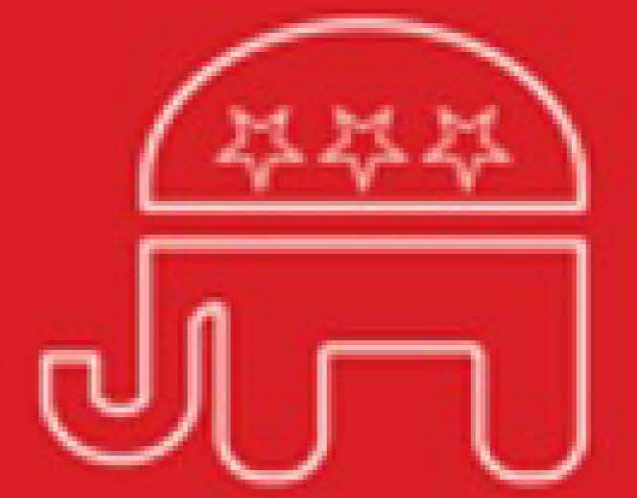


The Effects of Humanization and Party Identification on Political Attitudes towards the Major U.S. Political Parties



Xylie Miller (n01259384@unf.edu), Sadana Mukundan (n01420147@unf.edu), Sawyer Johns (n01118961@unf.edu), Elizabeth R. Brown (elizabeth.r.brown@unf.edu)

Introduction

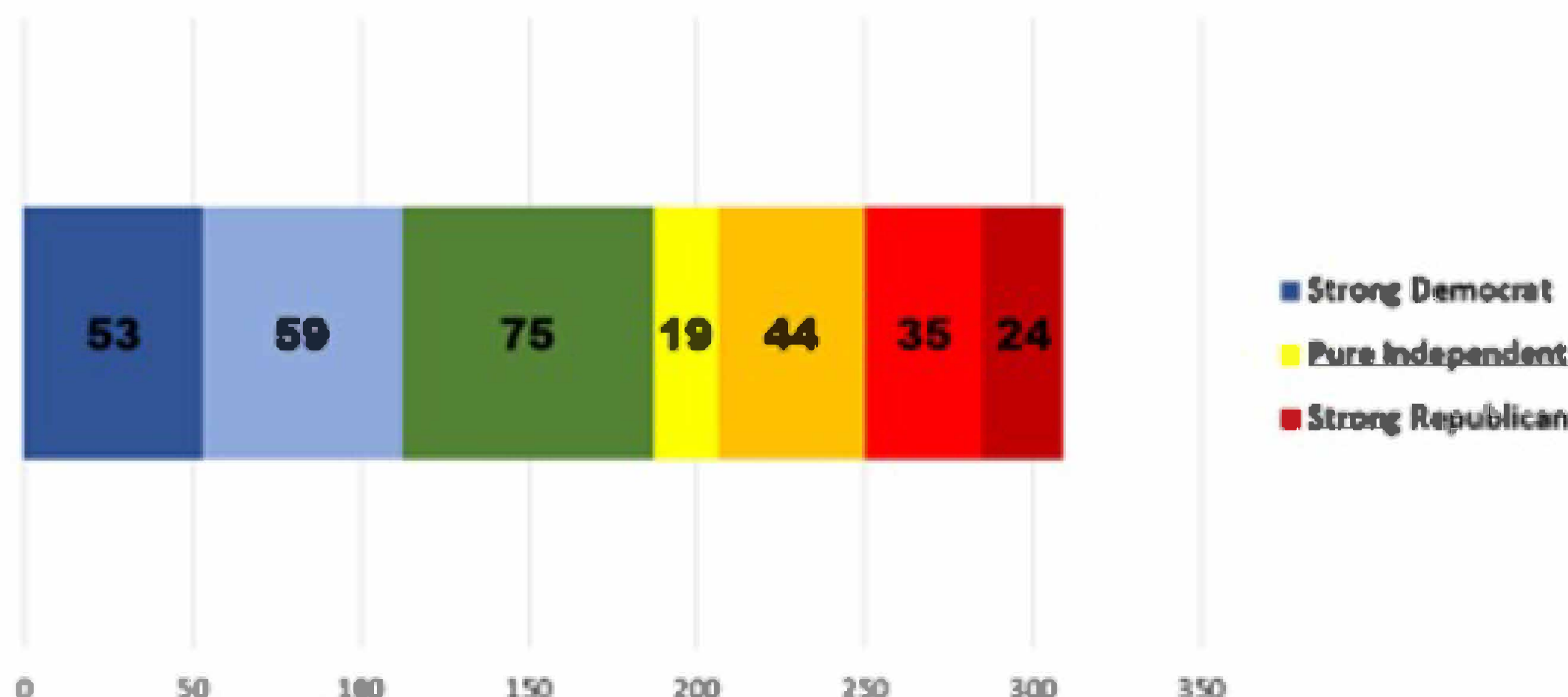
- Political polarization is rising^{1,2}, and is associated with³ legislative gridlock, income inequality, and mass disengagement in the United States.
- Voters view those not within their party as an outgroup.⁴

Research Question

- How does party ID and dehumanization affect participants' attitudes towards political parties?

Participant Demographics

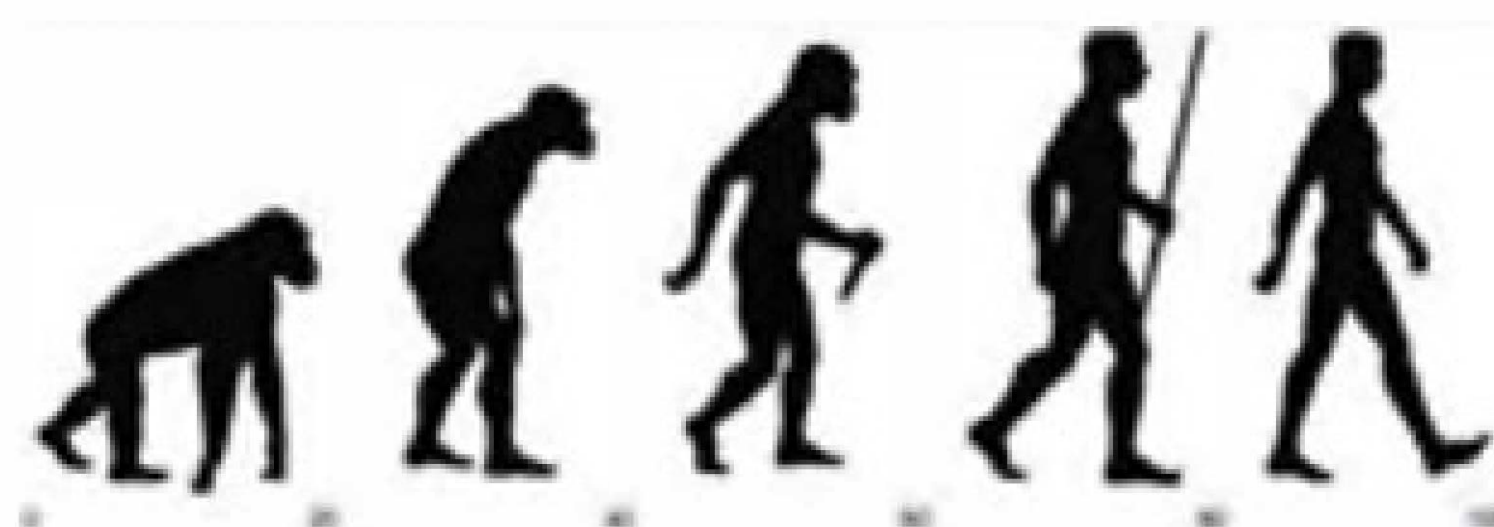
Party ID Demographics



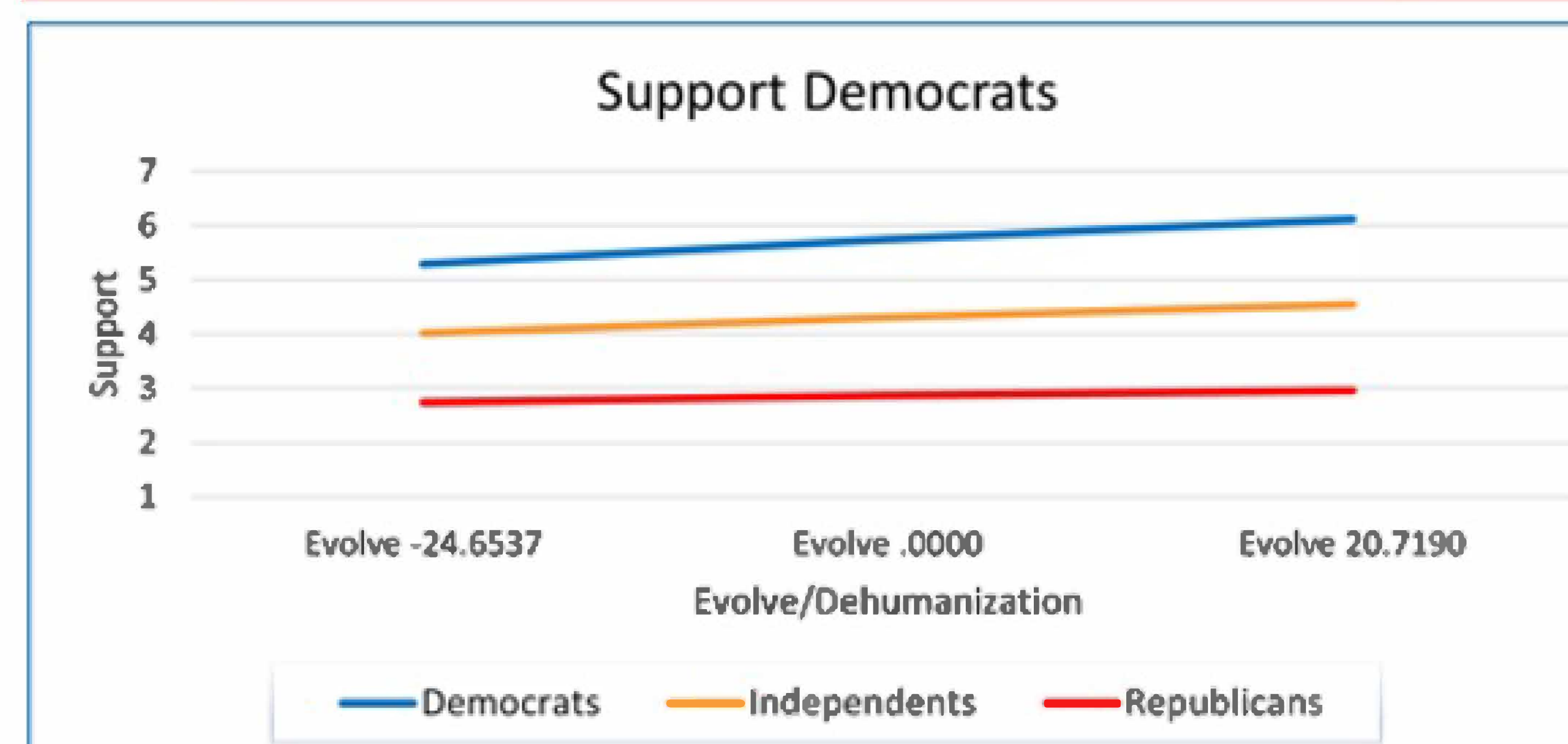
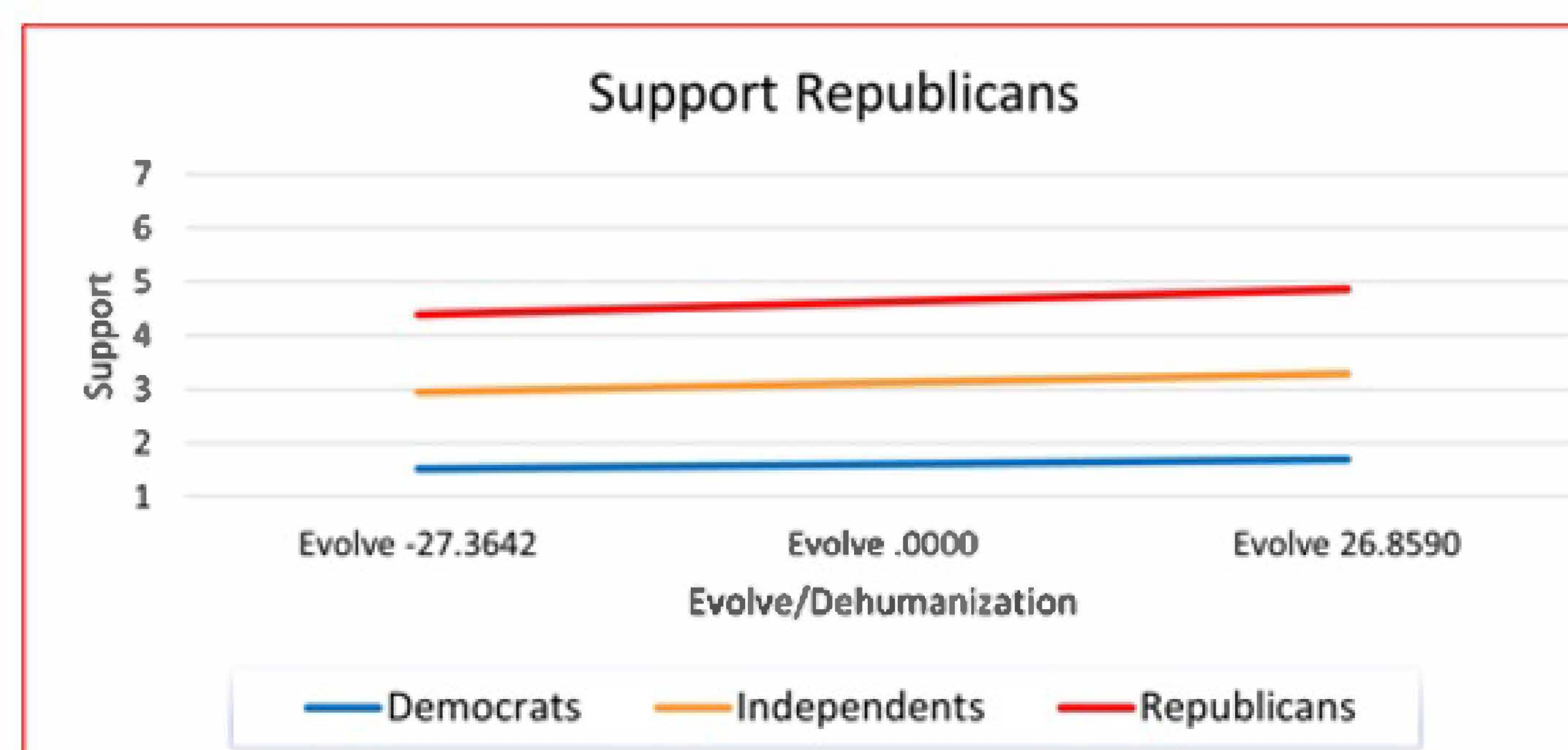
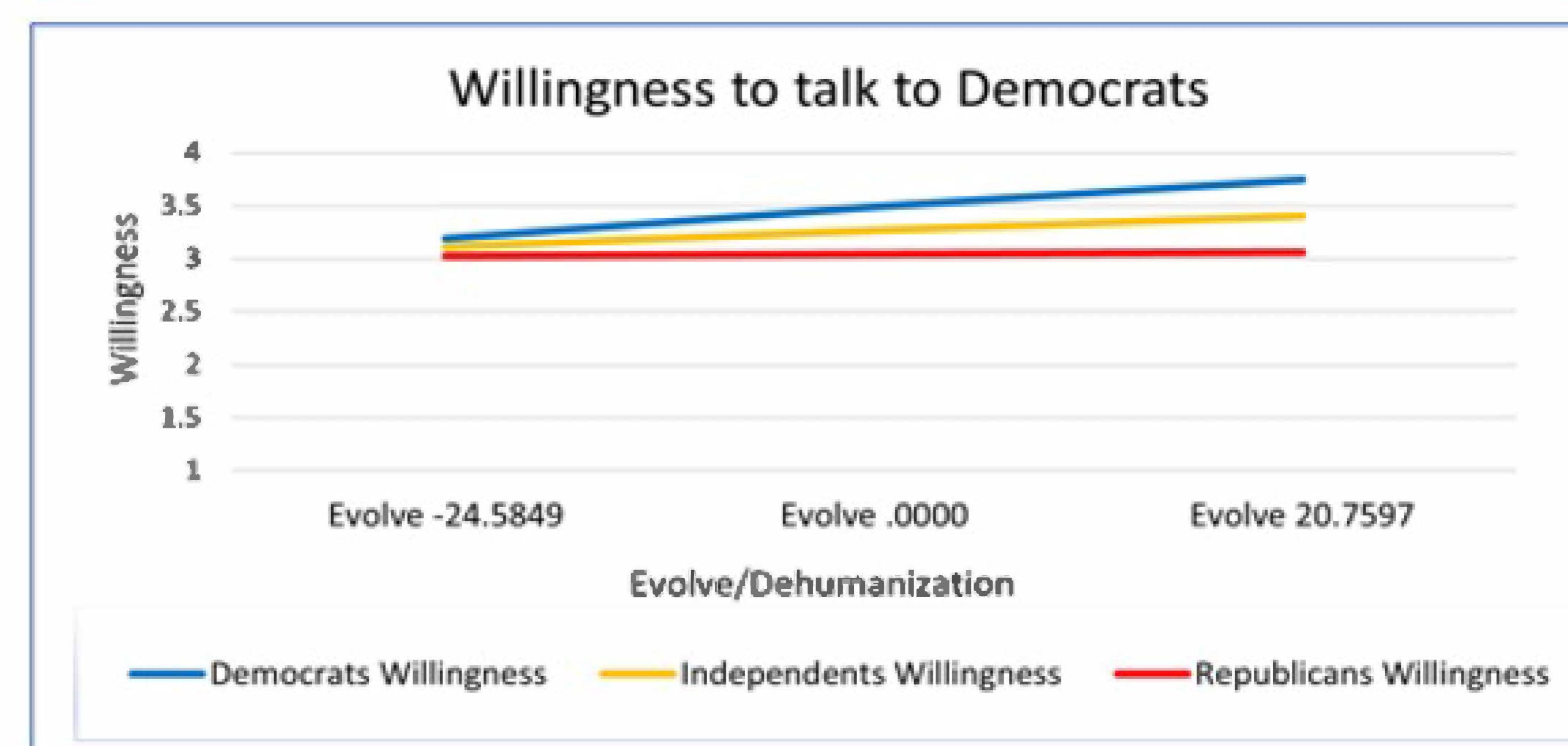
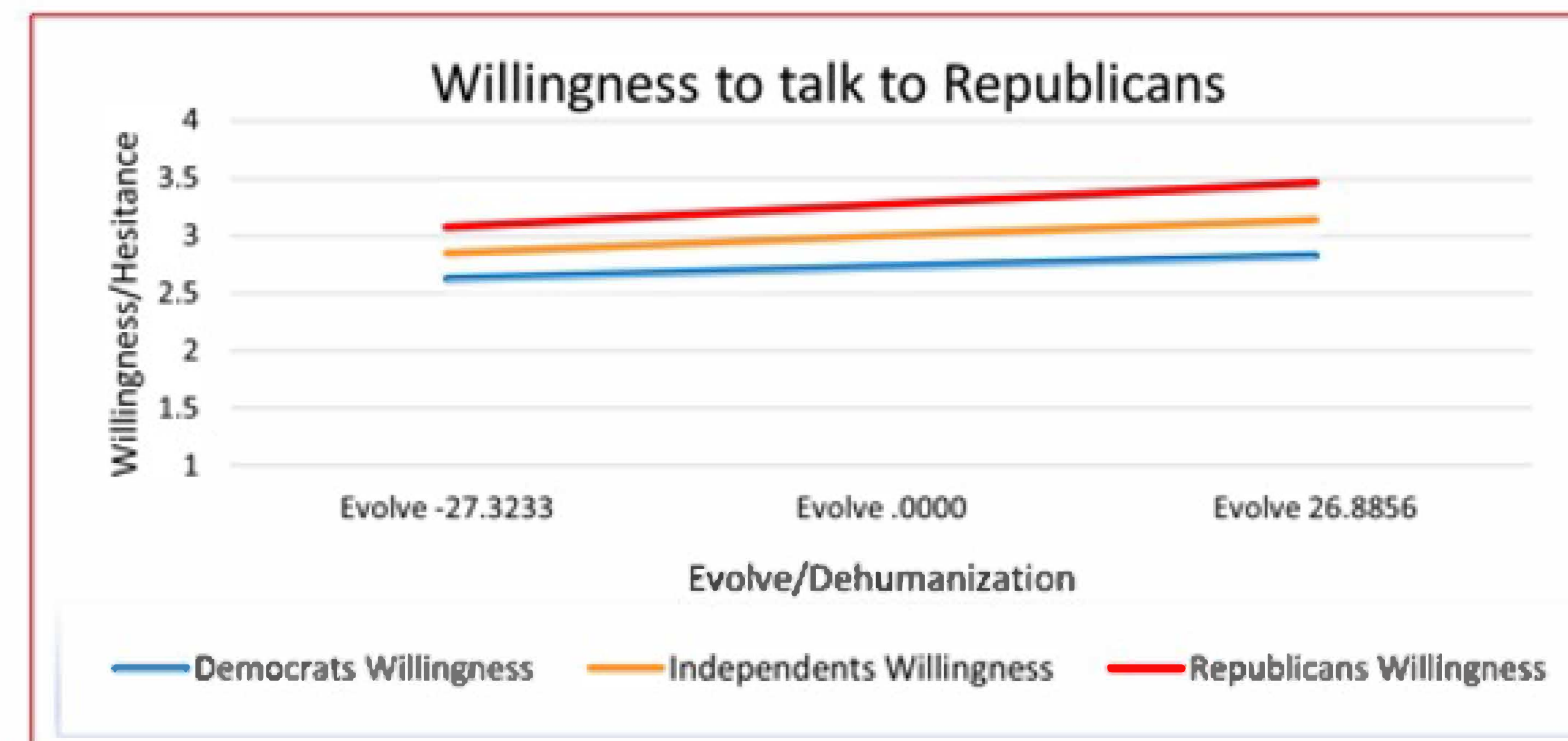
- N = 312; 231 women, 70 men, 3 nonbinary/trans identity

Methods

- Party ID Scale:
 - 1 (Strong Democrats) - 7 (Strong Republicans)
- Willingness/Hesitance Scale:
 - 1 (I would not talk) - 4 (I would like to talk)
- Support Scale:
 - 1 (Definitely Not Support) - 7 (Definitely support)
- Ascent of Man Scale:



Results



Results

- Participants were most willing and less hesitant to talk to members of their identified parties ($p < .001$) and members they viewed as more evolved regardless of their party association ($p < .050$).
- Participants were most likely to support members of their identified parties ($p < .001$) and members they viewed as more evolved regardless of their party association ($p < .050$).
- Republicans showed little change in their willingness to talk to or likeliness to support Democrats they saw as more evolved ($p < .001$).
- Independents were more willing and less hesitant to talk to and more likely to support Democrats they saw as more evolved ($p < .001$).

Discussion

- Participants of all parties were less willing to talk to and less likely to support people they viewed as less evolved.
- People who shared the same political party ID were more likely to talk to one another and engage in support.

Sources

- 1) Lupu, 2014
- 2) Layman, 2006
- 3) Graham et al., 2012
- 4) Nicholson, 2011