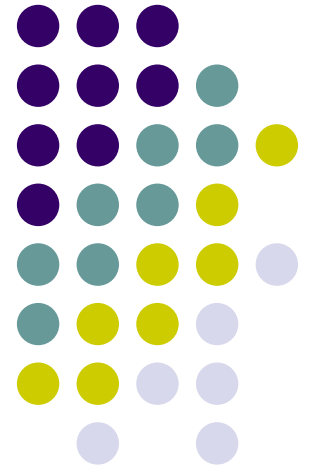
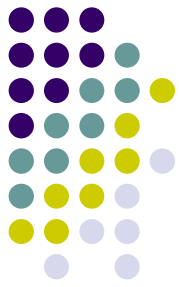


Using the IAT to predict voting behavior

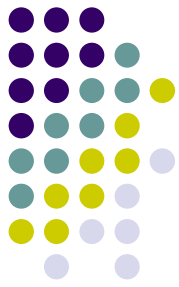
Mark A Oakes





Population subset

- Political identification.
 - “I consider myself to be,” where 1 = Strong Democrat and 7 = Strong Republican.
- Targeted those subjects whose political affiliation was weak to neutral.
 - Subjects who responded with a 3, 4, or 5 were classified as Independents.



Subjects

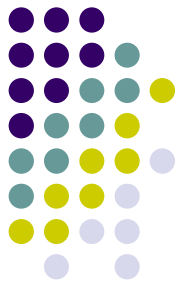
- In exchange for course credit, 241 introductory psychology students from Western Washington University (174 females and 67 males), ranging in age from 18 to 25 years (mean age = 18.89), participated in Phases I & II.
- In phase III we contacted 191 subjects, of which, 138 (73%) voted in the 2000 Election.



Method: procedure

- The experiment involved three separate phases.
 - In Phase I, subjects logged onto to a website to complete political attitude questionnaires and anticipated voting behavior in the 2000 U. S. Presidential, congressional and state elections.
 - In Phase II, we measured implicit political attitudes using the Implicit Association Test (IAT).
 - In the final Phase we contacted subjects after the 2000 Election to determine whom they actually voted for in the election.

Materials: Political Attitude IAT



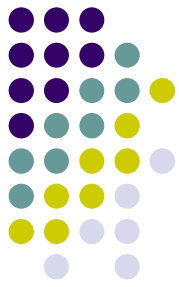
- Targets

- Republican: Ronald Reagan, Elizabeth Dole, George W. Bush, Slade Gorton, Richard Nixon
- Democrat: Bill Clinton, Hillary Clinton, Al Gore, Jimmy Carter, John F. Kennedy

- Attributes

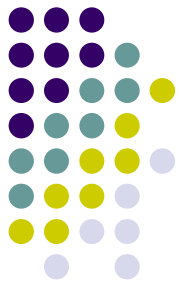
- Positive Words: Proud, Moral, Enthusiastic, Honest, Trustworthy
- Negative Words: Unethical, Angry, Afraid, Dishonest, Irresponsible

Explicit Measures: Conservatism



- We adopted a measure used by Sidanius, Pratto, and Bobo (1996) to assess general political conservatism:
 - I consider myself to be:
 - Seven point Likert scale, with 1=Very Liberal, 7=Very Conservative as anchors

Explicit Measures: political affiliation measure



- Two other questions were developed as an alternative, explicit, statement of political affiliation:
 - Which party shares your views about most political issues?
 - Which party do you trust to more represent your views?
 - 1 = Exclusively Democrat, 4= Neither Party, 7 = Exclusively Republican
- The average response to these questions was computed to create a single alternative political affiliation measure.

Explicit Measures: attitude toward political policy

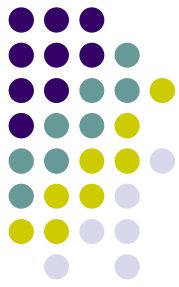


- Twelve attitude measures toward government policy were adapted from Pratto, Stallworth, and Sidanius (1997)
- Seven point Likert scale, where 1 = strongly disapprove and 7 = strongly approve.
 - (1) Greater assistance for the poor
 - (2) Increased taxation of the rich
 - (3) Universal healthcare
 - (4) Reduced public support for the homeless
 - (5) Reduced benefits for the unemployed
 - (6) Equal rights for women
 - (7) The U.S. military
 - (8) Gay and lesbian rights
 - (9) Government support for businesses
 - (10) Death penalty
 - (11) Affirmative action
 - (12) Public day care.
- The mean response to the above list of questions was calculated for each subject.



Method : Data collection

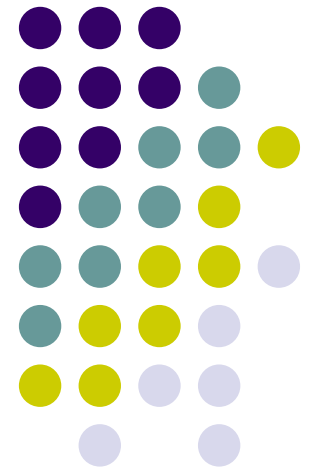
- Data was harvested from an experiment conducted as part of Tyler Bain's Master's thesis at Western Washington University.
- Data was collected at in the fall of 2000 and targeted four separate political elections:
 - A) President: Gore (D) vs. Bush (R)
 - B) Senate (WA): Cantwell (D) vs. Gorton (R)
 - C) Congress (WA): Larsen (D) vs. Koster (R)
 - D) Governor (WA): Locke (D) vs. Carlson (R)



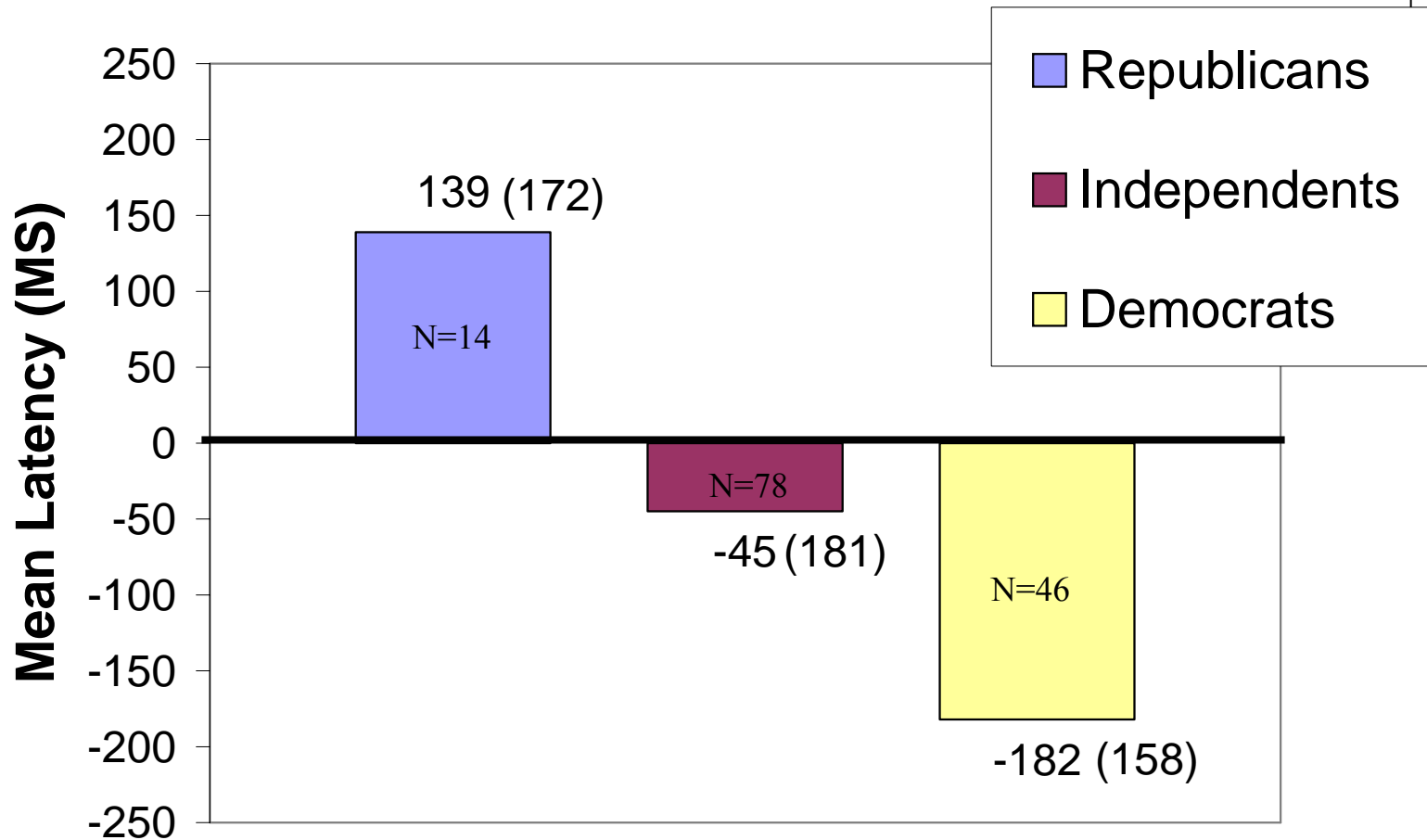
Dependent Variable

- We were only interested in those subjects who eventually voted for a Republican or Democratic candidate because the nature of the IAT only allows us to compare two political parties.
- Average voting measure computed over the four different elections for people who voted for either a Republican or Democratic candidate
 - Dummy coding: Subjects voting for a Republican received a 1 and people voting for a Democrat received a 0.
 - Not everyone voted in all four elections so the DV has more than five points (0, .25, .5, .75, 1).
 - A higher score represents a greater proportion of Republican votes relative to Democrat.

Results



IAT scores by Political Affiliation



Positive scores indicate a preference for Republican relative to Democrat. STDEV are enclosed in parentheses

Correlation Table

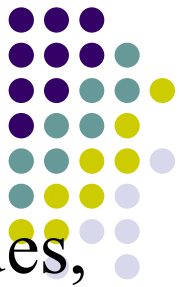


Table 1. Correlation matrix for the IAT, Political Issues, Conservatism, and Political Affiliation.

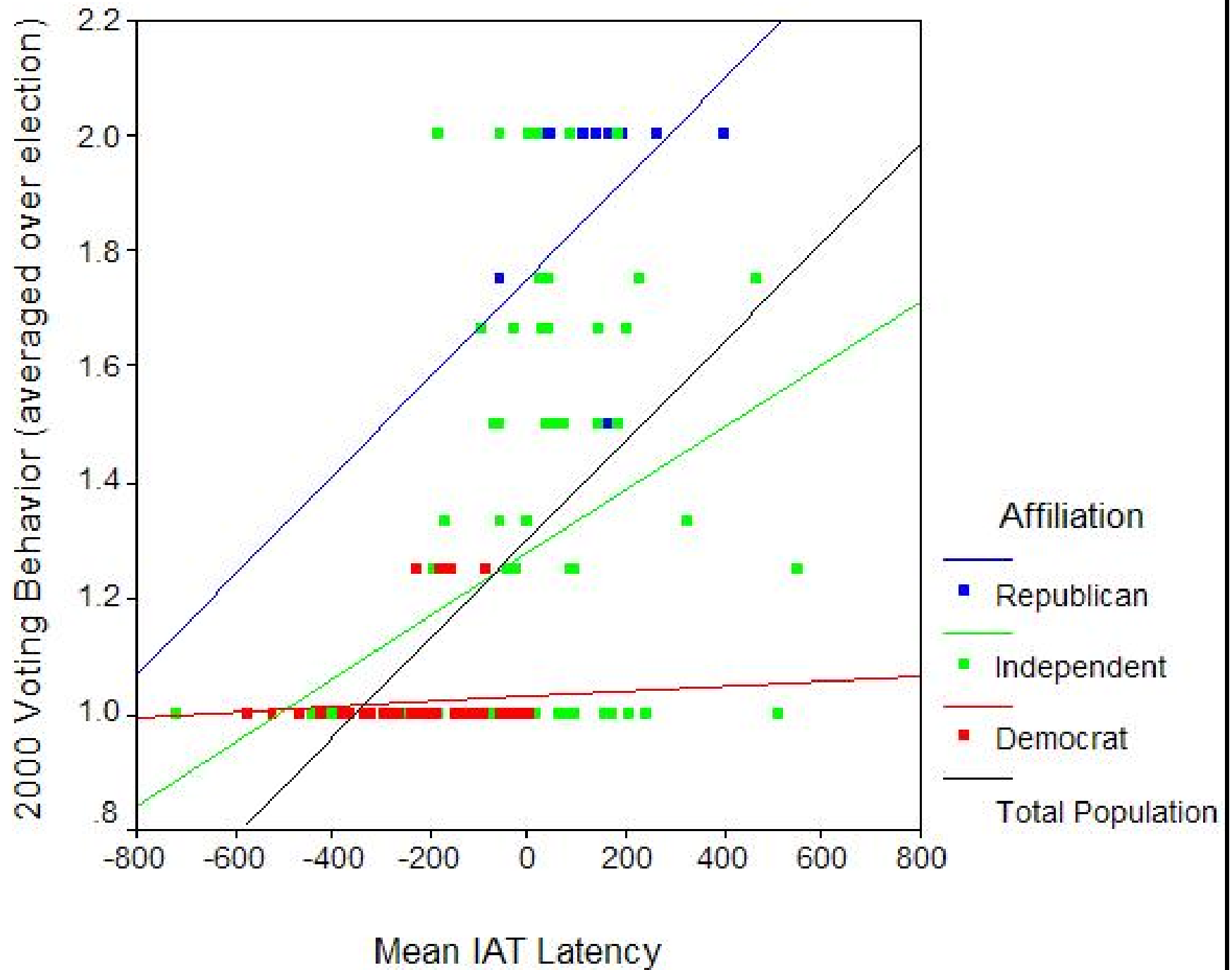
Zero-order correlations				
	IAT	Issues	Con	Aff
IAT	--			
Issues	.39**	--		
Conservatism	.48**	.56**	--	
Affiliation	.66**	.59**	.72**	--

Notes: * $p < .05$; ** $p < .001$. N = 138 IAT log latencies.

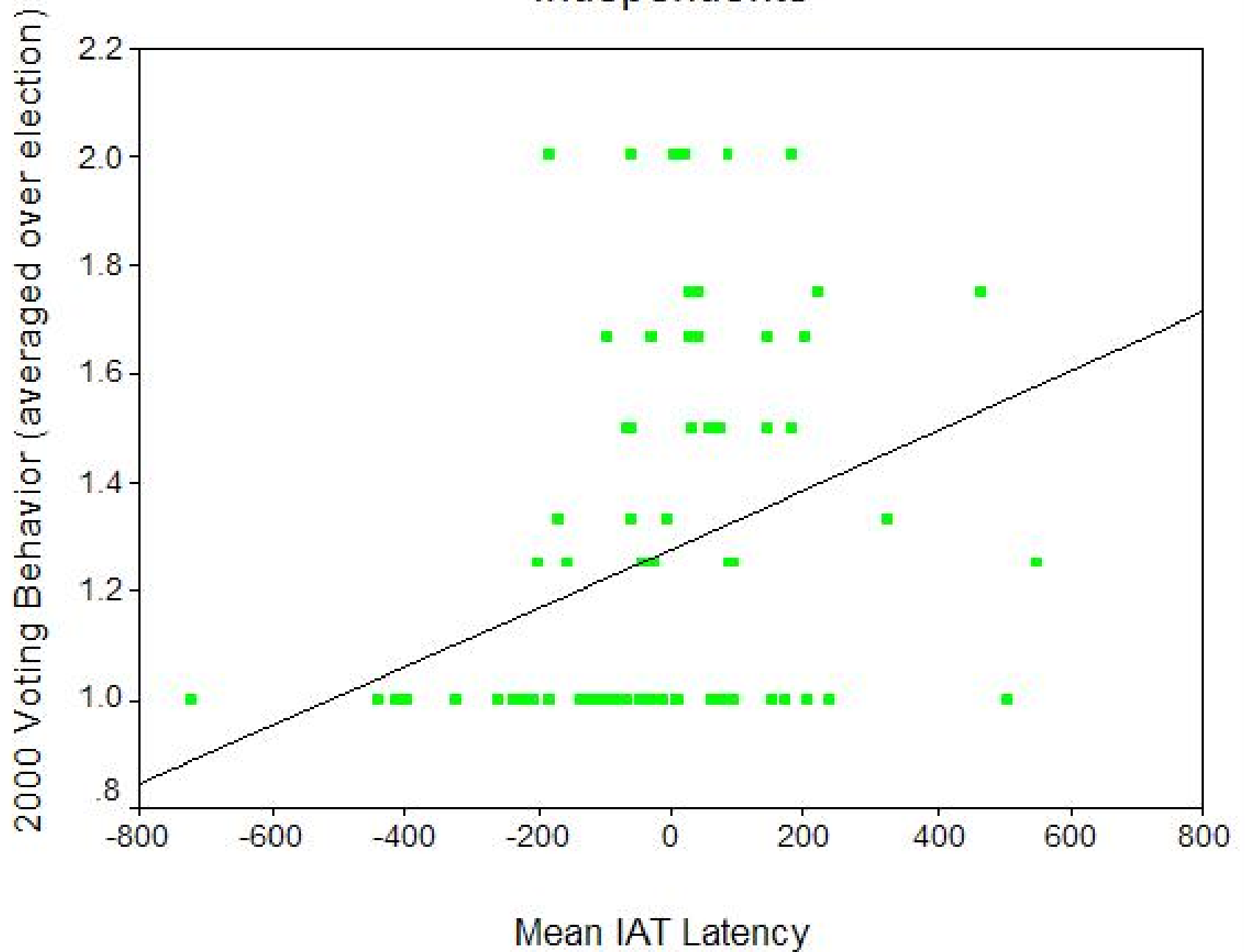


Analyses

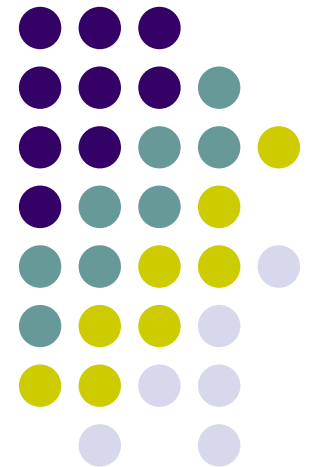
- Performed several hierarchical regression analyses.
 - The IAT was entered as a predictor on the first step and average voting behavior was the DV.
 - The explicit measures were entered in separate steps (in ascending order of relation with the IAT)
 - Political Issues (step 2)
 - Conservatism (step 3)
 - Affiliation (step 4)

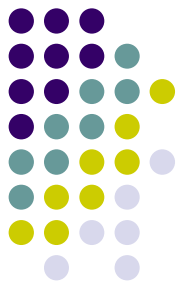


Independents



All Subjects





Dependent variable	Step 1 β	Step 2 β	Step 3 β	Step 4 β
Self-reported voting behavior averaged over all elections (president, senate, house, gov).				
IAT	.53**	.38**	.24**	.01
Pol. Policy	--	.39**	.20*	.08
Conservatism	--	--	.45**	.19*
Affiliation	--	--	--	.62**

$$R^2 = .29^{**} \quad \Delta R^2 = .13^{**} \quad \Delta R^2 = .13^{**} \quad \Delta R^2 = .13^{**}$$

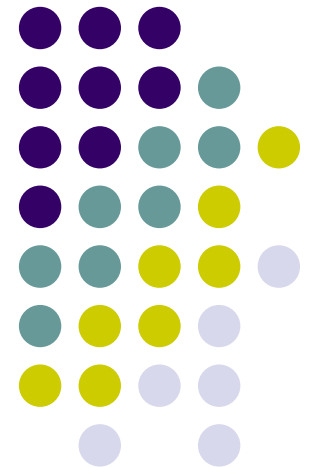
Self-reported voting behavior
averaged over specific elections
(president, senate, house).

IAT	.53**	.40**	.26**	.04
Pol. Policy	--	.34**	.16*	.04
Conservatism	--	--	.45**	.20*
Affiliation	--	--	--	.59**

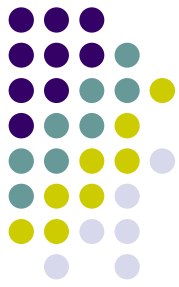
$$R^2 = .29^{**} \quad \Delta R^2 = .10^{**} \quad \Delta R^2 = .13^{**} \quad \Delta R^2 = .12^{**}$$

Notes: * $p < .05$; ** $p < .001$. N=135 IAT log latencies

Independents



Hierarchical Linear Regression



Dependent variable	Step 1 β	Step 2 β	Step 3 β	Step 4 β
Self-reported voting behavior averaged over all elections (president, senate, house, gov).				
IAT	.36**	.27*	.20*	.02
Pol. Policy	--	.40**	.29*	.16
Conservatism	--	--	.35**	.22*
Affiliation	--	--	--	.47**

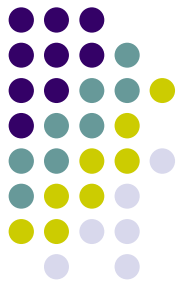
$$R^2 = .13^{**} \quad \Delta R^2 = .15^{**} \quad \Delta R^2 = .10^{**} \quad \Delta R^2 = .13^{**}$$

Self-reported voting behavior
averaged over specific elections
(president, senate, house).

IAT	.37**	.30*	.23*	.05
Pol. Policy	--	.30*	.18	.05
Conservatism	--	--	.36**	.23*
Affiliation	--	--	--	.48**

$$R^2 = .13^{**} \quad \Delta R^2 = .09^* \quad \Delta R^2 = .11^{**} \quad \Delta R^2 = .13^{**}$$

Notes: * $p < .05$; ** $p < .001$. N=76 IAT log latencies



Results--summary

- The relationship between IAT scores and self-reported affiliation was strong and positive ($r = .53$, $p = 10^{-12}$, $N = 138$).
 - The stronger Republican identification was, the more one tended to show a preference for Republican stimuli.
- The Political IAT provided an independent contribution to the prediction of the voting behavior
 - Even after the additions of two related explicit measures, the IAT still contributed independent variance.
 - Only after adding a measure of high similarity ($r = .66$), political affiliation measure, did the IAT fail to contribute a unique portion of variance to the prediction of voting behavior.