

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

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APSA 2009

# Deliberative voters?



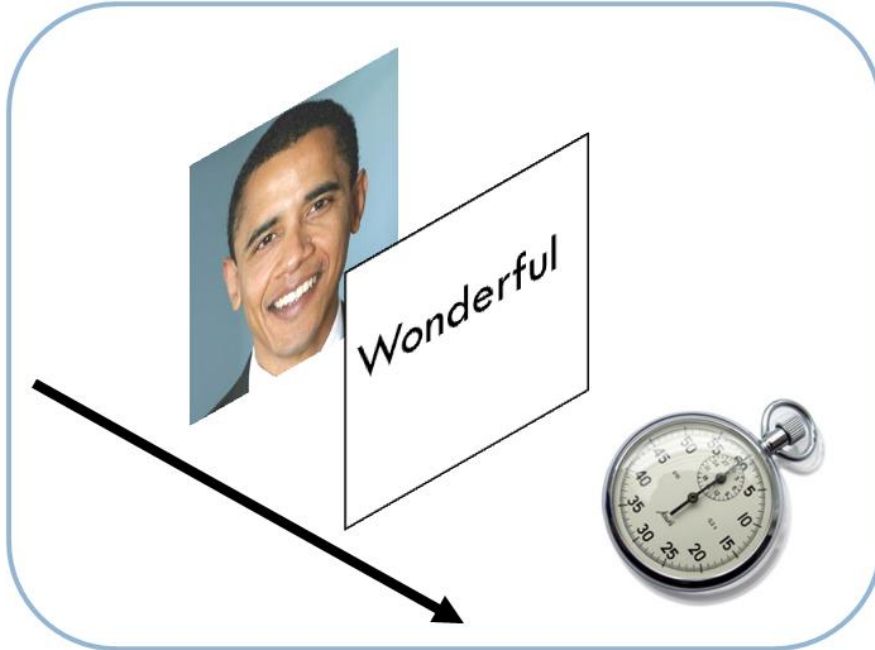
- Subliminally presented words elicit rude behavior  
(Bargh, Chen & Burrows, 1996)
- Arbitrary location of voting precinct influenced voting  
(Berger, Meredith & Wheeler, 2008)
- Implicit measures assess unintentional (i.e., automatic) reactions

# 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)

Obama or pleasant

McCain or unpleasant

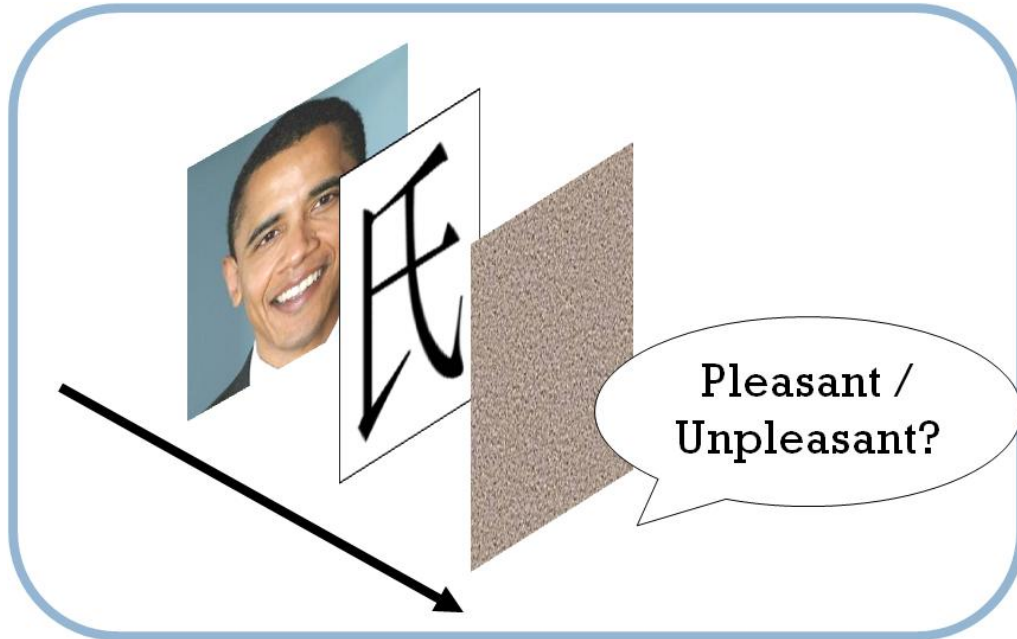


Wonderful



- Good reliability
- Large effects
- Difficult to complete
- Controversial to interpret

# Affect Misattribution Procedure (AMP)



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

Payne, Cheng, Govorun, & Stewart (2005).

# Candidate evaluations in 2008 Panel Study

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

	<b>Regression coefficient predicting Voting Preference</b>
Explicit	1.19***
Implicit	2.10***

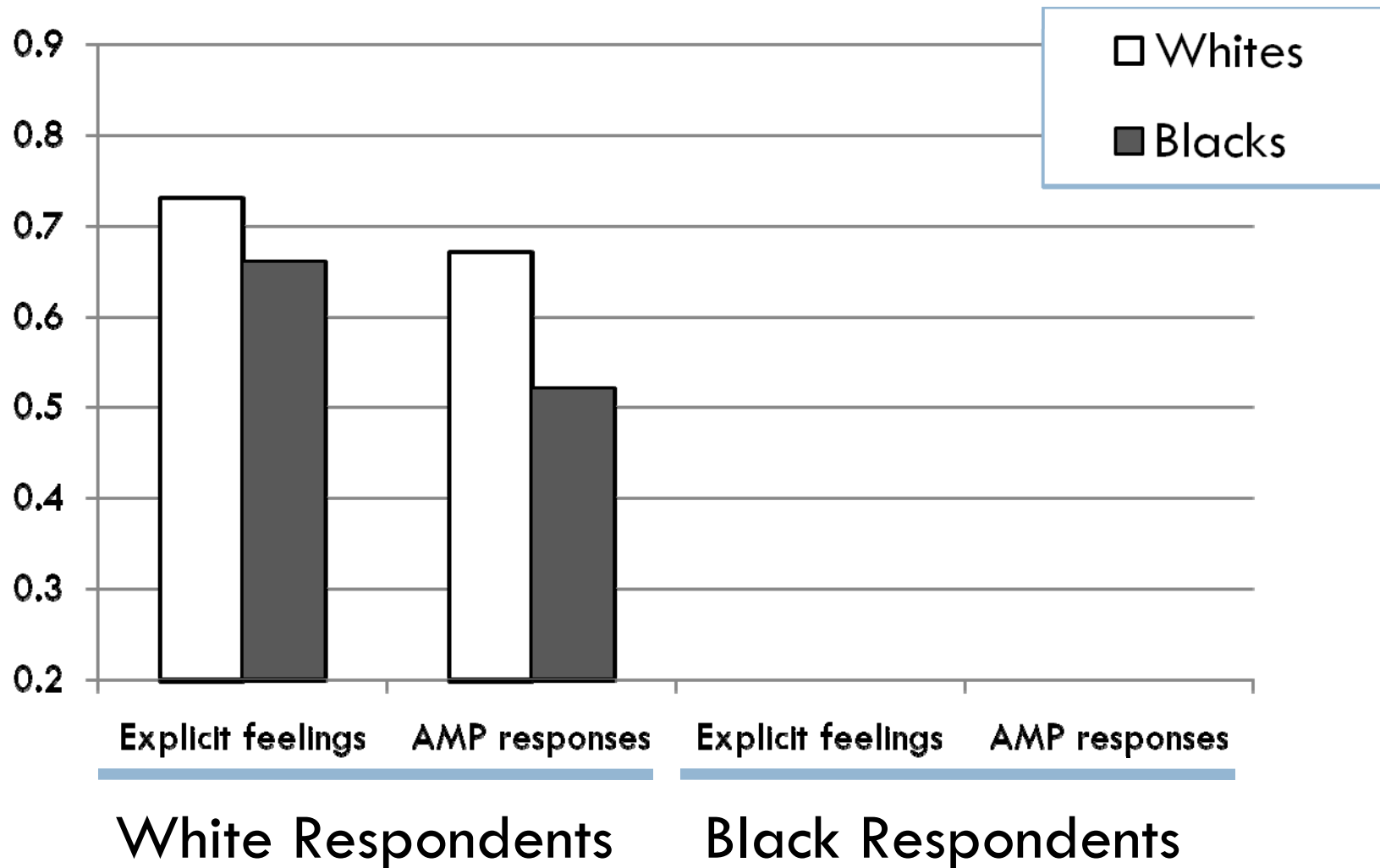
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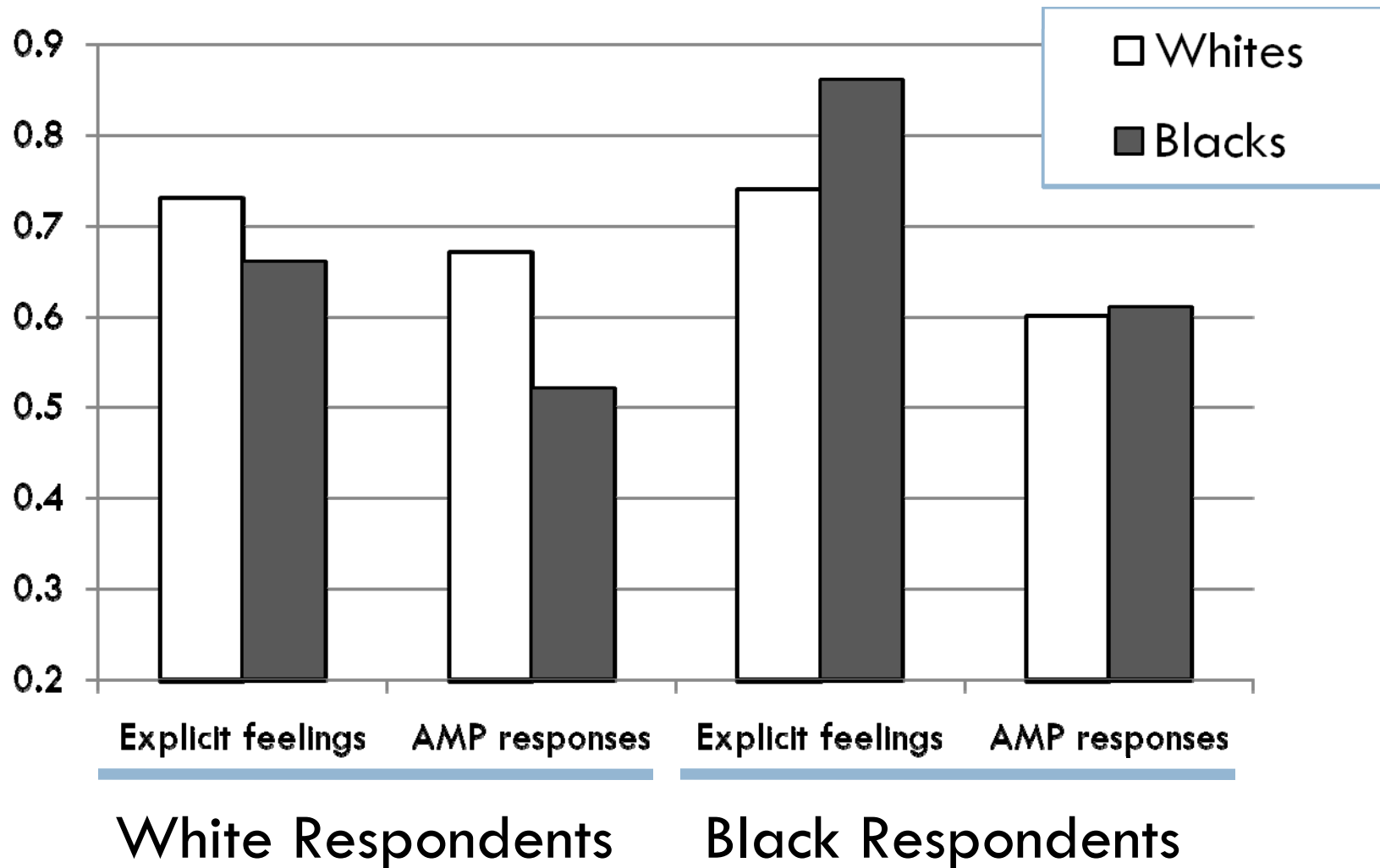
	Regression coefficient predicting Voting Preference
Explicit	1.19***
Implicit	2.10***
Time 1 Certainty	-.18*
Certainty X Explicit	.83***
Certainty X Implicit	.08



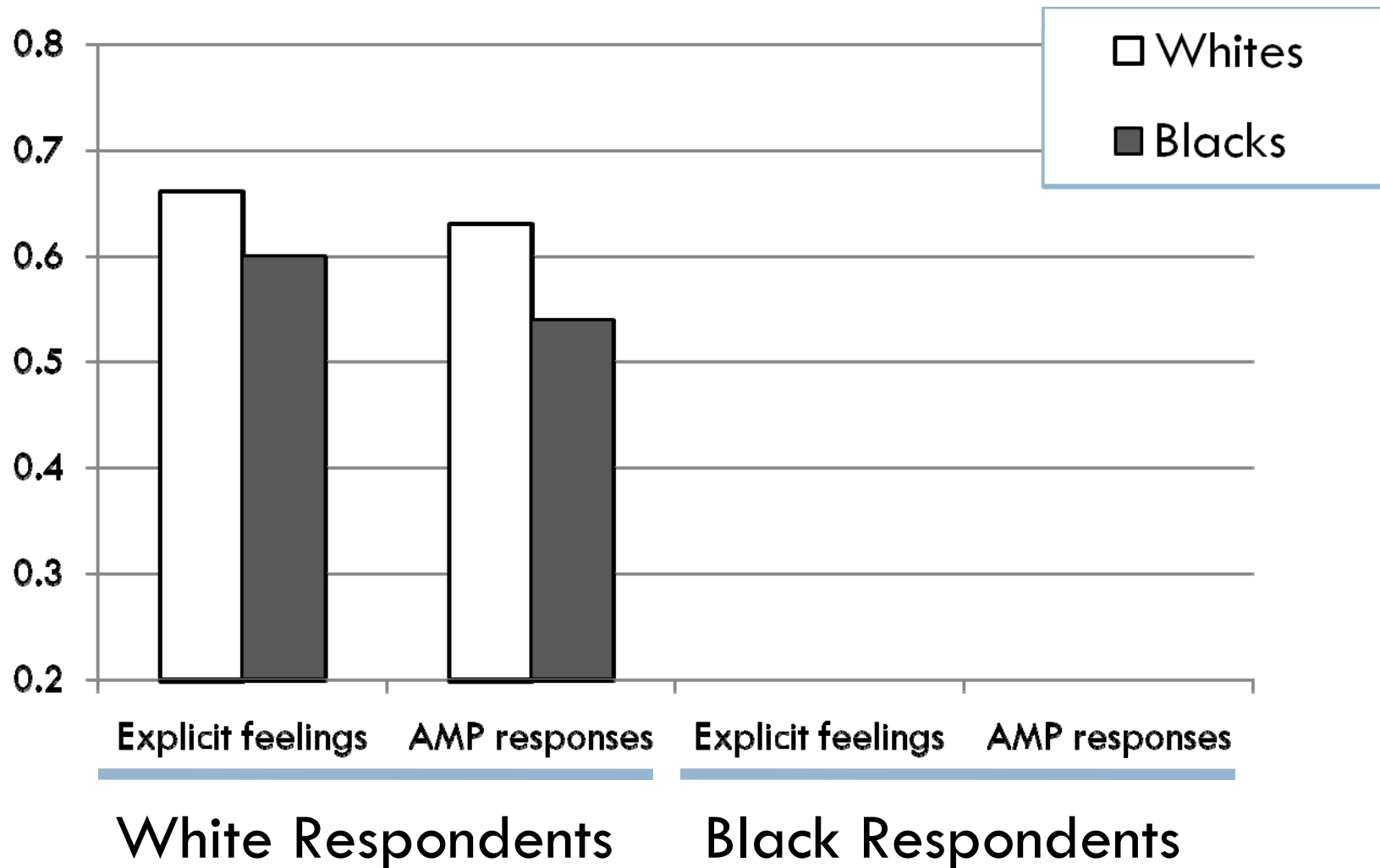
# Time Series: Explicit and implicit race attitudes



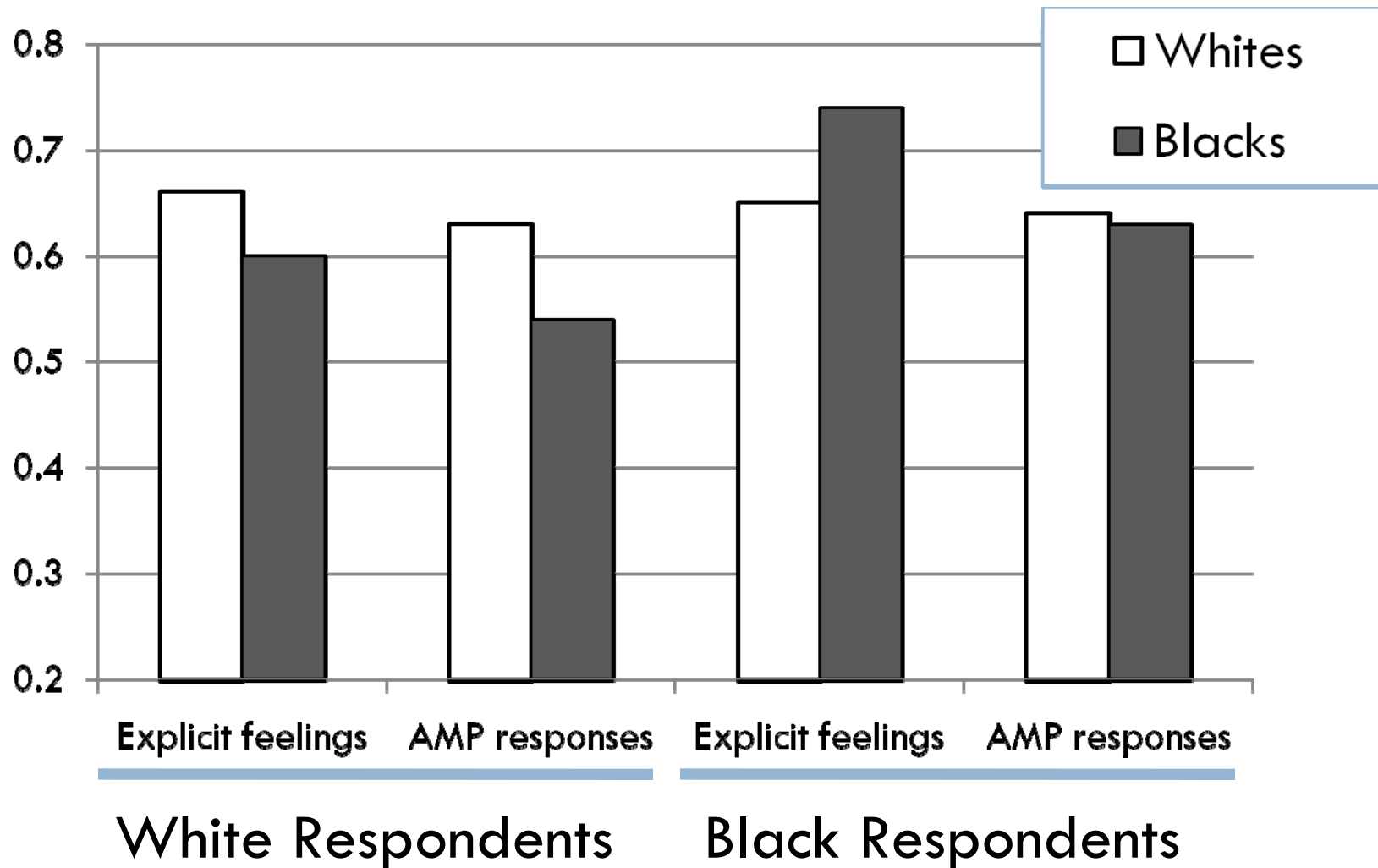
# Time Series: Explicit and implicit race attitudes



## Panel: Explicit and implicit race attitudes



## Panel: Explicit and implicit race attitudes



# 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

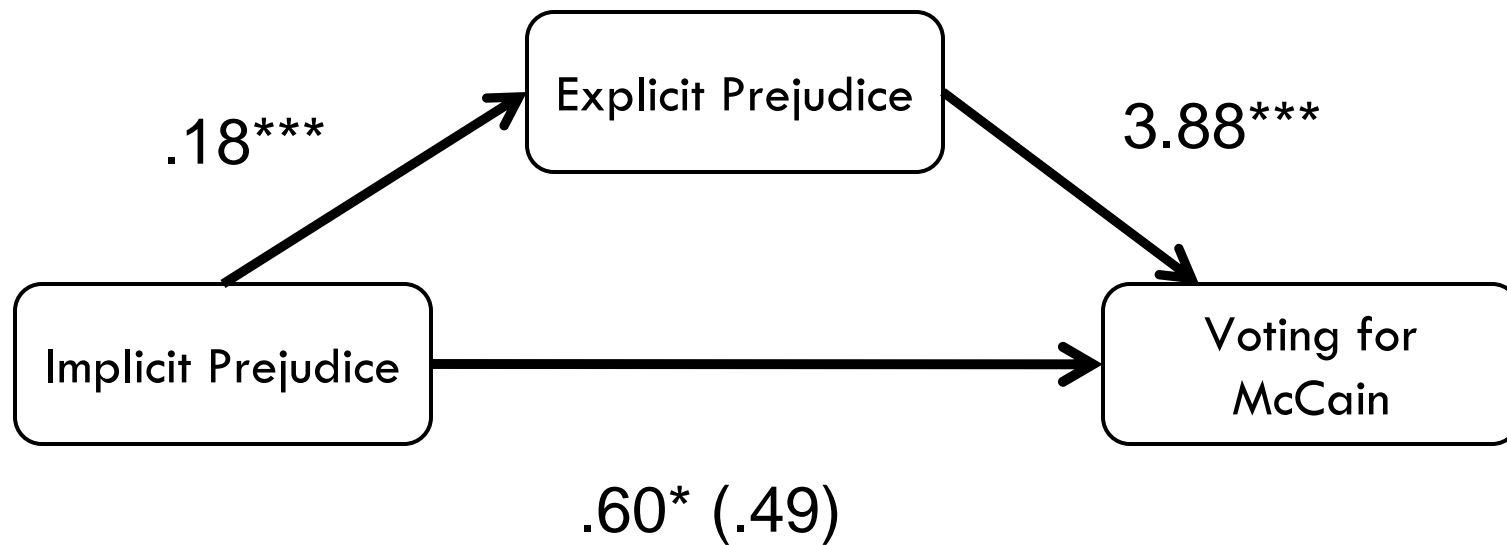
## Explicit prejudice in the Time Series

- Feelings toward Blacks
- Symbolic Racism
- Stereotypes of IQ and work ethic

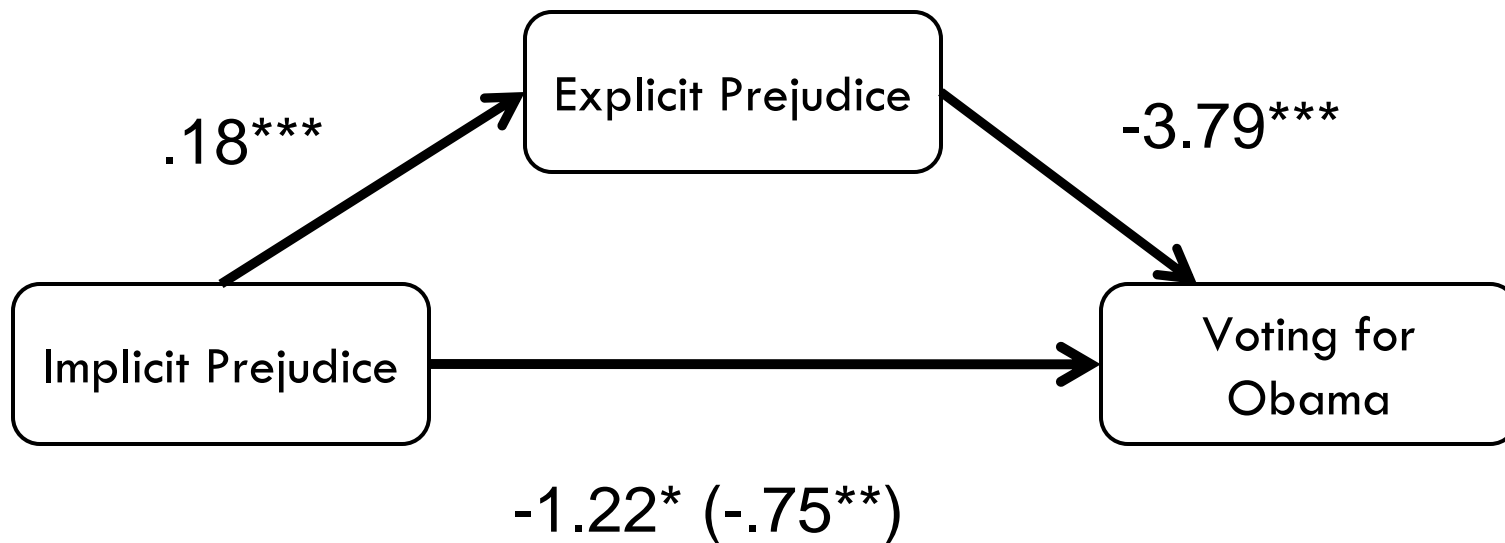
# Possible Effects of Prejudice

- Obama voter → McCain voter
- Obama voter → Non-voter
- Non-voter → 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

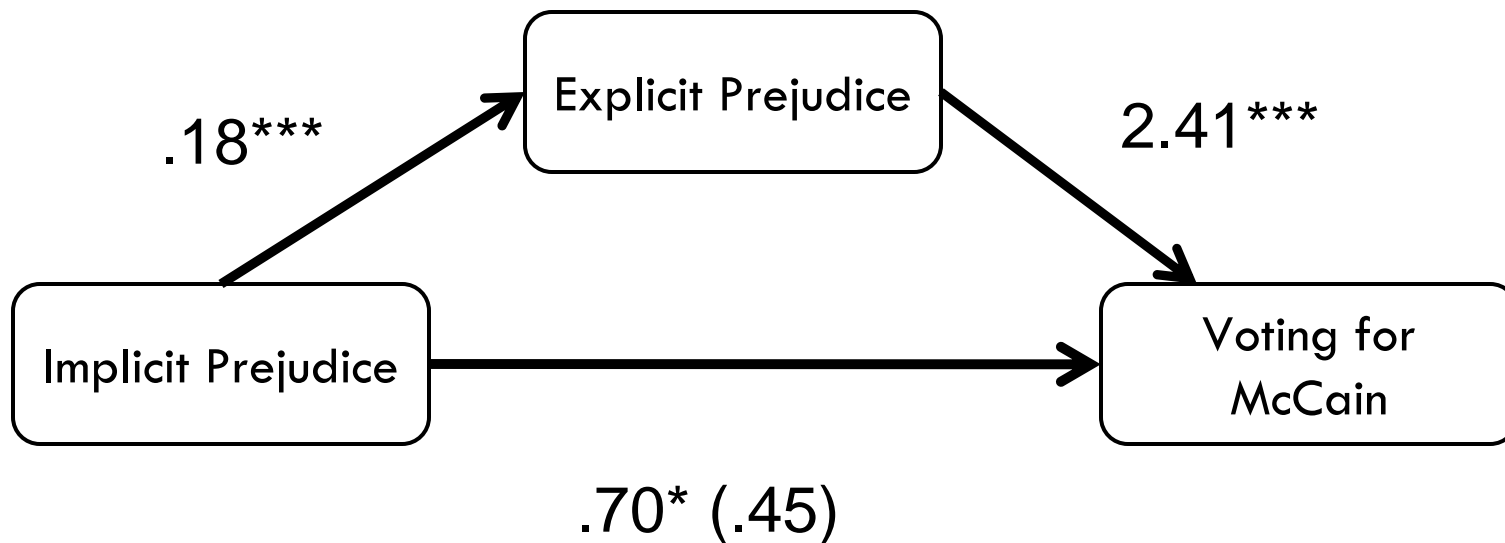


# Time Series: Predicting Obama votes

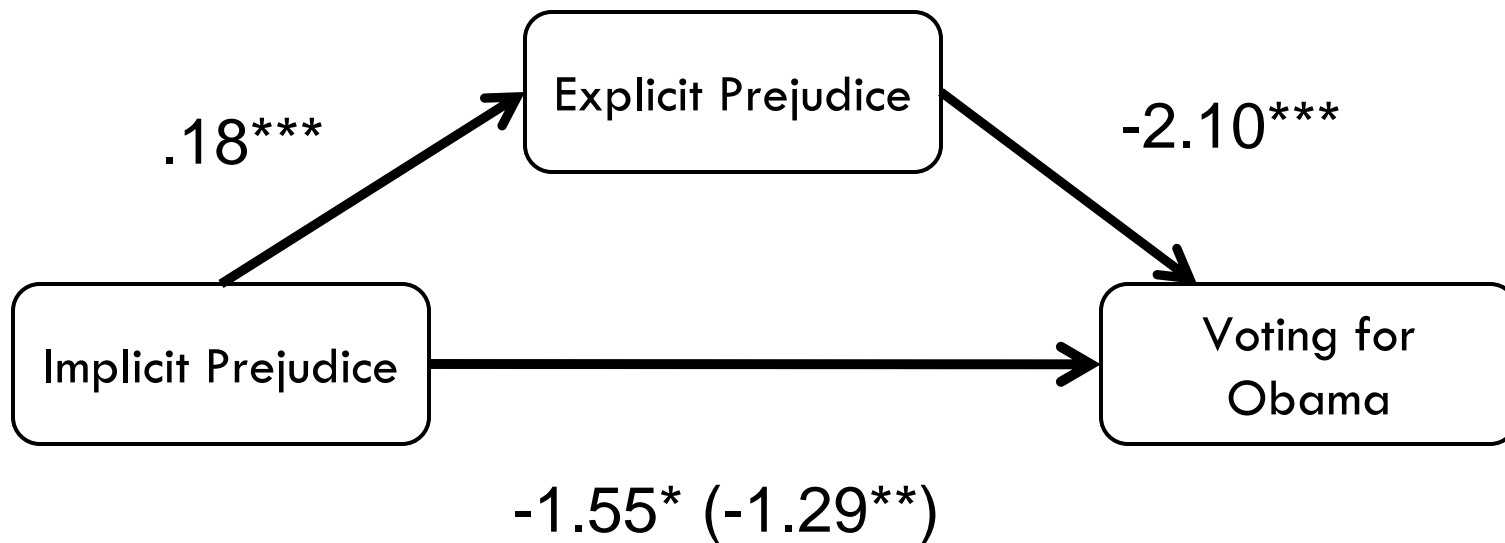




# Panel: Predicting McCain votes



# Panel: Predicting Obama votes



# Many more questions...



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