

Durably reducing transphobia: A field experiment on door-to-door canvassing

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Not just turnout, but turnaround matters

In the last several U.S. presidential elections, the campaign mantra has focused on making sure that voters already aligned with one's candidate do get out to vote. There is a long history of unsuccessful efforts to change people's attitudes. Nevertheless, Brookman and Kalla conducted a field experiment showing that Miami voters shifted their attitudes toward transgender individuals and maintained those changed positions for 3 months (see the Perspective by Paluck).

Science, this issue p. 220; see also p. 147

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