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) × 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

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