



The Impact of Ideological Primes on BLM and ALM Support

BRIER GALLIHUGH, M.S & KIMBERLY RIOS, PH.D



Introduction

THE BLACK LIVES MATTER MOVEMENT

- ▶ In response to the systemic injustice perpetrated toward people of color (particularly black men), the Black Live Matter movement (BLM) has attempted to bring awareness and change
- ▶ Research suggests that around half of all Americans support the BLM movement (Horowitz, 2021)
- ▶ This movement has also led to opposition under the motto “All Lives Matter” (ALM)

THE ALL LIVES MATTER MOVEMENT

- ▶ The ALM movement argues that everyone should matter and not just “black lives”
- ▶ From an ideology perspective, this viewpoint suggests a colorblind motivation
 - ▶ Such motivations tend to correlate with higher racism (Poteat & Spanierman, 2012)
- ▶ Critics of this ALM movement suggest that this terminology seeks to delegitimize the BLM movement (Tsikas, 2021)

NEED FOR PREDICTORS

- ▶ This divide suggests a need to investigate predictors of both the BLM and ALM movements
- ▶ One potential starting point might be to look at various *inter-ethnic ideologies* (Hahn et al, 2015)
 - ▶ Assimilation, Segregation, Multiculturalism, Colorblindness

INTER-ETHNIC IDEOLOGIES (HAHN ET AL, 2015)

- ▶ Assimilation
 - ▶ Belief in cultural uniformity (typically of dominant culture)
- ▶ Segregation
 - ▶ Belief in racial segregation as the ideal for peace
- ▶ Multiculturalism
 - ▶ Values all racial and ethnic cultures
- ▶ Colorblindness
 - ▶ Suggests we should focus less on differences and more on similarities

OUR PREVIOUS WORK

- ▶ Our previous work looking to explore various predictors of support for ALM and BLM
- ▶ Multiple regression consisting of Assimilation, Colorblindness, Multiculturalism and Segregation on BLM and ALM support was run
- ▶ Across 2 studies we found consistent support for the following:
- ▶ Assimilation (-) and MC (+) predict BLM Support
- ▶ Assimilation (+) and MC (-) predict ALM Support
- ▶ Crucially, CB is less predictive of ALM support compared to Assimilation & Multiculturalism

CURRENT STUDIES

- ▶ After finding these results (the second being a replication with a non-college sample; i.e., Prolific), raises the question of the extent to which manipulating colorblindness and multiculturalism might impact BLM and ALM support

Study 3



Procedure

EXPERIMENTAL PROCEDURE

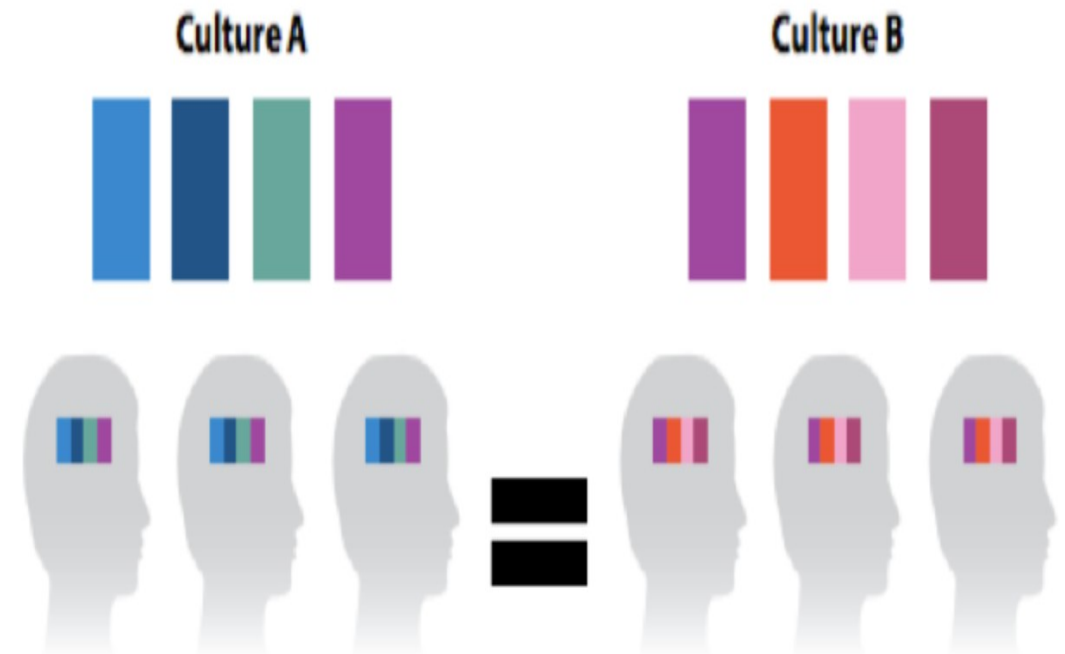
- ▶ We hypothesized that an increase in MC salience would result in higher levels of support for BLM
- ▶ Conversely, we expected an increase in CB salience to result in higher levels of support for ALM
- ▶ Recruited 424 participants (321 retained)
 - ▶ Age_{MEAN} = 20.41 (SD = 5.10), 80% Female, 52% Christian (All White)

EXPERIMENTAL PROCEDURE (CONT.)

- ▶ Presented 1 of 3 conditions
 - ▶ Increase Multiculturalism
 - ▶ Increase Colorblindness
 - ▶ Neutral

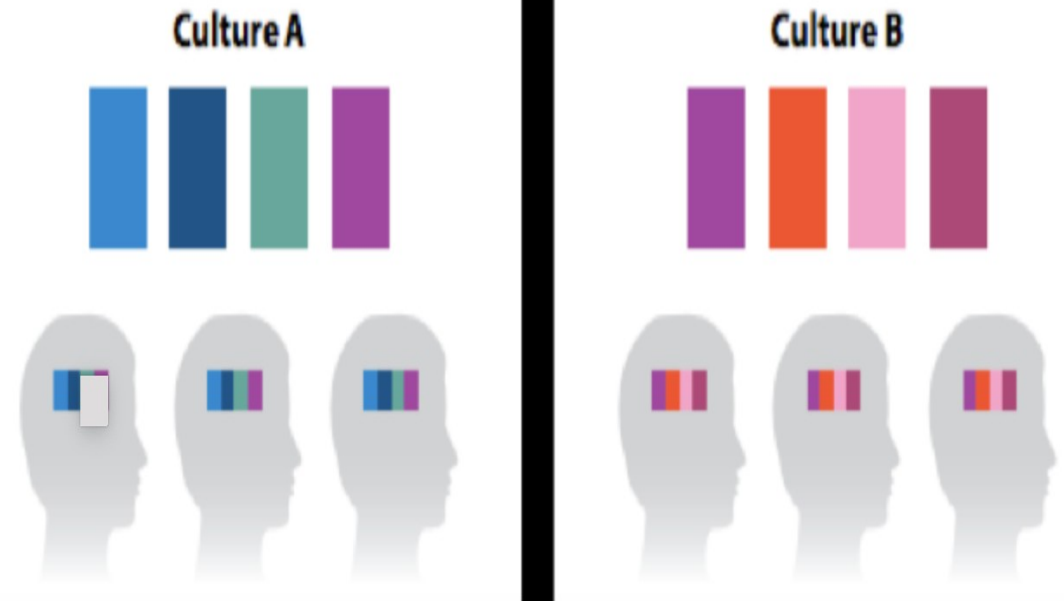
INCREASE COLORBLIND PRIME

Interethnic ideologies--ways of thinking about and approaching ethnic and racial diversity--are of paramount importance in the United States. Research across domains of sociology, psychology, economics, and political science, all converge to suggest that one particular interethnic ideology is the best approach: **colorblindness**. According to colorblindness, the best way to promote intergroup harmony in America is to recognize that at our core, we are all the same, that a person's **culture/race/ethnicity should not matter**, and **we are first and foremost a nation of individuals**. The image below demonstrates this idea--across Culture A and Culture B, each person is considered equal regardless of the culture to which they belong.



INCREASE MULTICULTURAL PRIME

Interethnic ideologies--ways of thinking about and approaching ethnic and racial diversity--are of paramount importance in the United States. Research across domains of sociology, psychology, economics, and political science, all converge to suggest that one particular interethnic ideology is the best approach: **multiculturalism**. According to multiculturalism, the best way to promote intergroup harmony in America is to recognize that **people belong to different cultural, racial, and ethnic groups**, and to **appreciate and celebrate the differences between these groups**. The image below demonstrates this idea--Culture A and Culture B are different, and these differences should be acknowledged and appreciated by society.





Measures

MEASURES

- ▶ Given additional measures
 - ▶ Social Dominance Orientation (Ho et al, 2015)
 - ▶ Modern Racism (McConahay, 1986)
 - ▶ White Privilege
 - ▶ Inter-ethnic Ideologies (Hahn et al, 2015)
 - ▶ BLM/ALM* Support (Holt & Sweitzer, 2020)

Results

STUDY 1 RESULTS

- ▶ Colorblind Prime
 - ▶ $F(317,2) = 1.16, p = .31$
- ▶ Multiculturalism Prime
 - ▶ $F(317,2) = 1.02, p = .36$
- ▶ Collapsed across conditions (no diff in support), we find consist results to our previous work regarding inter-ethnic ideologies on BLM and ALM support
 - ▶ Control is underpowered ($n = 115$ w/ 4 predictors)



Study 3 Discussion

STUDY 3 DISCUSSION

- ▶ Results suggest that inter-ethnic ideologies are an important predictor for support for BLM or ALM.
- ▶ Despite this ineffective manipulation, it might be worth investigating other manipulation primes which might elicit stronger impact.
- ▶ We'll attempt to do this for Study 4

Study 4



Procedure

EXPERIMENTAL PROCEDURES

- ▶ Same as Study 3
- ▶ However, we tried to strengthen the primes by also asking participants to list 2-3 positive aspects of the ideologies that would benefit American society
- ▶ Recruited 701 participants (511 retained)
 - ▶ Age_{MEAN} = 19.81(SD = 3.67), 70% Female, 55% Christian (All White)



Measures

MEASURES

- ▶ Same as Study 3
 - ▶ Social Dominance Orientation (Ho et al, 2015)
 - ▶ Modern Racism (McConahay, 1986)
 - ▶ White Privilege
 - ▶ Inter-ethnic Ideologies (Hahn et al, 2015)
 - ▶ BLM/ALM* Support (Holt & Sweitzer, 2020)

Results

STUDY 2 RESULTS

- ▶ Colorblind Prime
 - ▶ $F(506,2) = 3.95, p = .02$
- ▶ Multiculturalism Prime
 - ▶ $F(505,2) = 0.51, p = .60$
- ▶ Wrong Comparison (Multiculturalism \neq Colorblindness)
- ▶ Neutral Condition shows roughly consistent results to Study 1 and previous studies (MC & Assimilation $>$ CB on ALM)



Study 4 Discussion

STUDY 4 DISCUSSION

- ▶ This work again suggests that MC and Assimilation are better predictors of ALM than CB
- ▶ Overall, this work suggests that
 - ▶ A) Provides further evidence that CB isn't the driving force behind ALM support (despite this common claim)
 - ▶ B) Manipulating MC and CB attitudes is difficult



Thank You!

Q & A