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EMOTIONALITY AND DIGITAL MISINFORMATION:
An Interpretive Approach Based on the Enneagram and Sentiment Analysis

MARTA ABANADES SÁNCHEZ [1]
marta.abanades@universidadeuropea.es
JOSÉ JESÚS VARGAS DELGADO [1]
jjesus.vargas@universidadeuropea.es
MIGUEL ANGEL COLOBRAN HUGUET [1]
miguelangel.colobran@universidadeuropea.es
[1]Universidad Europea, España

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ABSTRACT

We are currently aware of how society is suffering the consequences of social media, the internet, platforms, among others. Exacerbated connectivity, misinformation, and all the new terminology related to harassment cause uncertainty and fear in our environments. Our proposal is to analyze comments on videos related to social media, harassment, and misinformation, and to investigate how they affect our emotional state and how they relate to our self-awareness and enneagram. The methodology used is qualitative, and the initial conclusions address how the widespread use of screens, social media, and misinformation itself makes us more vulnerable in different environments.

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1. Introduction: The invisible risks of the digital ecosystem

We are living in an increasingly connected, digitized society where emotions are less visible than in the traditional environments we were accustomed to. Although emotions and digital environments seem like juxtaposed terms, there is a strong relationship between them. According to Abanades Sánchez et al. (2025), communication via the internet, social media, and other platforms where contents can be created, uploaded, and viewed is here to stay. If we look at data from existing information channels on cyberbullying and connectivity among young people, we find that almost 9 out of 10 adolescents connect to the internet several times a day or are permanently online. According to studies, 58% use the internet regularly from the age of 11, and 1 in 3 use it before the age of 10 (Save the Children, 2024). Increased exposure to social media, platforms, etc., is posing a challenge to the credibility of information. According to Vargas Delgado et al. (2024), growing dependence on digital environments increases exposure to unverified information, affecting individuals' ability to discern between truthful and misleading content. In this regard, the media has not been left behind, as there is an increasing range of misinformation and *fake news* on social media. On many occasions, we are unable to decipher what is true from what is not, and carrying out this analysis of veracity sometimes takes time that we do not want to spend. This phenomenon has become one of the most relevant issues both nationally and internationally, and one of the most controversial issues for which solutions must be proposed. Cabrera García-Ochoa (2010) states that advertising influences attitudes through the symbolic models it represents. Individuals learn and reproduce models, bearing in mind that gender dichotomy is not something that is given, but rather learned through a cognitive and social process. It could be said that 'a society that sees differences contributes to creating differences' (p.207).

On the other hand, we must highlight that studies confirm the advantages brought about by digital communication, such as the ability to overcome spatial and temporal barriers, especially through collaborative platforms that facilitate real-time interaction (Wolfenstein, 2024).

With this research, our intention is to analyze the emotionality of comments on digital networks through sentiment analysis, relate them to the different enneatypes of an enneagram, and consider the vulnerability of such comments. By considering these lines, we will demonstrate that, depending on the subject matter of certain comments, as well as their language, people feel different emotions and represent certain communication patterns based on digital emotionality.

1.1. The Enneagram as an interpretive framework for emotional patterns in Communication

Contemporary research on disinformation has shown that the dissemination of false or manipulated contents is not only due to informational or cognitive deficits but is also significantly supported by emotional dynamics that condition the reception, interpretation, and circulation of messages in highly connected digital environments. In this context, various studies have highlighted the central role of emotions in the processes of polarization, viralization, and informational decision-making, especially in scenarios marked by post-truth and communicative populism (Aalberg et al., 2017; Charaudeau, 2009; Müller, 2016).

The Enneagram, understood as a model that describes stable patterns of Type, motivation, and emotionality, offers an interpretive framework that is particularly useful for analyzing these communicative processes from a deeper and more structural perspective. Unlike approaches focused exclusively on the superficial identification of emotions (e.g., positive or negative valence), the Enneagram allows us to understand how certain recurring emotional structures influence the way individuals process information, react to polarizing narratives, and participate in the dissemination of Contents on digital platforms (Naranjo, 2008; Palmer, 2003; Riso & Hudson, 2006), having demonstrated its analytical usefulness in recent studies on disinformation and information consumption (Vargas Delgado, Sacaluga Rodríguez & García García, 2023).

From this perspective, emotions are not conceived as isolated or circumstantial responses, but as expressions of broader motivational patterns that guide the perception of reality and communicative behavior. Previous studies in the field of political communication and disinformation have shown that feelings such as fear, indignation, anger, or moral outrage act as catalysts for the viralization of messages, especially in contexts of high polarization and social crisis (Aruguete et al., 2020; Burni & Tamaki, 2021; Losada-Díaz et al., 2021), reinforcing the relevance of interpretive frameworks that integrate emotionality and personality structures.

Likewise, the use of the Enneagram as an interpretive framework helps explain why certain disinformation discourses are particularly effective in certain segments of the population. The literature on populism and digital communication has pointed out that simplistic, confrontational, or identity-based messages tend to mobilize intense emotions and reinforce "us versus them" dynamics (Gerbaudo, 2017; Mudde & Rovira Kaltwasser, 2018). From the logic of the Enneagram, these dynamics can be linked to specific emotional patterns that seek security, recognition, control, or belonging, thus facilitating uncritical adherence to certain narratives, as recent empirical studies on the relationship between the Enneagram, disinformation, and information consumption in educational and digital contexts have highlighted (Vargas Delgado, Sacaluga Rodríguez & García García, 2023; Vargas Delgado, Sacaluga Rodríguez & Pérez Sánchez, 2024).

In the field of digital disinformation, this perspective is particularly relevant to complement approaches based on sentiment analysis and the use of big data techniques. While these methodological approaches allow for the identification of predominant emotional trends in large volumes of data, their interpretation is often limited if a theoretical framework is not integrated to explain why certain emotions are activated, reinforced, and reproduced over time (Escobar & Mercado, 2019; Lorenz-Spreen et al., 2023). In this sense, the Enneagram provides an additional analytical layer that connects empirical results with deeper motivational structures, as evidenced in recent research integrating emotionality, disinformation, and personality types in digital communication contexts (Vargas Delgado, Sacaluga Rodríguez & García García, 2023).

The incorporation of the Enneagram into communication and disinformation studies does not aim to replace other explanatory models, but rather to complement them, offering a more complex reading of the relationship between emotionality, decision-making, and communicative behavior. This approach is consistent with recent research that advocates for interdisciplinary approaches capable of integrating cognitive, emotional, and sociocultural dimensions into the analysis of contemporary information phenomena (Culloty & Suiter, 2021; Rúas Araújo & Paniagua Rojano, 2023; López López et al., 2023), as also shown by studies that have applied the Enneagram to analyze the interaction between personality traits, emotionality, and disinformation in educational and communicative contexts (Vargas Delgado, Sacaluga Rodríguez & García García, 2023).

In short, the Enneagram is a relevant interpretive framework for studying the emotional patterns underlying digital communication and disinformation, allowing us to move toward a deeper understanding of the mechanisms that condition the dissemination of manipulated contents and informational decisions in highly connected contexts. Many authors have highlighted the definition of the Enneagram, but on this occasion, the "Naranjo" perspective (1995) is more profound and psychological, associating each type with a dominant passion in which it highlights the nine Enneatypes.

-. Enneatype 1 – Perfectionist/Reformer: responsible, ethical, correction-oriented. Tends toward rigidity, self-control, and excessive criticism. May experience repressed anger in the pursuit of perfection.

-. Enneatype 2 – Helper / Proud: generous, accommodating, and oriented toward others. Needs to feel needed; their main motivation is pride. Can become possessive or emotionally manipulative.

-. Enneatype 3 – Achiever / Vain: Ambitious, efficient, success- and image-oriented. Seeks recognition and achievement. Can fall into superficiality and acting according to what "sells."

-. Enneatype 4 – Individualist / Romantic / Envious: Emotionally intense, introspective, and sensitive. Oriented toward authenticity and depth. May develop melancholy, feelings of lack, and envy.

-. Enneatype 5 – Observer / Greedy: Research-oriented, analytical, introspective. Tends toward detachment, isolation, and retaining energy or resources (energy "greed"). Seeks knowledge to feel secure.

-. Enneatype 6 – Loyal / Fearful / Questioning: Cautious, responsible, and committed. Lives on alert, seeks security. May become anxious, distrustful, or controlling.

-. Enneatype 7 – Enthusiastic / Gluttonous: Optimistic, spontaneous, lover of variety and experiences. Avoids pain through distraction. Can be undisciplined or escapist.

-. Enneatype 8 – Challenger / Lust: Intense, natural leader, oriented toward power and control. Strong and protective but can be dominant or confrontational. Linked to the passion of lust (excessive intensity of life).

-. Enneatype 9 – Peacemaker / Mediator / Indolent: Calm, adaptable, conciliatory. Avoids conflict and may disconnect from themselves. Tends toward inertia, emotional comfort, or "inner numbness." (p. 27).

This classification will help us categorize the comments in each of the enneatypes.

1.2. Link between sentiment analysis and motivational structures

Another tool we have used in this research is sentiment analysis. We can define it as a Natural Language Processing (NLP) and machine learning technique that identifies and classifies emotions or opinions in texts (positive, negative, or neutral). Sentiment analysis has established itself in recent years as a key methodological tool for the study of digital communication, especially in research focused on disinformation, polarization, and the viralization of contents on social platforms. Using automated language processing techniques and big data analysis, this approach allows us to identify predominant emotions, affective climates, and discursive trends in messages disseminated on social networks, forums, and blogs (Escobar & Mercado, 2019; Lorenz-Spreen et al., 2023). However, several authors have pointed out that the mere detection of emotions is not sufficient if it is not accompanied by a theoretical framework that allows for the interpretation of the meaning and persistence of these emotional patterns over time.

In this context, linking sentiment analysis with motivational structures offers an interpretive approach that broadens the explanatory scope of studies on disinformation. The emotions detected in digital messages—such as anger, fear, moral outrage, or identity grievance—do not emerge in isolation but are often articulated around narratives that appeal to deep psychological needs, such as the search for security, belonging, recognition, or control (Aalberg et al., 2017; Charaudeau, 2009; Müller, 2016). From this perspective, sentiment analysis allows us to identify the superficial manifestation of these emotions, while motivational structures help explain their communicative effectiveness.

The literature on disinformation and populism has shown that messages that trigger intense emotions tend to spread more quickly and widely, especially when they reinforce processes of polarization and discursive simplification (Aruguete et al., 2020; Gerbaudo, 2017; Burni & Tamaki, 2021). Empirical studies in electoral and crisis contexts have shown that the emotional charge of messages not only increases interaction but also conditions the way users assess the credibility of information and make informational decisions (Cabezuelo Lorenzo & Manfredi, 2019; Alcoceba & Homont, 2022). The incorporation of a motivational approach allows us to understand why certain disinformation discourses are particularly persuasive to certain audiences.

From a methodological point of view, sentiment analysis provides quantifiable indicators of the emotional distribution of messages, while interpretation based on motivational models—such as the Enneagram—facilitates the connection between these emotions and more stable patterns of communicative behavior. This complementarity is particularly relevant in digital environments characterized by information overload and reduced critical thinking, where decisions to share, comment on, or amplify contents are made quickly and, in many cases, emotionally (Tandoc et al., 2018; Culloty & Suiter, 2021), as evidenced by recent research that has analyzed the relationship between personality traits, emotionality, and the detection of fake news using integrated approaches (Vargas Delgado, Sacaluga Rodríguez & García García, 2023).

Likewise, recent research on media literacy and information consumption has emphasized that vulnerability to disinformation does not depend solely on educational level or access to reliable sources, but also on emotional and motivational factors that influence the perception of reality (Figueira & Santos, 2019; Herrero Curiel & La Rosa, 2022). In this sense, integrating sentiment analysis with an interpretive framework based on motivational structures allows us to move toward a more complex understanding of the relationship between emotionality and decision-making in digital contexts.

The link between the two approaches is particularly relevant in the study of coordinated disinformation campaigns, where the repetition of certain emotional patterns does not respond to spontaneous dynamics, but rather to deliberate strategies to manipulate the audience's emotional climate (European Commission, 2019; Siles et al., 2021; Vision of Humanity, n.d.). Sentiment analysis allows these emotional regularities to be detected, while motivational interpretation helps to explain their ability to mobilize support, reinforce identities, and weaken critical verification mechanisms.

In short, the articulation between sentiment analysis and motivational structures constitutes a relevant methodological and theoretical contribution to studies on disinformation. This integration makes it possible to move beyond descriptive approaches and advance toward more in-depth explanatory models capable of relating empirical data to the psychological and communicative

processes underlying the dissemination of manipulated contents in highly connected digital environments.

1.3. Implications for the detection and mitigation of disinformation

The integrated analysis of digital emotionality, motivational structures, and discursive patterns derived from sentiment analysis has direct implications for the processes of verification, mitigation of disinformation, and decision-making in highly connected communicative environments. The specialized literature has pointed out that traditional verification approaches, focused exclusively on factual checking, are insufficient to address disinformation phenomena that operate through emotional activation and appeals to identities, grievances, or collective fears (Tandoc et al., 2018; Culloty & Suiter, 2021).

From this perspective, the early identification of recurring emotional patterns is a valuable complementary indicator for verification systems. The repetition of intense emotions—such as anger, fear, or moral outrage—associated with certain narratives can alert us to manipulative information dynamics even before the content is widely disseminated (European Commission, 2019; Vision of Humanity, n.d.). Sentiment analysis, interpreted in light of motivational structures, thus makes it possible to anticipate the persuasive functionality of certain messages and to guide fact-checking efforts more effectively, as pointed out by studies linking emotional patterns, personality traits, and early detection of fake news in digital communication contexts (Vargas Delgado, Sacaluga Rodríguez & Pérez Sánchez, 2024).

In terms of mitigation, this approach offers tools for understanding why certain disinformation contents persist and are reproduced despite being debunked. Several studies have shown that factual correction does not always reduce the impact of disinformation when it is aligned with deeply rooted emotional frameworks and identity narratives (Aruguete et al., 2020; Gerbaudo, 2017; Mudde & Rovira Kaltwasser, 2018). The incorporation of interpretive models that address underlying motivations allows for more tailored mitigation strategy design, aimed not only at refuting incorrect data, but also at deactivating the emotional triggers that sustain adherence to such discourses.

These implications also extend to decision-making at both the individual and institutional levels. In contexts of information overexposure, decisions to share, amplify, or ignore certain contents are often made under conditions of high emotional load, which reduces the ability for critical assessment (Figueira & Santos, 2019; Herrero Curiel & La Rosa, 2022). Understanding the relationship between dominant emotions and motivational structures helps explain these dynamics and design interventions aimed at strengthening critical thinking and media literacy, as evidenced by research analyzing the interdependence between personality traits, information consumption, and the detection of fake news in educational and communicative contexts (Vargas Delgado, Sacaluga Rodríguez & García García, 2023).

In the professional sphere, especially in journalism and public communication, this approach allows for the improvement of editorial processes and information decisions. Detecting specific emotional climates associated with disinformation narratives can help professionals contextualize messages, avoid uncritical reproduction, and anticipate possible polarizing effects on the audience (Rúas Araújo & Paniagua Rojano, 2023; Tuñón, 2021). Similarly, institutions and digital platforms can benefit from this approach to develop early warning systems and moderation policies that are more sensitive to the emotional dynamics that structure the circulation of disinformation (Lorenz-Spreen et al., 2023; López López et al., 2023).

Finally, the articulation between sentiment analysis and motivational structures provides a solid basis for the formulation of preventive strategies against disinformation. By integrating emotional, psychological, and communicative dimensions, this approach promotes a more complete understanding of the phenomenon and allows for progress toward intervention models that consider both the technological and human dimensions of digital communication. In this sense, informed and responsible decision-making is reinforced by a deeper understanding of the emotional mechanisms that condition the circulation of contents in the digital public sphere, as evidenced by studies that have applied integrated approaches to analyze the detection of fake news and critical information management from the interaction between personality, emotionality, and information consumption.

2. Objectives

The objectives proposed in this research focus on the sentiment analysis of digital comments from videos related to social networks, digital harassment, disinformation, and the emotional impact of connectivity. This analysis will help us understand the relationship between comments and our emotions, the link with enneatypes, and the vulnerability detected in them.

General objective: To identify emotional and discursive patterns in order to explore their relationship with the personality styles described in the Enneagram.

Specific objectives:

-. Analyze the emotional charge present in digital comments associated with videos on social media, cyberbullying, misinformation, and connectivity, using content analysis and/or natural language processing techniques.

-. Explore the relationship between emotional and discursive patterns and Enneagram personality styles, evaluating possible correspondences, recurrences, and predominant profiles.

-. Investigate possible associated psychosocial traits such as emotional vulnerability and analyze how they are associated with different topics: hoaxes, social media, misinformation, *fake news,* among others.

3. Methodology

This research adopts a qualitative-computational approach, combining assisted linguistic analysis techniques such as sentiment analysis and computational models with qualitative interpretation procedures. The programming language used to extract the data analysis is Python. According to Rodriguez and Rodriguez (2022), this language has the ability to load different libraries and packages with data calculation and visualization functionalities. For this research, it has been truly necessary for the selected data mining, with 48 YouTube videos with Contents on digital harassment, disinformation, social media, and hyperconnectivity. A total of 11,987 comments were analyzed to extract the prediction for each enneagram type. Thanks to this hybrid approach, emotionality, discursive patterns, and possible indicators of personality style were systematically examined.

3.1. Data preparation

To obtain the information, an exhaustive data preparation process was carried out, including:

- Text cleaning to eliminate non-linguistic elements, spelling inconsistencies, and formatting traces typical of digital interaction. Also, the elimination of duplicates, spam, and non-informative messages could distort the qualitative interpretation.

3.2. Emotional classification and communication style assignment

To analyze the emotional patterns, present in the comments, a computational linguistic model was implemented to:

-. Assign an enneatype based on discursive markers compatible with the theoretical framework of the enneagram. In addition to estimating confidence levels in order to assess the stability of predictions and detect possible margins of ambiguity. And finally, to generate a structured dataset containing the original comment, assigned enneatype, confidence level, video metadata, and some linguistic variables such as length, lexical density, and the presence of affective markers.

3.3. Interpretive qualitative analysis

Qualitative analysis helped us to contextualize and validate the computational predictions through a reflective process. To this end:

-. Comments representing each enneatype were selected, prioritizing those with prototypical communicative traits or high expressive intensity. In addition, ambiguous cases were also analyzed in order to detect discursive tensions that sometimes cannot be captured solely by automated procedures. Emotional expressive patterns were identified, taking into account elements such as tone, subjectivity, discursive performativity, and modes of interaction. This analysis was key to delving deeper into the aesthetic, affective, and socio-emotional dimensions of discourse.

3.4. Quantitative analysis

The quantitative analysis complements the previous qualitative interpretation, as it provides a scenario of expressive dynamics of the content, achieving:

- Relative and absolute distributions by enneatype, aimed at mapping predominant psychological patterns, as well as comparisons between videos and themes to analyze variations in emotional intensity and discursive load according to visual content, and finally, confidence levels that have allowed us to evaluate the stability of the model and detect possible algorithmic biases.

In conclusion, it should be noted that this analysis with a triangulated approach (computational, qualitative, and quantitative) has allowed for a deeper understanding of the phenomenon, as detailed below in the analysis.

4. Analysis

This section shows the results after analyzing the relationship with comments from different points of view using sentiment analysis. First, the results of the most predominant emotions based on the comments described by users will be shown. Next, communication patterns will be related to Naranjo's (1995) enatypes to review which are the most predominant, and finally, the vulnerability of the videos will be shown based on their themes. To perform this analysis, the following route was followed in the comments:

Image 1. Emotional path from contents to comment.



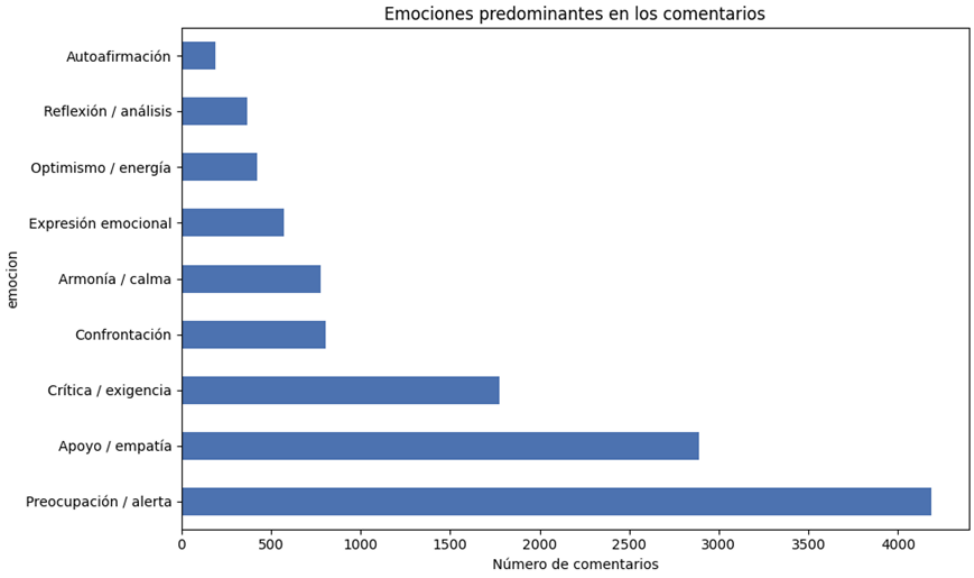
Source: Own elaboration.

After breaking down the information, the following considerations were reached:
On the topic of cyberbullying, greater concern was detected, which would coincide with an Enneagram type 6.

When reviewing videos related to screens, greater stress and saturation were detected, which is very consistent with enneatype 1. The comments on videos related to misinformation reflect greater confusion and alertness, related to enneatype 6. Finally, the comments on videos about digital education reveal reflections consistent with enneatype 5.

We understand that emotions play an important role when we write after watching a video. People convey not only words but also feelings and sensations in their comments. Below is a table highlighting the predominant emotions found in the comments.

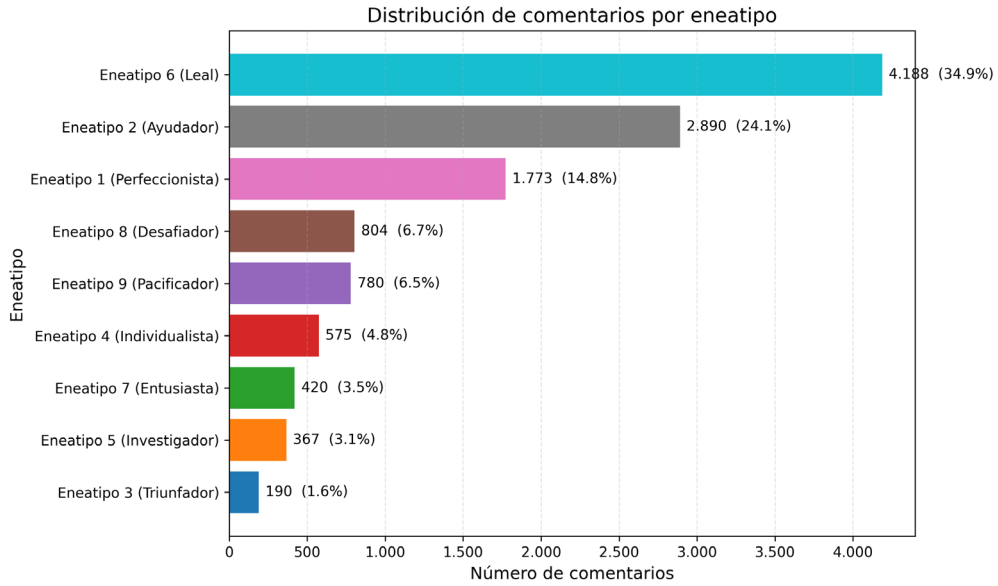
Image 2. Predominant emotions in the comments.



Source: Own elaboration.

After reviewing the data, we can confirm that the dominant emotion is concern/alertness, followed by empathy. This confirms that the topics of misinformation and screens trigger emotional vulnerability. At the opposite end of the spectrum, we see that emotions related to self-affirmation, reflection, and optimism rank last according to the data. The following image details the number of comments associated with the different enneatypes.

Image 3. Distribution of comments by enneatype.



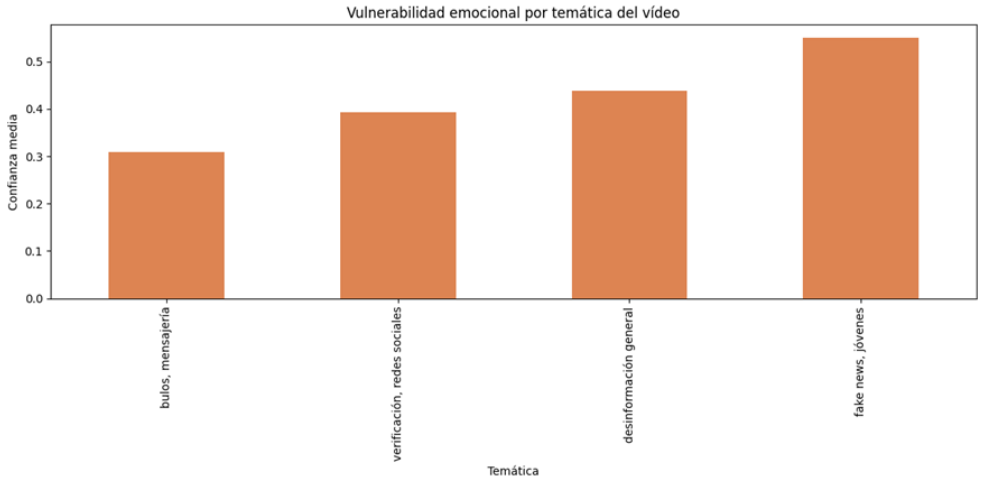
Source: Own elaboration.

As we can see in the image, the quantitative distribution according to the nine enneatypes shows a high concentration in enneatype 6 (Loyal), which has the highest volume of participation. This is followed by equally high values for enneatype 2 (Helper) and enneatype 1 (Perfectionist), which have a more psychological profile dominated by patterns of vigilance, relational support, and guidance. The rest of the enneatypes 3, 5, 7, and 4 have significantly lower frequencies, indicating a lower representation of expressive styles oriented toward achievement, analytical introspection, spontaneity, or individualized emotionality.

Another aim of this research was to investigate the predominant communication patterns after linking the different comments to each of the enneatypes. As can be seen in Image 3, when relating the emotions found in the comments to each of the enneatypes described by Naranjo (1995), we find that the dominant style is Loyal with a percentage of (34.9%), associated with concern, alertness, and the search for security. We understand that this is consistent with the emotional impact of misinformation. We understand that this enneatype can exaggerate dangers in order to avoid risks, appearing excessively cautious and fearful. However, although they may always be on alert, they hate feeling observed. Another characteristic is that before acting, they may think about the situation at length and tend to have many doubts.

Another variable we have been able to analyze is the vulnerability of the comments on the videos. The following image shows how the degree of vulnerability varies depending on the theme of the videos.

Image 3. Emotional vulnerability by video theme.



Source: Own elaboration.

The image shows considerable differences in emotional vulnerability depending on the theme of the videos. Contents dealing with "fake news, young people" have the highest value, with 0.55, followed by videos dealing with "general misinformation" with a value of 0.44. This is followed by videos on "social media" with a score of 0.39, while videos on "hoaxes, messaging" have the lowest score at 0.30. In short, this image confirms how topics with greater identity implications and experiential proximity (young people and disinformation) intensify emotional reactivity, compared to other more routine or limited contexts such as messaging and hoaxes.

5. Results

After analyzing the results, we have identified the following considerations.

5.1. Emotions and vulnerability

One of the points to highlight is the analysis of digital emotionality and vulnerability. The analysis shows that exposure to contents related to digital harassment, misinformation, and some dynamics specific to social media can generate a significant emotional response among users. Some of the comments examined show the continuous presence of concern, cognitive confusion, affective polarization, and a marked need for social validation. Defensive and reactive responses have also been identified, especially in discussions where uncertainty and informational ambiguity predominate. In this way, we can confirm that disinformation and digital stimulus overload emerge as factors of emotional vulnerability, favoring the appearance of restlessness, irritability, and deterioration of the communicative climate.

5.2. Emotional patterns in Communication (eneatypes)

Another aspect we have taken into consideration is patterns according to enneatype.

The classification of discursive comments taking into account the personality styles described in the enneagram allows us to observe different communication patterns. Comments linked to enneatypes 1, 2, and 4 show greater emotional intensity, high expressiveness, and frequent use of subjective constructions, suggesting a tendency toward affective involvement. However, enneatypes 3, 5, 7, and 8 group more defined elements, with distinctive communication styles characterized by greater discursive control, direct argumentative strategies, or a greater emphasis on self-assertion. Finally, enneatypes 6 and 9 show patterns associated with concern, doubt, the search for security, or conciliatory tendencies, reflecting a discourse oriented toward conflict resolution and the search for interpretive stability.

5.3. Impact on misinformation.

Another issue to highlight, according to the analysis, is the results of disinformation. This is an essential element in the production of psychological and emotional distress within digital environments. The

comments show mistrust of platforms and their verification mechanisms, as well as a widespread feeling of loss of control in the face of the proliferation of ambiguous or contradictory contents. It has been confirmed that they elicit more intense emotional responses, including reactivity, hostility, and increased polarization, especially in debates on sensitive issues. Repeated exposure to low-quality information increases uncertainty and encourages adherence to extreme positions.

5.3 Effect of hyperconnectivity

The analysis carried out shows that hyperconnectivity associated with the intensive use of screens and social platforms has a direct impact on users' emotional and cognitive processes.

Among the trends observed, the intensification of emotional reactivity stands out, i.e., a decrease in the ability for critical processing when faced with large volumes of information. It is also necessary to highlight the immediacy of communication, which favors the spread of impulsive discourse, mostly characterized by exposure to situations of harassment, social pressure, or mutual surveillance dynamics, contributing to more volatile and emotionally charged communication environments.

6. Conclusions

Following the analysis and results, the initial conclusions suggest the following statements:
-. Digital emotionality is deeply influenced by misinformation and hyperconnectivity.

-. Personality styles (enneatypes) modulate the way users react to sensitive contents.

-. Sentiment analysis allows us to identify consistent emotional patterns in digital environments.

-. Emotional vulnerability is shown to increase in contexts of information saturation and constant exposure.

-. The Enneagram is a useful framework for interpreting the diversity of affective responses on social media.

Below, we will detail each of these lines more explicitly:
It can be said that digital emotionality currently constitutes, for social media users, a component within the communicative ecosystem whose activation is regulated by thematic, motivational, and typological factors, as we have seen in the topics of disinformation, social media, and hoaxes, among others. Through combined analysis (computational, qualitative, and interpretive), it is evident that exposure to contents related to digital harassment, disinformation, and hyperconnectivity generates emotional patterns characterized by concern, alertness, cognitive confusion, and affective reactivity. As seen in the analysis, there is an increase in emotional vulnerability associated with information overload and the ambiguity inherent in highly connected digital environments.

In relation to motivational structures and comments associated with enneatypes, enneatype 6 reveals a marked tendency toward the search for security, risk anticipation, and cognitive vigilance. This is reaffirmed by the definition we outlined in the framework, where schemas based on control, prevention, and external validation are activated. Enneatypes 1 and 2 are also highly represented, with discursive patterns centered on normativity, guidance, relational support, and the need for external affirmation. Less prevalent are enneatypes 3, 4, 5, 7, and 8, which confirm that the emotionality derived from misinformation favors more cautious or analytical interactive patterns, as opposed to styles oriented toward achievement, spontaneity, or self-information.

Another piece of data reflected in the analysis relates to certain psychosocial factors such as vulnerability. Contents about *fake news* and young people show higher levels of emotional vulnerability, followed by general misinformation, indicating greater emotional sensitivity to certain topics with strong identity implications and experiential proximity. Lower vulnerability could be noted in topics such as messaging or hoaxes, suggesting that emotional intensity increases when the content directly affects groups perceived as close or potentially threatened.

With regard to disinformation, this research confirms that it does not operate exclusively through cognitive mechanisms but rather depends on the activation of stable affective and motivational patterns. The link between sentiment analysis and different personality types shows that the ability of disinformation messages to go viral is modulated by their alignment with deep emotional structures. This approach provides empirical evidence of the need to develop intervention models that combine media literacy, emotional management, and understanding of motivational profiles.

In reference to the objectives, we had set ourselves in the research:
- Analyze the emotional charge present in digital comments associated with videos on social media, digital harassment, disinformation, and connectivity, using content analysis and/or natural language processing techniques. The analysis carried out on these topics is confirmed by sentiment analysis and computational systems to extract the emotional charge from the comments.

-. Explore the relationship between emotional and discursive patterns and Enneagram personality styles, assessing possible correspondences, recurrences, and predominant profiles. The relationship between emotional patterns and different Enneagram types has been analyzed, reviewing the links between the comments and each of them and exposing their intensity.

-. Investigate possible associated psychosocial traits such as emotional vulnerability and analyze how they are associated with different topics: hoaxes, social media, misinformation, *fake news*, among others. The analysis confirms how certain topics elicit greater intensity and vulnerability among users, and how others mitigate their emotionality.

Ultimately, as professionals and educators in higher education, we must intervene because of the critical implications for society. We are all aware of the exacerbated connectivity that mitigates our emotions and how more present and full communication reduces critical processing ability and often favors the circulation of polarized discourse.

The relationship and interaction between emotionality, misinformation, and personality patterns contribute to a more hostile communicative climate where exposure to psychosocial risks increases and conditions users' informational autonomy. As a result, this research reinforces the urgency of incorporating transdisciplinary approaches into educational policies, digital literacy programs, and institutional strategies for mitigating misinformation, in order to promote safer, more critical, and emotionally sustainable communicative environments.

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