenon changes across time and within the political spectrum!



Scan to see our Report



Scan to see our References

RESULTS

