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Is that Disgust I See? Political Ideology and Biased Visual Attention

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Highlights

- Eye tracking was used to assess ideological differences in visual engagement.
- Social conservatism was correlated with lower attentional engagement for disgust scenes.
- Social conservatism was correlated with greater attentional engagement for disgust faces.
- Findings support disease-avoidance models of social conservatism.

Abstract

Considerable evidence suggests that political liberals and conservatives vary in the way they process and respond to valenced (i.e., negative versus positive) information, with conservatives generally displaying greater negativity biases than liberals. Less is known about whether liberals and conservatives differentially prioritize certain forms of negative information over others. Across two studies using eye-tracking methodology, we examined differences in visual attention

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