Unconscious Influences

1. Implicit Bias

Voting and The Brain

I. Unconscious Influences

1. IAT Methodology & Background

To take the Implicit Association Test, go to


To better understand how the test works and your results, go to

https://implicit.harvard.edu/implicit/demo/faqs.html

2. IAT and racial bias

3. IAT and Voting & Policy Implications

Washington Post Article on IAT:

4. Implicit Racial Bias and Political Affiliation
Does Implicit Bias Affect Behavior?

Devos , Ma, & Guffad Article: Is Brack Obama American enough to be the next president?


Wang Commentary: How to disconfirm false beliefs

-avoid presenting both sides of argument. Reader’s brains don’t process all information with equal weight.

1. State fact without reinforcing falsehood: just reporting a false rumor can make

2. Tell truth with images

3. Provide a compelling storyline or mental framework for the truth

4. Discredit the source

II. Physiological Traits and Political Views:


Rationale:

Methods:

Results:
Fig. 1. Changes in skin conductance (in microsiemens) resulting from the viewing of threatening and nonthreatening images for high supporters and low supporters of socially protective policies. Difference of means tests: threatening stimuli $t = 1.98$, $P = 0.05$; nonthreatening stimuli $t = 0.284$, $P = 0.77$, two-tailed tests. All skin conductance data have been logged. Support for policies is measured by self-reported positions on 18 issues relevant to group life (see text), with "high support" including those participants above the median of support and "low support" including those participants below the median.

Fig. 3. Mean blink amplitude in response to all seven startling noises for high supporters and low supporters of socially protective politics. Bars are mean blink amplitudes (in
millivolts). Difference of means tests for overall means: $t = 1.64$, $P = 0.10$. Support for policies is as described

**Conclusion**

2. **Genetic component to Voting Behavior?**

1. **Fowler, et al. (2007):**
- Participatory voting behavior seems to be heritable:

Methods & Results:

Twin Studies, Identical twins more likely to vote, more likely to hold similar voting patterns