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

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*A*re 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.

This is a manuscript submitted for review.

STUDY 1 STIMULI

Trial 1

FIGURE 1. Republican

Vote for Riley

FIGURE 2. Democrat

Vote for Riley

FIGURE 3. White

Vote for Riley

Trial 2

FIGURE 4. Republican

Vote for Riley

FIGURE 5. Democrat

Vote for Riley

Trial 3

FIGURE 6. White

Vote for Riley

PRE-TEST

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

	Party	Candidate evaluation
Blue treatment	−2.437	−0.020
	[−2.919, −1.955]	[−0.524, 0.515]
Red treatment	2.636	−0.086
	[2.092, 3.200]	[−0.613, 0.437]
Party ID		−0.183
		[−0.360, −0.005]
Blue treatment × Party ID		−0.162
		[−0.401, 0.078]
Red treatment × Party ID		0.637
		[0.382, 0.905]
Threshold 1	−1.223	−1.929
	[−1.562, −0.899]	[−2.353, −1.527]
Thresholds		
Threshold 2	0.693	2.880
	[0.402, 0.999]	[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.
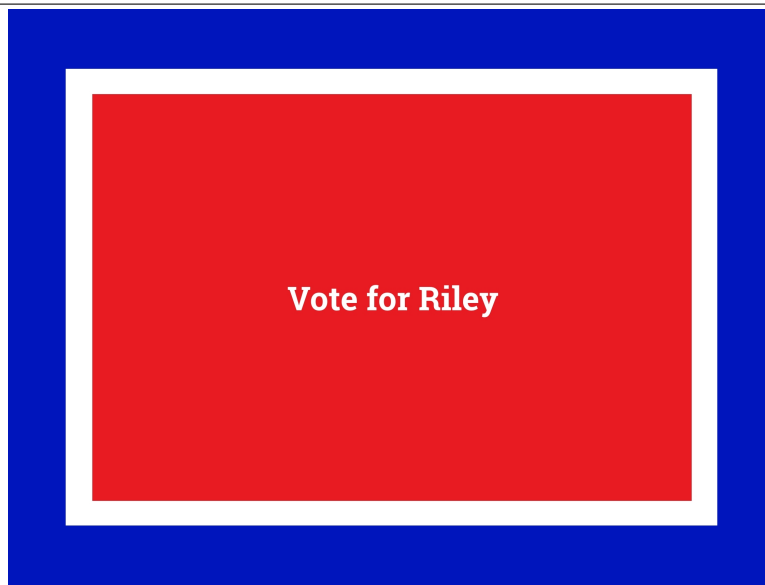
FIGURE 7. Republican

FIGURE 8. Democrat

FIGURE 9. White