

# Will God's Grace Guide My Vote?

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# Guiding Questions

- 1 Do subliminal religious primes influence political decision-making?
- 2 If yes, in which direction on the left-right scale?

# Past Research

- Religion is a central aspect to American life
- Personal identities shape political decision-making processes
- Past research suggests that individuals who vote in churches, or who are otherwise reminded of their religiosity, tend to be more conservative

# Hypotheses

- 1 Religious primes influence political decisions
- 2 People think more conservatively in the religious mindset

# Experimental Method

# Participants

- 296 of 356 original respondents incorporated in analysis (126 identify as female)
- Recruited via Amazon Mechanical Turk
- Participants were paid \$ 1 for their participation

# Procedure

- Sentence Reorganization
- Statement and Agreement on Controversial Issue
- Religiosity Measure
- Demographic Questions
- Manipulation Check

# Results



# Method of Analysis

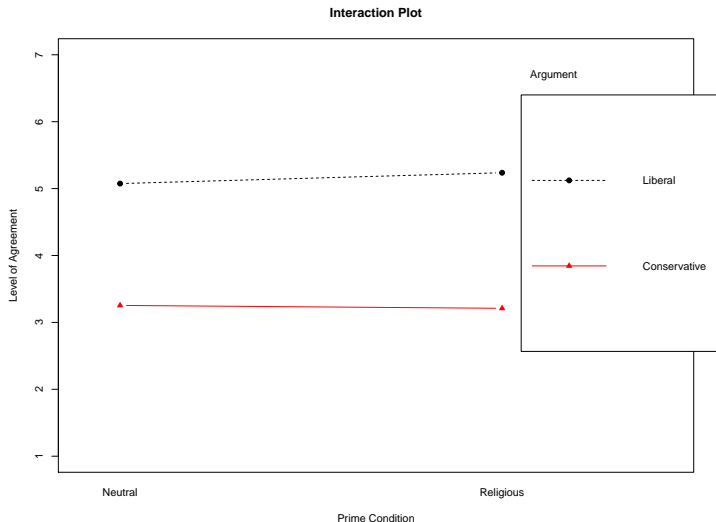
- 2 (Prime Condition)  $\times$  2 (Issue Condition) ANOVA
- $\alpha = .05$

# Results

<b>Variables</b>	<b>df</b>	<b>SS</b>	<b>MS</b>	<b>F</b>	<b>p-value</b>
Prime Condition	1	0.00	0.00	0.00	0.984
Argument Condition	1	280.00	280.03	56.22	0.001***
Interaction	1	0.8	0.79	0.159	0.690

Note: \*  $p < 0.05$ ; \*\*  $p < 0.01$ ; \*\*\*  $p < 0.001$

# Interaction Plot



# General Discussion

# Conclusions

- Religious primes did not influence vote choice - No matter what priming condition participants were in, they were equally likely to voice support or reject the subject at hand

# Future Directions

- Limitations with Amazon Mechanical Turk
- Field experiment study and exit poll data
- Use of a less polarizing subject as manipulation so that people would not enter the study with preconceived notions about the topic, which were largely reflected in their qualitative responses

# Discussion and Questions