

Supplimentary Information - How do colors convey political information and effect individual attitudes?

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Are colors important to politics as a form of political information? In this project I argue that they are. Building upon existing theories of political information processing and common theories of information processing, attitude formation, and affect in neuroscience, I present a snap-judgement model of political information processing. In this model, colors provide automatic information about a politically-relevant object that may shape subsequent processing of more complex information that the political science literature is more familiar with. The model has important implications for how we consider the role that visual information has on political information processing and attitude formation. The model additionally provides clarity on motivations behind party branding and the ways in which information may activate partisan biases pre-consciously.

Anonymised submission.

This is a manuscript submitted for review.

STUDY 1 STIMULI

Trial 1

FIGURE 1. Republican

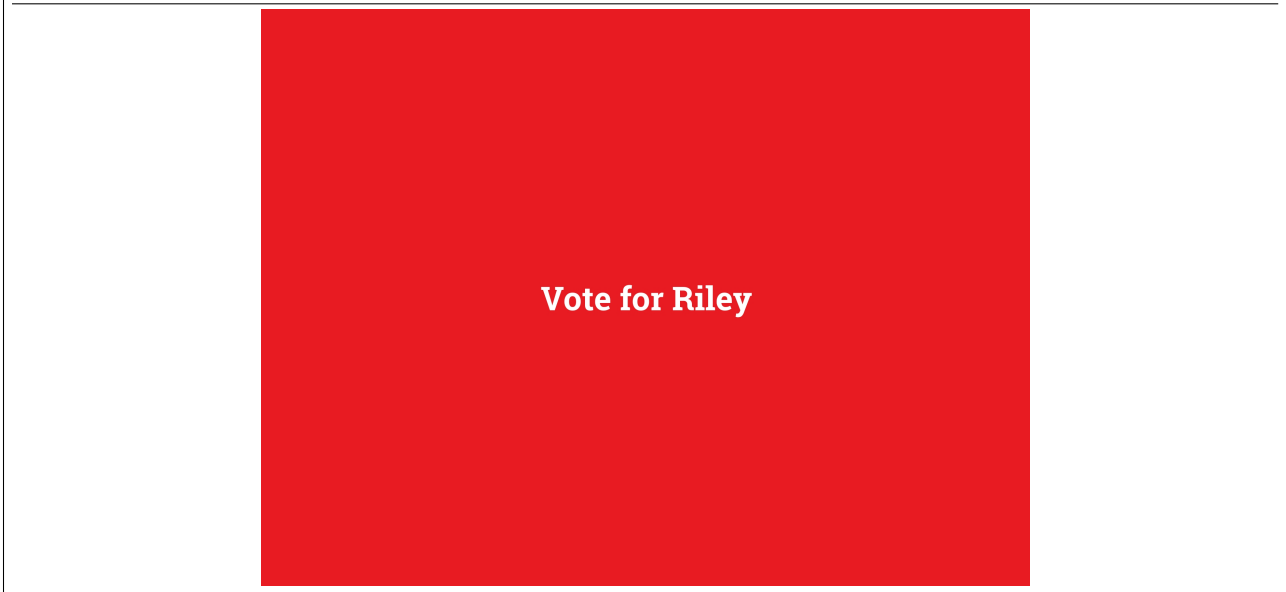


FIGURE 2. Democrat



FIGURE 3. White

Vote for Riley

Trial 2

FIGURE 4. Republican

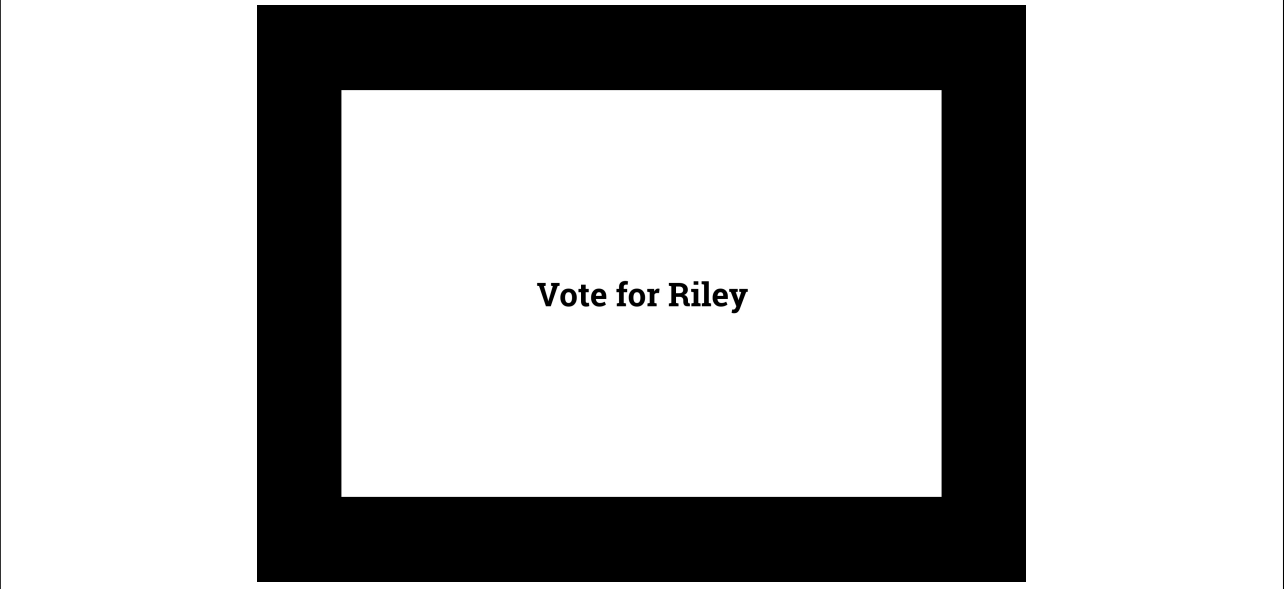
Vote for Riley

FIGURE 5. Democrat



Trial 3

FIGURE 6. White



PRE-TEST

TABLE 1. Color on Yard Signs shape perceptions and vote intentions of candidate

| | Party | Candidate evaluation |
|----------------------------------|----------------------------|----------------------------|
| Blue treatment | −2.435 [−2.923, −1.979] | −0.020 [−0.524, 0.515] |
| Red treatment | 2.638 [2.121, 3.198] | −0.086 [−0.613, 0.437] |
| Party ID | | −0.183 [−0.360, −0.005] |
| Blue treatment \times Party ID | | −0.162 [−0.401, 0.078] |
| Red treatment \times Party ID | | 0.637 [0.382, 0.905] |
| Threshold 1 | −1.229 [−1.551, −0.912] | −1.929 [−2.353, −1.527] |
| Thresholds | | |
| Threshold 2 | 0.696 [0.396, 0.994] | 2.880 [2.384, 3.405] |
| N | 520 | 463 |

95-percent credible intervals in brackets.

Median estimate from fitted model with 6 chains and 2000 iterations.

Data source: Pre-test experiment.

FIGURE 7. Republican

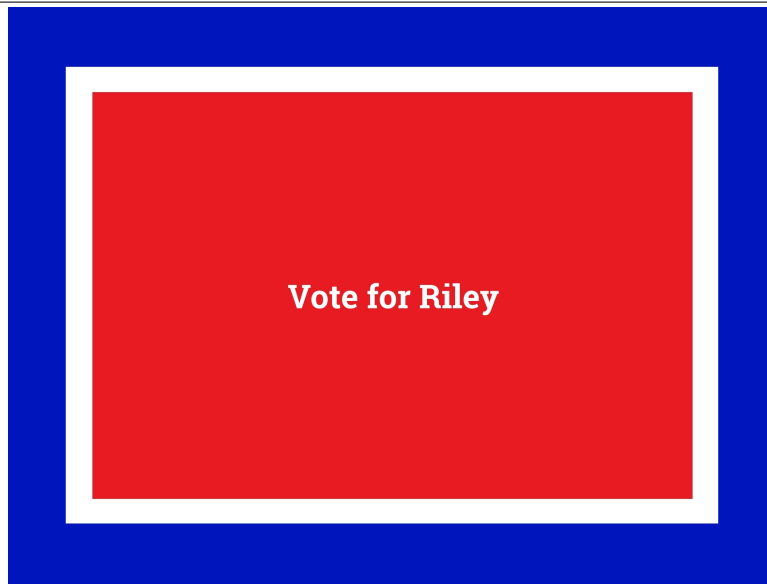


FIGURE 8. Democrat

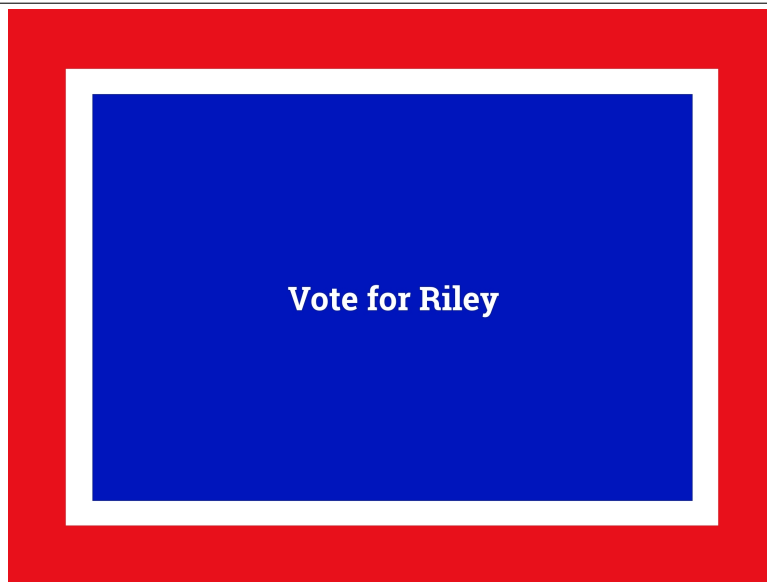


FIGURE 9. White



Vote for Riley