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Title: Black Threat and Christian Fundamentalist Threat: A National Election Study
1997 Pilot Study Report

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Abstract

This report has five main parts: first, a little of the theoretical background for this project is presented. Second, the basic experimental findings are described. Assessed in this section: the performance of the randomization, the high/low threat manipulation, and the cohesion of the responses to items within each condition. Third, the author gauges the impact of threat on prejudice and policy attitudes, using two different methods. One focuses on exposure to the high threat proposals (vs. exposure to the low threat proposals). The second focuses on reactions to the high threat proposals (vs. reactions to the low threat proposals). Fourth, the utility of these items as measures is assessed. Are these items as powerful in explaining public opinion on racial issues, or party and ideological identification or vote choice as some of our traditional measures? Fifth, the author offers a preliminary test of the theories about "black threat" and black population density which inspired the development of this battery in the first place. This report concludes with a summary and a list of recommendations.