

# Emotional Attitude To Media Image Of Migrant

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**Abstract — The article presents the results of the analyses of a phenomenon which involves the attitude to an image of the working migrant in the modern world in the conditions of media influence among different representatives of social and demographic communities. The results of the empirical research which was conducted on the Internet via specially designed website <http://migrantpnz.jimdo.com/> are given. 447 people of different education level, who live on the territory of the Russian Federation, aged from 14 up to 74 years, have participated in the research. A certain connection is established between the choice of the video topic and social and psychological characteristics of the representatives of different social and demographic groups and also discrepancy of indicators of the relation, aggression, uneasiness, tolerance. The applied aspect of the studied problem can be implemented in work of specialists, working with migrants in government institutions and public organizations, the journalists, students of philological and psychological faculties, specialists working in the field of media and advertizing.**

**Keywords – relation, mass media, labor migration, tolerance, media influence.**

## I. INTRODUCTION

Migration is one of the most dynamic processes connected with the population and its reproduction. It's a process which can significantly affect population, its placement, age and national structure, quantitative and qualitative components of work forces.

Today the status of migration processes in the Russian Federation causes multi-valued assessments. Particularly the inflow of migrants in the majority is considered one of the reasons of growth of social tension [4; 7; 8; 9]. The specialists, in their turn, emphasize the different origins of tension emergence between the local and newly arrived

population. However, one of the main reasons is marked as the influence of mass media on public consciousness.

## II. THEORETICAL ANALYSIS OF THE PROBLEM

Media have a huge potential in formation of ideas of any event, fact, phenomenon, etc. including data about migrants. People receive the main flow of information about the outside world through mass media. Besides messages about what occurs around, media, in their turn, spread the models and public norms which serve as a sample when forming the human relations, values and interests [6]. Thus, media are turning into a powerful factor which influences the outlook of a person, as well as public groups.

Despite some differences in approaches of media studying, all scientists have come down to the fact: mass media make a huge psychological impact on the audience in the sphere of actual activity in its real implementation and in the valuable and semantic sphere of the personality, transforming its motives, requirements, installations, valuable orientations and forming stereotypes. It should be noted that in the media the illumination of an ethnic question in domestic and foreign psychology stays in the initial stage [1; 2; 3; 5; 10] so far.

The arisen contradiction, between a careful scrutiny of the social and economic and political nature of labor migration in domestic and foreign psychology and insufficient degree of investigation of the migrants' images, which media creates for various social groups, and their impacts on a social and psychological situation in society, has defined a problem of the research which results are briefly displayed in the present article.

## III. SELECTION, TECHNIQUES AND METHODS OF THE RESEARCH

During the empirical research the following techniques have been used: technique "Uneasiness research" (Ch.D. Spilberger, adaptation Yu.L. Khanin); "The test of emotions" (Bass-Darky's test in G.V. Rezapkina's modification); express questionnaire "Index of tolerance" (G.U. Soldatov); "Five-factorial questionnaire of the personality" (R. McCrae and P. Costa, adaptation A.B. Khromov); technique of diagnostics of level of a social frustration (L.I. Wasserman, V.V. Boyko's modification); questionnaire:

“Relation to labor migration and broadcast of an image of labor migrants in media” (I.V. Abakumova, A.V. Grishina); the questionnaire directed to detection of social and demographic characteristics of the personality (a sex, age, education, the place of residence).

The research was conducted on specially created website <http://migrantpnz.jimdo.com/>. Videos from news plots about positive (“migrant hero”) and negative (“migrant murderer”) issues, which are connected with migrants, were mounted. 447 people with various education level, who live on the territory of the Russian Federation, aged from 14 up to 74 years, participated in the research. 125 people from the above mentioned group, aged from 14 up to 20 years (younger age category – 98 girls (78.4%) and 27 young men (21.6%); 252 persons, aged from 21 up to 35 years (average age category – 168 women (66.6%) and 84 men (33.3%); 70 people, aged from 36 up to 74 years (the senior age category – 45 women (64.2%) and 25 men (35.8%)).

#### IV. RESULTS OF THE RESEARCH, THEIR DISCUSSION

According to the results of the research all examinees were divided into 3 groups: 1. The group which chose the video “Migrant murderer” for viewing (81 people, it makes 18.1% of selection in general); 2. The group which chose the video “Migrant hero” for viewing (150 people, it makes 33.6% of selection in general); 3. The group which refused to watch any of the above-stated videos (216 people, it makes 48.3% of selection in general). It turned out that the choice of a trailer does not depend on a sex of the examinee, also as well as on education. And here the age is connected with preference of the choice of the video topic ( $X^2 = 18.327$  at  $p = 0.001$ ). The trailer “migrant hero” appeals to the respondents from the average age group, the trailer “migrant murderer” appeals to younger age group.

Taking into account the choice of the video, the comparison of groups on a technique “The index of tolerance” (G.U. Soldatov) and “An anxiety research” (Ch.D. Spielberg, adaptation Yu.L. Khanin) has indicated that people who chose a trailer “migrant murderer” possess much more personal anxiety, in comparison with people who chose a trailer “migrant hero” ( $p = 0.021$ ) and the people who refused to watch video ( $p = 0.001$ ). People who gave preference to the video “migrant hero” are characterized by:

- high level of the general indicator of tolerance, in comparison with the persons who chose a trailer “migrant murderer” for watching ( $p = 0.002$ ) or refused to watch the video ( $p = 0.001$ ).
- high level of ethnic tolerance, in comparison with the persons who chose a trailer “migrant murderer” for watching ( $p = 0.006$ ) or refused to watch video ( $p = 0.006$ ).
- high level of tolerance as traits of the personality in comparison with the persons who chose a trailer “migrant murderer” for watching ( $p = 0.001$ ) or refused to watch video ( $p = 0.006$ ).

High level of social tolerance, in comparison with people who refused to watch the video, is more peculiar to people who gave preference to the trailers “migrant hero” and “migrant murderer”.

The answers of the respondents to questionnaire “The attitude to labor migration and broadcast of a labor migrants’ image in media” (Abakumova I.V., Grishin A.V.) have allowed to find out not only what image of the migrant dominates among people at the moment thanks to media, but also the attitude to this image. All the respondents have showed negative attitude to labor migration in general: 50% of the respondents considers that “the Russian Federation doesn’t need labor migrants”; 51% of the respondents considers that “labor migrants take away jobs from the representatives of local population”. Despite it 67% of the respondents considers that “the labor migrants and representatives of local population who take the same post have to receive identical salary”.

Most of the respondents (59.5%) considers that, in general, media represent labor migrants in negative light (criminals, uneducated people, “strangers” who arrived to take away primordially Russian lands). 98% of the respondents suggests a typical image of the labor migrant in domestic media being an image of an unprofessional, someone who comes from neighboring countries and works at building.

As a result of the correlation analysis of the obtained data the following was established: the more personal anxiety, physical and verbal aggressions, irritability, negativism, sensitivity, suspiciousness are expressed the less he is tolerant. The more such character traits as extraversion, activity, domination, sociability, “being in search of impressions”, warmth, cooperation, trustfulness, understanding, respect of others, attachment, persistence, responsibility, emotionality, curiosity, dreaminess, artistry, sensitivity, plasticity and expressiveness are expressed, the higher tolerance level is. The lower ethnic tolerance level is, the higher the level of physical aggression, irritation, negativism, sensitivity, suspiciousness, accuracy and tension is. On the contrary, the higher the level of activity, sociability, warmth, trustfulness, understanding, respect of others, attachments, persistence, responsibility, uneasiness, curiosity, dreaminess, artistry, sensitivity, plasticity and expressiveness is, the more peculiar ethnic tolerance is. The higher the level of physical aggression, irritation, negativism, sensitivity, suspiciousness is, the lower the level of social tolerance occurs. And vice versa, the higher the level of extraversion, activity, domination, sociability, search for impressions, warmth, trustfulness, understanding, respect of others, attachment, persistence, curiosity, dreaminess, artistry, sensitivity, plasticity, playfulness is, the higher the level of social tolerance rises. A low level of tolerance, being a character trait, is connected with high rates of situational anxiety, physical aggression, irritation, negativism, sensitivity, suspiciousness, verbal aggression. The higher the level of extraversion, activity, domination, sociability, search for impressions, drawing attention, warmth, cooperation, trustfulness, understanding, respect of others, attachments,

persistence, responsibility, emotionality, curiosity, dreaminess, artistry, sensitivity, plasticity and playfulness is, the higher the tolerance level in a person goes. A high level of personal anxiety tells about social frustration of the personality, physical and indirect aggression, irritation, negativism, sensitivity, suspiciousness. Than the higher the level of situational frustration, the more social frustration of the personality, indirect aggression, irritation, sensitivity, suspiciousness are expressed.

The two-staged cluster analysis allows checking the proposed hypothesis according to which the respondents on the social and psychological characteristics can be

divided into groups taking into account their attitude to an image of the working migrant under the conditions of media influence. As the factors for carried out cluster analysis the following social and psychological characteristics have been chosen: tolerance, attachment, personal anxiety, and irritation. These characteristics are mostly interconnected among themselves and are indicated among the representatives of various social and demographic groups (table 1).

**TABLE 1.**  
**RATIO OF SOCIAL AND PSYCHOLOGICAL CHARACTERISTICS**  
**IN GROUPS WITH THE DIFFERENT ATTITUDE TO AN IMAGE OF A WORKING MIGRANT UNDER THE**  
**CONDITIONS OF MEDIA INFLUENCE**

Cluster	3	1	2
Tag	Group with ambivalent attitude	Group with the positive attitude	Group with the negative attitude
Description	Respondents are characterized by the combination of tolerant, and intolerant traits. Respondents of this group are inclined to perceive threat to the self-assessment and life activity in the extensive range of situations and react with the help of a well-expressed state of anxiety. Even a well-hidden aggression which won't lead to breaking up the relations with the other person at once, but will contaminate a person until it goes outside.	The positive attitude of the person towards people is peculiar. As a rule, they are kind, sympathetic people, they understand other people well, feel personal responsibility for their wellbeing, treat in a tolerant way some shortcomings of other people. They are able to sympathize, support collective actions and feel responsibility for common deal, carry out the undertaken instructions honestly and responsibly. Interacting with others try to avoid disagreements, do not love the competition.	These people are characterized by high intolerance and existence of the intolerant aims towards people and the world around. The aspiration to be independent and self-sufficient is expressed. Such people prefer to maintain a distance, to have an isolated position in interaction with others. They avoid public instructions, are negligent while executing duties and keeping promises. They treat other people coldly, often do not understand those with whom they communicate. They are concerned more on their own problems, rather than problems of people who surround them. They put their interests above the interests of other people and are always ready to stand their ground in the competition. Such people usually aim at perfection. For gaining the purposes they use all means available to them, not reckoning with the interests of other people.
Size	43,2% (193)	41,6 % (186)	15,2% (68)
Input Field	“Tolerance” 79,33	“Tolerance” 85,25	“Tolerance” 59,85
	“Personal anxiety” 52,29	“Personal anxiety” 40,35	“Personal anxiety” 41,41
	“Attachment – Separatism” 51,59	“Attachment – Separatism” 58,96	“Attachment – Separatism” 40,91
	“Irritation” 3,65	“Irritation” 1,88	“Irritation” 2,97

### V. CONCLUSION

On the basis of the received results, it is possible to say that people, who have preferred to watch the video with the negative image of migrants, possess such traits as personal

anxiety, a low level of tolerance (ethnic, but not social) that tells about negative attitude to migrants. The attitude to the image of the working migrant among representatives of various social and demographic groups is transformed. On the one hand, all examinees have showed a steady rejection

of working migrants of a certain category (asocial orientation), and, on the other hand, adoption of other categories of migrants (qualified specialists) Certain characteristics of the attitude to an image of the working migrant under the conditions of media influence are described. It is possible to allocate three models of the attitude to the image of the working migrant under the conditions of media influence: 1) negative; 2) positive; 3) ambivalent.

We can talk about the presence of the shaped opinion among the examinees and the attitude towards working migrants and a certain image of migrants from media that demonstrates stereotypification of estimated choice. It is necessary to remember that if people's attitude towards migrants is not corrected and transformed, then the expressed negative ethnic stereotype, which exists at the present moment, can become an official state and public position which involves migrants and that will lead to social destruction, extremist manifestations and the interethnic conflicts.

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