What's Now and What's Next: The Affect Misattribution Procedure in the American National Election Studies

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Deliberative voters?

- Subliminally presented words elicit rude behavior
  (Bargh, Chen & Burrows, 1996)

- Arbitrary location of voting precinct influenced voting
  (Berger, Meredith & Wheeler, 2008)

- Implicit measures assess unintentional (i.e., automatic) reactions
Questions addressed by implicit tests

- Deliberative versus automatic bases for decisions?
- Has racial prejudice faded?
Reaction time priming (Fazio et al., 1986)

- Simple to complete
- Simple to interpret
- Low reliability
- Long procedure
Implicit Association Test (Greenwald et al., 1998)

- Good reliability
- Large effects
- Difficult to complete
- Controversial to interpret
Affect Misattribution Procedure (AMP)

- Simple to complete
- Simple to interpret
- High reliability
- Large effects

Candidate evaluations in 2008 Panel Study

- Explicit-Implicit $r = .53^{***}$
- Explicit-Vote Preference $r = .62^{***}$
- Implicit-Vote preference $r = .65^{***}$

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Time Series: Explicit and implicit race attitudes

White Respondents

Black Respondents

AMP responses

Explicit feelings

Explicit feelings

AMP responses

AMP responses

Whites

Blacks
Time Series: Explicit and implicit race attitudes

- Explicit feelings
- AMP responses

White Respondents

Black Respondents

- Whites
- Blacks
Panel: Explicit and implicit race attitudes

Comparison of explicit feelings and AMP responses between White and Black respondents.
Panel: Explicit and implicit race attitudes

- Explicit feelings
- AMP responses

White Respondents
- Whites
- Blacks

Black Respondents
- Whites
- Blacks
Does implicit prejudice predict voting for Obama, McCain?

Explicit prejudice in the Panel Study
- Feelings toward Blacks
- Sympathy for Blacks
- Admiration for Blacks
- Too much influence

Explicit prejudice in the Time Series
- Feelings toward Blacks
- Symbolic Racism
- Stereotypes of IQ and work ethic
Possible Effects of Prejudice

- Obama voter $\rightarrow$ McCain voter
- Obama voter $\rightarrow$ Non-voter
- Non-voter $\rightarrow$ McCain voter

Two routes by which implicit attitudes affect decision

- Directly, independent of explicit
- Indirectly, serving as input for deliberation
Time Series: Predicting McCain votes

Implicit Prejudice → Explicit Prejudice

Explicit Prejudice → Voting for McCain

0.18*** → Explicit Prejudice

Voting for McCain → Implicit Prejudice

0.60* (.49) → Implicit Prejudice
Time Series: Predicting Obama votes

 Implicit Prejudice → Explicit Prejudice: 0.18***

 Explicit Prejudice → Voting for Obama: -3.79***

 Implicit Prejudice → Voting for Obama: -1.22* (-0.75**)
Panel: Predicting McCain votes

- Implicit Prejudice → Explicit Prejudice: 0.18***
- Implicit Prejudice → Voting for McCain: 0.70* (.45)
- Explicit Prejudice → Voting for McCain: 2.41***

**Note:** The asterisks indicate statistical significance levels: ***p < 0.001, **p < 0.01, *p < 0.05.
Panel: Predicting Obama votes

Implicit Prejudice → Explicit Prejudice

Explicit Prejudice → Voting for Obama

Implicit Prejudice → Voting for Obama

.18***

-2.10***

-1.55* (-1.29**)
Many more questions...

- AMP responses available at ANES
- ANES has tracked changes in certain attitudes since 1948; how will implicit attitudes change?