

# The Influence of Stereotypes on Offensive Speech in Social Networks in the Internet Era

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## Abstract

In the current Internet era, stereotypes cause cognitive errors, threats, negative expectations and other problems for social network users. For social network users, through a comprehensive understanding of the subject research in today's society stereotypes cause huge problems to social network users, grasp the general rule of what happens to a stereotype and the basic elements of the in-depth analysis of the stereotype, is advantageous to the social network users to understand its real connotation, how to guide social network users as much as possible to avoid the existing problems and the negative impact of stereotypes.

## Keywords

Stereotype; Psychology; Social psychology; Internet; Social network; Offensive speech.

## 1. Introduction

In the Internet age, there are multiple layers of social networks, and social network users have become the main body of the Internet age. Meanwhile, in the open interactive network, stereotypes are especially representative. [1] This topic from the stereotypes in the Internet age under the new development of research, the research object is mainly under the stereotypes influence of social network users, by the social network users analyze the stereotypes of offensive remarks published on hate speech produced the important influence of, and in this paper, put forward the solution, by the social network with stereotypes stereotypes found in offensive speech to us the concrete influence of the Internet age. [2]

## 2. Experimental

### 2.1. Study Area

Social psychology refers to the study of individual and group in the social interaction of psychological and behavioral occurrence and change rules. Social psychology explores interpersonal relationships at the level of individuals and social groups. At the individual level, studies are conducted on the effects of individual socialization processes, communication, speech development, partners, family and living environments, and school on individuals. At the social group level, the contents of the study include group communication structure, group norms, attitudes, racial prejudice and aggression, customs and culture, etc.

Social psychology focuses on the formation and mechanism of group psychology to investigate the generation and change of social behavior. Stereotype is a part of social prejudice, and social discrimination is an unfair, unreasonable and exclusive social behavior or institutional arrangement caused by an unfair, negative and exclusive social attitude. [3]

## 2.2. Clear Related Concepts

### 2.2.1. Stereotypes

A stereotype is a general cognitive concept of a group of people with common characteristics. In life, the negative stereotypes caused by the lack of communication and understanding affect all aspects of interpersonal communication. However, in the Internet era with the rapid expansion and dissemination of information, new changes have taken place under the influence of The Times, and different meanings have been extended. In cognitive psychology, scholars classify stereotypes into self-stereotype, other-stereotype, racial stereotype, gender stereotype, occupational stereotype, regional stereotype and meta-stereotype.[3]

As a kind of common and popular psychological phenomenon, stereotype has exerted a significant influence on contemporary human society. In daily life, our judgment is affected by stereotype. On the Internet, our search for information is limited by stereotypes; In the process of understanding new things, we carry out understanding and understanding of new things with preconceived stereotypes. The disadvantages of stereotype in human society cannot be ignored and can not be eliminated. Admittedly, stereotypes can simplify people's cognitive process to a certain extent, and help people quickly understand some information in this era of information explosion, saving a lot of time and energy. However, in the Internet age, the influence of stereotypes on offensive speech on social networks cannot be underestimated, and the indiscriminate understanding of information can also bring blind hostility.

### 2.2.2. Offensive Remarks

Offensive language: degrading speech that is not polite, indicated or implied, and is appropriate to the salient characteristics of the person being spoken to. In the narrow sense, it only refers to offensive speech, and in the broad sense, it refers to all kinds of remarks with personal purpose that meet the above conditions.

In psychology, aggression has its corresponding proper term: aggression motivation, that is, an individual's intention to harm others in order to achieve balance and satisfaction of a psychological tendency. Aggression, also known as aggression or violence, refers to any act intended to harm the physical or mental health of another person; It is divided into three aspects: aggression, aggression motivation and social evaluation. The modes of aggression can be divided into verbal aggression and action aggression. The offensive speech referred to in the title is a kind of language assault, similar to the popular term - cyber violence, but generally speaking, the severity of offensive speech does not reach the level of cyber violence.[4]

## 2.3. Method

1. Literature research: Search and refer to relevant paper materials through CNKI and Wanfang database.
2. Case study method: Based on existing practical needs and situations, specific cases are selected for empirical analysis and research.
3. Induction and summary method: Summarize the relevant materials to provide valuable materials for this research.
4. Text analysis method: Python is used for keyword retrieval of the collected data, and text analysis method is used to analyze the selected keywords. Use Python to collect and analyze comments with stereotypes from 2021.1.1 to 2021.7.1. The execution program is: first select the keyword, and then start to collect data, then filter the data, and then determine the text, and finally analyze the text.

### 3. Results and Discussion

From the perspective of social psychology, netizens' false stereotype of some groups, the attribution bias in social perception of others, and the universal social and cultural psychological factors such as deindividuation make some social network users with weak social cognitive ability more prone to make offensive remarks.

Because the offensive speech generated by stereotypes can cause harm to the person being attacked, we should restrain ourselves when we speak or speak, or when others express offensive speech that is influenced by stereotypes.[5]

Secondly, the stereotype in the Internet will make social network users find companions quickly, and then expand the influence of stereotype on offensive speech, thus causing more people to be hurt. In today's Internet age, which is a zero-distance world, expressing a stereotype or prejudice can be incredibly contagious. Social learning theory holds that stereotypes are learned. Stereotypes are like infectious diseases. Through expression and spread, stereotype holders find more companions. In the world of the Internet, where there is no threshold and no screening mechanism, the effect of contagion will become even greater. According to the diffusion effect, individuals often exist before the behavior of cowardice, group behaviors before the individual will hold fluky psychology, "spread" of the diffusion effect, can be understood as a proliferation of "responsibility", "risk", in the act of group a experience can feel this kind of behavior risk borne by everyone in the group together, then make action leads to this group will expand, so as to enlarge field of vision, we consider that contain the new stereotypes in the whole group is prevented by the stereotype of offensive remarks.

The network information spread in social networks is usually fragmented and one-sided. Human brains are naturally lazy and always want to make a decision as soon as possible to help themselves understand. However, when we receive information, we usually scan it quickly and rarely think about it, so we usually need to perceive and digest new information with the help of existing knowledge and views. In this case, negative stereotypes may cause readers to interpret and evaluate information in a way that is not true.

There are many examples of stereotypes from the real world. For example, whenever there is a message that "the driver gender is female" in a traffic accident report, people will simply criticize and even humiliate the female driver with the stereotype of "female driver" and think that the accident is naturally the responsibility of the female driver. Seeing tattoos must be bad, and use fierce, with strong condemnation of the words to criticize; When it comes to female doctors, they think that they are difficult to get married, and some even label the group of female doctors as "nerds" and so on.

### 4. Conclusions

Stereotypes make it easy for people to make biased comments. However, the world is so big, so we should allow the existence of all paradigms, should not be limited by the limited vision and background, the previous road and summarized experience can be referred to, rather than fully abide by.

The philosopher David Hume said, "We can observe one thing following another, but we can't observe any connection between two things." For example, if you see a horrible person one day and then lose your wallet a little later, you may think that the person is responsible for your bad luck, but no one really knows how the two events are related. It's just that the brain is so lazy, in particular, that it likes to pretend to live rationally by making a simple attribution for what happens later, based on previous experience.

We should overcome the negative impact of stereotypes on what we say on social networks. First of all, we need to recognize the need to overcome stereotypes, because most of the time, stereotypes are not based on direct experience or factual materials, but formed by prejudice or hearsay, so stereotypes are often inaccurate and even harmful. Secondly, we should always remind ourselves not to be influenced by temporary stereotypes and make judgments. When using social networks, we should give more understanding and support to others and give ourselves more time and patience to make judgments. We should always remind ourselves to be rational and not be swayed by stereotypes. Third, in the process of speech to get rid of the old habits of thinking, in the real discrimination of facts before their comments, derogatory words to think twice. At the same time, we should try to avoid unconsciously falling into the cycle of empiricism, and let the mind consciously open completely. The reasons why we are who we are are probably false and wrong, and who we are should not be defined or even kidnapped by what happened in the past. When it comes to how you interact with people, carrying around old beliefs limits your self-perception.

In "Yin Wenzhi · Avenue", it is said: "If one is one and the world is different, one does not know one's friend. Has not and the world is, also do not know the wrong. However, it is not right with others, not their own alone. He who transgresses is wrong, and he who follows is right." If you think you are right and everyone else denies it, you do not know you are right. If you think you are wrong and everyone confirms it, you do not know you are wrong. So the right and wrong standard is with the public evaluation and transfer, not oneself can decide alone. What goes against the will of the many is wrong, and what goes with the will of the many is right. According to this paragraph of understanding, it is to judge right and wrong by the opinion of the mob, abide by the rules, do not think independently, arbitrary. This is also the standard of ordinary people. But only by the standards of ordinary people. Therefore, to get rid of the negative effects of stereotypes as much as possible, we should enhance our ability to distinguish right from wrong and improve our cognitive level.

In the general case, different people of different growth environment gave them different notions, for each person, try to make myself is not affected by the environment, cultivating their own sense of justice and the right values, only a man with a sense of justice in the face of unjust it might not be blinded by a variety of appearance, identify real rights and wrongs. We need to have a pair of eyes to distinguish right from wrong. Only in this way can we treat things correctly and correct mistakes in time.

To sum up, in the Internet era, stereotyping plays a very important role in influencing offensive speech on social networks. Admittedly, we can't deny the positive effects of stereotypes, but when it comes to offensive speech, the negative effects of stereotypes far outweigh the positive effects. Therefore, we should avoid the negative effects of stereotypes on us.

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