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I'm with US, But Not with THEM: A Study of In-Group Bias and Political Party

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I'M WITH US, BUT NOT WITH THEM: A STUDY OF IN-GROUP BIAS AND POLITICAL PARTY

QUINN LAMBERT



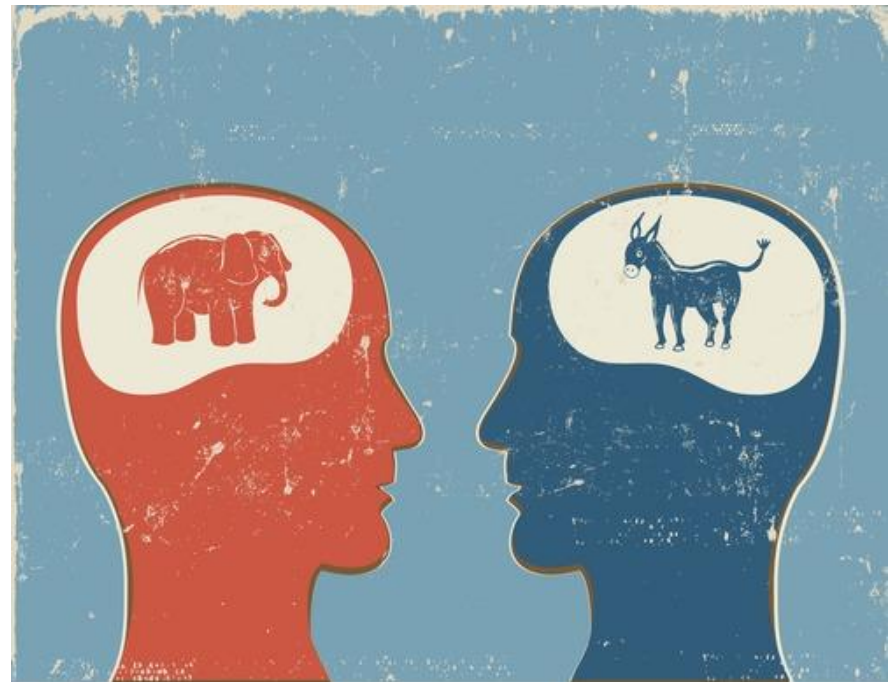
WHAT IS IN-GROUP BIAS?

- The tendency to favor members of your own group
- Not limited to one group
- Sumner: "Each group nourishes its own pride and vanity...and looks with contempt on outsiders." (1906)



AMERICAN POLITICAL PARTIES

- Two major parties: Democrats and Republicans
- Minor parties: Libertarians and Green
- Somewhat...divided at the moment.



THIS STUDY: PERCEPTIONS OF POLITICAL PARTY MEMBERS

- Olivola, Sussman, Tsetsos, Kang, & Todorov (2012): voters rely on facial features to infer personality traits.
- American political leader stereotypes:
 - Republican leader- older white male
 - Democrat leader- female or non-white
 - What about party MEMBERS, not leaders?
 - Implicit partisanship: assumption that others are in your in-group



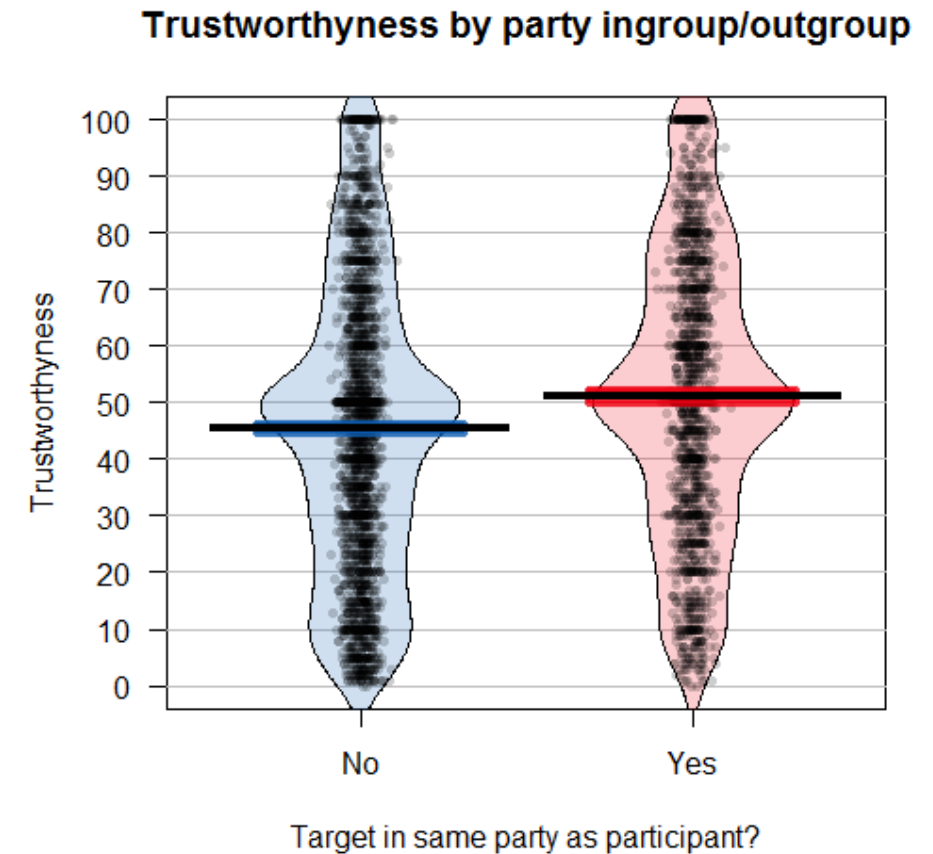
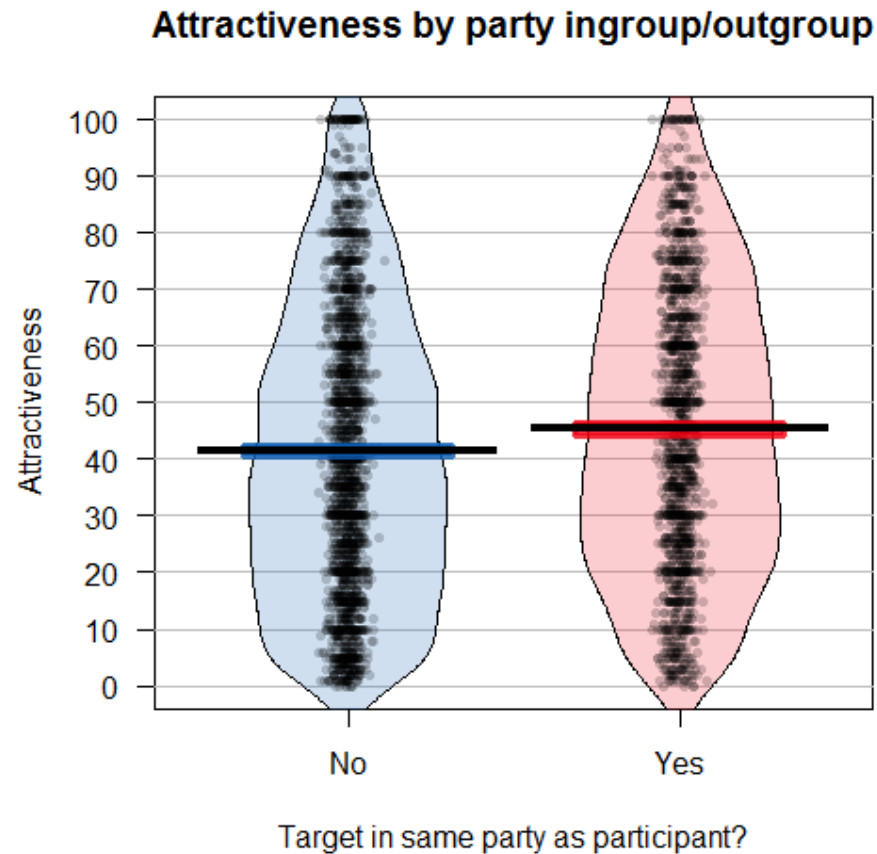
METHOD

- Participants signed up through SONA
 - N = 202
- Survey created through Lyceum Survey
- Faces collected from Chicago Face Database v 2.0.3 (2016)
 - Quantified data- numerical values for attractiveness and trustworthiness
 - Participants viewed 25 faces ranging from high-to-low attractiveness and high-to-low trustworthiness and guessed the political party the person in the picture belonged to.



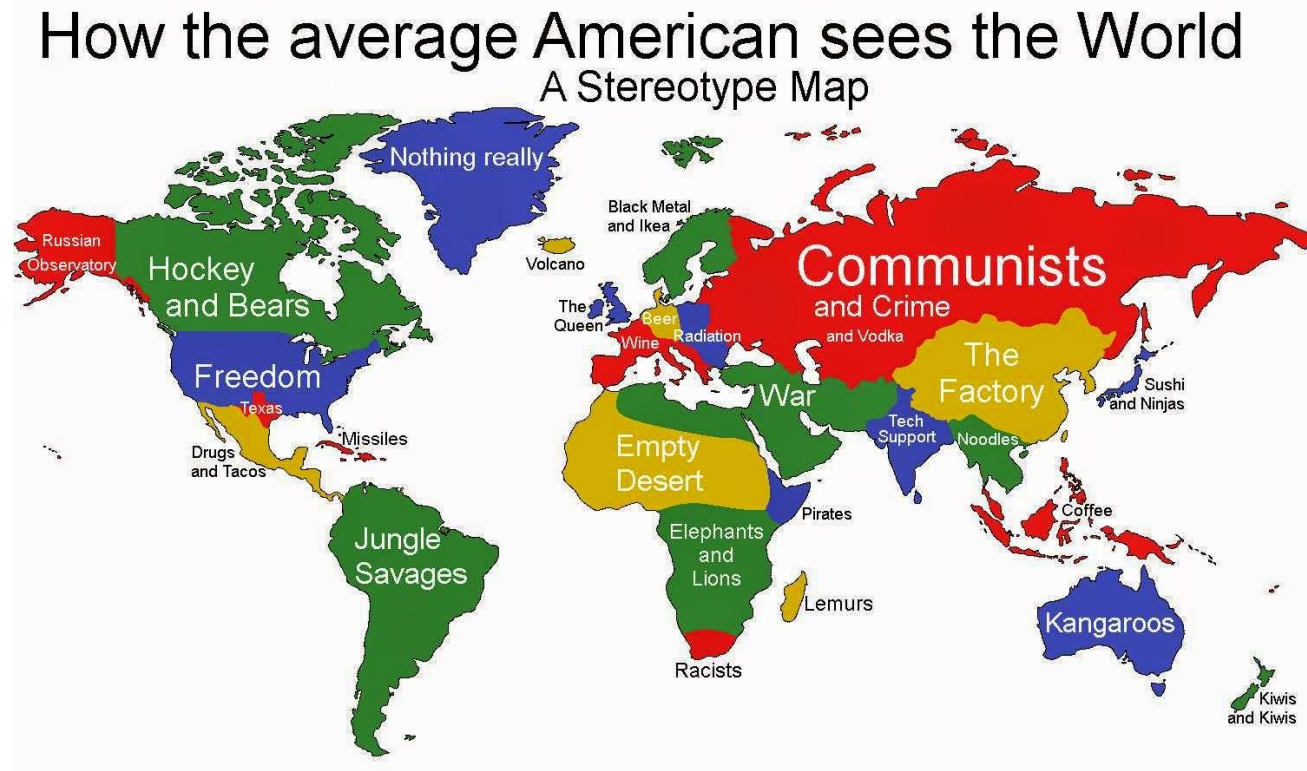
RESULTS

- Hypothesis was supported
- Generalized Estimating Equations
- Attractiveness: $b=4.01, p=0.002$
- Trustworthiness: $b=6.2, p<0.001$



DISCUSSION & FUTURE DIRECTION

- Implicit partisanship seems to have played a role
- Political stereotypes did not apply to people like they did to politicians
 - But we know they exist





QUESTIONS?