"Force is *Too* Strong," Analysis Details

Sample

The sample was 62% male, 78% White, and ages ranged from 19 to 73 ($M = 33.22$).

Items

Attitudes Toward Rey

- Rey learned to use the Force too quickly.
- Rey's strength in the Force at the end of the movie was not realistic or believable, given what I know about the Star Wars Universe.
- Rey figuring out how to use the Force on her own does not make any sense, because other Jedi had to have training.
- At the end of the movie, it was unrealistic that Anakin and Luke Skywalker's old lightsaber went to Rey instead of Kylo Ren, who had training under a powerful Sith.
- Rey is unrealistically good at everything: She can fix machines, pilot a ship well, learns the Force quickly, and is naturally good with a lightsaber.

Benevolent Sexism

- Every man ought to have a woman whom he adores.
- Women should be cherished and protected by men.
- Many women have a quality of purty that few men possess.
- Women, compared to men, tend to have a superior moral sensibility.
- Men should be willing to sacrifice their own well being in order to provide financially for the women in their lives.

Hostile Sexism

- Many women are actually seeking special favors, such as hiring policies that favor them over men, under the guise of asking for "equality."
- Most women interpret innocent remarks or acts as being sexist.
- Women exaggerate problems they have at work.
- When women lose to men in a fair competition, they typically complain about being discriminated against.
- Feminists are making unreasonable demands of men.

Other

- How much do you consider yourself a Star Wars fan? (1, Not at all to 5, Very much)
- How would you describe your political outlook? (0, Liberal to 100, Conservative)

Regression Table

Attitudes toward Rey, Benevolent sexism, hostile sexism, fandom, and conservatism were z-scored before analyses. Gender was coded male (1) or not male (0), race was coded White (1) or non-White (0), and age was measured in years. Attitudes toward Rey was regressed on all of the other variables in a Bayesian linear regression model (using Stan). Priors for all of the regression coefficients (including the intercept) were set to Normal$(0, 1)$, while the prior for the error was set to Cauchy$(0, 5)$, constraining it to be non-negative (i.e., half-Cauchy). Sampling was done with 4 chains, 2000 iterations, 1000 being burn-in iterations.

The regression table is below, based off of drawing samples from the posterior. "Mean" is the average of the posterior for each regression coefficient, 2.5% and 97.5% were percentiles of the posterior that represent the lower- and upper-bounds for 95% credible intervals, and the last column is the probability that the absolute value of the mean of the posterior for each regression coefficient is greater than zero.

	Mean	2.5%	97.5%	p($\lvert M_b \rvert > 0$)
(Intercept)	0.117	-0.323	0.547	0.700
Benevolent Sexism	0.089	-0.025	0.200	0.933
Hostile Sexism	0.260	0.136	0.382	> 0.999
Fandom	-0.034	-0.138	0.071	0.734
Male	0.096	-0.122	0.324	0.796
White	-0.059	-0.309	0.192	0.682
Age	-0.004	-0.015	0.008	0.763
Conservatism	0.154	0.037	0.275	0.993