

A Tale of Two Hates: Testing of the Duplex Theory

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ABSTRACT

This research study focuses on a central premise of Sternberg's (2003) Duplex Theory of Hate. It explored the relevance of attitudes, exposure to hate speech, and behavior as mediators through a model of the Duplex Theory of Hate. Recent findings from a regression analysis of 141 participants highlight the relationship between such factors and hate sentiments. The results indicated significant interrelationships between emotional constructs, particularly regarding the Negative Intimacy (NI) differentiators, Hate Theory Scale (HTS), and Decision & Commitment (D&C), each showing a high correlation coefficient of $r = .88$. This indicates that those who are experiencing strong negative intimacy have more investment in feelings of hate. Moreover, the different criteria variables of hate (CVH) were moderately positively related with HTS ($r = .53$) and D&C ($r = .46$), which suggests that negative criteria can magnify hate sentiments. Correlation of HTS with Attitudes (A = $r = .57$) and CVH ($r = .78$), identifying negative attitudes as underlying factors of hate dynamics. In contrast, Behavior (B) exhibits lower correlations, especially with Exposure to Hate (EH) ($r = .58$) and CVH ($r = .86$), indicating that while hate may stem from emotions and attitudes, behavioral responses may be influenced by something else. Finally, EH is associated with D&C ($r = .41$) and CVH ($r = .81$), and they argue that exposure is a critical influence for attitudes towards hate. The regression model is statistically significant ($p < 0.001$), indicating that at least one of the predictor variables explains hate's variance in the scale severity measure. Attitudes, exposure, and behavior explained 39% of the variance, with a moderate to strong relationship between these ($R = .62$). Attitudes also appeared as a significant positive predictor (coefficient of 1.703, $p < .001$), highlighting the importance of addressing attitudes in hate reduction approaches. Likewise, exposure to hate speech was also positively associated ($B = 1.279$, $p < .001$), indicating that interaction with differing viewpoints can curtail polarized attitudes. However, behavior did not reach statistical significance and may need to be re-evaluated. The research emphasizes that attitudes (and their countering) and exposure to hate speech are important, and—according to the authors—future studies should include demographic details of respondents and socio-economic factors in order for effective interventions that foster social cohesion by decreasing hate to be developed.

Keywords: Hate Speech, Duplex Theory of Hate, Prejudice, Discrimination, Social Media.

INTRODUCTION

Hate speech has become an important aspect of modern socio-political narratives and can affect social relations between different groups in society (Bleich, 2011) Hate speech, which is pervasive and debilitating to multicultural societies (Gagliardone et al., 2015), has found a new home in the digital communication platform that we are increasingly using. At the same time, various socio-political phenomena have foregrounded the urgency

to address hate speech and its effects, including the global rise in populism, civil unrest and increased polarization (Barceló & Dorfman 2020).

All over the world political environments have seen efforts made to muddy discussion with hate speech—using it as a means to rally support around and against people (Hawdon et al., 2017). In many cases, the process of generating majoritarian feelings among targeted marginalized groups results in cycles of discrimination and violence (Craig, 2019). Recognizing that socio-economic factors and systemic inequalities undeniably are at play in this, as they provide easy soils for hateful narratives to take root (Ohman & Olsson, 2021).

Cultural tensions, economic gaps, and differences in social identity can incite conflict, resulting in spaces where hate speech is accepted (Smith & Turner, 2019). The collision of race, religion and class is especially combustible in multi-ethnic societies as it provides fertile ground for prejudicial narratives. The impacts of this hate speech go beyond individual damage — to social cohesion and potential backlash against those deemed cultural "others" (McCauley & Fiske, 2004).

Hate speech laws differ dramatically between jurisdictions, and how to balance freedom of expression with protecting individuals from harmful messages (Pew Research Center, 2017). Some nations have passed strong laws to counter hate speech but others maintain a more permissive position and illustrates the broader conflict between civil liberties and societal safety. This variation typically prompts fierce discussions regarding the appropriateness and morality of governmental regulation in addressing hate speech and its repercussions (Hawdon et al., 2017).

This leads to the understanding of hate not only as an emotion, but also as a narrative formed and informed by socio-political scenarios (Sternberg, 2005). By incorporating the Duplex Theory of Hate, we can consider how affective, conative and cognitive elements come together in hate speech within these paradigms (Sternberg, 2010). As a result, it is imperative to examine how attitudes of society are configured, sustained or resisted as a consequence of the exposure to hate discourse in this digital era (Van Wyk, 2025).

Overall, the socio-political context for hate speech is complex, shaped by historical economic and cultural factors (Bleich 2011). Understanding these nuances is crucial for developing effective strategies to combat hate and foster understanding in an increasingly polarized world. This porosity of the human experience calls our attention to hate speech debate and discourse in the context of a broader discussion around myriad issues and possible solutions that follow from them; such as, for example, not merely advocating for specific anti-hate speech legislation but broad social policies on public education which prevents young people from rejecting others with antipathy or violence.

Hate speech is defined as language that disparages individuals or groups based on race, religion and biological sex/sexual orientation, helps with the maintenance of stereotypes, and incites violence against “others,” threatening social peace (Ohman & Olsson, 2021; Bleich, 2011) It has written above an emotional component of prejudice, instrumental in maintaining negative stereotypes (McCauley and Fiske, 2004).

Through research on emotional psychology, Robert Sternberg created the Duplex Theory of Hate, which is analogous to his Triangular Theory of Love. This theory contains cognitive and affective components, in addition to an action component with the negation of intimacy as well as emotions like anger and fear (Sternberg, 1986, 2003, 2005). Sternberg later refined his theory to look at motivations for hate and the forms it takes in particular situations, including discussions of online hate and radicalization (Sternberg, 2010, 2019).

According to the Duplex Theory, hate speech is not only showing pre-existing prejudices but leads also to discriminatory actions, increasing intolerance and normalization of marginalization of minorities (Hall et al., 2020; Hawdon et al. For instance, negative speech against one group may translate to hate speech against another (Pew Research Center, 2017). According to the emotional dimensions described in the Duplex Theory, these negative emotions are linked to hate speech (Craig, 2019).

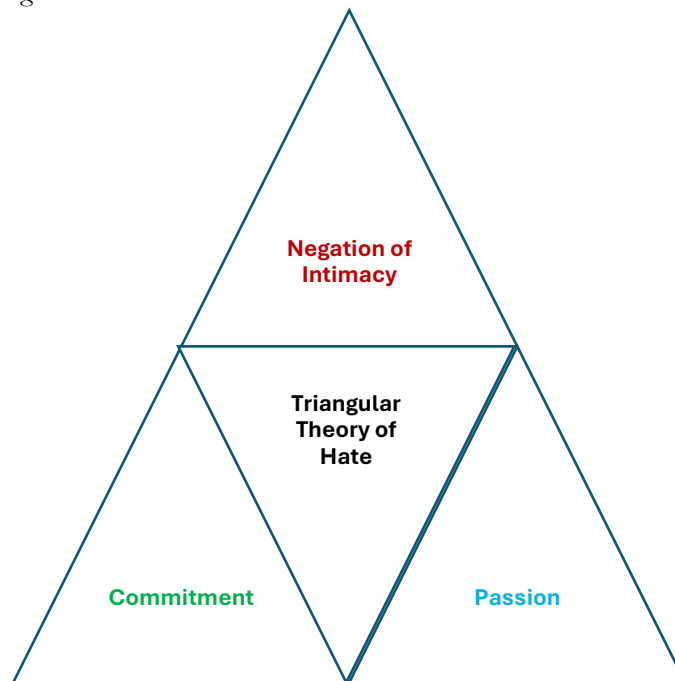
The recent academic discourse on this shift, accentuated by the possibilities of digitalizing communication and interaction that enable hate speech found studies linking political climate to correlation with hate speech (Gagliardone, Gal & Hailu 2015; Barceló & Dorfman, 2020). Using Sternberg's (2003) model as a frame, hate is communicated through the disgust--violent commitment continuum and is connected with terrorism and genocide. Van Wyk (2025) proposes the Duplex Theory of Hate, which stresses the importance of tackling hate's emotional, cognitive and behavioral factors. Use of this comprehensive overview helps guide effective response and prevention strategies to hate-fueled violence — on both individual and systemic levels.

TRIANGULAR THEORY OF HATE

The Duplex Theory of Hate is a strong theoretical background for analyzing the emotional and behavioral components involved in hate speech. That this interplay of prejudice and discrimination plays out across social media underlines the urgent need to develop a considered response to hate speech as a multi-faceted problem. Further studies can benefit by an investigation of this interaction, taking into account new modalities of communication and changing perceptions in society.

Hate is usually looked upon as a single emotion, and while it represents properly that, it also can be divided into multiple aspects like negation of intimacy, hate x effort (passion marks), commitment. Negation of intimacy refers to a desire to distance from a target individual, which may be motivated in part by repulsion and disgust. This can come from details of a person or their actions, or even propaganda about certain acts. Passion, by contrast, is an intense rage or terror inspired by a threat and consequently moves the hater to approach or evade their target. This element of hate is quick to grow and sometimes die. Decision/commitment: The cognitions of devaluation and diminution by means of contempt for the targeted group. The intentions of the hater are to alter cognitive processes of preferred people, so they look down on the targeted group. This could be done through education programs which could legitimately be considered "brainwashing."

Figure 1 *The Hate Triangle*



CORE COMPONENTS OF HATE

The Triangular Theory of Hate suggests that hate is a multidimensional emotion comprised of three core aspects: negation of intimacy, passion, and decision/commitment (Sternberg, 2005). To explore this hypothesis, a concurrent mixed-methods approach will be used which will incorporate quantitative survey data and qualitative interview data. By investigating the variety of emotions associated with hate, how these may interact, and how hatred-related narratives influence perceptions and actions, this methodology strives to deepen our understanding of the nature of hate.

Core components of hate: According to Sternberg's theory, the core components of hate are as follows:

Negation of Intimacy: This element is the emotional reaction to observing the target in a state of disgust or repulsion, or as less than human. This primitive reaction indicates an emotional disconnect and therefore the intention to put some distance with a target group that no longer holds human values (Sternberg, 2005).

Passion: Passion describes the raged and fearful wrath aimed toward an out-group, typically based on a feeling of being threatened. Within this aspect, there is the emotional madness that feeds hate in people (Sternberg, 2005).

Commitment: This is an intentional decision to reject and invalidate members of the targeted group. Commitment is now a justification of the previous emotional reactions when justifying hate towards the target, their actions, and its behavior (Sternberg, 2005)

The Duplex Model: Structure and Classification

This theory expands the conception about hate with Duplex Theory of Hate, which states that different types of combinations of these different components produce an array of distinct types of hate, each having its own qualities (Sternberg 2005).

- **Cold Hate:** This type stems from devaluation or diminishment where the commitment is all that remains and emotional investment is absent, and therefore there are no feelings toward the targeted group (Sternberg, 2005).

- **Cool Hate:** This form is characterized by a sense of disgust and the absence of intimacy, along with an emotionless detachment that avoids anger or commitment. It represents a cold yet deeply negative evaluation of the target (Sternberg, 2005).
- **Hot Hate:** Defined as anger and hostility that comes from intense passion alone, hot hatred includes active movements or threats of violence driven by perceived aggression (Sternberg, 2005).
- **Boiling/Burning Hate:** This qualitative level of hate is the most extreme version of hate that includes all three components (negation of intimacy, passion and commitment); it may lead to violent consequences like genocide or massacre. This kind of display is an example of how affective and cognitive responses are interlinked, providing the potential for escalation toward fierce violence (Sternberg, 2005).

An understanding of these component processes and the ways in which they can influence one another would not only provide tools for a theoretical perspective on hate, but also be useful with practical implications toward mitigating hate across sociocultural domains. As we narrate through this investigation, using a mixed-methods approach will provide us with more thorough information on the emotions associated with hate in order to design better counteracting measures. In such environments, where narratives of hate abound and operate with destructive consequences, a holistic exploration is essential.

THEORY OF HATE AS A STORY

Hate as a Story: The theory of hate as narrative suggests that hate is derived from disparate narratives, just as the well-known theory of love suggests (Sternberg, 2005). Great stories often juxtapose opposites like Stranger vs. The particulars vary, but the general idea seems pretty universal: In-group vs. Impure Other vs. Pure In-group vs. Barbarian vs. Civilized In-group. The five-step process laid out by Sternberg (2005) helps to explain how hate is incited: (1) the target is labeled anathema, (2) the target is thought breach of in-group interests, (3) the target is felt lurking around and causing trouble, (4) one witnesses that nemesis actually turning plans into deeds, and finally—(5)—success. The above steps show how stories create perceptions that we take on as true without questioning if they are.

Individual word meanings help us understand that different combinations of the components of hate result in distinct manifestations of hate. Sternberg (2005) then groups these as: (1) Cool Hate: Disgust is based only on the absence of intimacy; (2) Hot Hate: Anger + Fear stems from passion alone; (3) Cold Hate: Devaluation arises from decision / commitment alone; (4) Boiling Hate: Revulsion comes from disgust + anger/fear combined; (5) Simmering Hate Loathing = disgust + devaluation; (6) Seething Hate Revilement = anger/fear + devaluation confounded joint factored needs vs needs space in their presence vs absence and/or regularity or time space/coexistence at will.

The Duplex Theory of Hate advanced by researchers like McCauley and Fiske (2004), helps further our understanding in that it posits hate is a two-part process involving prejudice, the intellectual bases which are often emotional and sometimes irrational, as well as discrimination action taken against a target group.

Studies show that most people who are victims of hate crime suffer from compounded trauma due to systemic re-victimizations, with few being adequately supported (Van Wyk, 2025). Tackling this challenges requires an advanced, multi-pronged strategy rooted in psychology and complex systems theory. This model emphasizes the need for psychology to play an active role in addressing hate, by suggesting that such a broad international approach be adopted integrating community psychology and action against those who are victims of hate. It reflects the need for structural, cultural, interpersonal and personal power to leverage that context and mitigate suffering for these groups of people so highly distressed by hate-based violence; principles more than general theoretical psychological association-based factors sensitive to specific contexts are necessary.

Moreover, the advent of social media has considerably expanded the dissemination of hate speech; indeed, many online platforms serve as a springboard for sharing and spreading bigoted opinions. Political contexts are particularly sensitive to an increase in hate speech (Barceló & Dorfman, 2020) These sites' algorithms can serve to increase the potential visibility and social acceptability of hateful rhetoric, contributing to a greater degree of normalization of those sentiments (Hawdon et al., 2017). It underscores the need for measures that meet hate with in-city psychological solutions, as well as closing down the technological spaces where hate populates.

METHODOLOGY

This research collects data through a quantitative survey data approach. The recruitment and sample selection methods are designed to provide representation from a diverse population, advertising via social media platforms combined with outreach using community organizations will ensure the sampling of participants is varied across age, ethnicity, and socioeconomic status. The survey recruited about 200 participants.

A questionnaire was constructed to measure the three aspects of the **Triangular theory of Hate**. The survey contains several Likert-scale items assessing Negation of Intimacy (i.e., disgust and distance from specific groups), Passion (anger and fear due to perceived threats) as well as Decision/Commitment (attitudes toward the targeted group or belief in their actions).

The survey was distributed through online services, such as Google Forms, and participants asked to share the survey in order to reach more people. Statistical analysis using SPSS after the data has been collected. This analysis seeks not only to discover correlations and patterns between the three components of hate but also carries out regression analysis to examine predictors.

This study is premised on ethical considerations. All participants are presented with information before signing the consent. The protocol has been registered and each subject will give informed consent ensuring ethical compliance during the study.

FINDINGS

Findings indicated that negative Intimacy (NI) correlates highly with Hate Theory Scale (HTS) ($r = .88$) and decision & commitment (D & C) ($r = .88$). This means that those who experience high negative intimacy towards an individual are more likely to report hate and commitment to these people. Moreover, the correlations between P, NI and D&C provide evidence that extreme emotions (P) are closely associated with negative intimacy and decision making process surrounding hate. Their passion, for instance, motivates them to maintain these relationships.

Criteria variables of hate (CVH) reveals moderate positive correlations with the core constructs, particularly HTS ($r = .53$) and decision & commitment ($r = .46$). Hence, those who are negative on the criteria variables of hate also express higher levels of hate feelings and dedicated enough to commit one (external criteria appear to have an impact on internal as well as external expressions).

Relationship between attitudes and hate dynamics The construct of Attitudes (A) shows strong positive correlations with the HTS ($r = .57$) and Criteria variables of hate ($r = .78$). This highlights that more negative attitudes are correlated with elevated general hate sentiments. Because attitudes are fundamental to how people judge others and their behavior, these results give critical context for escalating hate dynamics. (see Table 1)

Table 1 Correlation confidents between Hate the pillars of Duplex Theory of Hate and hate criteria

	HTS	NI	P	D&C	CVH	A	B	EH
Hate theory scale (HTS)	1							
Negative Intimacy (NI)	.88**	1						
Passion (P)	.84**	.63**	1					
Decision & commitment (D& C)	.88**	.69**	.58**	1				
Criteria variables of hate CVH)	.53**	.50**	.42**	.46**	1			
Attitudes (A)	.57**	.53**	.46**	.50**	.78**	1		
Behavior (B)	.28**	.29**	.22**	.23**	.86**	.46**	1	
Exposure to hate (EH)	.46**	.43**	.36**	.41**	.81**	.45**	.58**	1

Note: Significant at $\alpha=0.000$

Behavioral relationships: The Behavioral variable also shows weaker inter-construct correlations compared to the emotional constructs. It correlates highest with Exposure to Hate (EH) ($r = .58$) and Criteria variables of hate ($r = .86$). It implies that people who encounter hate speech more regularly are likely to display behaviors in accordance with hate. Behavior, notably, correlates moderately with other emotional dimensions (e.g., emotions and attitudes can lead to hate, but this does not necessarily translate into behavior).

Exposure to hate: Exposure to hate is positively associated with a number of constructs, most prominently decision & commitment ($r = .41$) and Criteria variables of hate CVH) ($r = .81$), meaning those who are regularly exposed to hateful discourse will commit themselves to an attitude of hate and feel it is a basis for their decisions. This suggests that exposure has a considerable impact on people's emotional and psychological reactions to hate.

ATTITUDE, EXPOSURE AND BEHAVIOR OF HATE SPEECH

Overall Model Significance: The significance of the regression model is shown in the ANOVA table. The F-statistic (28.972) is significant ($p < .001$), suggesting that at least one of the predictors (attitudes, behavior, or exposure) contributes to a significant prediction of the dependent variable associated with the scale form of The Duplex Theory of Hate. The model is accounting for a substantial portion of variance in the dependent variable; the Sum of Squares Regression (19904.004) shares considerably with respect to total sum of squares (51277.887).

Regression sum of squares (19904.004) and residual sum of squares (31373.883). This tells us that the model seems to fit well, but there is still a large amount of variance left unexplained.

Intercept equals 16.574 means that when all the predictor variables as the attitude, behavior, and exposure are equal to 0; then expected value of dependent variable would be nearly equals to 16.574 Attitudes (B = 1.703): Here we have a positive relationship meaning that for every one-unit increase in The Attitude the dependent variable is increased by roughly 1.703 units holding all other variables constant. The p-value (0.000) indicates a highly significant relationship denoting that Attitudes are statistically significant in explaining variance in the dependent variable. Behavior (B = -0.392): This coefficient indicates that an increase in Behavior is associated with a decrease of approximately 0.392 units in the dependent variable, but again this effect is not statistically significant (p = 0.141), suggesting that Behavior may not be a useful predictor in this analysis. Exposure (B = 1.279): A unit increase in Exposure predicts a variable increase of about 1.279 units on the dependent variable as well. This effect is statistically significant (p < 0.001).

The Standardized coefficients show you how much impact each predictor variable has on the model. Attitudes (Beta = .489): This shows Attitudes has the largest unique contribution compared to other variables in the model. Behavior (Beta = -.127) Behavior relatively contributes little: Exposure (Beta = .315): Exposure contributes moderately, less than Attitudes but significantly. (see Table 2) 39% of the variance on the hate scale was explained by attitudes, exposure to hate speech, and behavior (The Duplex Theory of Hate). The multiple correlation for these variables was (R=.62).

Table ANOVA Regression Table

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	19904.004	3	6634.668	28.972	.000b
Residuals	31373.883	137	229.006		
Total	51277.887	140			

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	sig	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
(Constant)	16.574	2.612		6.345	.000			
Attitudes	1.703	.271	.489	6.276	.000	.571	.473	.419
Behavior	-.392	.265	-.127	-1.480	.141	.284	-.125	-.099
Exposure	1.279	.345	.315	3.702	.000	.460	.302	.247

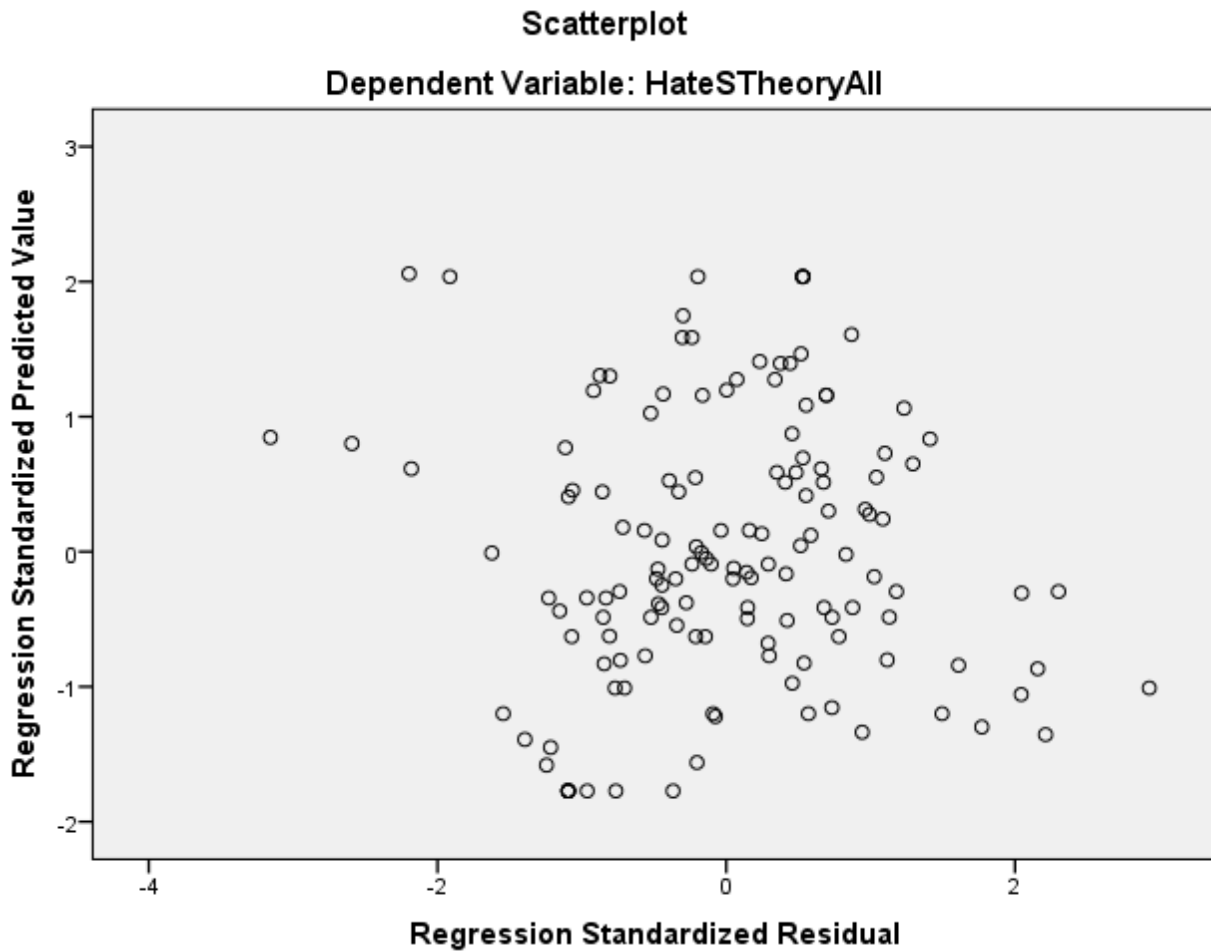
Dependent variable: scale of The Duplex Theory of Hate

In regression analysis, the "part" correlation, also known as the semi-partial correlation, measures the unique contribution of each predictor variable to the dependent variable when controlling for the influence of other variables in the model

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	16.5740	62.2453	37.6950	11.92357	141
Residual	-47.78815	44.34533	.00000	14.96994	141
Std. Predicted Value	-1.771	2.059	.000	1.000	141
Std. Residual	-3.158	2.930	.000	.989	141

Note: Dependent Variable: Hate Theory Scale



These correlation values give an idea about the relationships between the predictors and dependent variable. 0.571 – Zero-order Correlation for Attitudes (indicating a strong relationship) Partial Correlation for Attitudes (0.473), which shows the relationship controlling for other variables, and Part correlation (0.419), referring to the unique contribution of Attitude when other predictors have been controlled. That is not pass/shared with the other predictors. In particular, it indicates that "Attitudes" accounts for approximately 17.6% (because $0.419^2 \approx 0.176$) of the variance in the independent variable "Hate Theory." Behavior Part Correlation: -0.099 The part correlation for "Behavior" is negative and relatively small, suggesting that its unique contribution to explaining variance in Hate Theory is also quite small and negative, approximately 0.98% (so $-0.0992 \approx 0.0098$). This corresponds with its non-significant p-value, indicating that "Behavior" does not substantially improve the predictive power of the model over and above what is provided by all of the other variables. Which also indicates that Hate Theory accounts for $0.247^2 \approx 0.061$, or around 6.1% of the variance in "Hate Theory" independently of serving as an independent correlate: a moderate unique contribution providing evidence that exposure to hate speech is specific enough in terms of the creation of consists within "Hate Theory."

Residuals Statistics Interpretation. Residual statistics are the differences between observed and predicted values. mean residual = 0.00000, therefore it predicts the dependent variable correctly on average. Min and Max Residuals: The residual values ranged from $-47.78815 \sim 44.34533$ which indicates that the outcome of prediction errors are not always reliable. The values imply that the model both underpredict and overpredict significantly in some cases. The Standard Deviation of Residuals (14.96994), suggests dispersion in the residuals, thus, implying a potential for better model tuning.

They are expressed in terms of their standard deviations. Standardized Predicted Value and Standard Residual statistics indicate the size of predicted values and residuals (the observed value minus the prediction) compared to their standard deviations. Standardized residuals varied from -3.158 to 2.930 and there might be outliers which may have an effect on regression model

Further Analysis

Part correlation shows that attitudes is the most important independent contributor to hate theory. This highlights its pivotal role in shaping the perceptions and expressions of hate theory. Exposure to Hate Speech has

also a strong impact (which is what this links refers to about), showing that the very exposure itself to negative or hate-thinking content can significantly lead into the acceptance of hate theories. While behavior is in the model, it is not statistically significant on its own as a contributor, so while included it may be more correlated with other items or not serve as a stand-alone predictor.

CONCLUSION

Findings reflect similarities in constructs linked to hate, emotions individual characteristics and behaviors as established through the correlation matrix. Based on The Duplex Theory of Hate, these findings indicate that hate is not only an expression but also a commitment against the target based on negative emotions such as negative intimacy and passion. According to The Duplex Theory, hate consists of two fundamental components: an emotional prejudice and emotion-based behavior (Sternberg, 2003). Similarly NI's strong correlations with hate constructs suggest that these emotions work not as passive emotional reactions, but actively shape one's commitment to hatred. This is consistent with the idea that bonding over negativity can create an emotional environment conducive to hate, as people nurture negative emotions towards out-groups or competitors. So, to some extent the other studies backed a role of emotional reactions, showing that people with stronger negative emotions between groups are more likely to act discriminately (McCauley & Fiske, 2004). Furthermore, the positive relationship of Attitudes (A) with HTS ($r = .57$) that attitudes can be improved with reductions in hate expression. This is in line with the findings of Gagliardone et al. (2015), who argue that nurturing positive intergroup attitudes can counter hate speech. Attitudes are antecedence to both behaviors and emotional responses, which function as a lens through which one views others in society. The results underscore the importance of addressing underlying attitudes in hate-reduction interventions and programs, and that those fostering attitude change may have a greater impact on building social cohesiveness.

The role of exposure and hate (EH) adds a crucial aspect to the discussion on hate dynamics. The correlation ($r = .81$) suggests that there is a strong correlation between exposure to hate speech and criteria variable of hate — greater exposure translates into normalization of expressions of hatred that can bring about changes in attitude and behavior. This aligns with Smith and Turner (2019) assertion that narrative exposure, particularly through social media may influence emotional states leading to hate production. Thus programs that increase exposure to counter-narratives and inclusion could be critical in January reducing total levels of hate.

Special characteristics of applying The Duplex Theory of Hate on Qatar considering how very different the unique climate is in Qatar as an oil-rich country with several expatriate populations compared to Western environments makes this critical. Economic inequity and cultural friction between groups may enhance the expression of negative emotions and social interactions in this context. Future studies examining these relationships in such varied cultural contexts may provide additional insight on the formation and expression of hate. In a nutshell, we reveal the complex interactions of negative emotions and attitudes with exposure to hateful sentiments which ultimately influence behaviors. Targeted interventions to address these factors can help create more inclusive environments and reduce hate speech. Future work should leverage nuanced analyses or experimental designs to explore the dynamics of hate in detail rooted in particular cultural contexts, like Qatar, where different influences coexist and shape attitudes towards hate both at the individual and collective level.

The results of this study greatly enhance our understanding of hate dynamics, as described through The Duplex Theory of Hate, which posits that the way a person views the world — particularly other people — in combination with exposure to hate speech plays a significant role in fashioning one's view and behavior patterns associated with hate (Sternberg, 2003). The results maintain that attitudes are a strong predictor for hate sentiments; there is a positive relationship between attitude so as the attitude score increases so does the score on the hate-sentiment scale. This is consistent with theory that positive social attitudes may reduce hate and foster social cohesion (Bleich 2011)

In addition, the exposure factor points out that as people become more exposed to different viewpoints and narratives that challenge hate, they would inevitably become less susceptible to hateful feelings. This finding is a similar result to the study conducted by Hall, Furlong and Williams (2020) which found exposure to different viewpoints increases empathy and understanding leading out irritation, hatefulness, intolerance and prejudice.

In contrast, the lack of statistical significance in the case of the behavior variable indicates a more complicated story. Although behaviors can be seen as reflections of people's attitudes and experience, they do not function as independent predictors of hate beliefs in the context of this study. This is also echoed in work by Craig (2019), who argued that hate is context- and situation-specific.

The hate scale was significantly predicted by the model which explained 39% of the variance in the hate scale, suggesting that there are additional contributors and psychological aspects to be examined in future research that may contribute to hate sentiments. Future investigations should examine a wider range of predictors, such as

demographic and contextual factors, using qualitative approaches to gain insights into the ways in which these factors combined.

These findings highlight the importance of promoting positive attitudes and increased exposure to counter-narratives as important strategies in combating hate in society. Through educational and public outreach initiatives, stakeholders can make proactive efforts to create more inclusive spaces that reject hate speech in favor of mutual understanding (Gagliardone, Gal & Hailu, 2015). In conclusion, we conclude that addressing attitudes and increasing exposure to different narratives are key areas to focus on as part of the effort against hate in a modern context. The co-integration analysis provides a sense of how they are related to one another in addressing the issue under study. More effective, in my opinion, is some educational or preventive measure to approach attitudes and lessen access to hate speech which might avoid the maturing or propagation of hate theories.

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