

Priming effects on vote choice: The case of Sandy in the 2012 U.S. Presidential Election

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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

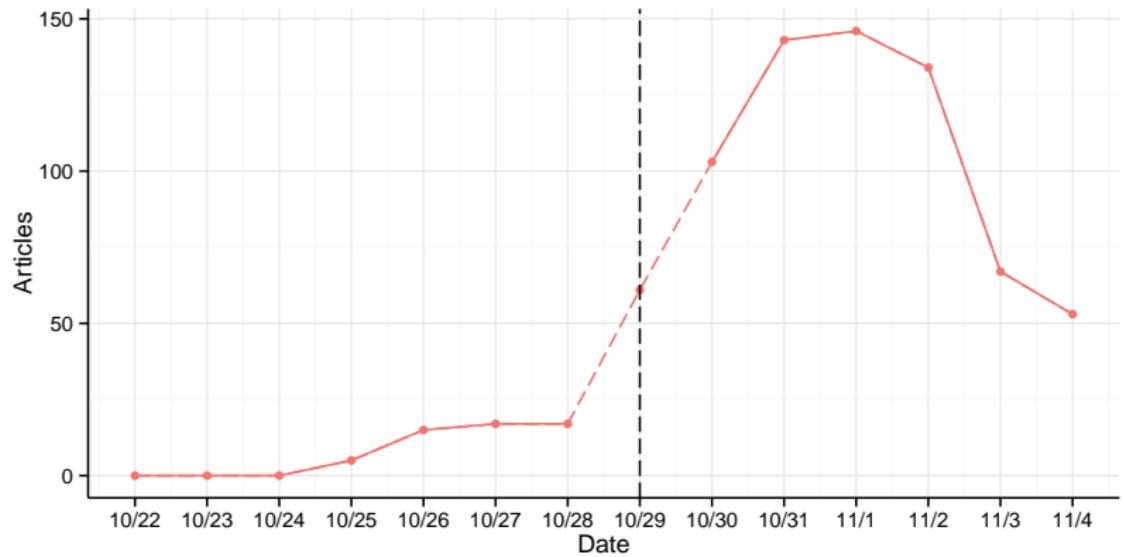
- Malhotra and Kuo (2008): Hurricane Katrina
- Healy and Malhotra (2009): Natural disasters, 1984–2004
- Gasper and Reeves (2011): Weather events, 1970–2006
- Carlin et al. (2013): Chile 2010 Earthquake and Tsunami

Context

U.S. Presidential Election 2012

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

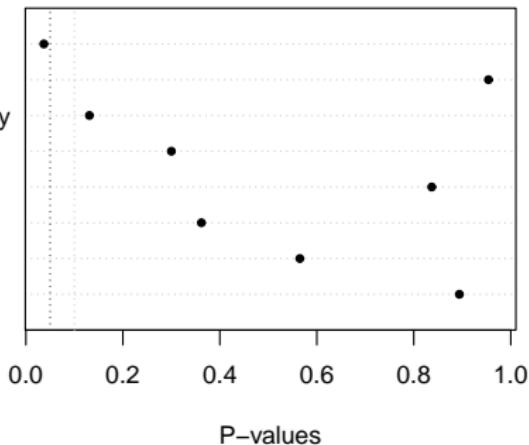
- E-J tradeoff on difference in $\text{Pr}(\text{Democrat vote})$ before Sandy: **0.54**
- E-J tradeoff on difference in $\text{Pr}(\text{Democrat vote})$ after Sandy: **0.89**
- Interaction (E-J tradeoff \times Sandy): Odds Ratio 1.75 ($p < 0.01$)

Results

Federal budget spending issues

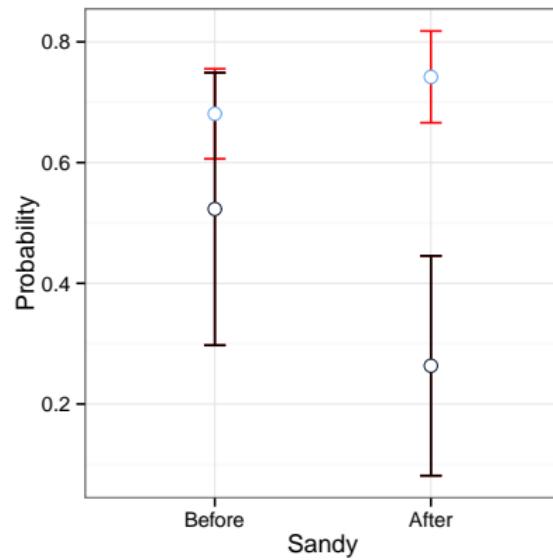
Priming effects on vote choice

Environment
Social Security
Science and technology
Public schools
Dealing with crime
Welfare programs
Child care
Aid to the poor



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