Bizer, Larson, & Petty (2011)

Found that participants were more certain in their opinions and more likely to report behaving in ways to support their candidate when their preference for a political candidate was framed in terms of opposition rather than support (small effect sizes). Also found the framing effect on behavioral intention to be mediated by certainty.

Bougher (2012)

Metaphors as heuristics. Politicians’ use of historical analogies. “three functions of metaphors: linguistic (naming), conceptual (framing), and communicative (perspective changing).”

Baumer, Sinclair & Tomlinson (2010)

Metaphors in political blogs. Found metaphors can foster critical and creative thinking in blog readers. Used program, metaViz, to identify metaphors in blogs.

Crew & Lewis (2011)

Studying FL governors found that language reflecting activity, optimism, and realism predicted greater legislative success.

Federico et al (2013)

SEM on MFT. Social dominance predicted reduced scores on harm and fairness. Right-wing authoritarianism predicts authority, loyalty, and purity. Morality tied to two dimensional political orientation (equality, conformity)

Graham, Haidt, & Nosek (2009)

Mostly validating MFQ. Experiment 4 used custom dictionary for LIWC to show that liberal, Unitarian ministers used more words related to harm and fairness in sermons whereas Baptist ministers used more words related to authority and purity. Lot of work to parse out context. Liberal ministers used more ingroup and some other binding words but in ways inconsistent with those foundations. SEE Appendix for dictionary used.

Haidt, Graham, & Joseph (2009)

Cluster analysis of MFQ and political ideology. Found four useful clusters: secular liberals, libertarians, religious left, and social conservatives. Assigned narrative to each. Argues importance of qualitative, big picture stuff.

Baddeley and Singer (2008)

Study of people in online support groups. Used loss narratives and personality. Neuroticism more 1st person pronouns and fewer death words. Conscientiousness less1st person pronouns, present verbs, and insight, more death words. Openness more death words. Agreeableness less insight words. Second study used responses to loss narratives.

Kesebir & Pyszczynski, 2011

Review. Role of moral foundations and terror management on conflict. Posits perceived violations of moral foundations as cause of intergroup conflict.

Brett et al., 2007

Study of online business conflicts. Used language categories to predict resolution of conflict. Negative emotion and commands (discrepancy) increase, decrease in probability of resolution. Causality and firmness (inhibition) increase, increase in probability of resolution. Positive emotion, no relationship to probability of resolution.

Bond & Lee, 2005

Use of word in lies by prisoners. Found lies used more spatial and motion words and truth used more third person pronouns and sensory words.

Hammack & Pilecki, 2012

Review article. Political speeches as narratives. Argues narrative is foundational to political psychology. Narratives exist on both individual and social levels. Leudar, Marsland, & Nekvapil (2004) following 9/11 Bush and Blair made in-out-group distinctions on social, political, and moral basis; bin Laden on religious basis. Collective memory/narrative is dynamic. Refer to for more references

Hartman (2012)

Used net neutrality issue to compare persuasiveness of metaphor versus literal message. For a college sample, persuasiveness was moderated by political sophistication such that low sophisticated found metaphor more persuasive. For general adult sample (somewhat less versed in computers), no moderation, metaphor increased persuasiveness.

Jarvis (2004)

Linguistic differences among presidential candidates over 50 years. Democrats focus more on political roles, Republicans more on ideals. Democrats focus on creating coalitions out of preexisting groups, Republicans more on abstract group identity of Americans.

Keller & Foster (2012)\*