

Priming effects on vote choice:

The case of Sandy in the 2012 U.S. Presidential Election

Erik Gahner Larsen¹

¹Department of Political Science
University of Southern Denmark

Workshop on Experimental Research: Theory, Design, and Analysis

Literature

Priming

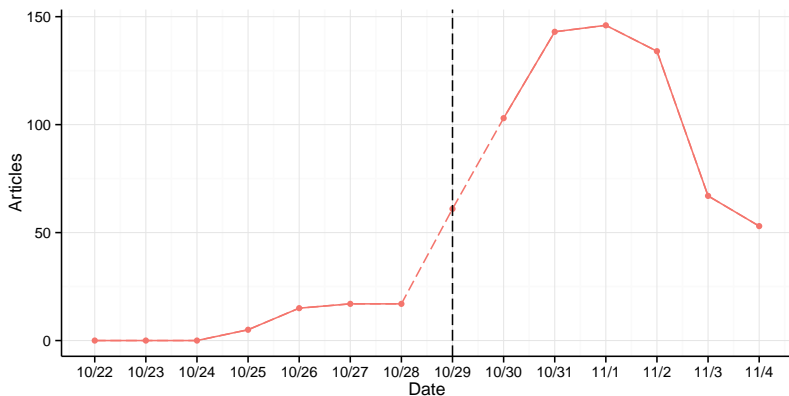
- Krosnick and Kinder (1990): Iran-Contra Scandal
- Iyengar and Simon (1993): Persian Gulf War
- Druckman et al. (2004): Nixon
- Althaus and Kim (2006): Persian Gulf War
- Holbrook et al. (2012): Lehman Brothers

Natural disasters

- Malhotra and Kuo (2008): Hurricane Katrina
- Healy and Malhotra (2009): Natural disasters, 1984–2004
- Gasper and Reeves (2011): Weather events, 1970–2006
- Carlin et al. (2013): Chiles 2010 Earthquake and Tsunami

Sandy

The Coverage



Design and data

- Quasi-experimental design with survey data
- American National Election Study 2012 (ANES)
- Data from one week before and after Sandy
 - ▶ Pre-Sandy (N=328) and Post-Sandy (N=326)

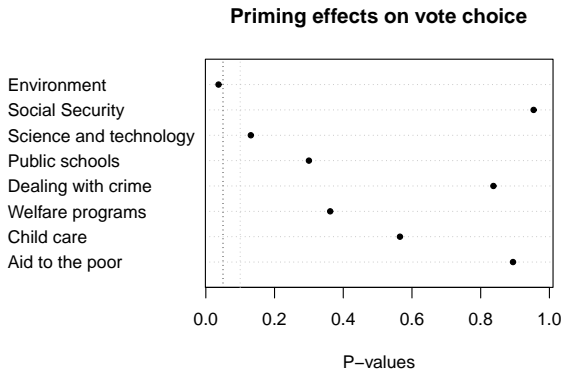
Results

Environment-jobs trade-off

- E-J tradeoff on difference in $\Pr(\text{Democrat vote})$ before Sandy: 0.54
- E-J tradeoff on difference in $\Pr(\text{Democrat vote})$ after Sandy: 0.89
- Interaction (E-J tradeoff \times Sandy): Odds Ratio 1.75 ($p < 0.01$)

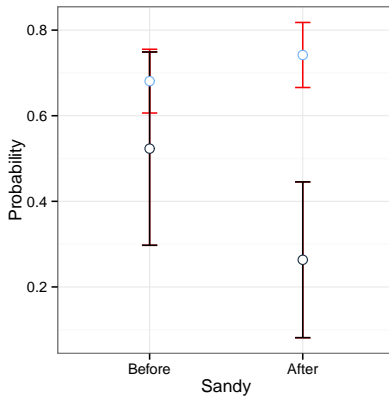
Results

Federal budget spending issues



Results

Is global warming happening or not?



Results

Other environmental issues

- Effect: Anthropogenic climate change (natural causes or human activity)
- No effect: Attitudes toward nuclear power plants
- In sum, effects of environmental attitudes related to the climate

Questions

- General comments
- Causality?
 - ▶ Vote choice → Environmental attitudes
- Framing
 - ▶ The new contribution?
 - ▶ Literature suggestions? (Priming with environmental issues)
- Robustness
 - ▶ Covariate balance
 - ▶ Estimation
 - ▶ Placebo
 - ★ Non-environment attitudes
 - ★ ANES 2000, 2004, 2008