

The Effects of Political Orientation and the Salience of Race and Location on Self-reported Charitable Giving After Hurricane Katrina

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Knowledge Networks

Introduction (1-3)

- The purpose of this study is to experimentally examine the relationship between politically-motivated reasoning, and the salience of race and location on self-reported charitable-giving after Hurricane Katrina

Introduction (cont 2-3)

- The experiment was a 2 (Locale: Gulfport, New Orleans) X 3 (Race Prime [using imbedded photographs]: None, White, Black) X 3 (Political Orientation: Democrat, Moderate, Republican) between-subjects experimental design
- Dependent measure = self-reported recall of charitable giving after Katrina.

Introduction (Cont 3-3)

- Ideologues' memory of money donated to charity are affected by subtle cues about race or context
 - Republicans reported giving more to whites when primed with a white conservative context (Gulfport, MS)
 - Democrats reported giving more when primed with people rather than property damage in the black and Democrat context of New Orleans.

Method

- Knowledge Networks sample, $N = 948$
- 15 minute survey with photos
- Experimental design (2x3x3)
- Primed race and location
- Tested for interactive Effects (ANOVA)

Conditions (1 of 2)

- At the beginning of the survey, participants were given a brief slide presentation depicting damage from hurricane Katrina
- The depicted areas were described as either Gulfport, MS or New Orleans, LA (2 conditions)
- Three versions of slides (3 conditions)
 - Damage only (8 slides)
 - Damage (4 slides) + White victims (4 slides)
 - Damage (4 slides) + Black victims (4 slides)
- Three segments of ideology (3 conditions)
 - Democrat
 - Republican
 - Moderate (neither)

Conditions (2 of 2)

- All pictures were pre-tested to represent equal amounts of damage
- All pictures of people were pre-tested to represent similar degrees of damage, harm, socio-economic status, etc.

Experimental Presentation

	Gulfport	New Orleans
Damage Only (8 slides)	Version 1	Version 2
Damage (4 slides) + White Victims (4 slides)	Version 3	Version 4
Damage (4 slides) + Black Victims (4 slides)	Version 5	Version 6

Eg. Damage Slide



Eg. Black Victim Slide



Eg. White Victim Slide



Method (1 of 3)

- At the end of a 15-minute survey Participants were asked if they had given any money to charities to help Katrina victims, and if so how much
- The intervening questions were about policy, FEMA's response, leadership, and other such issues.

Method (2 of 3)

- There were large differences in how much participants recalled giving, as a function of which slide show presentation they had viewed at the outset of the project
- These differences did not appear with regard to any of the other survey items.

Method (3 of 3)

- Participants were not asked any questions about the slides themselves –
- Following the slide show, they were asked a variety of questions about policy preferences and support for FEMA assistance of different kinds for Katrina victims
- Expectations were that primes would affect the adjacent items more than distal items

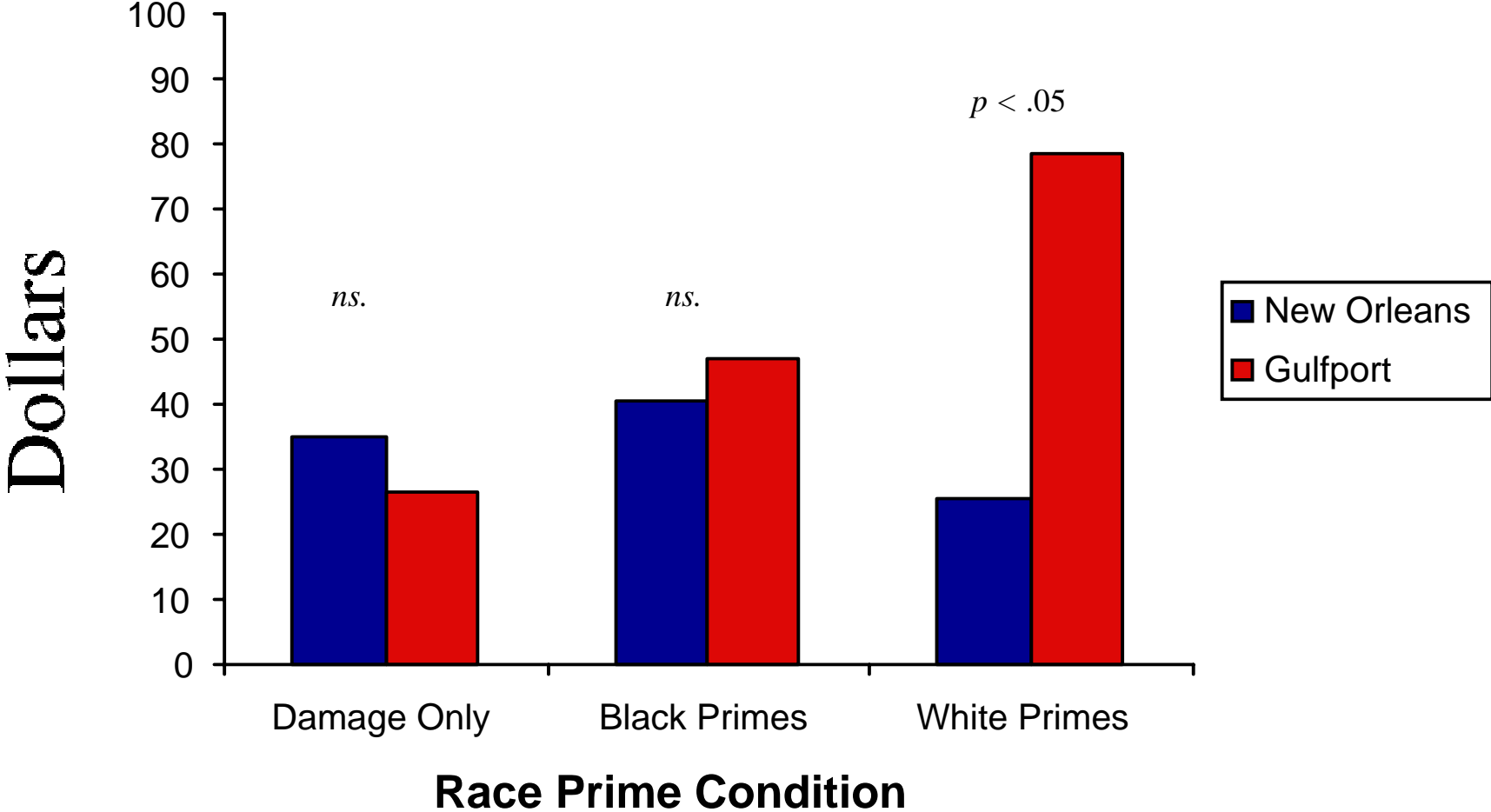
Controls

- Controlled for income, education
- Personally knowing someone affected by Katrina
- Other demographics (age, gender, etc.)

Results

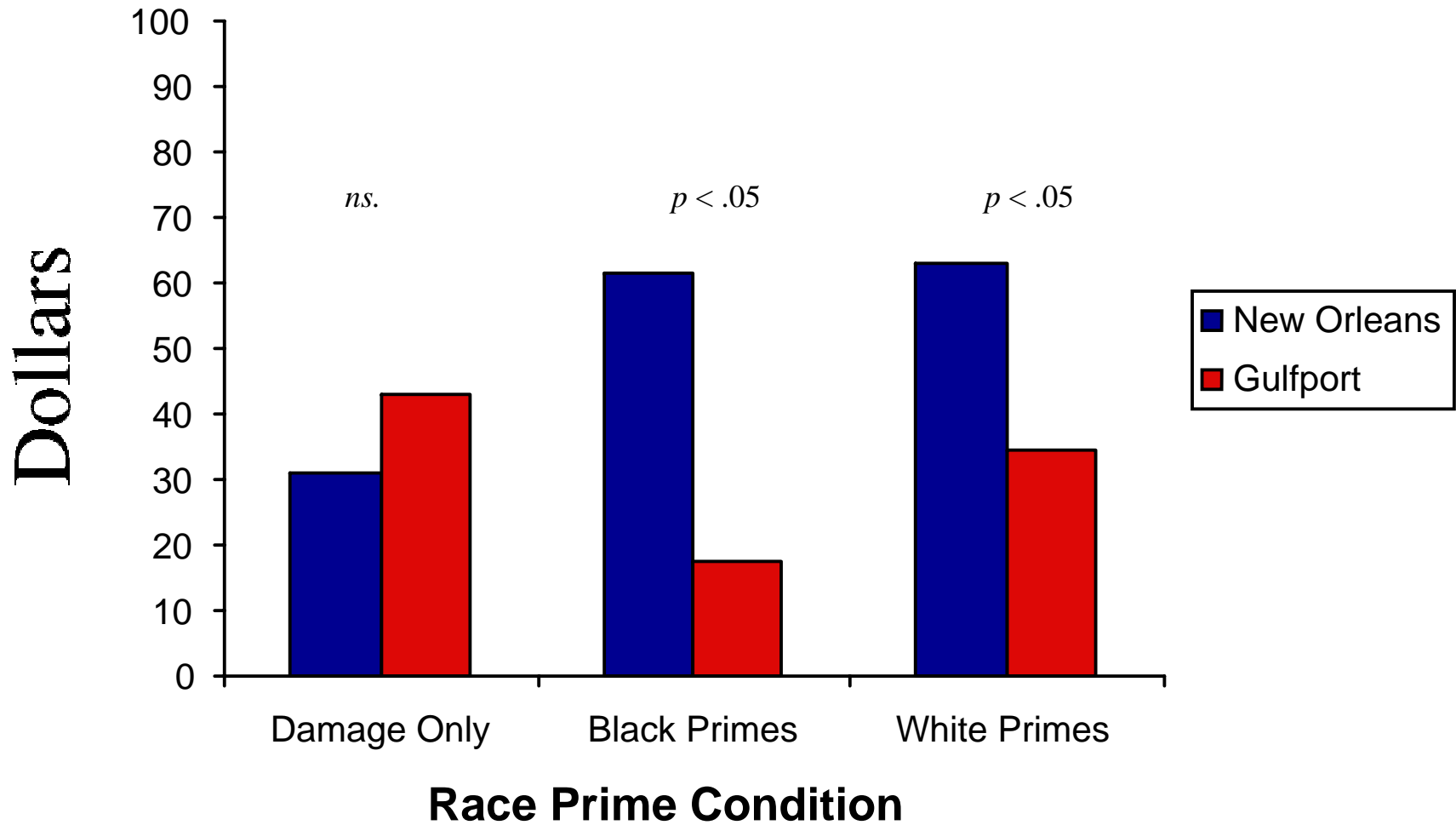
- Three-way interaction of Locale X Race Prime X Political Orientation, $F(4, 896) = 2.98, p < .01$
- To further understand this complicated interaction, the simple interactions of locale and race prime were examined separately for Republicans, Moderates, and Democrats

Republicans' Self-reported Charitable Giving



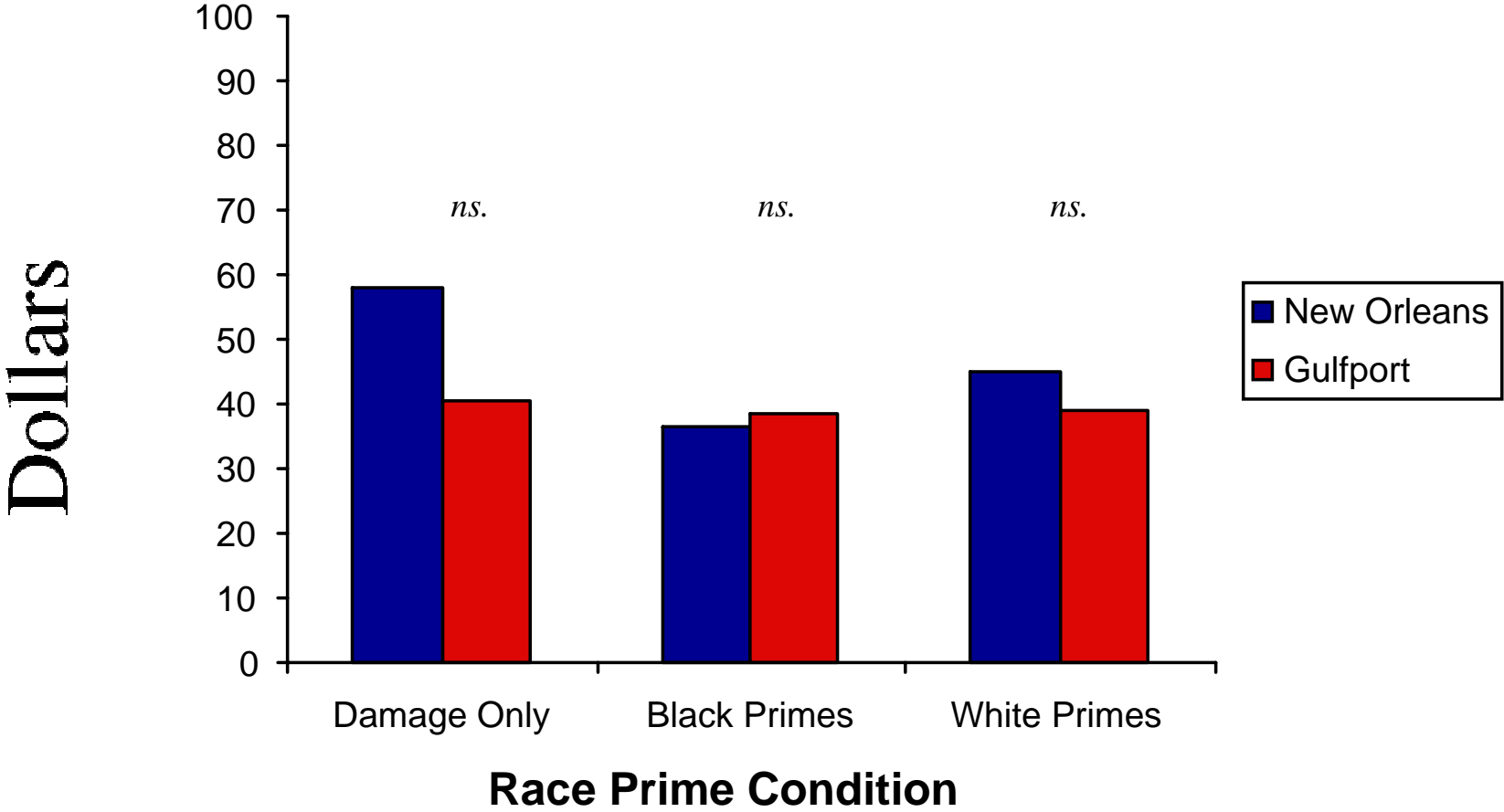
$F(2, 896) = 2.79, p^{17} < .05$

Democrats' Self-reported Charitable Giving



$F(2, 896) = 5.46, p < .05$

Moderates' Self-reported Charitable Giving



$F(2, 896) < 1, ns.$ ¹⁹

Conclusions (1 of 3)

- Memory is affected by cues about race or context.
- Republicans recalled giving more when primed with a stereotypically white context.
- Democrats recalled giving more when primed with people vs property damage only in New Orleans.

Conclusions (2 of 3)

- Subtle cues can change answers to survey items
- Salience of reports of “people in need”
- Recollection of giving is the only item affected by the priming
- What does “recollection of giving” mean?

Conclusions (3 of 3)

- “Recollection of Giving” may mean:
 - I am the kind of person that gives to ...
 - ...Anyone in need
 - ...People like me
 - I would have given had I thought of it
 - I can accurately recall just what I did
- Surrogate for ideology
- Accessing one’s own identity

Thank you

Please Contact

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