

Affect and Action

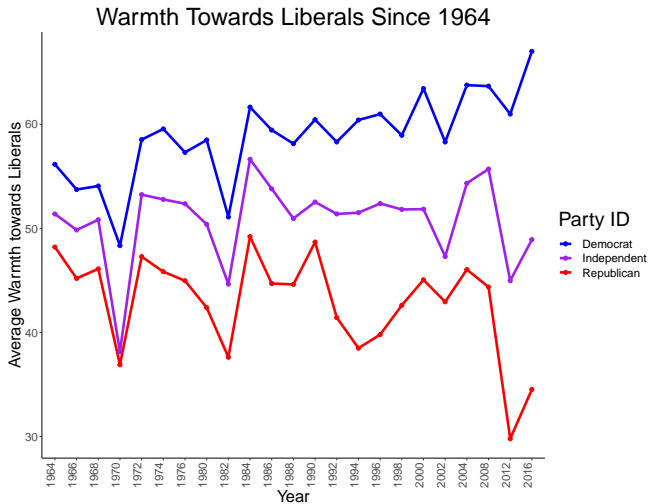
We Know, We Do, but Can We Feel?

Jennifer Lin

New College of Florida

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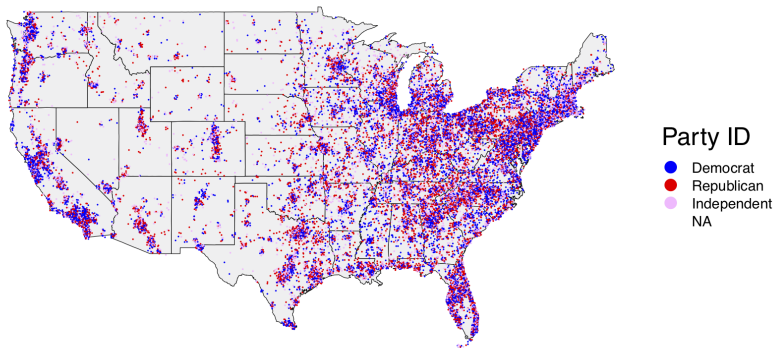
We've never been *huge* fans . . .



... because ...

- 1 Our Knowledge?
- 2 Our Participation?
- 3 Our Groups?
- 4 Some combination of the above?

... But we LIVE near each other



The Present Study

Guiding Questions

- 1 Does political **knowledge** influence feelings towards people in other parties or ideologies?
- 2 Does political **participation** influence feelings towards people in other parties or ideologies?
- 3 Do knowledge and participation interact to influence feelings towards people in other parties or ideologies?

Data Analysis

Data

American National Elections Studies

2016 Time Series Study

Variables

- ① **IV:** Political Knowledge (0-5)
- ② **IV:** Political Participation (0-11)
- ③ **PV:** Participant's Party ID and political ideology
- ④ **DV:** Feelings towards ...
 - ① Democrats
 - ② Republicans
 - ③ Liberals
 - ④ Conservatives

Political Knowledge

Who is...

- 1 Joe Biden
- 2 Paul Ryan
- 3 Angela Merkel
- 4 Vladimir Putin
- 5 John Roberts

Political Participation

- Talk to other about voting
- Go to political meeting
- Wear a campaign button
- Do other work for party
- Donate to campaign
- Donate to party
- Attend a rally/prtest
- Signed petition
- Posted on social media about politics
- Contact US Representative or Senator
- Voted in 2016

Feeling Thermometer

Scale: 0 – 100

Ratings between 50 degrees and 100 degrees = favorable and warm toward the party.

Ratings between 0 degrees and 50 degrees = not favorable toward the person/don't care too much for that person.

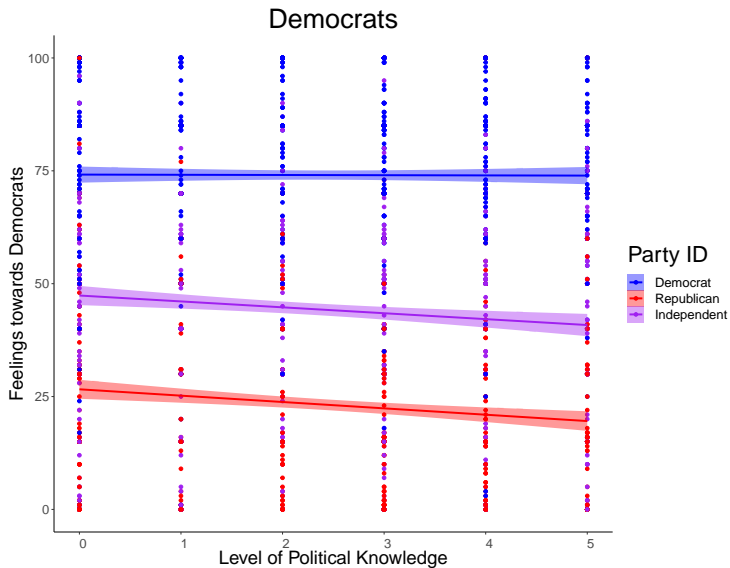
Plan for Analysis

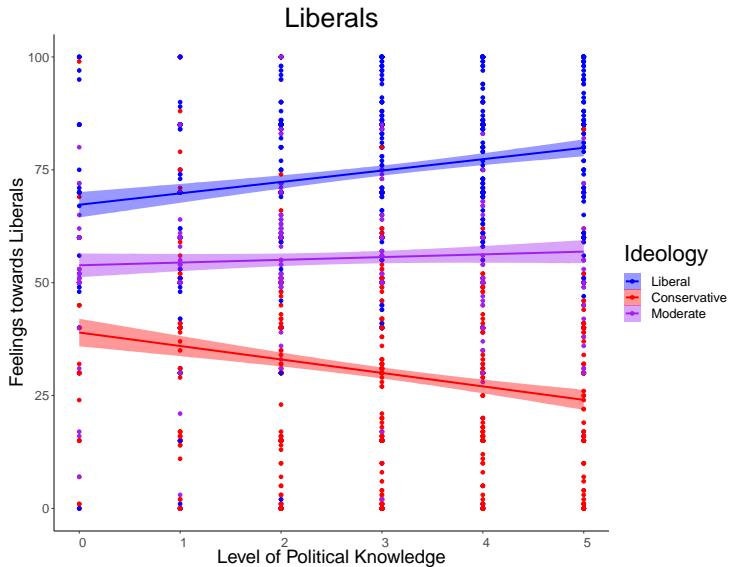
- Correlation between knowledge and feeling DVs
- Correlation between participation and feeling DVs
- 2 (Knowledge: Less or More) \times 3 (Participation: Less, Moderate, or More) ANOVA for each feeling DV

Results

Correlation: Knowledge and Feelings

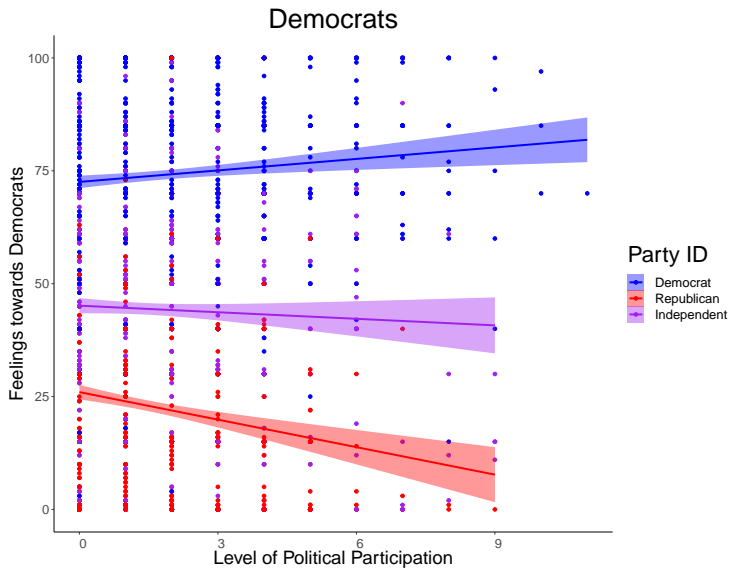
In general, the more we know does yields more positive feelings towards ourselves.

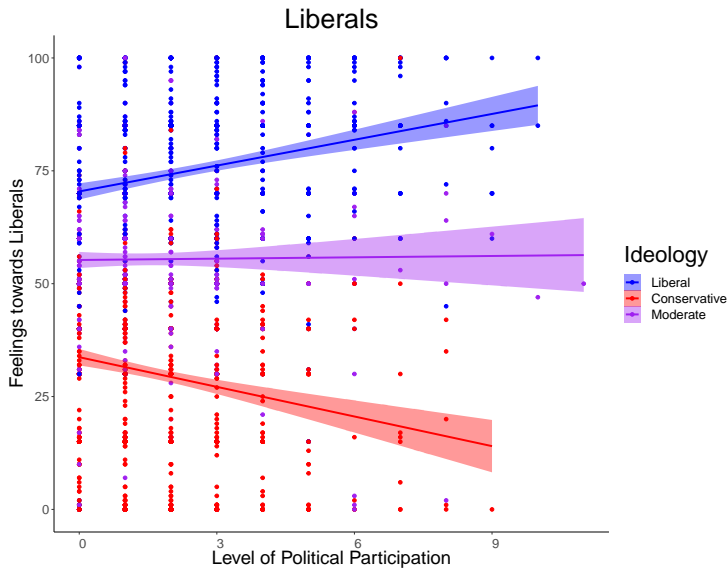




Correlation: Participation and Feelings

In general, the more we participate yields more positive feelings towards ourselves.



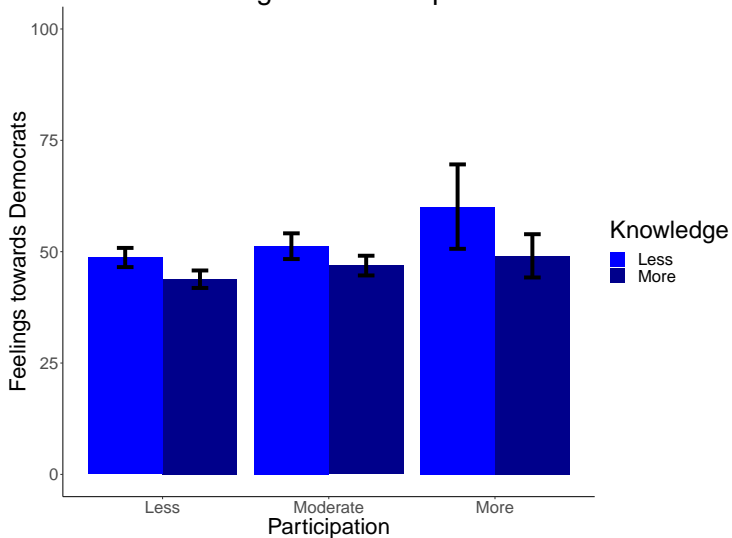


ANOVA: Knowledge \times Participation

Feelings towards parties:

There is a main effect of participation and a main effect of knowledge but no interaction

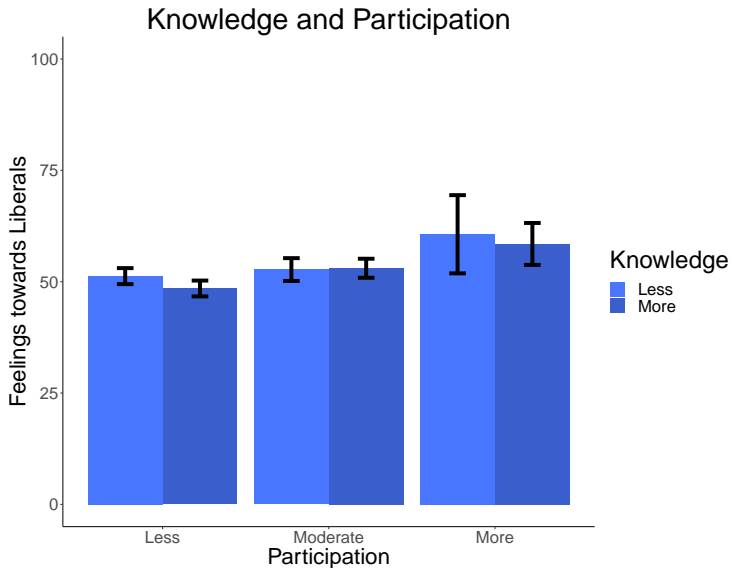
Knowledge and Participation



ANOVA: Knowledge \times Participation

Feelings towards ideologies:

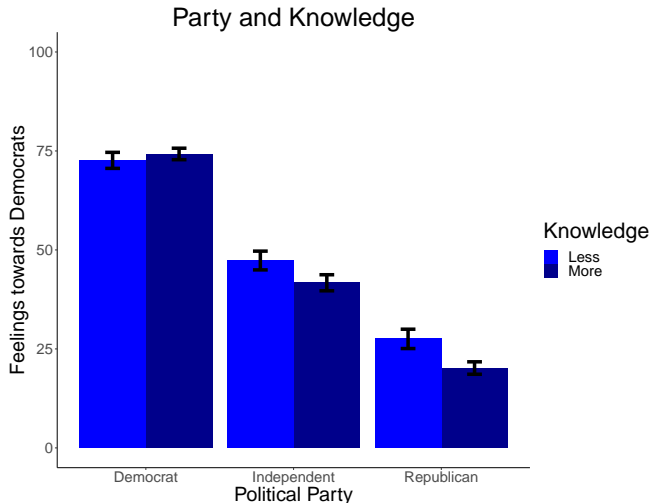
There is a main effect of participation, but no main effect of knowledge and no interaction



Conclusions

- 1 Knowledge and Participation individually influence feelings towards parties and ideologies
- 2 *However*, affective mindsets towards parties and ideologies may better predict partisan and ideological feelings

Future Directions: Affect Over Action?



Replication Materials

`https://github.com/lin-jennifer/
Political-Prejudice`

Software Requirements: **R Studio** and \LaTeX