Study Name: Statistical vs. Moral Arguments Against the Death Penalty
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Exploratory or Confirmatory: Exploratory

Overview:

Previous research has explored the possibility of changing people's attitudes towards capital punishment. Some studies have found that presenting people with factual information about capital punishment can cause a decrease in support for capital punishment (Cochran & Chamlin, 2005; Lambert, Camp, Clarke, & Jiang, 2011). In general, attitude change can be affected by moral counterarguments (Horne, Powell, & Hummel, 2015).

In the present study, we are examining whether statistical-based arguments versus moral-based arguments will be more effective at reducing positive attitudes towards capital punishment.

References

Cochran, J. K., & Chamlin, M. B. (2005). Can information change public opinion? another test of the marshall hypotheses. *Journal of Criminal Justice, 33*(6), 573-584.

Horne, Z., Powell, D., & Hummel, J. (2015). A single counterexample leads to moral belief revision. *Cognitive Science, 39*(8), 1950-1964.