

Huber, Gregory A. and John S. Lapinski. 2006. "The "Race Card" Revisited: Assessing Racial Priming in Policy Contests." *American Journal of Political Science* 50 (2 April): 421-440.

Appendix, Version 1.0 (September 9, 2005)

PART I: BACKGROUND INFORMATION

KNOWLEDGE NETWORK INFORMATION

The assigned survey contained only our questions. KN has two types of panels available to researchers. The first is their WebTV panel, which is a representative sample of the U.S. The second panel consists of personal computers users who take surveys on their computers. In this study, we rely solely on the WebTV panel.

KN successfully recruits 35% of the households selected by RDD telephone contact into its panel (Clinton and Lapinski 2004).

KN's panelists are randomly selected using list-assisted random digit dialing (RDD) sampling techniques on a quarterly-updated sample frame consisting of the entire United States telephone population who fall within the Microsoft WebTV network (87% of the United States population fall within this network). Our sample respondents are therefore very close to a national RDD sample. KN panelists are given an interactive television device (a Microsoft WebTV) and a free Internet connection in exchange for taking surveys. We use randomly selected KN panel members for each experiment.

The response rates to the survey invitations were 72% (Experiment A, Number of completed surveys/Number of invitations) and 75% (Experiment B). The pre- and post-tests were nearly identical across both experiments. Here we describe the common elements of the experiments before proceeding to a direct description of the experimental manipulations.

QUESTION/SCALES CONSTRUCTION

1.1 Anti-Black Predispositions

The anti-black predispositions scale was created from two questions commonly used to elicit respondents' beliefs about black Americans. Question wordings appear below and are drawn from Mendelberg's study. Both questions are linked to conceptions of modern racism and concerns that blacks violate core American values. For each question, the most strongly anti-black statement was scored 1, the least 0, and the two intermediate responses .66 and .33. The scale was then computed as the average score across the two items. See Table A-1 for distribution of respondent scores.

Question 1:

Most people—blacks and whites alike—agree that the average white person in American is more likely to have a good income, get a good education, and to have a regular job than the average black person. Here is one reason that has been given as to why the average black American is not as well off as the average white American:

It's really a matter of some people not trying hard enough; if blacks would only try harder they could be just as well off as whites.

Please tell me how much you agree or disagree with this statement.

(Agree Strongly, Agree Somewhat, Disagree Somewhat, Disagree Strongly, Don't Know)

Question 2:

Here is another reason that has been given as to why the average black American is not as well off as the average white American:

Generations of slavery and discrimination have created conditions that make it difficult for blacks to work their way out of the lower class.

Please tell me how much you agree or disagree with this statement.

(same response categories)

1.2 Issue Advertisements Bad for Democracy

The issue advertisements bad for democracy scale was created from this question. The most negative evaluation of issue advertisements was scored as 1. Response distributions are listed separately for experiments A and B and may not add to 100% due to rounding.

Question:

Some people argue that issue ads distort the political process, while others argue that they help voters learn about important issues. Do you think that it is good for democracy that groups run these types of ads?

1. Good for Democracy (coded as 0, Experiment A 22%, Experiment B 20%)
2. Somewhat Good for Democracy (.25, 20%, 22%)
3. Neither Good nor Bad for Democracy (.5, 28%, 28%)
4. Somewhat Bad for Democracy (.75, 9%, 10%)
5. Bad for Democracy (1, 6%, 7%)
6. Don't Know (Missing, 15%, 13%)

1.3 Policy Opinion Questions Wording and Coding

Question wording and coding for each of the policy opinion variables appears below. All variables are coded with higher scores indicating more conservative responses. All questions are drawn from Mendelberg's original study. Response distributions are listed separately for experiments A and B and may not add to 100% due to rounding.

Reduce Government Spending

Some people think that the government in Washington should provide fewer services even in areas such as health and education in order to reduce spending. Other people feel it is important for the government to provide many core services even if it means an increase in spending. Where would you place yourself on this scale?

7. Fewer Services To Reduce Spending (coded as 1, Experiment A 26%, Experiment B 23%)
8. The Same Amount of Services With No Change In Spending (.5, 32%, 34%)
9. More Services Even With Increased Spending (0, 25%, 27%)
10. Don't Know (Missing, 17%, 16%)

Strengthen Welfare Work Requirements

An important issue before Congress is whether to change the work requirements for those on welfare. The 1996 Welfare Reform Act required most welfare recipients to work in order to receive their government benefits. A bill in Congress would require more welfare recipients to work longer hours to receive government support. While some people say that this change will help end dependency, others argue that it will end up hurting families. What is your opinion about the proposal in Congress to expand the work requirements for people receiving welfare?

1. Favor Strongly (1, 35%, 33%)
2. Favor Somewhat (.75, 30%, 34%)
3. Neither Favor nor Oppose (.5, 12%, 12%)
4. Oppose Somewhat (.25, 9%, 9%)
5. Oppose Strongly (0, 4%, 4%)
6. Don't Know (Missing, 9%, 8%)

Oppose Government Aid to Blacks

Some people feel that the government in Washington should make every effort to improve the social and economic position of blacks. Others feel that the government should not make any special effort to help blacks because they should help themselves. Which statement is closer to how you feel?

1. Government Should Help Blacks (0, 12%, 12%)
2. Blacks Should Help Themselves (1, 66%, 66%)
3. Don't Know (Missing, 22%, 22%)

Decrease Affirmative Action

Do you think affirmative action programs that give preferences to blacks and other minorities in college admissions should be expanded, continued as they are, or reduced?

1. Expanded (0, 3%, 2%)

2. Continued As They Are (.5, 28%, 27%)
3. Reduced (1, 58%, 59%)
4. Don't Know (Missing, 11%, 11%)

PART II: EXPERIMENTAL POWER ANALYSIS

Our simulations suggest that if the differences in priming effects across treatments found in Mendelberg's analysis (where the effect of predispositions was half as large in the explicit as implicit treatment) existed in our data, we would incorrectly accept the null less than one out of thousand times. More generally, if the effect of predispositions in the explicit treatment were only 30 percent smaller than in the implicit one, our analysis would detect such differences (at $p < .05$) about 97 percent of the time.