



Adam Grant ✓

@AdamMGrant

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The internet doesn't turn people into trolls. It just makes their trolling more visible.

8 studies, over 8k people: if you're a jerk online, you're probably a jerk in person too.

Trolls choose aggression to get attention. It's better to ignore them than feed them.

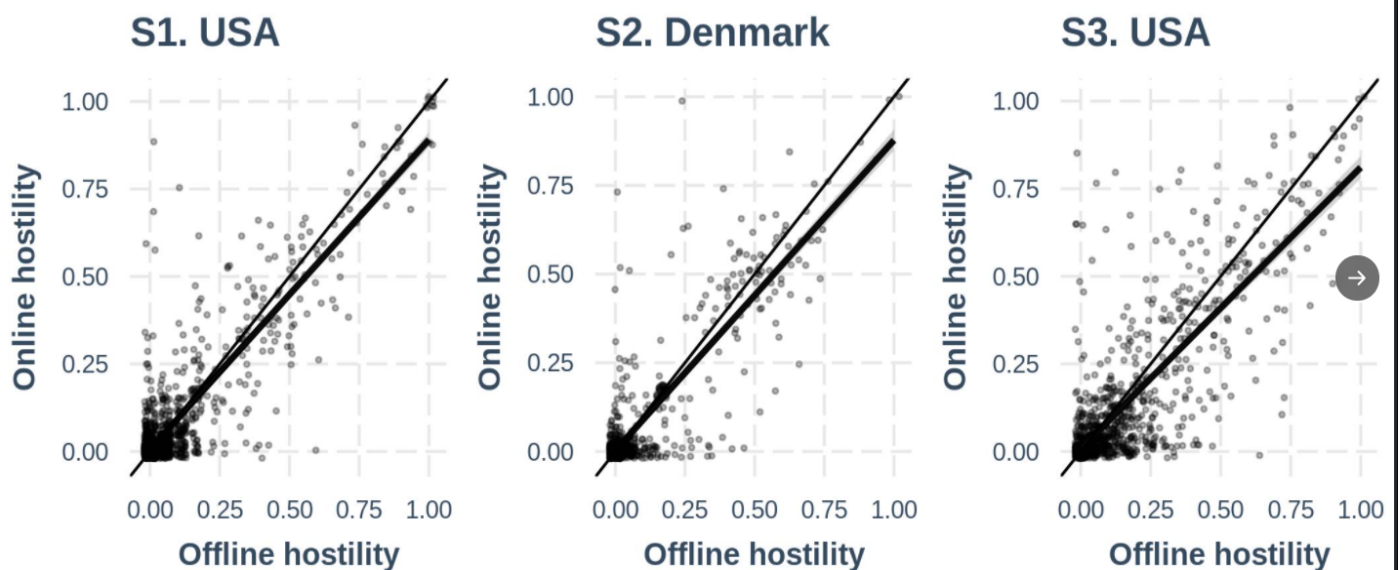


Image Description: Tweet from Adam Grant [@AdamMGrant] that says the following:

"The internet doesn't turn people into trolls. It just makes their trolling more visible. 8 studies, over 8k people: if you're [a jerk] online, you're probably a jerk in person too. Trolls choose aggression to get attention. It's better to ignore them than feed them."

Underneath the text of the Tweet are three scatterplots showing the data from Study 1 with participants from the USA, Study 2 with participants from Denmark, and Study 3 with participants from the USA. All three scatterplots show a tight linear relation between online hostility and offline hostility.