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

Quinn Lambert
Murray State University

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