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Diversity and complexity of hate: extended classification and analysis of social consequences

Abstract

This article aims to develop an extended classification of online hate and to analyse its emotional, social, and psychological consequences. The subject of the study is the diversity of hate-related behaviours in digital communication and their impact on individuals and communities. The proposed classification is based on the author's original conceptual work, informed by a qualitative review of selected publications and long-term observation of online interactions. The analysis of the social consequences of hate highlights its potential effects, including conflict escalation, social divisions, exclusion, and discouragement from participating in public debate.

Keywords: hate, trolling, social media, social consequences, classification, online hate.

Różnorodność i złożoność hejtu: rozszerzona klasyfikacja oraz analiza skutków społecznych

Streszczenie

Celem artykułu jest opracowanie rozszerzonej klasyfikacji hejtu internetowego oraz analiza jego konsekwencji emocjonalnych, społecznych i psychologicznych. Przedmiotem badań jest zróżnicowanie zachowań opartych na mowie nienawiści w komunikacji cyfrowej oraz ich wpływ na jednostki i społeczności. Zaproponowana klasyfikacja opiera się na autorskiej koncepcji, uwzględniającej jakościowy przegląd wybranych publikacji oraz wieloletnią obserwację interakcji w mediach społecznościowych. Analiza skutków społecznych hejtu ukazuje jego potencjalne konsekwencje, w tym eskalację konfliktów, podziały społeczne, wykluczenie oraz zniechęcenie do uczestnictwa w debacie publicznej.

Słowa kluczowe: hejt, trolling, media społecznościowe, konsekwencje społeczne, klasyfikacja, nienawiść w internecie.

Introduction

In Polish public discourse, definitions of hate and hate speech vary across linguistics, rhetoric, and communication studies. One of the most recognized definitions comes from the Council of Europe, which describes hate speech as expressions that incite,

spread, or justify hatred, discrimination, and violence against individuals or groups. This emphasizes that hate is not limited to verbal acts but affects social and political life, fuelling division and conflict[1]. Naruszewicz-Duchlińska[2] notes the absence of a unified definition in digital contexts, leading to ambiguity in identifying and countering hate. She also stresses that definitions depend on sociocultural context, complicating precise classification and reinforcing the need for coherent conceptual frameworks.

Hate can be a form of public discourse assigning negative traits to social groups or individuals, especially when based on immutable characteristics[3]. Media rhetoric can reinforce stereotypes, encouraging harmful statements and attitudes[4]. Kaczmarek-Śliwińska[5] highlights the role of impunity and anonymity in escalating hate, often leading to reputational and financial damage for organizations. Similar problems affect institutions like healthcare, increasingly targeted by hate, with consequences for trust and stability[6]. Frącz[7] points to the lack of oversight and stresses the importance of education among youth. The issue was addressed over a decade ago by Włodarczyk[8].

Attempts to classify hate include analyses of its forms and targets[9]. Richardson-Self[10] distinguishes sexist from misogynistic hate, showing how cultural aspects affect perception and impact. Małecki and others[11] offer an operational classification, separating hate from trolling, cyberstalking, or hate speech, and identifying spontaneous and organized forms with aims such as intimidation or marginalization.

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[1] A. Leszczuk-Fiedziukiewicz, *Czy hejt i mowa nienawiści staną się normą? Społeczne uwarunkowania zachowań dewiacyjnych w Internecie*, „Media – Kultura – Komunikacja Społeczna" 2019, Vol. 3(14), pp. 99–117.

[2] A. Naruszewicz-Duchlińska, *Czy hejt i mowa nienawiści staną się normą? Społeczne uwarunkowania zachowań dewiacyjnych w Internecie*, „Media – Kultura – Komunikacja Społeczna" 2019, Vol. 3(14), pp. 99–117.

[3] K. Durajczyk, *Czy hejt i mowa nienawiści staną się normą? Społeczne uwarunkowania zachowań dewiacyjnych w Internecie*, „Media – Kultura – Komunikacja Społeczna" 2019, Vol. 3(14), pp. 99–117.

[4] A. Więckiewicz, *Wobec krzywdzących słów. Kilka uwag o niezmiennych mechanizmach mowy nienawiści* [in:] *Hejterstwo nowa praktyka kulturowa? Geneza, przypadki, diagnozy*, U. Dzieciątkowska (ed.), Wydawnictwo Uniwersytetu Łódzkiego, Łódź 2017.

[5] M. Kaczmarek-Śliwińska, *Hejt jako źródło sytuacji kryzysowych podmiotów w przestrzeni społecznej*, „Zarządzanie Mediami" 2020, Vol. 8(2), pp. 75–87.

[6] I. Dąbrowska, *Internetowy hejt wobec chorych oraz pracowników służby zdrowia w czasach pandemii wirusa SARS-CoV-2 w Polsce*, „Media – Kultura – Komunikacja Społeczna" 2021, pp. 89–103.

[7] A. Frącz, *Hejting – przejawy mowy nienawiści w Sieci*, „Parezja" 2019, Vol. 2(12), pp. 9–47. Hate Speech. Council of Europe, https://www.coe.int/en/web/freedom-expression/hate-speech, Retrieved February 4, 2025.

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[9] G. Urbanek, *Hejt jako społeczny przejaw patologii w internecie. Próba klasyfikacji adresatów*, „Kultura Bezpieczeństwa, Nauka – Praktyka – Refleksje" 2018, No. 29, pp. 218–237.

[10] Richardson-Self L., *Woman-Hating: On Misogyny, Sexism, and Hate Speech*, „Hypatia" 2018, Vol. 33, No. 2, pp. 256–272.

[11] W. Małecki, M. Kowal, M. Dobrowolska, P. Sorokowski, *Defining Online Hating and Online Haters*, "Frontiers in Psychology, Sec. Personality and Social Psychology, Vol. 12.2021.

This article presents one of two related studies: the first focuses on hate (this article), and the second on trolling (published separately). The aim is to develop an extended classification of online hate and analyse its emotional, social, and psychological consequences. The framework supports understanding the diversity of hate behaviours and designing more targeted strategies. This study is based on three theses: first – online hate is a multidimensional phenomenon that needs nuanced classification; second – lack of typology hinders countermeasures; and third – each form of hate has distinct consequences that must be addressed individually. The article includes a qualitative literature review, selected for relevance rather than systematization, and draws on years of the author's observation of hate-driven interactions on platforms such as Facebook, Instagram, YouTube, and Twitter/X.

The analysis focuses on trends, motives, and mechanisms. The classification includes additional categories. The second part presents high-profile Polish and international examples involving public figures, with attention to psychological and social consequences.

Hate – concept analysis

Hate is a form of verbal aggression expressed through hatred, contempt, or hostility toward individuals or groups. It is an intentionally harmful act, often lacking constructive content and aimed at humiliating or discrediting the victim. Hate may take the form of insults, threats, or intimidation, occurring both online and offline, and is especially prevalent on social media, where anonymity facilitates escalation.

Its origins are complex, involving psychological, social, and environmental factors. Individuals may act out of frustration, anger, or jealousy, using aggression to vent emotions. Low empathy, low self-esteem, and a need for dominance can also play a role. Socially, hate is amplified by online anonymity and the absence of consequences, as well as by norms and stereotypes that dehumanize certain groups. Polarized public discourse and media sensationalism further normalize aggressive responses to disagreement.

Expanding and refining the categories of hate can help achieve a more precise understanding of the diversity of this phenomenon and its specific forms. Below is a classification of hate, along with an explanation of each category:
- **Personal hate:**
    - Hate related to appearance: body weight, physical features, clothing style
    - Hate related to personality traits, including emotionality, intelligence, and behaviour
    - Hate related to lifestyle, including diet, physical activity, and family life choices
- **Professional hate:**
    - Hate targeting achievements, professional success, or education
    - Hate targeting competencies, including technical skills and soft skills (interpersonal/communication skills)

- – Hate targeting public engagement, including political and social activities, criticism of public figures
- **Ideological hate:**
  - – Political hate, targeting party affiliation, political views, or criticism of political ideologies
  - – Religious hate, targeting faith, religious practices
  - – Worldview-related hate, e.g., targeting ecological beliefs or health-related opinions, such as vaccination or alternative medicine
- **Racist and xenophobic hate:**
  - – Racial hate, including discrimination based on skin color or physical traits associated with a specific race
  - – Ethnic hate, targeting cultural traditions
  - – Nationalist hate, targeting nationality or national customs
- **Sexist, homophobic, and transphobic hate:**
  - – Gender-based hate, including discrimination related to gender stereotypes and roles
  - – Hate targeting sexual orientation and same-sex relationships
  - – Hate targeting gender identity and gender transition
- **Age-based hate (Ageism):**
  - – Hate targeting young people or the elderly, including discrimination based on perceived limitations
- **Disability-based hate (Ableism):**
  - – Hate targeting physical and intellectual disabilities
- **Hate related to socioeconomic status (classism):**
  - – Hate targeting wealth or poverty
- **Hate related to interests and hobbies:**
  - – Hate targeting specific interests
  - – Hate targeting artistic hobbies
  - – Hate targeting technological interests, including video games

Extended classification of hate

The extended classification of hate enables a better understanding of its forms and features, which is essential for developing effective counteraction strategies. Defining types of hate allows for more targeted interventions, education, and legal measures tailored to affected communities. It also builds awareness, encourages respect, and helps prevent the normalization of verbal violence. Additionally, this classification informs better victim support systems and enhances monitoring of hate-related trends. A deeper understanding of these dynamics can inspire new strategies for building more inclusive and resilient communities.

Like trolling, hate can be divided into clear categories with additional subtypes and concepts. Each form brings emotional, social, and health-related consequences. The following tables present the most essential and visible effects.

Table 1. Personal hate

PERSONAL HATE		
Emotional consequences	Social consequences	Health, psychological, or professional consequences
Hate related to appearance		
Hate related to body weight: Attacks concerning weight, both overweight and underweight.		
Lowered self-esteem, increased insecurity about one's body, development of eating disorders (e.g., anorexia, bulimia).	Social isolation, avoidance of situations where the body is exposed (e.g., avoiding beaches or swimming pools).	Unhealthy habits, such as extreme dieting or lack of physical activity due to fear of judgment.
Hate related to physical features: Criticism regarding natural traits such as height, skin colour, hair, or facial features.		
Complexes, shame, or hatred towards one's own body.	Withdrawal from social life, avoidance of public places.	Seeking unhealthy ways to alter appearance, such as medically unjustified plastic surgery.
Hate related to clothing style: Attacks on fashion choices or dressing style.		
Reduced self-confidence, feelings of alienation.	Pressure to conform to certain fashion norms, leading to a loss of individuality.	Uncontrolled spending on clothing to meet social expectations.
Hate related to personality traits		
Hate related to emotionality: Attacks on individuals for being too emotional or too composed.		
Suppression of emotions, increased stress levels, development of anxiety disorders or depression.	Difficulty in forming and maintaining interpersonal relationships.	Health problems related to stress, such as headaches and digestive issues.
Hate related to intelligence: Criticism regarding intellectual level or cognitive abilities.		
Complexes related to one's intellectual abilities, fear of expressing opinions.	Withdrawal from educational or professional activities that require knowledge or skills.	Reduced career growth opportunities due to a lack of self-confidence.
Hate related to behaviour: Attacks on social conduct, e.g., for being too outgoing or too introverted.		
Feelings of inadequacy, stress associated with the need to change behaviour for social acceptance.	Avoidance of social situations that may lead to judgment.	Development of personality or emotional disorders.
Hate related to lifestyle		
Hate related to diet: Criticism regarding dietary choices, such as veganism or vegetarianism.		
Feelings of guilt or shame regarding dietary choices.	Exclusion from social groups due to different eating habits.	Changing diet to an unhealthy or inappropriate one due to fear of criticism.
Hate related to physical activity: Attacks on individuals for being too physically active or inactive.		
Discouragement from engaging in activities that bring joy and health benefits.	Exclusion from groups that engage in physical activities together, such as sports clubs.	Decline in physical health due to a lack of physical activity.
Hate related to family lifestyle: Criticism regarding family life choices, such as childlessness or having a large family.		

PERSONAL HATE		
Emotional consequences	**Social consequences**	**Health, psychological, or professional consequences**
Feelings of guilt or shame for not conforming to social norms regarding family.	Social isolation due to different lifestyle choices.	Stress and tension in family relationships result from social pressure.

Source: Author's own elaboration.

Personal hate includes various forms of verbal aggression targeting individual traits such as appearance, personality, or lifestyle. It may involve criticism of body weight, physical features, clothing, emotionality, intelligence, or personal choices regarding diet, activity, or family life. Its effects are profound and may lead to low self-esteem, complexes, depression, or eating disorders. Socially, it can cause isolation, withdrawal, and difficulty in maintaining relationships. Personal hate may also shape economic decisions by pressuring individuals to conform to fashion norms. Understanding these consequences is crucial for building support systems and promoting a culture of acceptance and respect.

Table 2. Professional hate

PROFESSIONAL HATE		
Emotional consequences	**Social consequences**	**Health, psychological, or professional consequences**
Hate related to achievements		
Hate related to professional success: Criticism of work achievements.		
Sense of injustice and lack of recognition, decreased motivation for career growth.	Worsening relationships with colleagues and superiors, leading to workplace isolation.	Reduced engagement in professional responsibilities, potentially resulting in resignation or career change.
Hate related to education: Attacks on educational background or lack of formal education.		
Feelings of shame or inferiority due to educational background.	Avoidance of discussions about education, limiting networking opportunities.	Decreased chances for promotion or career advancement due to lack of confidence in presenting qualifications.
Hate related to competencies		
Hate targeting technical skills: Criticism of abilities in technology or science-related fields.		
Discouragement from further development of technical skills, feelings of incompetence.	Difficulties in teamwork, especially in projects requiring technical expertise.	Slowed career progression in areas requiring advanced technical knowledge.
Hate targeting soft skills: Attacks on interpersonal or communication abilities.		
Lower self-esteem and confidence in interpersonal interactions.	Difficulties in building and maintaining professional relationships, affecting teamwork efficiency.	Limited opportunities for promotion to managerial positions requiring leadership and communication skills.
Hate related to public engagement		
Hate targeting political involvement: Criticism of public figures in politics.		
Discouragement from participating in political activities, feelings of threat or insecurity.	Withdrawal from public life, leading to a loss of social support and declining popularity.	Reduced ability to influence policy and public discourse, loss of voter or colleague trust.

Hate targeting social activism: Attacks on individuals actively engaged in NGOs or community organizations.		
Frustration and sense of pointlessness, discouragement from continuing community efforts.	Withdrawal from activism, weakening NGOs and their societal impact.	Loss of career development opportunities in the non-profit sector, reduced collaboration with other organizations.

Source: Author's own elaboration.

Professional hate encompasses various forms of criticism and attacks directed at an individual's achievements, competencies, and public engagement in the context of their career. It may include negative comments about success, education, technical or interpersonal skills, and involvement in political or social activity. The effects are multi-faceted and may lead to lowered self-esteem, discouragement, and difficulties in building and maintaining professional relationships. This, in turn, can result in withdrawal from professional life, reduced motivation, and limited career development. Understanding these consequences is crucial for creating support strategies that help individuals cope with professional hate and for fostering a more inclusive and supportive work environment.

Table 3. Ideological hate

IDEOLOGICAL HATE		
Emotional consequences	**Social consequences**	**Political or cultural consequences**
Political hate		
Hate related to political affiliation: Attacks on individuals for their membership in a specific political party.		
Feelings of threat and exclusion due to political beliefs, leading to stress and uncertainty.	Divisions within families, friend groups, or workplaces where political differences become a source of conflict.	Discouragement from participating in democratic processes such as elections, weakening civic engagement.
Hate related to political views: Criticism of specific political opinions or ideologies.		
Decreased self-worth and reluctance to express political views publicly.	Conflicts within communities and organizations, leading to polarization and difficulties in reaching consensus.	Increased political polarization, making dialogue and cooperation between different social groups more challenging.
Religious hate		
Hate related to religious beliefs: Attacks on individuals for their faith or lack thereof.		
Feelings of isolation and threat due to religious identity, leading to stress and anxiety.	Divisions and tensions between religious groups, leading to discrimination and marginalization.	Decline in cultural and religious diversity, weakening social cohesion.
Hate related to religious practices: Criticism concerning adherence to or rejection of religious practices.		
Shame and embarrassment about religious practices, potentially leading to their abandonment.	Difficulties in freely practicing religion, leading to social exclusion.	Weakening of religious and cultural traditions, diminishing social and spiritual richness.
Worldview-based hate		
Hate related to environmental beliefs: Criticism of engagement in environmental protection.		

Frustration and discouragement from participating in environmental initiatives.	Divisions within communities where differing ecological perspectives create conflicts.	Decreased participation in environmental actions, negatively impacting sustainability efforts.
Hate related to health beliefs: Attacks on health-related perspectives, such as vaccination or alternative medicine.		
Uncertainty and anxiety regarding health decisions, affecting psychological well-being.	Divisions in health-related communities, making access to reliable health information more difficult.	Distrust in conventional or alternative medicine, leading to negligence in personal healthcare.

Source: Author's own elaboration.

Ideological hate, including attacks on political views, religious beliefs, and environmental or health ideologies, carries serious emotional, social, and cultural consequences. Affected individuals may feel threatened, isolated, and suffer from lower self-esteem, which can lead to withdrawal from public and social life. On a broader scale, ideological hate deepens divisions and polarization, hindering dialogue and cooperation between groups, and weakening social cohesion. Culturally, it undermines diversity, while in environmental and health contexts, it discourages engagement in pro-ecological or health-promoting actions. Understanding these effects is essential for fostering tolerance, dialogue, and mutual understanding in a diverse society and for building a more inclusive community.

Table 4. Racist and xenophobic hate

RACIST AND XENOPHOBIC HATE		
Emotional consequences	**Social consequences**	**Psychological, economic, or cultural consequences**
Racial and ethnic hate		
Hate related to skin colour: Attacks on individuals based on their skin colour.		
Feelings of inferiority, shame, and chronic stress due to continuous exposure to discrimination and prejudice.	Isolation and marginalization in society, limiting access to education, employment, and other resources.	Increased risk of depression, anxiety, and a sense of alienation due to constant negative treatment.
Hate related to ethnic features: Criticism based on physical characteristics associated with a particular ethnicity.		
Growing insecurities and lack of acceptance of one's ethnic identity.	Exclusion from social groups and difficulties in forming relationships with individuals outside one's ethnic background.	Loss of connection to one's cultural and ancestral heritage, leading to a weakened cultural identity.
Hate related to cultural traditions: Attacks on individuals for observing or rejecting ethnic traditions.		
Feelings of shame or guilt for either practicing or distancing oneself from cultural traditions.	Conflicts between ethnic groups and internal tensions within multicultural communities.	Weakening or loss of traditions and customs, leading to cultural impoverishment.
Nationalist hate		
Hate related to national origin: Criticism based on nationality or place of birth.		

Feelings of exclusion and threat due to one's nationality, leading to reduced self-worth.	Discrimination in the workplace, education system, and other institutions, making social integration more difficult.	Limited career advancement opportunities and restricted access to economic resources.
Hate related to national customs: Attacks on individuals for preserving or abandoning national customs.		
Discouragement from maintaining one's national traditions due to fear of criticism and rejection.	Tensions between different national groups, making it harder to form diverse but integrated communities.	Decline in national customs, leading to cultural homogenization and loss of diversity.

Source: Author's own elaboration.

Racist and xenophobic hate, including attacks based on skin colour, ethnic traits, cultural traditions, or national origin, has serious emotional, social, and cultural consequences. Affected individuals may feel inferior, isolated, and chronically stressed, which harms their mental health and self-esteem. Socially, this form of hate leads to marginalization, discrimination, and integration barriers, limiting access to education, work, and public resources. Culturally, it erodes traditions and diversity, contributing to societal impoverishment and homogenization. Recognizing these effects is vital for fostering tolerance, equality, and respect in diverse communities that protect ethnic and cultural heritage.

Table 5. Sexist, homophobic, and transphobic hate

SEXIST, HOMOPHOBIC, AND TRANSPHOBIC HATE		
Emotional consequences	**Social consequences**	**Health, psychological, or professional consequences**
Hate related to gender		
Hate based on gender stereotypes: Attacks based on traditional gender roles and expectations.		
Reinforcement of feelings of inferiority or pressure to conform to restrictive stereotypes, leading to low self-esteem and a lack of fulfilment.	Limitation of personal and professional development due to societal pressure to adhere to traditional gender roles.	Perpetuation and strengthening of gender inequalities in society, affecting representation and access to resources.
Hate related to gender roles: Criticism regarding adherence to or rejection of traditional or modern gender roles.		
Stress and frustration from criticism or lack of acceptance of one's gender-related choices, whether traditional or progressive.	Conflicts in interpersonal relationships, both in private and professional life, leading to social isolation.	Career limitations for individuals attempting to break away from traditional gender roles, affecting workplace diversity.
Hate related to sexual orientation and gender identity		
Hate targeting same-sex relationships: Attacks on individuals in same-sex relationships.		
Feelings of threat, shame, and rejection, potentially leading to depression, anxiety, and other mental health issues.	Exclusion from family and social circles, reducing support networks and increasing isolation.	Legal and institutional barriers limiting rights and protections for same-sex couples, affecting relationship stability.
Hate targeting gender transition: Criticism related to the process of gender transition.		

Intense stress, gender dysphoria, and a sense of lack of acceptance, leading to severe mental health struggles.	Discrimination and exclusion from various aspects of social life, making it difficult to access education, employment, and healthcare.	Barriers to accessing medical and psychological care related to gender transition, impacting both physical and mental well-being.

Source: Author's own elaboration.

Sexist, homophobic, and transphobic hate leads to profound and harmful emotional, social, and health-related consequences for the individuals who are its victims. Attacks based on gender stereotypes and roles reinforce gender inequalities, limiting personal and professional development and causing interpersonal conflicts. Similarly, hate directed at same-sex relationships and individuals undergoing gender transition induces feelings of threat, shame, and isolation, which can result in severe mental health issues and restricted access to rights and services. Understanding these consequences is crucial for fostering acceptance, equality, and support, which are essential for building a society where every person, regardless of gender, sexual orientation, or gender identity, can feel safe and respected.

Table 6. Age- and disability-based hate

AGE- AND DISABILITY-BASED HATE		
Emotional consequences	**Social consequences**	**Health and educational consequences**
Ageism: hate based on age		
Hate targeting younger individuals: Attacks on younger people due to their age and associated stereotypes.		
Hate targeting younger individuals: Attacks on younger people due to their age and associated stereotypes.	Hate targeting younger individuals: Attacks on younger people due to their age and associated stereotypes.	Hate targeting younger individuals: Attacks on younger people due to their age and associated stereotypes.
Hate targeting older individuals: Criticism related to the age of older people and their perceived limitations.		
Feelings of uselessness and isolation, leading to depression and reduced quality of life.	Marginalization in society, restricting access to resources and services.	Deterioration of health due to a lack of social and physical activity resulting from exclusion.
Ableism: hate based on disability		
Hate targeting physical disabilities: Attacks on individuals with visible disabilities.		
Feelings of shame and low self-worth due to disability, leading to social withdrawal.	Discrimination and lack of access to public spaces and services, limiting participation in social life.	Reduced employment opportunities and career development due to prejudice and physical barriers.
Hate targeting intellectual disabilities: Criticism related to cognitive or intellectual impairments.		
Low self-esteem and sense of helplessness, leading to mental health challenges.	Exclusion from social and educational opportunities, making integration and personal development difficult.	Limited access to appropriate educational programs and support, affecting learning and self-improvement possibilities.

Source: Author's own elaboration.

Age- and disability-based hate has consequences that hinder individuals' ability to fully participate in society. Ageism, affecting both youth and the elderly, fosters

feelings of exclusion and underappreciation, leading to marginalization and limited access to resources and development. Similarly, ableism directed at people with physical or intellectual disabilities causes shame, low self-esteem, and discrimination, restricting opportunities in education, employment, and social life. Recognizing these effects is essential for fostering equality, respect, and inclusion, ensuring that everyone—regardless of age or ability—can fully engage in social life.

Table 7. Hate related to socioeconomic background and interests & hobbies

HATE RELATED TO SOCIOECONOMIC BACKGROUND AND INTERESTS & HOBBIES		
Emotional consequences	Social consequences	Economic, psychological, or professional consequences
Classism: hate based on socioeconomic status		
Hate targeting wealth: Attacks on individuals from affluent backgrounds or higher social classes.		
Feelings of guilt or shame due to wealth, leading to isolation and difficulties in forming genuine relationships.	Social exclusion and difficulties in building relationships with individuals from different socioeconomic backgrounds, resulting in perceptions of privilege or detachment from reality.	Pressure to hide one's financial status in the workplace to avoid jealousy or resentment from colleagues.
Hate targeting poverty: Criticism of individuals living in poverty or from lower social classes.		
Feelings of shame, inferiority, and helplessness, potentially leading to depression and low self-esteem.	Social exclusion and discrimination, limiting access to education, employment, and social resources.	Reduced opportunities for economic mobility due to lack of support and access to social networks and resources.
Hate related to interests and hobbies		
Hate targeting artistic hobbies: Attacks on individuals engaged in creative arts, such as painting or music.		
Discouragement from creative expression and self-development due to fear of criticism.	Difficulty in finding a supportive community, leading to feelings of loneliness and isolation.	Limited career opportunities in artistic fields due to lack of confidence and social support.
Hate targeting technological interests: Criticism of individuals passionate about technology or video games.		
Feelings of misunderstanding and rejection by those who do not share technological interests, leading to withdrawal from active participation in tech communities.	Isolation from traditional social groups that may not appreciate the value of technological hobbies.	Limited opportunities to leverage skills and passions in a professional career due to stereotypes and prejudices related to technology and gaming.

Source: Author's own elaboration.

Hate related to classism and individual interests affects emotional, social, and professional aspects of life, leading to exclusion, isolation, and limited personal growth. Wealthy individuals may feel guilt and face difficulties in relationships, while those from lower socioeconomic backgrounds experience discrimination and lack access to resources. Hate toward artistic hobbies discourages creativity and limits career paths in the arts, while criticism of technological interests fosters stereotyping and social withdrawal. Recognizing these effects is key to promoting acceptance of social diversity and supporting individual passions, helping build a more inclusive society where everyone can develop their talents and feel valued.

Examples of hate

Discussing examples of hate helps in better understanding this phenomenon, its causes, mechanisms, and consequences. By analysing specific cases, we can observe how hate manifests in different social, cultural, and individual contexts, allowing for the identification of patterns and factors that contribute to its emergence. Examples of hate also raise awareness of its negative consequences, both for victims and for society as a whole. This understanding is essential for developing effective preventive and intervention strategies that can help counteract and minimize the effects of hate. Additionally, discussing specific cases facilitates social education, increasing awareness and empathy toward those who experience hate, which supports the creation of a more tolerant and supportive environment. Finally, analysing instances of hate can inspire the development of policies and regulations that protect individuals from verbal violence and promote equality and respect in public spaces.

International examples

- **Gamergate (2014):** What began as a dispute over journalism ethics in gaming turned into large-scale online attacks on women. The case exposed deep sexism and online harassment, prompting global debate about free speech, online abuse, and social media regulation.
- **Hate against Greta Thunberg (2018–2020):** The climate activist became a major target of hate after gaining global recognition. Her case highlighted hate against youth activists and the backlash faced by public figures advocating for social change.
- **#MeToo Movement (2017):** As women worldwide shared stories of sexual misconduct, #MeToo spurred awareness and systemic change. Yet the movement also triggered waves of hate, particularly against those who spoke out publicly.
- **Hate against Meghan Markle (2019–2020):** The Duchess of Sussex faced hate and trolling, often linked to her ethnicity and media coverage. The backlash led to public debates on racism, sexism, and the mental health consequences of media--fueled hate.

Polish examples

- Hate against Adam Małysz (2004–2005): After a period of great success, the Polish ski jumper experienced weaker performances, which triggered a wave of criticism and hate in media and online forums. The case highlighted the issue of athlete harassment and the pressure to deliver results. Małysz later spoke openly about its impact on his mental health.
- Hate against Agnieszka Radwańska (2016–2017): The tennis player became a target of hate following several poor performances, facing a surge of online hostility. Her case illustrated the emotional toll of public expectations, which she emphasized in statements on the need for athlete mental health support.

- Hate against Anna Lewandowska (2015–2020): As a public figure, Lewandowska has regularly faced online hate related to her fitness and lifestyle activities. She has publicly addressed the effects of hate on her personal and professional life, prompting discussion on online criticism and celebrity harassment.
- Hate against Michał Szpak (2016–2018): The singer, known for his distinctive appearance and style, became a frequent target of hate, especially after Eurovision. His experience drew attention to harassment in the arts and highlighted broader issues of tolerance and freedom of expression.

Conclusion

The phenomenon of hate is not new; however, its scale and forms have evolved with the development of digital media. In the early 1990s, internet forums and discussion groups served as spaces for exchanging opinions, but anonymity and lack of control mechanisms led to escalating negative behaviours (Shepherd et al., 2015). Over time, hate became a tool for ideological and social conflict, particularly evident in social media.

As a socio-communicative phenomenon, hate displays a wide variety of forms and manifestations, making it difficult to fully understand and counteract. The classification presented in this article enhances comprehension of hate's multidimensionality, distinguishing categories such as personal, professional, ideological, racial, sexist, age-related, and disability-based hate. Each includes subtypes that highlight the specificity and impact of hate on individuals.

Online hate poses a serious threat, fuelling polarization, conflict, and psychological harm. Effective counteraction requires a multidimensional strategy, including education, moderation tools, and institutional engagement. Promoting dialogue and respect is essential to reduce the effects of hate and support a healthier digital public space.

This analysis supports the initial theses: hate is not uniform but a complex and evolving structure with emotional, social, and institutional dimensions. The extended classification proposed here forms a foundation for better understanding hate and developing prevention and education tailored to context. Awareness of hate's mechanisms and impacts fosters more effective interventions and contributes to building a more resilient and integrated society. Cooperation among users, platforms, educators, and policymakers is key to reducing hate's impact and ensuring digital spaces remain safe, tolerant, and conducive to meaningful exchange and mutual support.

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