

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

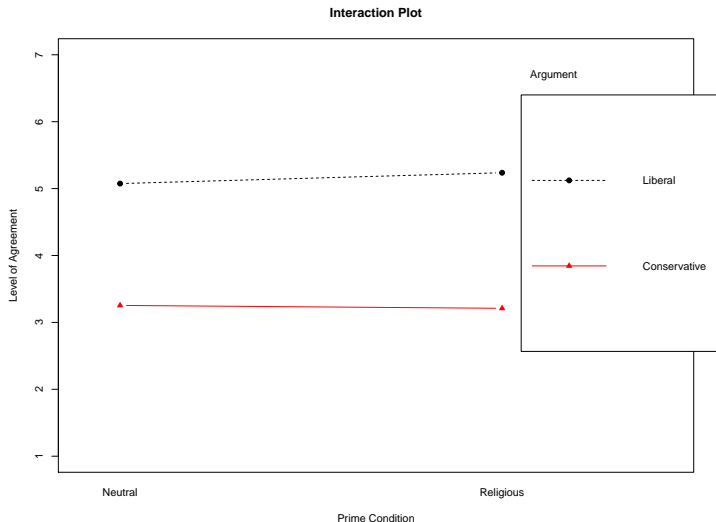
- 2 (Prime Condition) \times 2 (Issue Condition) ANOVA
- $\alpha = .05$

Results

Variables	df	SS	MS	F	p-value
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
- Main effect present on Argument variable - Liberal position leads to greater agreement

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