**Primary research question:**

How does the election of Donald Trump as President of the United States of

America change the norms about the expression of prejudice in the United States? And does this process depend on if people supported Hillary Clinton or Donald Trump?

**Hypothesis:**

We make no formal hypotheses, as we were not sure whether or not Trump or Clinton would win the election when we started. The study begins as an empirical description of the effect on prejudice-related beliefs and perceived norms surrounding the 2016 Presidential election.

**Design:**

Longitudinal panel study in which we recruited 400 participants (200 self-described Trump supporters, 200 self-described Clinton supporters) before the election, measured their own or perceived norms about prejudice, and will follow after the election, to see how prejudice and prejudice norms may change. These participants were recruited via Amazon’s Mechanical Turk.

**Wave 1:**

We gave participants a list of social groups (see below). They were asked to either (a) rate how they personally feel about those groups, or (b) rate how socially acceptable they believe it is to express the prejudice in America. We will run a series of 2 (candidate: Hillary vs. Trump) x 2 (question: self vs. norm) between-subjects analysis of variance (ANOVA) on all measures of prejudice. If we decide to look at an individual prejudice against a specific group, we will set a critical value of p < .01.

Our plan is to perform an exploratory factor analysis (EFA) on these groups. We plan on finding a factor that is “Trump-related” prejudices (e.g., Mexicans, Muslims, immigrants). We will determine number of factors based on a scree plot elbow and a parallel analysis, and we will run a factor analysis using principal axis factoring and an oblique rotation.

We will conduct the same ANOVAs for the scales (based on unit weighting) that we find from the EFA.

We also ask participants demographics questions, including their political identification, how they hear about the news, age, gender, race, etc. We do not intend to use them as covariates, but we will generate a correlation matrix between the

**Wave 2:**

Participants will be contacted after the election to again fill out the same scales they did before (norm or self-judgments of these groups). We will analyze responses using a 2 (time: before vs. election) x 2 (candidate: Hillary vs. Trump) x 2 (question: self vs. norm) mixed ANOVA with the first factor within-subjects and the latter two between-subjects. Any analyses we run with continuous predictors that we measured (e.g., political identification) will be done in multilevel modeling.

We also plan on conducting a longitudinal multisample confirmatory factor analysis to test for invariances in the prejudice factor structure over time; does the underlying structure of prejudices change depending if we measured prejudice before or after the election?

We will also ask people how satisfied they are with Trump’s election, their mood, their perceived future of the United States, as well as who they actually voted for.

**List of social groups:**

Muslims, fat people, immigrants, Mexicans, women considering an abortion, politicians, socialists, drug dealers, atheists, rich people, people who cheat on their taxes, porn stars, Canadians, alcoholics, members of the National Rifle Association, car salesmen, lazy people, Asian Americans, disabled people.