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RIVERSIDE

Terror Management in Response to Contemporary Political Issues

A Dissertation submitted in partial satisfaction
of the requirements for the degree of

Doctor of Philosophy

in

Psychology

by

Marc D. Kinon

September 2012

Dissertation Committee:

Dr. Carolyn B. Murray, Chairperson

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2012

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ACKNOWLEDGEMENTS

I recognize the force that is in you, in me, and in all of creation (Namaste). Our separateness and ego strivings are an illusion; we are different cups from the same ocean. Our ego strivings are socially constructed reactions to death; the fear of the ego's demise. But the ego (our separateness) is an illusion. Strive not in fear and anxiety for the immortality of your ego; rather strive to make manifest the beauty of the divine.

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Kevin Kaeochinda, Ryan Wevers, Lauren Idemoto, Ben Sanchez, and Amanda Chao

DEDICATION

To my family, friends, and mentor who have provided consistent social support above the common level. Through the good and the bad, they have been there for me – via either in person contact, telephone, or text. God has blessed me with you:

***Family:* Virginia Kinon, Hubert Kinon, Daniel Kinon, Jessica Kinon, and Aurora Kinon**

***Friends:* Kevin Kaeochinda, Ryan Wevers, Lauren Idemoto, Ben Sanchez, and Amanda Chao**

***Mentor:* Carolyn Murray**

*To those who have passed. In my darkest hours, memories of you have driven me
forward:*

Roger Samson

Nestor Quiambao

Bettie Morrison

Janis Becker-Montgomery

We just got the letter. Life is crazy and before we know it so much time passes. There have been so many times that I have wanted to call or visit but the time has always gotten away from me - it is sad but it is. All I can say now is that I love you ... you all meant a lot to me growing up and I thoroughly appreciate every moment I have spent with your family.

No matter what separates us - even death - you all will always be in my heart and prayers. One day we will all be together again.

I Love You Forever; We Will Meet Again!

Marc

An Old Irish Blessing: May the road rise up to meet you. May the wind always be at your back. May the sun shine warm upon your face, and rains fall soft upon your fields. And until we meet again, May God hold you in the palm of His hand.

ABSTRACT OF THE DISSERTATION

Terror Management in Response to Contemporary Political Issues

by

Marc D. Kinon

Doctor of Philosophy, Graduate Program in Psychology
University of California, Riverside, September 2012
Dr. Carolyn B. Murray, Chairperson

The present dissertation empirically examines the impact of death thoughts on intergroup relations; the findings are explained using Terror Management Theory (TMT). TMT proposes that when mortality is made salient (Mortality Salience Hypothesis, MSH) people are more likely to exhibit greater positive evaluations of their in-group; greater adherence to the values of their in-group. People have a tendency to do this because culture tends to confer self-esteem (i.e., immortality), which allegedly mitigates death anxiety. Therefore, while there is a general tendency for people to exhibit greater positive evaluations of their in-group in the face of death, people who are high in tolerance are hypothesized to show out-group favoritism or, at least, no bias; while people who are intolerant should show in-group favoritism. Three studies investigated these hypotheses. In Study 1, participants were asked to evaluate presidential candidates Obama and McCain after answering questions regarding their own death (i.e., mortality condition) or answering question about a university exam (i.e., control condition). Although the expected main effect of mortality salience on in-group favoritism was not significant, participants high in openness exhibited out-group favoritism. Study 2 examined these

processes by having participants evaluate a pro and an anti-gay marriage author following a reminder of their own mortality or an exam. Beyond a significant main effect for in-group favoritism, participants low in openness exhibited the Terror Management effect. The third study examined the MSH after participants watched a movie entitled *The Final Destination* (i.e., “mortality condition”) or another movie (i.e., “control condition”). They then evaluated a pro and an anti-gay marriage author. Beyond an expected significant relationship between the type of movie watched and positive evaluations, participants high in similarity to the author who supported their view exhibited what the MSH would predict – greater positive in-group evaluations. Those low in similarity exhibited the reverse of this effect. Assuming that one’s similarity rating for a culture is based on the extent the culture either upholds or challenges one’s identity, it would make sense – according to the MSH – for these effects to manifest. Limitations of these studies and their relevance to Terror Management Theory are discussed.

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PREFACE

There is a time in the life of every boy when he for the first time takes the backward view of life. Perhaps that is the moment when he crosses the line into manhood. The boy is walking through the street of his town. He is thinking of the future and of the figure he will cut in the world. Ambitions and regrets awake within him. Suddenly something happens; he stops under a tree and waits as for a voice calling his name. Ghosts of old things creep into his consciousness; the voices outside of himself whisper a message concerning the limitations of life. From being quite sure of himself and his future he becomes not at all sure. If he be an imaginative boy a door is torn open and for the first time he looks out upon the world, seeing, as though they marched in procession before him, the countless figures of men who before his time have come out of nothingness into the world, lived their lives and again disappeared into nothingness. The sadness of sophistication has come to the boy. With a little gasp he sees himself as merely a leaf blown by the wind through the streets of his village. He knows that in spite of all the stout talk of his fellows he must live and die in uncertainty, a thing blown by the winds, a thing destined like corn to wilt in the sun. He shivers and looks eagerly about. The eighteen years he has lived seem but a moment, a breathing space in the long march of humanity. Already he hears death calling (Anderson, 1999, p.218-219).

*I met a traveller from an antique land, [;] Who said—“Two vast and trunkless legs of
stone [;] Stand in the desert. . . . Near them, on the sand, [;] Half sunk a shattered visage
lies, whose frown, [;] And wrinkled lip, and sneer of cold command, [;] Tell that its
sculptor well those passions read [;] Which yet survive, stamped on these lifeless things,
The hand that mocked them, and the heart that fed; [;] And on the pedestal, these words
appear: [;] My name is Ozymandias, King of Kings; [;] Look on my Works, ye Mighty,
and despair! [;] Nothing beside remains. Round the decay [;] Of that colossal Wreck,
boundless and bare [;] The lone and level sands stretch far away (Shelley, 1956, p.107)*



CHAPTER 1: GENERAL INTRODUCTION

Everything cultural is fabricated and given meaning by the mind, a meaning that was not given by physical nature. Culture is in this sense “supernatural,” and all systematizations of culture have in their end the same goal: to raise men above nature, to assure them that in some ways their lives count in the universe more than merely physical things count (Becker, 1975, p.4).

The fact is that self-transcendence via culture does not give man a simple and straightforward solution to the problem of death; the terror of death still rumbles underneath the cultural repression... What men have done is to shift the fear of death onto the higher level of cultural perpetuity; and this very triumph ushers in an ominous new problem. Since men must now hold for dear life onto the self-transcending meanings of the society in which they live, onto the immortality symbols which guarantee them indefinite duration of some kind, a new kind of instability and anxiety are created. And this anxiety is precisely what spills over into the affairs of men. In seeking to avoid evil, [humanity] is responsible for bringing more evil into the world than organisms could ever do merely by exercising their digestive tracts. It is [our] ingenuity, rather than [our] animal nature, that has given [our] fellow creatures such a bitter earthly fate (Becker, 1975, p.5).

All human beings have an Ego that is destined like corn to wilt in the sun (e.g., Becker, 1971; 1973; 1975). Becker (1971; 1973; 1975) contended that human beings need to wear self-esteem (i.e., “Immortality”) conferring structures like armor to protect their Ego. These immortality conferring structures have been deemed “culture” and can be defined as: religion, nation, career, political party, stance on an issue, etc. (Becker, 1971; 1973; 1975). Due to the fact that these cultures protect human beings from the anxiety of death by providing a means to either symbolically or literally conquer death, human beings are motivated to protect these cultures from invalidation (Becker, 1971; 1973; 1975). As a result of this need to “avoid evil” (i.e., need to either symbolically or literally avoid death), Becker (1971; 1973; 1975) contended that human beings are responsible for bringing more evil into the world; doing whatever it takes – from derogation to annihilation – to protect these structures from invalidation.

Based on the work of Becker (1971; 1973; 1975), Greenberg, Pyszczynski, and Solomon (1986)¹ developed Terror Management Theory; first empirically tested by Rosenblatt, Greenberg, Solomon, Pyszczynski, and Lyon (1989) as well as Greenberg, Pyszczynski, Solomon, Rosenblatt, Veeder, Kirkland, and Lyon (1990). Terror Management Theory attempts to study the impact of death thoughts on intergroup relations by empirically examining the Mortality Saliency Hypothesis.

The Mortality Saliency Hypothesis states that if culture mitigates the terror associated with eventual mortality, then making mortality salient should increase the need to defend one's culture. In this way, people will have a tendency to protect their immortality conferring systems by evaluating their in-groups more favorably than their out-groups. And when mortality is made highly salient, these evaluations will increase in intensity. That is, people will be expected to evaluate their in-groups even more favorably than their out-groups when reminded about death relative to a control situation (Greenberg et al., 1997).

Terror Management Theory (Indexed by the Mortality Saliency Hypothesis) will be used in the present research to interpret death motivated intensified evaluations in three studies related to the 2008 US Election. Study 1 investigates the effect of death thoughts on political party candidate evaluations. Studies 2 and 3 investigate the effect of death thoughts on support for a pro and an anti-gay marriage author.

Terror Management

¹ "The theory owes a large scholarly debt to a wide variety of influences in addition to Becker, for example, Berger and Luckmann (1967), Brown (1959), Freud (e.g., 1927/1976, 1929/1984), Goffman (1955, 1959), Horney (1950/1970), Kierkegaard (1844/1957), Lifton (1983), Rank (1931/1961, 1932/1989, 1936), Sullivan (1953), Yalom (1980), and Zilboorg (1943)" (Greenberg, Solomon, & Pyszczynski, 1997, p.62)

Based on the assumption that culture buffers the anxiety of eventual death, Terror Management Theorists hypothesize that making mortality salient should increase the need to defend culture via greater positive in-group evaluations relative to those of the out-group (Mortality Salience Hypothesis; Greenberg et al., 1997). Since the theory was posited (Greenberg et al., 1986), a plethora of studies has tested the Mortality Salience Hypothesis. These studies have used various in-group/out-group targets for the purpose of examining intensified evaluations in the face of death.

For example, Rosenblatt et al. (1989) examined the Mortality Salience Hypothesis using bond assessments judges made for an arrested prostitute. Judges were first administered several filler questionnaires to support the stated cover story; that is, the relationship “between personality, attitudes, and bond decisions” (Rosenblatt et al., 1989, p.682). After these filler questionnaires were completed, judges either answered two open-ended questions regarding death (mortality condition) or did not answer any questions (control). Bond evaluations followed writing about death or not writing along with a brief delay and distraction task. Judges in the mortality condition assessed significantly higher bond amounts compared to judges in the control group². Rosenblatt et al. (1989) explained this effect by framing moral principles as a “culture” – a set of values – that the prostitute undermined by her transgressions. Therefore, it can be argued that these judges were protecting this death anxiety buffer by conferring a harsher “penalty” in the face of death. Another study found that college students in the mortality

² Throughout this dissertation, “significant” will mean $p < .05$; “non-significant” will mean $p > .05$. Although this is convention, the author acknowledges the usefulness of indicating exact p s and r s for each finding presented in literature reviews. Subsequent publications of these data will reflect this insight.

salience condition recommended a significantly greater reward for a hero who helped police apprehend a criminal relative to those in the control (Rosenblatt et al., 1989). In this case, it can be argued that the college students lauded the hero for upholding their society's moral values; a potentially important piece of cultural armor that serves to buffer anxiety associated with the terror of death.

Like Rosenberg et al. (1989), Florian and Mikulincer (1997) examined the Hypothesis using college student judgments of transgressors. Students were first randomly assigned to take a Likert-scored fear of death measure (mortality condition) or not to take the measure (control). Participants were then asked to evaluate transgressors presented in a series of vignettes outlining the transgressions. Participants in the mortality condition recommended a significantly greater punishment rating for transgressors than those in the control condition. If moral principles represent some semblance of "culture," then transgressors undermine this culture. As was the case in Rosenblatt et al. (1989), it seems that participants are protecting their death anxiety buffer by conferring a harsher "penalty" in the face of death.

In another study, the Hypothesis was assessed using Christian college student evaluations of a Christian and a Jew. Students were first administered several filler questionnaires to support the stated cover story concerning "personality and attitude variables that affect the impressions people form of each other" (Greenberg et al., 1990, p.310). As part of these filler questionnaires, participants had to fill out a background questionnaire and answer ten *Who am I* questions; one of these questions asked them to indicate their religious affiliation. Following either writing about death or not writing,

participants were presented with two background questionnaires and *Who am I* forms, which were allegedly filled out by one Christian and one Jewish participant. Participants subsequently filled out a delay and distraction measure and then evaluated the Christian and Jewish targets. Christian participants in the mortality condition exhibited significantly greater positive evaluations of the alleged Christian participant relative to the control condition; less positive evaluations were made of the Jewish target. It was hypothesized that if religion buffers death anxiety, then making mortality salient should increase the need to defend religion in the exhibited fashion (Greenberg et al., 1990).

Greenberg et al. (1990) also assessed the Mortality Salience Hypothesis using college student evaluations of a pro-US interviewee, mixed interviewee, as well as an anti-US interviewee. Students were first administered several filler questionnaires to support the stated cover story; that is, the “relationship between personality and political attitudes” (Greenberg et al., 1990, p.315). Following writing about death or food (control) and reading the interviews, participants evaluated the pro, mixed, and anti-US interviewees. Participants in the mortality condition liked the pro-US interviewee significantly more than those in the food condition and liked the anti-US interviewee significantly less. According to the Mortality Salience Hypothesis, if US identification – and what it represents – buffers death anxiety, then making mortality salient should increase the need to uphold and defend the culture against attack (Greenberg et al., 1990).

Similar to Greenberg et al. (1990), Arndt, Greenberg, Pyszczynski, & Solomon (1997) examined the Hypothesis using college student judgments of a pro and an anti-US author. After completing some filler questionnaires, students were randomly assigned to

answer two open-ended questions regarding mortality or taking an exam (control). After a delay/distraction task, participants in the mortality condition completed the subliminal neutral computer task. Participants in the exam condition were either randomly assigned to complete the subliminal death (another mortality condition) or the subliminal neutral computer task (another aspect of the control). In the subliminal death condition, participants experienced continuous flashing of the word “Death” on a computer screen during an unrelated computer task; in the neutral condition the word “Field” was flashed. After this subliminal induction, participants read a pro as well as an anti-US essay and evaluated the essay authors. Participants who either wrote about death or experienced the subliminal death induction exhibited significantly greater positive evaluations of the pro-US author relative to the anti-US author (Arndt et al., 1997).

In a similar study, participants were randomly assigned to complete the subliminal death or the subliminal pain (control) computer task (Arndt et al., 1997). Participants completed a delay/distraction task before they read a pro as well as an anti-US essay and evaluated the essay authors. Arndt et al. (1997) found that participants who experienced the death prime exhibited significantly greater positive evaluations of the pro-US author relative to the anti-US author. If US identification shields death anxiety, then making mortality salient should increase the need to uphold and defend the culture against attack in the manner demonstrated by these data (Arndt et al., 1997).

Greenberg, Simon, Pyszczynski, Solomon, and Chatel (1992) examined the Mortality Salience Hypothesis using college student judgments of liberal and conservative targets. Judges were first administered several filler questionnaires to

support the stated cover story concerning “relationships among personality, attitudes, and judgments of other people” (Greenberg et al., 1992, p.214). After these filler questionnaires, students were randomly assigned to either answer two open-ended questions regarding death or watching television (control). Participants were presented with two political attitude surveys, allegedly completed by two other participants; one survey presented the student as extremely liberal and the other as extremely conservative. Evaluations of these targets followed. Conservatives in the mortality condition exhibited significantly greater positive evaluations of the conservative target and less positive evaluations of the liberal target relative to the control. This effect was not found for liberals. If identification with the values of the conservative culture buffers death anxiety, then making mortality salient should increase the need to defend the culture against attack; as evidenced by these data (Greenberg et al., 1992).

In another study, the Hypothesis was examined using high school student evaluations of a pro-youth as well as an anti-youth essay author (Janssen, Dechesne, & Van Knippenberg, 1999). Students were first administered several filler questionnaires to support the stated cover story concerning how personality traits are assessed and “how opinions and attitudes are measured” (Janssen et al., 1999, p. 158). After these filler questionnaires, students were randomly assigned to either answer two open-ended questions regarding death or watching television. Following the writing condition and a delay/distraction task, participants read a pro as well as an anti-youth essay and evaluated the respective authors. Participants in the mortality condition exhibited greater positive evaluations of the pro-youth essay author compared to those in the control condition.

According to the Mortality Salience Hypothesis, if youth culture – and what it represents – buffers death anxiety, then making mortality salient should increase the need to uplift and defend this culture in the manner presented (Janssen et al., 1999).

In another study, the Mortality Salience Hypothesis was assessed using white student evaluations of a white or a black pride essay author (Greenberg, Schimel, Martens, Solomon, & Pyszczynski, 2001). Students were first administered several filler questionnaires and then were randomly assigned to either write about death or dental pain. Following the writing condition and a delay/distraction task, participants read a white pride essay or a black pride essay and then evaluated the author. White participants in the mortality salience condition indicated that the white pride essayist was significantly less racist relative to those in the control condition. Although there was not a significant difference on black essay author racism rating based on condition, white participants tended to evaluate the black pride essayist as more racist in the mortality condition relative to the control condition. Assuming that white culture buffers the anxiety of death, making mortality salient should increase the need to uphold and defend the culture as demonstrated by these data (Greenberg et al., 2001).

Greenberg et al. (2001) also evaluated the hypothesis using white college student evaluations of a white or a black criminal. Students were first administered several filler questionnaires to support the stated cover story: “different personality characteristics are related to people’s perceptions of justice” (Greenberg et al., 2001, p.122). After these filler questionnaires, students were randomly assigned to either answer two open-ended questions regarding death or dental pain. Participants were then presented with a court

case file. The file either indicated a white perpetrator who pled guilty to discriminating against a black victim or a black perpetrator who pled guilty to discriminating against a white victim. Participants were subsequently given an opportunity to evaluate the perpetrator. White participants in the mortality salience condition indicated a significantly lower guilt rating of the white perpetrator relative to those in the control condition. Although there was not a significant difference on black perpetrator guilty rating based on condition, white participants tended to evaluate the black perpetrator as more guilty in the mortality condition relative to the control condition. This is another case of intensified protection of culture in the presence of inevitable death (Greenberg et al., 2001).

In another study, the Mortality Salience Hypothesis was evaluated using Italian college student evaluations of Italians as well as Germans (Castano, Yzerbyt, Paladino, & Sacchi, 2002). Participants were first randomly assigned to write about death or reading a book (control condition). They next filled out a series of measures that included a measure of in-group bias. The measure solicited participants to rate Italians (in-group) and Germans (out-group) on a series of ten traits. Italian students in the mortality condition exhibited significantly greater positive evaluations of Italians relative to Germans. Assuming that the Italian culture (nationalism) lessens the anxiety of death, then making mortality salient should increase the need to elevate and protect this culture in the face of death; as evidenced by these data (Castano et al., 2002).

Jonas, Frische, and Greenberg (2005) evaluated the Hypothesis using German college student evaluations of the Euro as well as the German Mark. Participants were

first randomly assigned to answer two open-ended questions regarding death or dental pain. After participation in the writing condition, students completed filler questionnaires that acted as a delay and distraction task. After the delay and distraction task, participants evaluated the Euro and the German Mark. Participants in the mortality salience condition exhibited significantly greater positive evaluations of the German Mark relative to the Euro.

In a similar study (Jonas et al., 2005), German pedestrians were stopped outside of a funeral home (mortality) or in front of a shopping center (control) and were asked to evaluate the Euro and the German Mark. Once again, participants in the mortality salience condition tended to exhibit significantly greater positive evaluations of the German Mark relative to the Euro. Assuming that currency symbolizes their culture and thus lessens the anxiety of death, making mortality salient increased the need to elevate and protect this currency (Jonas et al., 2005).

Moderators of Terror Management

Similarity to Target. Rosenblatt et al. (1989) found that college students in the mortality condition with less favorable attitudes toward prostitution assessed significantly higher bond amounts relative to those in the control condition. This Terror Management effect was not found for participants with more favorable attitudes toward prostitution. Assuming that the favorability rating of a specific group is based on the extent it upholds or challenges a person's cultural worldview, it would make sense that the Terror Management effect would be nullified when a specific group is not judged as unfavorable and thus is not considered an out-group responsible for challenging the person's

worldview. Therefore, finding favorability as a moderator would substantiate Terror Management Theory; unfavorable groups (out-groups) being derogated, assimilated, accommodated, and/or annihilated in order to uphold one's self-esteem (immortality) shield against the terror of a looming personal demise (Becker, 1971; 1973; 1975; Greenberg et al., 1997; Rosenblatt et al., 1989).

Self-Esteem. Self-esteem has also been found to moderate Terror Management. Harmon-Jones et al. (1997) reported that moderate self-esteem participants (i.e., those who received neutral feedback on a personality assessment) in a mortality condition as compared to those in a control condition exhibited significantly greater positive evaluations of a pro-American author relative to an anti-American author. However, participants who received positive feedback (high self-esteem) did not exhibit the effect predicted by the Mortality Salience Hypothesis. In another study, Harmon-Jones et al. (1997) found that moderate trait self-esteem participants who wrote about mortality as compared to those in a control condition exhibited significantly greater positive evaluations of a pro-American author relative to an anti-American author. However, high trait self-esteem participants did not exhibit the Terror Management effect. Harmon-Jones et al. (1997) contended that these findings support the Terror Management proposition that high self-esteem (conferred by immortality systems) serves to shield individuals from the terror of an inevitable death and, thus, mitigates the increased need to defend one's culture from a lack of consensus in the face of this inevitability.

Conservatism/Liberalism. Greenberg et al. (1992) found that conservative participants who wrote about death exhibited significantly greater positive evaluations of

a conservative target and significantly less positive evaluations of a liberal target compared to those who wrote about watching television. But liberal participants did not exhibit the effects predicted by the Mortality Saliency Hypothesis. Rather, liberals exhibited a non-significant effect in the reverse direction; that is, liberals evaluated the conservative target more positively in the mortality condition relative to the control condition. The authors suggested that tolerance, being an important part of liberal culture, became even more important after a reminder of eventual death. That is, if a liberal were to exhibit the predicted Terror Management effect – an effect of intolerance – then the liberal would be violating an important precept of being liberal. Violating this important precept would serve to separate a liberal from the liberal culture, and thus decrease the ability of the liberal culture to buffer death anxiety (Greenberg et al., 1992).

Greenberg et al. (1992) further demonstrated the importance of tolerance as a moderator of Terror Management by randomly assigning participants to receive a neutral prime or a tolerance prime. After completing a filler questionnaire, participants were randomly assigned to receive a neutral prime or a tolerance prime. The neutral prime consisted of filling out an eleven item attitude survey (e.g., “It is important to have goals in life;” Greenberg et al., 1992, p. 216). The tolerance prime consisted of filling out the same attitude survey with 5 neutral items replaced with tolerance items (e.g., “It is important to be tolerant of those with different opinions”; Greenberg et al., 1992, p. 216). After being primed, participants were randomly assigned to write about death or watching television and were subsequently asked to recall items from the attitude survey. Next participants read a pro and an anti-US essay and evaluated the essay authors.

Neutral primed participants in the mortality condition exhibited significantly less positive evaluations of the anti-US author than those in the control condition; there was no Terror Management effect for participants primed with tolerance. But neutral/tolerance priming did not moderate the impact of condition on trait ratings. That is, irrespective of being in the neutral or tolerance prime condition, participants who wrote about mortality exhibited significantly less positive trait evaluations of the anti-US author relative to those in the control condition. Therefore, being reminded of tolerance as an important cultural value may reduce the likelihood of the Terror Management effect (Greenberg et al., 1992).

Authoritarianism/Social Dominance. Bassett (2010) found that low social dominance American participants in a mortality condition expressed marginally less negative attitudes toward illegal aliens as compared to low social dominance participants in a control condition. Although high social dominance participants did not express significantly greater negative attitudes toward illegal aliens as compared to high social dominance participants in a control condition, the effect was in the predicted direction. In another study, Greenberg et al. (1990) found that high authoritarian participants in a mortality condition liked a dissimilar target significantly less relative to those in the control condition. Although high authoritarian participants in a mortality condition tended to like a similar target more than those in the control condition, this effect was not significant. There were no significant effects for low authoritarians. In two separate studies, Weise, Arciszewski, Verlhiac, Pyszczynski, and Greenberg (2011) found that low authoritarian participants who wrote about death exhibited significantly greater positive evaluations of an immigrant target than those who wrote about a control topic.

Moreover, high authoritarian participants in the mortality condition exhibited significantly less positive evaluations of an immigrant target.

These findings may be due to the fact that people higher in social dominance as well as authoritarianism have the tendency to claim their in-groups's superiority over out-groups; those lower in authoritarianism/social dominance tend to be more tolerant (Pratto, Sidanius, Stallworth, & Malle, 1994). If this type of person already has the tendency to understand the world in terms of groups it would not be hard to understand why this tendency would increase in the face of death. That is, the condition of mortality salience creates a situation where self-esteem – accrued by defending one's culture from threats posed by other cultures – is needed to mitigate death anxiety and ultimately “solve” the problem of death. In sum, these people are acting as expected and mortality salience increases this propensity. Furthermore, if one who is lower in authoritarianism/social dominance has the propensity to be more tolerant (i.e., seeing groups as more equal), then violating this value would demonstrate a lack of fit with their cultural identity. As mentioned earlier, such a violation may remove them from the protection of the immortality conferred by being a member of their culture (Bassett, 2010; Greenberg et al., 1990; Greenberg et al., 1992; Pratto et al., 1994; Weise et al., 2011).

Openness. Although openness has not been posited as a moderator of Terror Management in the literature, a series of meta-analyses (i.e., Jost, Glaser, Kruglanski, & Sulloway, 2003; Robins, Tracy, Trzesniewski, Potter, & Gosling, 2001; Sibley & Duckitt, 2008) provide evidence of the consistent relationship between openness and other moderators of the Terror Management Effect (e.g., conservatism/liberalism, self-esteem,

and authoritarianism/social dominance). For example, openness tends to be negatively associated with political conservatism (e.g., Jost et al., 2003), positively associated with self-esteem (e.g., Robins et al., 2001), and negatively associated with authoritarianism/social dominance (Sibley & Duckitt, 2008). Sibley and Duckitt (2008) also found that openness was negatively associated with prejudice. Previous studies have also provided evidence that conservatives significantly exhibit the Terror Management effect whereas liberals marginally exhibit the reverse effect (e.g., Greenberg et al., 1992); people with moderate self-esteem significantly exhibit the effect and those high in self-esteem do not (Harmon-Jones et al., 1997); people high in authoritarianism significantly exhibit the effect and those lower in authoritarianism significantly exhibit the reverse effect (Greenberg et al., 1990; Weise et al., 2011); those lower in social dominance marginally exhibit the reverse effect (Bassett, 2010). Greenberg et al. (1990; 1992) contended that mortality salience has a catalyzing effect. Specifically, they argued that if one's worldview/identity is defined by low authoritarianism, open-mindedness, and tolerance, then mortality salience is going to act as a catalyst that increases adherence to these values in the face of death; evidenced by a reversed Terror Management effect or no effect. Tolerance in the face of death manifests because this identity is the cultural armor that confers self-esteem (immortality) to the wearer and mitigates death anxiety (Becker, 1971; 1973; 1975; Greenberg et al., 1997). The opposite worldview/identity defined by high authoritarianism, closed-mindedness, and intolerance, in the face of mortality salience is going to act as a catalyst that increases adherence to these values, and thus, increases the likelihood of the Terror Management effect. Increased adherence

manifests in the face of death, because this intolerant identity is the cultural armor that confers self-esteem (immortality) to the wearer and mitigates death anxiety. Adorno et al. (1950, as cited in Greenberg et al., 1990) contended that authoritarianism is also a defensive method of handling threat of death, uncertainty, and vulnerability.

CHAPTER 2: STUDY 1; PERSONALITY AND POLITICAL ATTITUDES

Introduction

Even though socially constructed cultures provide a means to either symbolically or literally conquer death, their very existence poses a problem. Specifically, cultures require social consensus for validation in a world where a lack of social consensus is inevitable. This lack of consensus translates into intergroup conflict (Becker, 1971; 1973; 1975; Greenberg et al., 1997). For example, Democrats and Republicans – two political parties that espouse differing views and values – passively undermine each other by merely existing. It may also be the case that Democrats or Republicans directly attack each other – “Democrats were trying to compare GOP vice presidential nominee Sarah Palin to a pig. The McCain campaign ran another spot erroneously claiming Obama favored comprehensive sex education for kindergarteners” (West, 2008, p. 1). Such attacks reflect a lack of social consensus and may thus act to undermine the validity and significance of the culture under attack. A threat to a culture’s validity is a threat to members who look to the culture for self-esteem and a sense of being a part of something larger than their individual life (immortality). Therefore, Terror Management theorists believe that people have a need to protect their culture from invalidation via in-group acceptance and/or out-group rejection because culture (self-esteem/immortality) buffers

the anxiety of eventual death (Becker, 1971; 1973; 1975; Greenberg et al., 1997).

In this sense, a political party can be seen as a culture. A culture explicitly based on one or more values, for example: national defense, the courts, civil rights, energy independence, healthcare, open government, voting rights, economy and job creation, environmental issues, immigration reform, retirement security, education, fair elections, national security, and science and technology (Democrat National Committee, 2010; Republican National Committee, 2010). Investing in and defending a political party is thus an investment in symbolic immortality; for when one dies their cherished values will survive as part of the party's platform and action (Becker, 1971; 1973; 1975; Greenberg et al., 1997).

Since the initial study was conducted (Rosenblatt et al. 1989) a plethora of studies has tested the Mortality Salience Hypothesis. These studies have used various generic targets for the purpose of examining in-group/out-group evaluations. For example, past generic targets of in-group acceptance and/or out-group rejection have included: a prostitute (Rosenblatt et al., 1989), a hero (Rosenblatt et al., 1989), Christian/Jewish members (Greenberg et al., 1990), attitudinally similar/dissimilar individuals (Greenberg et al., 1990), pro/anti-American essay authors (Greenberg et al., 1992), conservative/liberal individuals (Greenberg et al., 1992), transgressors (Florian & Mikulincer, 1997), pro/anti-youth essay authors (Janssen et al., 1999), white racists (Greenberg et al., 2001), Italian/German citizens (Castano et al., 2002), and the Euro (Jonas et al., 2005). Using data collected from two southern California universities two weeks prior to the historic 2008 Presidential Election, the current study contributes to the

Terror Management literature by using more ecologically “personally relevant” targets for evaluation purposes. Specifically, after answering questions concerning their death or taking an important exam, participants evaluated both the Democratic candidate for president Barack Obama and the Republican candidate for president John McCain.

Hypotheses. Based on the Mortality Salience Hypothesis, it is hypothesized that following reminders of mortality participants should provide greater positive evaluations of their party candidate as compared to participants who were not reminded about death. Moreover, based on past empirical findings as well as theory (Becker, 1971; 1973; 1975; Greenberg et al., 1997), it is predicted that the following variables will moderate the relationship between writing condition and positive evaluations (Terror Management): openness (Bassett, 2010; Greenberg et al., 1990; Greenberg et al., 1992; Harmon-Jones et al., 1997; Rosenblatt et al., 1989; Weise et al., 2011), authoritarianism/social dominance (Bassett, 2010; Greenberg et al., 1990; Weise et al., 2011), conservatism/liberalism (Greenberg et al., 1992), self-esteem (Harmon-Jones et al., 1997), and target similarity (Rosenblatt et al., 1989).

Specifically, after a reminder of death participants who are lower in openness, higher in social dominance, lower in liberalism, lower in self-esteem, and those who see themselves as more similar to their party candidate relative to the opposing candidate should exhibit significantly greater positive evaluations of their party candidate. Moreover, after a reminder of death participants who are higher in openness, lower in social dominance, higher in liberalism, higher in self-esteem, and those who see themselves as less similar to their party candidate relative to the opposing candidate

should exhibit significantly less positive evaluations of their party candidate or exhibit no Terror Management effect (i.e., non-significant simple slope).

Method

Participants. Two hundred and forty-one college students participated in a study administered at the University of California Riverside (UCR) and California State University San Bernardino (CSUSB). Only participants who self-reported Democrat and Republican were retained for further analyses (Democrat $n = 118$; Republican $n = 54$; Independent $n = 49$; Other $n = 19$; Missing $n = 1$); 5 were additionally removed due to their failure to write in the exam or mortality writing condition (i.e., word count = 0). Therefore, 105 CSUSB (Democrat $n = 65$; Republican $n = 40$) and 62 UCR (Democrat $n = 48$; Republican $n = 14$) participants were retained for the analyses.

UCR participants were recruited from the introductory psychology subject pool and were compensated with credit toward their introductory psychology requirement. In order to reduce coercion participants were offered opportunities to attend lectures for credit in lieu of the research experience. UCR participants were sampled from an ethnically diverse population: 12.9% African American, 35.5% Asian American, 11.3% Caucasian, 24.2% Hispanic/Latino, 6.5% mixed, 6.5% other, and 3.2% not stated. Sixteen of the participants were male and 46 were female; the average age was 18.87 ($SD = 1.72$).

CSUSB participants were recruited from an upper division psychology course and were compensated with extra credit. In order to reduce coercion participants were offered an alternate writing task for extra credit. CSUSB participants were sampled from an ethnically diverse population: 10.5% African American, 3.8% Asian American, 36.5%

Caucasian, 27.6% Hispanic/Latino, 13.3% mixed, 7.6% other, and 1.0% not stated.

Twenty-eight of the participants were male, 76 were female, and 1 did not state their gender; average age was 24.24 ($SD = 5.88$).

UCR/CSUSB procedure. The study materials and procedure were identical for data collection at UCR and CSUSB. The only difference was the study setting. Specifically, the UCR study was administered in conference rooms to groups of 2 to 14 introductory psychology students and the CSUSB study was administered during the second half of a class period to a little over hundred participants. The study was divided into three sections with a varying number of questions in each. Consistent with prior Terror Management studies (e.g., Rosenblatt et al., 1989), it was packaged as a study of “Personality and Political Attitudes.” “Personality and Political Attitudes” was used as the header for each page of the questionnaire packet and was displayed as the title for each section (e.g., “Personality and Political Attitudes Part 1”). Participants were instructed to complete the questionnaire sections in order and were further instructed not to skip ahead or go back.

Part One and Two. Part one of the study solicited demographic information (e.g., gender, age, political party, political orientation, etc.) and answers to politically oriented questions (e.g., voting behavior, etc.) (see Appendix A for part one of personality and political attitudes; demographics and politically oriented questions). Part two of the study introduced a series of personality measures before participants were either randomly assigned to the mortality writing (experimental) condition or to the exam (control) writing condition (i.e., packets were randomly ordered prior to data collection).

Personality measures that preceded the manipulation included the Rosenberg Self-Esteem Scale (Rosenberg, 1965, as cited in Robinson, Shaver, & Wrightsman, 1991) and the Big Five Inventory (John, Donahue, & Kentle, 1991) (see Appendix B for part two of personality and political attitudes; personality measures that preceded the writing induction). Consistent with prior Terror Management studies (e.g., Rosenblatt et al., 1989), participants in the mortality salience condition were prompted to answer two open-ended questions about their death: “Please briefly describe the emotions that the thought of your own death arouses in you;” “Jot down, as specifically as you can, what you think will happen to you physically as you die and once you are physically dead.” Consistent with prior Terror Management studies (e.g., Greenberg et al., 1994), participants in the control condition were presented with two similarly worded open-ended questions about a topic that was hypothesized to elicit a level of anxiety similar to writing about death. In this study, the concept of death was replaced by the concept of taking an important exam: “Please briefly describe the emotions that the thought of taking an important exam arouses in you:” “Jot down, as specifically as you can, what you think will happen to you physically as you take an important exam and once you have physically taken the exam.” Participants were given approximately half of a page to answer each open-ended question and the following prompt appeared at the end of every open-ended question: “please fill up the space provided” (see Appendix C for part two of personality and political attitudes; mortality and exam writing conditions).

Greenberg et al. (1994) found that death thought accessibility and Terror Management are most pronounced when participants are administered a delay/distraction

task prior to in-group/out-group evaluations. Consistent with other Terror Management studies (e.g., Arndt, Greenberg, Pyszczynski, & Solomon, 1997) the PANAS-X (Watson & Clark, 1994) was administered after the writing conditions (see Appendix D for part two of personality and political attitudes; PANAS-X as a delay and distraction). After participants completed the PANAS-X, they were given an opportunity to evaluate presidential Candidates John McCain and Barack Obama. It should be noted that evaluations of McCain and Obama were counterbalanced. Evaluations were assessed using the Interpersonal Judgment Scale (IJS; Byrne, 1971) and a trait rating measure based on Greenberg et al. (1990), Katz and Braly (1933), and Devine (1989) – created for the purpose of the present study. IJS prompted participants to rate McCain’s and Obama’s intelligence, knowledge of current events, morality, adjustment, the extent to which the participant liked or disliked the candidate, and the extent to which the participant would like or dislike working with the candidate on a 7-point scale. The trait rating measure prompted participants with the following statement:

“{Democrat/Republican} Presidential Candidate {Barack Obama/John McCain} is ...”

Participants were then asked to evaluate the extent to which each candidate exhibited the traits (e.g., sexually perverse, criminal, honest, reliable, etc.) on a Likert scale of 1 (Strongly disagree) to 7 (Strongly agree). Consistent with previous Terror Management studies (e.g., Rosenblatt et al., 1989), a manipulation check of similarity followed these evaluations. Specifically, participants indicated (on a scale from 1 = Extremely Dissimilar to 7 = Extremely Similar) their perceived similarity to each candidate: “Rate how similar you are to Democratic Presidential Candidate Barack Obama;” “Rate how

similar you are to Republican Presidential Candidate John McCain” (see Appendix E for part two of personality and political attitudes; IJS, trait, and similarity ratings of Obama and McCain).

Part Three. Part three prompted participants to answer more politically oriented questions (e.g., sources of information regarding the election, stance on various political issues, etc.). After the politically oriented questions, participants were administered the Quick Discrimination Index (Ponterotto et al., 1995), the Social Dominance Orientation measure (Pratto et al., 1994), and the Attributional Complexity Scale (Fletcher, Danilovics, Fernandez, Peterson, & Reeder, 1986) (see Appendix F for part three of personality and political attitudes; post candidate evaluation questions). To ensure participant anonymity, no identifying marks appeared on any of the study materials. Participants were instructed to place the completed questionnaire packets in provided envelopes, instructed to seal the envelopes, and asked to place the sealed envelopes into large boxes located at the entrance of the conference rooms or classrooms.

Measures. Openness. Openness was measured using the Openness subscale of the Big Five Inventory (BFI-O; John, Donahue, & Kentle, 1991). BFI-O is a 10-item Likert-scored measure. Responses range from 1 (Disagree strongly) to 5 (Agree strongly). This measure includes such items as: “Original; is curious about many different things; is ingenious, a deeper thinker” (John, Donahue, & Kentle, 1991; $\alpha = .77$).

Social Dominance. Social Dominance was measured using the Social Dominance Orientation measure (SDO; Pratto et al., 1994). SDO is a 16-item Likert-scored measure. Responses range from 1 (Very negative) to 7 (Very positive). This measure includes such

items as: “Some people are just inferior to others;” “In getting what you want, it is sometimes necessary to use force against other groups;” “It's OK if some groups have more of a chance in life than others” (Pratto et al., 1994; $\alpha = .92$).

Political Issues. A 14 item Likert-scored measure was constructed to index the degree of support for various political issues. Participants read the following statement: “To what extent do you support the following.” Next participants were asked to rate their degree of support for a series political issues; the scale ranged from 1 (Strongly Against) to 5 (Strongly Support). This measure includes such political issues as: “Iraq War Withdrawal; Universal Healthcare; Public Display of the 10 Commandments.”

Self-Esteem. Self-Esteem was measured using the Rosenberg Self-Esteem Scale (RSES; Rosenberg, 1965, as cited in Robinson, Shaver, & Wrightsman, 1991). RSES is a 10-item Likert-scored measure. Responses range from 1 (Strongly disagree) to 4 (Strongly agree). This measure includes such items as: “I feel that I am a person of worth, at least on equal basis with others; All in all, I am inclined to feel that I am a failure; At times I think I am no good at all” (Rosenberg, 1965, as cited in Robinson, Shaver, & Wrightsman, 1991; $\alpha = .84$).

Similarity to Candidate. Similarity to candidate was measured by subtracting participant rating of similarity to the opposing party candidate from the rating of their candidate. Specifically, Democrat and Republican participants had the opportunity to rate their similarity to Obama and McCain: “Rate how similar you are to Democratic Presidential Candidate Barack Obama;” “Rate how similar you are to Republican Presidential Candidate John McCain.” Responses range from 1 (Extremely dissimilar) to

7 (Extremely similar). Positive difference scores signify greater similarity to their party candidate relative to the opposing candidate; negative scores signify greater similarity to the opposing candidate relative to their party candidate; and difference scores of zero signify equal similarity to their party candidate and the opposing party candidate.

Affect. Affect was measured using the Positive and Negative Affect Schedule-Expanded Form (PANAS-X; Watson & Clark, 1994). PANAS-X is a 60-item Likert-scored measure. Responses range from 1 (Very slightly or not at all) to 5 (Extremely). This measure is divided into four major categories of affect: General Dimension Scales (i.e., negative and positive affect), Basic Negative Emotion Scales (i.e., fear, hostility, guilt, and sadness), Basic Positive Emotion Scales (i.e., joviality, self-assurance, and attentiveness), and Other Affective States (i.e., shyness, fatigue, serenity, and surprise).

Negative affect includes such items as: “Afraid;” “Scared;” “Nervous” (Watson & Clark, 1994; $\alpha = .85$). Positive affect includes such items as: “active;” “determined;” “inspired” (Watson & Clark, 1994; $\alpha = .88$). Fear includes such items as: “Frightened;” “Jittery;” “Shaky” (Watson & Clark, 1994; $\alpha = .84$). Hostility includes such items as: “Angry;” “Scornful;” “Loathing” (Watson & Clark, 1994; $\alpha = .80$). Guilt includes such items as: “Ashamed;” “Blameworthy;” “Disgusted with self” (Watson & Clark, 1994; $\alpha = .88$). Sadness includes such items as: “Sad;” “Blue;” “Alone” (Watson & Clark, 1994; $\alpha = .84$). Joviality includes such items as: “Delighted;” “Enthusiastic;” “Energetic” (Watson & Clark, 1994; $\alpha = .91$). Self-Assurance includes such items as: “Proud;” “Confident;” “Fearless” (Watson & Clark, 1994; $\alpha = .81$). Attentiveness includes such items as: “Alert;” “Concentrating;” “Determined” (Watson & Clark, 1994; $\alpha = .76$).

Shyness includes such items as: “Bashful;” “Sheepish;” “Timid” (Watson & Clark, 1994; $\alpha = .82$). Fatigue includes such items as: “Sleepy;” “Tired;” “Sluggish” (Watson & Clark, 1994; $\alpha = .81$). Serenity includes such items as: “Calm;” “Relaxed;” “At ease” (Watson & Clark, 1994; $\alpha = .77$). Surprise includes such items as: “Amazed;” “Surprised;” “Astonished” (Watson & Clark, 1994; $\alpha = .71$).

Candidate Evaluation. Each candidate was evaluated using the Interpersonal Judgment Scale (IJS; Byrne, 1971). IJS was adapted from its original form for this present study. The adapted version is a 7-item Likert-scored measure. Responses range from 1 to 6. A response of 1 represents the least favorable evaluation of the candidate; 6 represents the most. This measure includes such items as: “I believe that Obama/McCain is _____ in intelligence (*Response*: 1 = “Very much below average;” 7 = “Very much above average”); “I believe that Obama/McCain is _____” (*Response*: 1 = “Extremely maladjusted;” 7 = “Extremely well adjusted”); “I believe that I would _____” (*Response*: 1 = “Very much dislike working with Obama/McCain;” 7 = “Very much enjoy working with Obama/McCain”) (Byrne, 1971).

Candidate evaluation was also measured using a trait rating scale. The scale was created for the present study based on Greenberg et al. (1990), Katz and Braly (1933), and Devine (1989). The scale consists of 36 Likert-scored items. Responses range from 1 (Strongly disagree) to 7 (Strongly agree). This measure includes such items as: “Inferior;” “Stable;” “Intelligent;” “Manipulative;” “Traitor;” “Passionate;” “Charismatic.”

Results

Exploratory Factor Analyses (EFA). *Political Issues.* Political issue items were submitted to an EFA. The number of factors was examined using Oblimin; an oblique rotation that assumes common factors are correlated. Items with factor loadings lower than .4 were excluded; other items were dropped/added to obtain the greatest conceptual clarity. As expected, a one factor solution fit the data; it was the most parsimonious solution. The factor was defined as “Liberalism” ($\alpha = .82$; see Table 1 for factor loadings and communalities from EFA with oblimin rotation on political issues).

Candidate Evaluation. In order to examine the Mortality Salience Hypothesis, candidate evaluation items were reduced into a manageable dependent variable. Therefore, before an EFA was conducted, participant IJS and trait evaluation items of McCain were subtracted from those of Obama. At this point, created difference scores would be described as “Evaluations of Obama relative to those of McCain; some participants being Democrats and others being Republicans.” Republican difference scores were then multiplied by negative one (i.e., reverse coded). After the Republican difference scores were reverse coded, the interpretation of the difference scores changed. That is, difference scores would now be described as “Evaluations of the party candidate relative to the opposing candidate.”

Transformed candidate evaluation difference scores were submitted to an EFA. The number of factors was examined using Oblimin, an oblique rotation that assumes common factors are correlated. Items with factor loadings lower than .4 were excluded; other items were dropped/added to obtain the greatest conceptual clarity. As expected, a one-factor solution fit the data; it was the most parsimonious solution. The factor was

defined as “Positive evaluations of party candidate relative to the opposing candidate.” Items with negative factor loadings were reverse coded and a mean positive evaluation score was calculated for each participant (see Table 2 for factor loadings and communalities from EFA with oblimin rotation on evaluation items).

Main Effect of Writing Condition. In the context of these data, the Mortality Salience Hypothesis would contend that following reminders of mortality participants should provide greater positive evaluations of their party candidate as compared to participants who were not reminded about death. As previously stated, mortality was induced by randomly assigning participants to answer two open-ended questions regarding mortality or answering two open-ended questions regarding taking an important exam. An independent samples *t*-test was conducted to examine the main effect of writing condition on positive evaluations. Participants who wrote about death ($M = 1.25$; $SD = 1.47$; $n = 77$) as compared to those who wrote about an important exam ($M = 1.53$; $SD = 1.37$; $n = 90$) did not exhibit significantly greater positive evaluations of their party candidate, $t(165) = -1.25$, $p = .21$, $r = -.10$ (see Figure 1 for main effect of writing condition on positive evaluations of party candidate relative to the opposing candidate).

Moderation Analyses. For all regression analyses the predictor variable was whether participants answered two open-ended questions regarding death or answered two open-ended questions regarding taking an important exam (this will be referred to as treatment; contrast coded as mortality writing condition = 0.5 and exam writing control condition = -0.5).

For all regression analyses treatment and a potential moderator variable (i.e.,

Openness, Social Dominance Orientation, Liberalism, Self-Esteem, or similarity rating to party candidate) were entered into block 1 as main effects; the treatment x potential moderator variable interaction term was entered into block 2 (see Table 3 for scale reliabilities, descriptive statistics, and correlations among all variables used in the regression analyses). Openness was a significant moderator of the Terror Management Effect ($p < .05$). Social dominance, liberalism, self-esteem, and similarity were not significant moderators ($ps > .05$).

Openness as a Moderator of Terror Management. Treatment was entered into block 1 along with openness; the treatment x openness interaction term was entered into block 2. Participants in the mortality condition as compared to those in the exam condition did not exhibit significantly greater positive evaluations of their candidate relative to the opposing candidate ($b = -.26, SE = .21, t(163) = -1.20, p = .23, r = -.09$). Participants higher in openness as compared to those lower in openness exhibited marginally greater positive evaluations of their party candidate relative to those of the opposing candidate ($b = .35, SE = .18, t(163) = 1.96, p = .05, r = .15$). Openness was found to be a significant moderator of the relationship between treatment and positive evaluations of party candidate relative to the opposing candidate ($b = -1.05, SE = .36, t(163) = -2.90, p = .004, r = -.22$).

The interaction was interpreted by graphing the simple slope of treatment at low ($-1 SD$) and high ($+1 SD$) levels of openness (Aiken & West, 1991; see Figure 2 for predicted mean positive evaluations of party candidate as a function of treatment at selected values of openness; see Table 4 for the results of treatment, openness, and

treatment x openness on positive evaluations). High openness participants in the mortality condition as compared to those in the exam condition exhibited significantly less positive evaluations of their party candidate ($b = -.88$, $SE = .30$), $t(163) = -2.89$, $p = .004$, $r = -.22$. Low openness participants in the mortality condition as compared to those in the exam condition did not exhibit significantly greater positive evaluations of their party candidate ($b = .36$, $SE = .30$), $t(163) = 1.22$, $p = .22$, $r = .10$.

Social Dominance as a Moderator of Terror Management. Treatment was entered into block 1 along with social dominance; the treatment x social dominance interaction term was entered into block 2. Participants in the mortality condition did not exhibit significantly greater positive evaluations of their party candidate ($b = -.22$, $SE = .22$), $t(161) = -1.04$, $p = .30$, $r = -.08$. Participants lower in social dominance exhibited significantly greater positive evaluations of their party candidate ($b = -.38$, $SE = .11$), $t(161) = -3.29$, $p = .001$, $r = -.25$. Social Dominance was not found to be a significant moderator of the relationship between treatment and positive evaluations of party candidate ($b = .12$, $SE = .23$), $t(161) = .50$, $p = .62$, $r = .04$ (see Table 5 for the results of treatment, social dominance, and treatment x social dominance on positive evaluations).

Liberalism as a Moderator of Terror Management. Treatment was entered into block 1 along with liberalism; the treatment x liberalism interaction term was entered into block 2. Participants in the mortality condition did not exhibit significantly greater positive evaluations of their party candidate ($b = -.27$, $SE = .22$), $t(159) = -1.24$, $p = .22$, $r = -.10$. Participants higher in liberalism exhibited significantly greater positive evaluations of their party candidate ($b = .49$, $SE = .14$), $t(159) = 3.52$, $p = .001$, $r = .27$.

Liberalism was not found to be a significant moderator of the relationship between treatment and positive evaluations of party candidate ($b = .17, SE = .28, t(159) = .61, p = .54, r = .05$ (see Table 6 for the results of treatment, liberalism, and treatment x liberalism on positive evaluations).

Self-Esteem as a Moderator of Terror Management. Treatment was entered into block 1 along with self-esteem; the treatment x self-esteem interaction term was entered into block 2. Participants in the mortality condition did not exhibit significantly greater positive evaluations of their party candidate ($b = -.25, SE = .22, t(163) = -1.13, p = .26, r = -.09$). Participants higher in self-esteem exhibited marginally greater positive evaluations of their party candidate ($b = .41, SE = .24, t(163) = 1.74, p = .08, r = .14$). Self-esteem was not found to be a significant moderator of the relationship between treatment and positive evaluations of party candidate ($b = -.01, SE = .47, t(163) = -.03, p = .98, r = 0$ (see Table 7 for the results of treatment, self-esteem, and treatment x self-esteem on positive evaluations).

Similarity as a Moderator of Terror Management. Treatment was entered into block 1 along with similarity to party candidate relative to the opposing candidate; the treatment x similarity interaction term was entered into block 2. Participants in the exam condition exhibited significantly greater positive evaluations of their party candidate ($b = -.36, SE = .16, t(161) = -2.20, p = .03, r = -.17$). Participants who saw themselves as more similar to their party candidate exhibited significantly greater positive evaluations of their party candidate ($b = .46, SE = .04, t(161) = 12.13, p < .001, r = .69$). Similarity was not found to be a significant moderator of the relationship between treatment and positive

evaluations of party candidate ($b = -.03$, $SE = .08$), $t(161) = -.42$, $p = .67$, $r = -.03$ (see Table 8 for the results of treatment, similarity, and treatment x similarity on positive evaluations).

Sample Differences. A series of correlations were conducted to examine the relationship between sample (i.e., CSUSB coded as 1 and UCR coded as 2) and variables used in this study: writing condition, positive evaluations of party candidate relative to the opposing candidate, openness, social dominance orientation, liberalism, self-esteem, as well as similarity to party candidate. There were no significant relationships between sample and the following variables: writing condition, $r(165) = .02$, $p = .85$; positive evaluations, $r(165) = .07$, $p = .35$; openness, $r(165) = .06$, $p = .45$; social dominance, $r(163) = -.06$, $p = .44$; and similarity, $r(163) = .07$, $p = .35$. However, there was a significant relationship between sample and liberalism such that participants in the UCR sample ($M = 3.87$, $SD = .70$, $n = 62$) exhibited significantly greater liberalism than those in the CSUSB sample ($M = 3.60$, $SD = .79$, $n = 101$), $r(161) = .17$, $p = .03$. There was also a significant relationship between sample and self-esteem such that participants in the CSUSB sample ($M = 3.44$, $SD = .44$, $n = 105$) exhibited significantly greater self-esteem relative to those in the UCR sample ($M = 3.17$, $SD = .49$, $n = 62$), $r(165) = -.28$, $p < .001$. To assess whether overall sample difference impacted the found Terror Management effect the primary regression analyses were repeated with sample entered into step one of the regression model (i.e., as a covariate). Sample did not serve to undermine the found Terror Management Effect.

Political Party-Candidate Fit. Participant similarity rating and positive

evaluation rating of their party candidate was subtracted from their ratings of the opposing candidate. Two one sample *t*-tests were conducted to determine the probability of these difference scores assuming there is actually no difference in the population. Participants saw themselves as significantly more similar to their party candidate ($M_{Diff} = 2.12$, $SD = 2.15$, $n = 165$), $t(164) = 12.68$, $p < .001$, $r = .70$. Moreover, participants exhibited significantly greater positive evaluations of their party candidate ($M_{Diff} = 1.40$, $SD = 1.42$, $n = 167$), $t(166) = 12.78$, $p < .001$, $r = .70$.

Mortality-Exam Writing Condition Check. Participant writing samples were analyzed using the Linguistic Inquiry and Word Count (Pennebaker, Booth, & Francis, 2007). The program outputted the percentage of words identified per category (e.g., ID#1 output for the category of “death” indicated that 4.17% of the words ID#1 used were accounted for by the death category). The program was able to successfully categorize a majority of the words used in the mortality and exam writing conditions ($M = 95.58\%$, $SD = 5.15\%$, $N = 167$). Participants in the mortality condition did not write significantly more words ($M = 51.87$, $SD = 43.54$, $n = 77$) than those in the exam condition ($M = 47.22$, $SD = 43.61$, $n = 90$), $t(165) = .69$, $p = .49$, $r = .05$. Participants in the mortality condition wrote significantly more words per sentence ($M = 19.99$, $SD = 13.28$, $n = 77$) than those in the exam condition ($M = 16.10$, $SD = 9.28$, $n = 90$), $t(165) = 2.22$, $p = .03$, $r = .17$. Furthermore, participants who answered two open-ended questions regarding their personal death used more death words ($M = 4.83\%$, $SD = 3.77\%$, $n = 77$) than those who answered two open-ended questions about an important exam ($M = 0\%$, $SD = 0\%$, $n = 90$), $t(165) = 12.16$, $p < .001$, $r = .69$.

Order Effect. IJS and trait evaluations of Obama and McCain were counterbalanced. An independent samples *t*-test was conducted to examine the potential for an order effect. Participants who evaluated Obama before McCain ($M = 1.43$, $SD = 1.26$, $n = 79$) as compared to those who evaluated McCain before Obama ($M = 1.38$, $SD = 1.55$, $n = 88$) did not exhibit significantly greater positive evaluations of their party candidate $t(165) = .25$, $p = .81$, $r = .02$.

Affect Effect. A series of correlations were conducted to examine the relationship between writing condition (i.e., mortality coded as 1 and exam coded as 2) and the subscales of the PANAS-X. These analyses were conducted to verify that participants in the mortality and exam writing conditions did not significantly differ in affect; condition differences in affect may be driving the found Terror Management effect (Greenberg, Pyszczynski, Solomon, Simon, & Breus, 1994). There were no significant relationships between writing condition and the following subscales of the PANAS-X: negative affect, $r(164) = .02$, $p = .76$; positive affect, $r(164) = .04$, $p = .65$; fear, $r(164) = .08$, $p = .29$; hostility, $r(164) = -.03$, $p = .67$; guilt, $r(164) = -.07$, $p = .34$; sadness, $r(164) = -.04$, $p = .61$; joviality, $r(164) = .004$, $p = .96$; self-assurance, $r(164) = -.01$, $p = .89$; attentiveness, $r(164) = .06$, $p = .48$; shyness, $r(164) = -.05$, $p = .53$; serenity, $r(164) = -.10$, $p = .20$; and surprise, $r(164) = .01$, $p = .90$. However, there was a significant relationship between writing condition and fatigue such that participants in the exam condition exhibited significantly greater fatigue ($M = 3.20$, $SD = 1.01$, $n = 90$) than those in the mortality condition ($M = 2.89$, $SD = .96$, $n = 76$), $r(164) = .16$, $p = .04$. Although there was not a significant relationship between fatigue and positive evaluations ($r(164) = .10$, $p = .22$),

the openness moderation regression analysis was repeating entering fatigue into the last step as a mediator. Fatigue did not mediate the found Terror Management effect (Baron & Kenny, 1986).

A series of correlations were conducted to examine the relationship between writing condition and affective word usage in writing samples; once again, these data were acquired using the Linguistic Inquiry and Word Count (Pennebaker, Booth, & Francis, 2007). There was no significant relationship between writing condition and anger words, $r(164) = .09, p = .17$. However, there was a significant relationship between writing condition and positive affect words such that participants who wrote about taking an important exam used significantly more positive affect words ($M = 7.37\%$, $SD = 7.27\%$, $n = 90$) than those who wrote about mortality ($M = 4.68\%$, $SD = 5.29\%$, $n = 77$), $r(165) = .20, p = .008$. Furthermore, there was a significant relationship between writing condition and negative affect words such that participants in the exam condition used significantly more negative affect words ($M = 14.34\%$, $SD = 18.11\%$, $n = 90$) than those in the mortality condition ($M = 5.59\%$, $SD = 6.08\%$, $n = 77$), $r(165) = .30, p < .001$. There was also a significant relationship between writing condition and anxiety words such that participants in the exam condition used significantly more anxiety words ($M = 12.74\%$, $SD = 17.35\%$, $n = 90$) than those in the mortality condition ($M = 2.87\%$, $SD = 5.33\%$, $n = 77$), $r(165) = .35, p < .001$. Furthermore, there was a significant relationship between writing condition and sad words such that participants in the mortality condition used significantly more sad words ($M = 1.93\%$, $SD = 3.37\%$, $n = 77$) than those in the exam condition ($M = .60\%$, $SD = 1.74\%$, $n = 90$), $r(165) = -.25, p = .001$. Although there

was not a significant relationship between positive evaluations and positive affect ($r(165) = -.02, p = .83$), negative affect ($r(165) = -.05, p = .53$), anxiety ($r(165) = -.06, p = .44$), and sad word usage ($r(165) = .07, p = .37$), the openness moderation regression analysis was repeating entering these variables individually into the last step as mediators. These affective writing differences did not mediate the found Terror Management effect (Baron & Kenny, 1986).

Discussion

Findings. Unlike previous Terror Management studies (e.g., Rosenblatt et al., 1989), participants who wrote about personal death as compared to those who wrote about taking an important exam did not exhibit significantly greater positive evaluations of their party candidate. As predicted, openness was found to moderate the Terror Management effect (Bassett, 2010; Greenberg et al., 1990; Greenberg et al., 1992; Harmon-Jones et al., 1997; Rosenblatt et al., 1989; Weise et al., 2011). Specifically, high openness participants in the mortality condition exhibited significantly less positive evaluations of their party candidate. Low openness participants in the mortality condition as compared to those in the exam condition did not exhibit significantly greater positive evaluations of their party candidate. Moreover, unlike Bassett (2010), Greenberg et al. (1990), and Weise et al. (2011), social dominance was not found to moderate the Terror Management effect. Unlike Greenberg et al. (1992) conservatism/liberalism was not found to moderate the effect. Unlike Harman-Jones et al. (1997) self-esteem was not found to moderate the effect. Unlike Rosenblatt et al. (1989) similarity was not found to moderate the Terror Management effect.

Interpretations. Greenberg et al. (1990; 1992) argued that mortality salience has a catalyzing effect. More specifically, they contend that if one's worldview/identity is defined by low authoritarianism, high openness, and tolerance (liberalism), then mortality salience is going to act as a catalyst that increases adherence to these values in the face of death; this would be evidenced by a reversed Terror Management effect or no effect. Increased adherence would be expected to manifest after reminders of death, because this tolerant identity is the cultural armor that confers self-esteem (immortality) to the wearer and, thus, mitigates death anxiety (Becker, 1971; 1973; 1975; Greenberg et al., 1997). That is, violating this tolerant (open) identity by exhibiting greater positive evaluations of an in-group member relative to an out-group member would serve to remove one from the tolerant culture. Once removed from the tolerant culture by failing to live up to its precepts, one would be forced to face the terror of death without the shielding effect of cultural self-esteem (immortality). Therefore, it makes sense that death threatened high openness participants would exhibit significantly less positive evaluations of their party candidate.

Although low openness participants in the mortality condition did not exhibit significantly greater positive evaluations of their party, the effect was trending in the predicted direction. Greenberg et al. (1990) and Greenberg et al. (1992) argued that if one's worldview/identity is defined by high authoritarianism, low openness, and intolerance (conservatism), then mortality salience is going to act as a catalyst that increases adherence to these values in the face of death. This would be evidenced by the presence of the Terror Management effect.

Furthermore, finding openness as a significant moderator of the Terror Management effect and not social dominance, conservatism/liberalism, and self-esteem may speak to the quality of openness. That is, as previously discussed, a series of meta-analyses (i.e., Jost et al., 2003; Robins et al., 2001; Sibley & Duckitt, 2008) linked openness to each of these constructs. Specifically, openness tends to be negatively associated with authoritarianism/social dominance (Sibley & Duckitt, 2008), negatively associated with conservatism (Jost et al., 2003), and positively associated with self-esteem (Robins et al., 2001). Therefore, it seems that openness is acting as a meta variable that includes aspects of each of these variables; these other variables being empirically supported moderators of the Terror Management effect (Bassett, 2010; Greenberg et al., 1990; Greenberg et al., 1992; Harmon-Jones et al., 1997; Rosenblatt et al., 1989; Weise et al., 2011).

CHAPTER 3: STUDY 2; PERSONALITY AND GAY MARRIAGE ATTITUDES

Introduction

Cultural investment is a fundamentally flawed solution to death. That is, socially constructed cultures give investors the ability to scrape up some semblance of immortality (self-esteem) but have a built in propensity to create intergroup conflict. Specifically, to confer immortality cultures rely on social consensus for validation. But the inevitability of cultural differences results in an habitual lack of consensus. Therefore, investment is never enough. The investor has to also protect the culture from passive as well as active attacks that may result in invalidation and, thus a loss of the buffer against death (Becker, 1971; 1973; 1975; Greenberg et al., 1997).

For example, those who support gay marriage and those who are against gay marriage passively undermine each other by merely existing. It may also be the case that those who support gay marriage and those who do not are both under attack. That is, anti-gay marriage supporters “Likened the fight for Prop. 8 to the battle against Hitler and urged the crowd not to stand quietly and accept what happened as the Germans did” (Wildermuth, 2008, p. 1). Furthermore, a Google image search of “Prop 8 signs” yielded 3,100,000 hits; signs included: “Who would Jesus discrimin8 – overturn Prop 8” (Cherry, 2008); “Homosexuals are possessed by demons” (Grant, 2009); “Sorry, were my civil rights getting in the way of your bigotry?” (Baxter, 2008); “Discrimina8ion & segrega8ion. Jim Crow is alive & well & living in California” (SCHA-LA, 2008); “God does not love you just the way you are” (Whorange, 2008); “Homo sex is a sin” (Whorange, 2008). Such attacks clearly demonstrate a lack of social consensus. This lack of consensus serves to undermine a belief structure’s validity and, thus, the structure’s ability to confer self-esteem (immortality). Therefore, Terror Management theorists contend that people need to protect their culture from invalidation via in-group acceptance and/or out-group rejection in order to maintain the structure’s ability to confer self-esteem and, subsequently, provide a death anxiety buffer (Becker, 1971; 1973; 1975; Greenberg et al., 1997). In this way, a stance on gay marriage – and what it is related to (e.g., religion, morality, separation of church and state, etc.) – can be seen as a culture. Therefore, investing in and protecting this stance is an investment in immortality (Becker, 1971; 1973; 1975; Greenberg et al., 1997).

Since the initial study was conducted (Rosenblatt et al. 1989) a plethora of studies

has tested the Mortality Salience Hypothesis using essay authors as targets of evaluation: pro/anti-American essay authors (Greenberg et al., 1992), pro/anti-youth essay authors (Janssen et al., 1999), pro/anti-university essay authors (Dechesne, Janssen, & van Knippenberg, 2000; McGregor, Zanna, Holmes, & Spencer, 2001; See & Petty, 2006), white/black pride essay authors (Greenberg et al., 2001), anti-Japan essay author (Heine, Harihara, & Niiya, 2002), pro/anti-Costa Rican authors (Navarrete, Kurzban, Fessler, & Kirkpatrick, 2004), and pro-Buddhist essay author (Beck, 2006). Using data collected from a southern California university, the current study contributes to the Terror Management literature by using timely and politically relevant targets for evaluation purposes. Specifically, after answering questions concerning their death or taking an important exam, participants evaluated both an anti-gay marriage author as well as a pro-gay marriage author.

Hypotheses. Based on the Mortality Salience Hypothesis, it is hypothesized that following reminders of mortality participants should provide greater positive evaluations of the author who supported their view as compared to participants who are not reminded about death. Moreover, based on past empirical findings as well as theory (Becker, 1971; 1973; 1975; Greenberg et al., 1997), it is predicted that the following variables will moderate the relationship between writing condition and positive evaluations (Terror Management): Openness (Bassett, 2010; Greenberg et al., 1990; Greenberg et al., 1992; Harmon-Jones et al., 1997; Rosenblatt et al., 1989; Weise et al., 2011), authoritarianism/social dominance (Bassett, 2010; Greenberg et al., 1990; Weise et al., 2011), conservatism/liberalism (Greenberg et al., 1992), self-esteem (Harmon-Jones et

al., 1997), and target similarity (Rosenblatt et al., 1989).

Specifically, after a reminder of death, participants lower in openness, higher in authoritarianism, lower in liberalism, lower in self-esteem, and those who see themselves as more similar to the author who supported their view relative to the opposing author should exhibit significantly greater positive evaluations of the author who supported their view. Moreover, after a reminder of death participants higher in openness, lower in authoritarianism, higher in liberalism, higher in self-esteem, and those who see themselves as less similar to the author who supported their view should exhibit significantly less positive evaluations of the author who supported their view or exhibit no Terror Management effect (i.e., non-significant simple slope).

Method

Participants. One hundred and thirty-five students participated in a study at the University of California Riverside approximately four to eight months after the 2008 Election. Only participants who indicated that they supported ($n = 93$) or were against ($n = 13$) gay marriage were retained for further analyses. Those who were undecided ($n = 13$) or who failed to write the essay ($n = 2$; i.e., word count = 0) were removed.

Participants were recruited from the introductory psychology subject pool and were compensated with credit toward their introductory psychology requirement. In order to reduce coercion participants were offered opportunities to attend lectures for credit in lieu of the research experience. Participants were sampled from an ethnically diverse population: 6.7% African American, 38.3% Asian American, 14.2% Caucasian, 30.8% Hispanic/Latino, 6.7% mixed, and 3.3% other. Fifty-four of the participants were male

and 65 were female (1 did not state their gender); their average age was 19.14 ($SD = 1.60$).

Procedure. The study was administered in large lecture halls/conference rooms to groups of introductory psychology students. Consistent with prior Terror Management studies (e.g., Rosenblatt et al., 1989), it was packaged as a study of “Personality and Gay Marriage Attitudes.” “Personality and Gay Marriage Attitudes” was used as the header for each page of the questionnaire packet. Participants were instructed to complete the questionnaire sections in order and were further instructed not to skip ahead or go back.

The experimenter first read the informed consent statement to the participants and asked the participants to respond to the following statement: “By placing an X in the space below, I freely consent to participate. I also acknowledge that I am at least 18 years of age.” If participants put an “X” in the blank their data were included in subsequent analyses. The study first solicited demographic information (e.g., age, gender, sexual orientation, ethnicity, etc.) and answers to politically oriented questions (e.g., voting behavior, extent of support for various political issues, etc.). Participants were next asked to indicate what they voted or would have voted on California Proposition 8. The study provided the same wording and answer choices that appeared on the ballot November 4, 2008. Specifically, participants were asked to answer yes (i.e., against same sex marriage) or no (i.e., support same sex marriage) to the following:

“ELIMINATES RIGHT OF SAME-SEX COUPLES TO MARRY. INITIATIVE
CONSTITUTIONAL AMENDMENT. Changes California Constitution to
eliminate the right of same-sex couples to marry. Provides that only marriage

between a man and a woman is valid or recognized in California. Fiscal Impact: Over the next few years, potential revenue loss, mainly sales tax, totaling in the several tens of millions of dollars, to state and local governments. In the long run, likely little fiscal impact on the state or local governments.”

After participants answered yes or no, they were asked to elaborate on what motivated them or what would have motivated them to vote the way they did (see Appendix G for personality and gay marriage attitudes; demographics and politically oriented questions).

Induction. Participants then completed several personality measures before being randomly assigned (i.e., packets were randomly ordered prior to data collection) to either the mortality writing condition (treatment) or the exam writing condition (control).

Personality measures that preceded the induction included the Rosenberg Self-Esteem Scale (Rosenberg, 1965, as cited in Robinson, Shaver, & Wrightsman, 1991), Balanced F-Scale-Short Form (Ray, 1979), Religious Orientation Scale (Allport & Ross, 1967), the Openness subscale of the Big Five Inventory (BFI; John, Donahue, & Kentle, 1991) as well as the Neuroticism subscale of the BFI (see Appendix H for personality and gay marriage attitudes; personality measures that preceded the writing induction). Consistent with prior Terror Management studies (e.g., Rosenblatt et al, 1989), participants in the mortality salience condition were prompted to answer two open-ended questions about their death: “Please briefly describe the emotions that the thought of your own death arouses in you;” “Jot down, as specifically as you can, what you think will happen to you physically as you die and once you are physically dead.” Furthermore, consistent with prior Terror Management studies (e.g., Greenberg et al., 1994), participants in the control

condition were presented with two similarly worded open-ended questions about a topic that was hypothesized to elicit a level of anxiety similar to writing about death – but the topic was not death. In this study, the concept of death was replaced by the concept of taking an important exam: “Please briefly describe the emotions that the thought of taking an important exam arouses in you;” “Jot down, as specifically as you can, what you think will happen to you physically as you take an important exam and once you have physically taken the exam.” In both conditions, participants were given approximately half of a page to answer each open-ended question and the following prompt appeared at the end of every open-ended question: “please fill up the space provided” (see Appendix I for personality and gay marriage attitudes; mortality and exam writing conditions).

Cultural Worldview Defense. Greenberg et al. (1994) found that death thought accessibility and terror management are most pronounced when participants are administered a delay/distraction task before dependent measures are assessed. Consistent with prior Terror Management studies (e.g., Cox, Arndt, Pyszczynski, Greenberg, Abdollahi, & Solomon, 2008) the PANAS (Watson, Clark, & Tellegen, 1988) as well as a word search puzzle were administered after either the mortality writing condition or the exam writing control condition. After participants completed the PANAS (Watson, Clark, & Tellegen, 1988) as well as a word search puzzle, they evaluated the pro/anti-gay marriage authors (see Appendix J for personality and gay marriage attitudes; PANAS and a word search puzzle as delay and distraction tasks).

Evaluations of the pro and anti-gay marriage authors were counterbalanced. Both

the pro and anti-gay marriage essays were written by the author (edited by various research assistants) and were based on arguments presented in the “California General Election Official Voter Information Guide” mailed to voters prior to the election. Essays were labeled “Anti Gay Marriage Undergraduate Student Essay #118” and “Pro Gay Marriage Undergraduate Student Essay #027” to give students the impression that their peers wrote the essays. Giving students the impression that “professionals” constructed the arguments may have influenced their subsequent evaluations.

After reading each essay, participants were asked to evaluate the respective author based on a modified version of the Interpersonal Judgment Scale (IJS; Byrne, 1971; Greenberg, Simon, Pyszczynski, Solomon, & Chatel, 1992) as well as a trait rating measure adapted from the work of Greenberg, Simon, Pyszczynski, Solomon, & Chatel (1992) and Ward (1979). Consistent with previous Terror Management studies (e.g., Rosenblatt et al., 1989), a manipulation check of similarity followed these evaluations. Specifically, participants indicated (on a scale from 1 = Extremely Dissimilar to 7 = Extremely Similar) their perceived similarity to each author: “Rate how similar you are to the Pro Gay Marriage Author;” “Rate how similar you are to Anti Gay Marriage Author.” (see Appendix K for personality and gay marriage attitudes; pro/anti gay marriage author essays and evaluations).

Measures. *Openness.* Openness was measured using the Openness subscale of the Big Five Inventory (BFI-O; John, Donahue, & Kentle, 1991). BFI-O is a 10 item Likert-scored measure. Responses range from 1 (Disagree strongly) to 5 (Agree Strongly). This measure includes such items as: “Has an active imagination; Is inventive;

Likes to reflect, play with ideas (John, Donahue, & Kentle, 1991; $\alpha = .77$).

Authoritarianism. Authoritarianism was measured using the Balanced F-Scale Short Form (BF; Ray, 1979). BF is a 14 item Likert-scored measure. Responses range from 1 (Strongly Disagree) to 5 (Strongly Agree). This measure includes such items as: “Obedience and respect for authority are the most important virtues children should learn; There is hardly anything lower than a person who does not feel great love, gratitude, and respect for his parents; What the young need most is strict discipline, rugged determination, and the will to work and fight for family and country” (Ray, 1979; $\alpha = .31$).

Political Issues. A 14 item Likert-scored measure was constructed to index the degree of support for various political issues. Participants read the following statement: “To what extent do you support the following:” Participants were next asked to rate their degree of support for a series political issues; the scale ranged from 1 (Strongly Against) to 5 (Strongly Support). This measure includes such political issues as: “Iraq War Withdrawal; Universal Healthcare; Public Display of the 10 Commandments.”

Self-esteem. Self-esteem was measured using the Rosenberg Self-Esteem Scale (RSES; Rosenberg, 1965, as cited in Robinson, Shaver, & Wrightsman, 1991). RSES is a 10 item Likert-scored measure. Responses range from 1 (Strongly Disagree) to 4 (Strongly Agree). This measure includes such items as: “I feel that I am a person of worth, at least on equal basis with others; I feel that I have a number of good qualities; On the whole, I am satisfied with myself” (Rosenberg, 1965, as cited in Robinson, Shaver, & Wrightsman, 1991; $\alpha = .86$).

Similarity to Author. Similarity to author was measured by subtracting participant

rating of similarity to the author who wrote in opposition to their position on gay marriage from their rating of similarity to the author who wrote in support of their position on gay marriage. Specifically, pro-gay marriage and anti-gay marriage participants had the opportunity to rate their similarity to a pro-gay marriage author as well as an anti-gay marriage author: “Rate how similar you are to the Pro Gay Marriage Author;” “Rate how similar you are to the Anti Gay Marriage Author.” Responses range from 1 (Extremely dissimilar) to 7 (Extremely similar). Positive difference scores signify greater similarity to the author who supported their view relative to the opposing author; negative scores signify greater similarity to the opposing author relative to the author who supported their view; and difference scores of zero signify equal similarity to their author who supported their view and the opposing author.

Affect. Affect was measured using the Positive and Negative Affect Schedule (PANAS; Watson & Clark, 1988). PANAS is a 20-item Likert-scored measure. Responses range from 1 (Very slightly or not at all) to 5 (Extremely). Positive affect includes such items as: “Interested;” “Excited;” “Inspired” (Watson & Clark, 1988; $\alpha = .90$). Negative affect includes such items as: “Guilty;” “Scared;” “Nervous” (Watson & Clark, 1988; $\alpha = .86$)

Author Evaluation. Author evaluation was measured using a version of the Interpersonal Judgment Scale (Byrne, 1971) adapted by Greenberg, Simon, Pyszczynski, Solomon, & Chatel (1992). The adapted version is a 7-item Likert-scored measure. Responses range from 1 (Not at all) to 9 (Totally). This measure includes such items as: “How much do you like this person;” “How intelligent do you think this person was;”

“How moral do you think this person was.” Author evaluation was also measured using a trait rating scale. The scale was created for the present study based on the work of Greenberg, Simon, Pyszczynski, Solomon, and Chatel (1992) and Ward (1979). The trait rating measure prompted participants with the following statement: “The {Anti/Pro} Gay Marriage Author is.” Participants were then asked to evaluate the extent to which each author exhibited the traits (e.g., inferior, rational, arrogant, hypocritical, etc.) on a Likert scale of 1 (not at all applicable) to 9 (extremely applicable).

Results

Exploratory Factor Analyses (EFA). *Political Issues.* Political issue items were submitted to an EFA. The number of factors was examined using Oblimin; an oblique rotation that assumes that common factors are correlated. Items with factor loadings lower than .4 were excluded; other items were dropped/added to obtain the greatest conceptual clarity. As expected, a one-factor solution fit the data; it was the most parsimonious solution. The factor was defined as “Liberalism” (see Table 9 for factor loadings and communalities from EFA with Oblimin rotation on political issues).

Balanced F-Scale. Using the scoring procedure provided by Ray (1979), the reliability of this measure was unacceptably low ($\alpha = .31$). Therefore, to understand the latent factor structure of these items an EFA was conducted. The number of factors was examined using Oblimin; an oblique rotation that assumes common factors are correlated. The following criteria were observed to obtain EFA solutions: all items had to load above .40; there needed to be at least a .2 difference between the absolute value of item loadings across factors (e.g., .2 difference between an item’s loading on factor one and factor two).

Items that failed to meet either criterion were dropped. Other items were dropped/added to obtain the greatest conceptual clarity.

The EFA suggested a two-factor solution. Based on items that loaded onto factor one, it was labeled “Youth should be obedient to/respect authority” ($\alpha = .72$). The factor included the following items: “Obedience and respect for authority are the most important virtues children should learn”; “Young people sometimes get rebellious ideas but as they grow up they ought to get over it and settle down”; “There is hardly anything lower than a person who does not feel great love, gratitude, and respect for his parents;” “What the young need most is strict discipline, rugged determination, and the will to work and fight for family and country” (Ray, 1979). The second factor was labeled “Homosexuality is a crime.” The factor included the following items: “Homosexuality between consenting adults may be disagreeable but it should not be regarded as a crime (reverse coded item); Homosexuals are hardly better than sex criminals and ought to be severely punished” (Ray, 1979; see Table 10 for factor loadings and communalities from EFA with oblimin rotation on Balanced F-Scale). There was a positive correlation between these items, $r(118) = .40, p < .001$.

Author Evaluation. In order to examine the Mortality Salience Hypothesis, author evaluations needed to be reduced into a manageable dependent variable. Therefore, before an EFA was conducted, participant IJS and trait evaluation items of the anti-gay marriage author were subtracted from those of the pro-gay marriage author. At this point, difference scores were created based upon evaluations of the pro-gay marriage author relative to the anti-gay marriage author. Some participants were supporters of gay

marriage and others were against gay marriage. Anti-gay marriage participant difference scores were then multiplied by a negative one (i.e., reverse coded). After the anti-gay marriage difference scores were reverse coded, the interpretation of the difference scores changed. That is, difference scores would now be described as “Evaluations of the author who supported view relative to the opposing author.”

After this transformation was complete, these difference scores were submitted to an EFA. The number of factors was examined using Oblimin; an oblique rotation that assumes common factors are correlated. Items with factor loadings lower than .4 were excluded; other items were dropped/added to obtain the greatest conceptual clarity. As expected, a one-factor solution fit the data; it was the most parsimonious solution. The factor was defined as “positive evaluations of the author who supported view relative to the opposing author.” Items with negative factor loadings were reverse coded and a mean positive evaluation score was calculated for each participant (see Table 11 for factor loadings and communalities from EFA with oblimin rotation on the evaluation items).

Main Effect of Writing Condition. In the context of these data, the Mortality Salience Hypothesis would contend that following reminders of mortality participants should provide greater positive evaluations of the author who supported their view as compared to participants who were not reminded about death. As previously stated, mortality was induced by randomly assigning participants to answer two open-ended questions regarding mortality as compared to answering two open-ended questions regarding taking an important exam. An independent samples *t*-test was conducted to examine the main effect of writing condition on positive evaluations of the author who

supported their view relative to the opposing author. Participants who wrote about death ($M = 2.35$; $SD = 2.20$; $n = 59$) as compared to those who wrote about an important exam ($M = 1.35$; $SD = 1.92$; $n = 61$) exhibited significantly greater positive evaluations of the author who supported their view $t(118) = 2.65$, $p = .009$, $r = .24$ (see Figure 3 for main effect of writing condition on positive evaluations of the author who supported view relative to the opposing author).

Regression Analyses. For all regression analyses the predictor variable was whether participants answered two open-ended questions regarding death or answered two open-ended questions regarding taking an important exam (this will be referred to as treatment; contrast coded as mortality writing condition = 0.5 and exam writing control condition = -0.5). For all regression analyses treatment and a potential moderator variable (i.e., Openness, *Homosexuality is a crime*, *Youth should be obedient to/respect authority*, Liberalism, Self-Esteem, or similarity rating to the author who supported view relative to the opposing author) were entered into block 1 as main effects; the treatment x potential moderator variable interaction term was entered into block 2 (see Table 12 for scale reliabilities, descriptive statistics, and correlations among all variables used in the regression analyses). Openness was a significant moderator of the Terror Management effect ($p < .05$). *Homosexuality is a crime*, *Youth should be obedient to/respect authority*, liberalism, self-esteem, or similarity rating to the author who supported view relative to the opposing author were not significant moderators ($ps > .05$).

Openness as a Moderator of Terror Management. Treatment was entered into block 1 along with openness; the treatment x openness interaction term was entered into

block 2. Participants in the mortality condition exhibited significantly greater positive evaluations of the author who supported their view ($b = .97, SE = .37, t(116) = 2.64, p = .009, r = .24$). Participants higher in openness did not exhibit greater positive evaluations of the author who supported their view ($b = .40, SE = .32, t(116) = 1.24, p = .22, r = .11$). Openness was found to be a significant moderator of the relationship between treatment and positive evaluations of the author who supported their view ($b = -1.90, SE = .65, t(116) = -2.94, p = .004, r = -.26$).

The interaction was interpreted by graphing the simple slope of treatment at low ($-1 SD$) and high ($+1 SD$) levels of openness (Aiken & West, 1991; see Figure 4 for predicted mean positive evaluations of the author who supported view as a function of treatment at selected values of openness; see Table 13 for the results of treatment, openness, and treatment x openness on positive evaluations). Low openness participants in the mortality condition exhibited significantly greater positive evaluations of the author who supported their view ($b = 2.05, SE = .30, t(116) = 3.96, p = .0001, r = .34$). High openness participants in the mortality condition did not exhibit significantly less positive evaluations of the author who supported their view ($b = -.12, SE = .52, t(116) = -.23, p = .82, r = -.02$).

Belief that Homosexuality is a crime as a Moderator of Terror Management.

Treatment was entered into block 1 along with *Homosexuality is a crime*; the treatment x *Homosexuality is a crime* interaction term was entered into block 2. Participants in the mortality condition as compared to participants in the exam condition exhibited significantly greater positive evaluations of the author who supported their view ($b =$

1.00, $SE = .38$), $t(116) = 2.65$, $p = .01$. Participants higher in the belief that *Homosexuality is a crime* (relative to those lower in this belief) did not exhibit significantly greater positive evaluations of the author who supported their view ($b = .01$, $SE = .26$), $t(116) = .04$, $p = .96$, $r = 0$. The belief that *Homosexuality is a crime* was not found to be a significant moderator of the relationship between treatment and positive evaluations of the author who supported their view ($b = .78$, $SE = .51$), $t(116) = 1.52$, $p = .13$, $r = .14$ (see Table 14 for the results of treatment, *homosexuality is a crime*, and treatment x *homosexuality is a crime* on positive evaluations).

Belief that Youth should be obedient to/respect authority as a Moderator of Terror Management. Treatment was entered into block 1 along with *Youth should be obedient to/respect authority*; the treatment x *Youth should be obedient to/respect authority* interaction term was entered into block 2. Participants in the mortality condition exhibited significantly greater positive evaluations of the author who supported their view ($b = 1.00$, $SE = .38$), $t(116) = 2.66$, $p = .01$, $r = .24$. Participants lower in the belief that *Youth should be obedient to/respect authority* did not exhibit significantly greater positive evaluations of the author who supported their view ($b = -.20$, $SE = .24$), $t(116) = .87$, $p = .39$, $r = .08$. The belief that *Youth should be obedient to/respect authority* was not found to be a significant moderator of the relationship between treatment and positive evaluations of the author who supported their view ($b = .15$, $SE = .48$), $t(116) = .31$, $p = .75$, $r = .03$ (Table 15 for the results of treatment, youth should be obedient to/respect authority, and treatment x youth should be obedient to/respect authority on positive evaluations).

Liberalism as a Moderator of Terror Management. Treatment was entered into block 1 along with liberalism; the treatment x liberalism interaction term was entered into block 2. Participants in the mortality condition exhibited significantly greater positive evaluations of the author who supported their view ($b = .87, SE = .38, t(116) = 2.29, p = .02, r = .21$). Participants higher in liberalism exhibited marginally greater positive evaluations of the author who supported their view ($b = .53, SE = .30, t(116) = 1.79, p = .08, r = .16$). Liberalism was not found to be a significant moderator of the relationship between treatment and positive evaluations of the author who supported their view ($b = -.40, SE = .59, t(116) = -.67, p = .51, r = -.06$ (see Table 16 for the results of treatment, liberalism, and treatment x liberalism on positive evaluations).

Self-Esteem as a Moderator of Terror Management. The treatment was entered into block 1 along with self-esteem; the treatment x self-esteem interaction term was entered into block 2. Participants in the mortality condition exhibited significantly greater positive evaluations of the author who supported their view ($b = .84, SE = .38, t(116) = 2.23, p = .03, r = .20$). Participants higher in self-esteem exhibited marginally greater positive evaluations of the author who supported their view ($b = .85, SE = .43, t(116) = 1.97, p = .05, r = .18$). Self-esteem was found not to be a significant moderator of the relationship between treatment and positive evaluations of the author who supported their view ($b = .48, SE = .86, t(116) = .56, p = .58, r = .05$ (see Table 17 for the results of treatment, self-esteem, and treatment x self-esteem regressed on positive evaluations).

Similarity as a Moderator of Terror Management. Treatment was entered into block 1 along with similarity; the treatment x similarity interaction term was entered into

block 2. Participants in the mortality condition as compared to participants in the exam condition exhibited significantly greater positive evaluations of the author who supported their view ($b = .75, SE = .33, t(114) = 2.27, p = .02, r = .21$). Participants who saw themselves as more similar to the author who supported their view of gay marriage exhibited significantly greater positive evaluations of the author who supported their view ($b = .38, SE = .06, t(114) = 6.55, p < .001, r = .52$). Similarity was not found to be a significant moderator of the relationship between treatment and positive evaluations of the author who supported their view ($b = .17, SE = .12, t(114) = 1.48, p = .14, r = .14$) (see Table 18 for the results of treatment, similarity, and treatment x similarity on positive evaluations).

Participant View-Author Fit. Participant similarity and positive evaluation ratings of the author who did not support their view of gay marriage was subtracted from their ratings of the author who supported their view. Two one sample t -tests were conducted to determine the probability of these difference scores assuming there is actually no difference in the population. Participants saw themselves as significantly more similar to the author who supported their view of same sex marriage ($M_{Diff} = 2.89, SD = 2.89, n = 118, t(117) = 10.86, p < .001, r = .71$). Moreover, participants exhibited significantly greater positive evaluations of the author who supported their view of same-sex marriage ($M_{Diff} = 1.84, SD = 2.11, n = 120, t(119) = 9.55, p < .001, r = .66$).

Mortality-Exam Writing Condition Check. Participant writing samples were analyzed using the Linguistic Inquiry and Word Count (Pennebaker, Booth, & Francis, 2007). The program outputted the percentage of words identified per category (e.g.,

ID#41 output for the category of “death” indicated that 5.88% of the words ID#41 used were accounted for by the death category). The program was able to successfully categorize a majority of the words used in the mortality and exam writing conditions ($M = 96.52\%$, $SD = 2.88\%$, $N = 120$). Participants in the mortality condition did not write significantly more words ($M = 69.03$, $SD = 35.43$, $n = 59$) than those in the exam condition ($M = 65.16$, $SD = 37.94$, $n = 61$), $t(118) = .58$, $p = .57$, $r = .05$. Participants in the mortality condition wrote significantly more words per sentence ($M = 17.55$, $SD = 8.80$, $n = 59$) relative to those in the exam condition ($M = 14.58$, $SD = 5.34$, $n = 61$), $t(118) = 2.24$, $p = .03$, $r = .20$. Furthermore, participants who answered two open-ended questions about their personal death used more death words ($M = 4.05\%$, $SD = 2.16\%$, $n = 59$) than those who answered two open-ended questions about an important exam ($M = 0\%$, $SD = 0\%$, $n = 61$), $t(118) = 14.66$, $p < .001$, $r = .80$.

Order Effect. IJS and trait evaluations of pro and anti-gay marriage authors were counterbalanced. An independent samples t -test was conducted to examine the potential for an order effect. Participants who evaluated the anti-gay marriage author before the pro-author ($M = 2.05$, $SD = 2.39$, $n = 65$) as compared to those who evaluated the pro-gay marriage author before the anti-author ($M = 1.59$, $SD = 1.72$, $n = 55$) did not exhibit significantly greater positive evaluations of the author who supported their view of same sex marriage, $t(118) = 1.20$, $p = .23$, $r = .11$.

Affect Effect. A series of correlations were conducted to examine the relationship between writing condition (i.e., mortality coded as 1 and exam coded as 2) and the subscales of the PANAS. These analyses were conducted to verify that participants in the

mortality and exam writing conditions did not significantly differ in affect; condition differences in affect may be driving the found Terror Management effect (Greenberg, Pyszczynski, Solomon, Simon, & Breus, 1994). Participants in the exam condition did not exhibit significantly greater positive affect relative to those in the mortality condition, $r(118) = .06, p = .49$. But participants in the exam condition exhibited marginally greater negative affect ($M = 1.65, SD = .64, n = 61$) relative to those in the mortality condition ($M = 1.46, SD = .57, n = 59$), $r(117) = .15, p = .09$. Although there was not a significant relationship between negative affect and positive evaluations ($r(117) = -.02, p = .82$), the openness moderation regression analysis was repeating entering negative affect into the last step as a mediator; negative affect was also entered into the last step of a regression analysis examining the main effect of writing condition on positive evaluations. Negative affect did not mediate the found Terror Management effects (Baron & Kenny, 1986).

A series of correlations were conducted to examine the relationship between writing condition (i.e., mortality coded as 1 and exam coded as 2) and affective word usage in writing samples; once again, these data were acquired using the Linguistic Inquiry and Word Count (Pennebaker, Booth, & Francis, 2007). Participants who wrote about taking an important exam used marginally more positive affect words ($M = 3.21\%, SD = 2.55\%, n = 61$) than those who wrote about mortality ($M = 2.39\%, SD = 2.01\%, n = 59$), $r(118) = .18, p = .05$. Participants in the exam condition used significantly more negative affect words ($M = 4.43\%, SD = 2.86\%, n = 61$) than those in the mortality condition ($M = 2.80\%, SD = 2.36\%, n = 59$), $r(118) = .30, p = .001$. Participants in the exam condition used significantly more anxiety words ($M = 3.44\%, SD = 2.29\%, n = 61$)

than those in the mortality condition ($M = 1.32\%$, $SD = 1.28\%$, $n = 59$), $r(118) = .50$, $p < .001$. Participants in the mortality condition used significantly more sad words ($M = .92\%$, $SD = 1.16\%$, $n = 59$) than those in the exam condition ($M = .46\%$, $SD = .90\%$, $n = 61$), $r(118) = .22$, $p = .02$. But participants in the mortality condition did not use significantly more anger words than those in the exam condition, $r(118) = .07$, $p = .42$.

There was a significant negative relationship between anxiety and positive evaluations such that greater anxiety word usage tends to be associated with less positive evaluations of the author who supported view of gay marriage, $r(118) = -.18$, $p = .04$. Furthermore, there was a marginally significant negative relationship between negative affect and positive evaluations such that greater negative affect word usage tends to be associated with less positive evaluations of the author who supported view of gay marriage, $r(118) = -.17$, $p = .07$. Although there was not a significant relationship between positive evaluations and positive affect ($r(118) = -.11$, $p = .24$) as well as sad word usage ($r(118) = -.01$, $p = .95$), the openness moderation regression analysis was repeated entering these variables (i.e., anxiety, negative affect, positive affect, and sad word usage) individually into the last step as mediators; these variables were also entered individually into the last step of a regression analysis examining the main effect of writing condition on positive evaluations. These affective word usage differences did not mediate the found Terror Management effects (Baron & Kenny, 1986).

Discussion

Findings. Like previous Terror Management studies (e.g., Rosenblatt et al., 1989), participants who wrote about personal death as compared to those who wrote

about taking an important exam exhibited significantly greater positive evaluations of the author who supported their view of gay marriage. Furthermore, as predicted, openness was found to significantly moderate the Terror Management effect (Bassett, 2010; Greenberg et al., 1990; Greenberg et al., 1992; Harmon-Jones et al., 1997; Rosenblatt et al., 1989; Weise et al., 2011). Specifically, low openness participants in the mortality condition as compared to those in the exam condition exhibited significantly greater positive evaluations of the author who supported their view. High openness participants in the mortality condition as compared to those in the exam condition did not exhibit significantly less positive evaluations of the author who supported their view. Unlike Bassett (2010), Greenberg et al. (1990), and Weise et al. (2011), obtained F-Scale factors (authoritarianism) were not found to moderate the Terror Management effect. Unlike Greenberg et al. (1992) conservatism/liberalism was not found to moderate the effect. Unlike Harman-Jones et al. (1997) self-esteem was not found to moderate the effect. Moreover, unlike Rosenblatt et al. (1989), similarity was not found to moderate the Terror Management effect.

Interpretations. Greenberg et al. (1990) argued that mortality salience has a catalyzing effect. Specifically, they argued that if one's worldview/identity is defined by high authoritarianism, low openness, and intolerance (conservatism), then mortality salience is going to act as a catalyst that increases adherence to these values in the face of death; this would be evidenced by the presence of the Terror Management effect. Increased adherence would be expected to manifest after reminders of death, because this intolerant identity is the cultural armor that confers self-esteem (immortality) to the

wearer and, thus mitigates death anxiety (Becker, 1971; 1973; 1975; Greenberg et al., 1997). That is, violating this intolerant identity by exhibiting less positive evaluations of an in-group member (or exhibiting no difference) would serve to remove one from the intolerant culture. Once removed from the culture by failing to live up to its precepts, one would be forced to face the terror of death without the shielding effect of cultural self-esteem (immortality). Therefore, it makes sense that death-threatened, low-openness participants (as compared to those threatened with an important exam) would exhibit significantly greater positive evaluations of the author who supported their view of gay marriage relative to the opposing author. Moreover, Adorno et al. (1950, as cited in Greenberg et al., 1990) contended that authoritarianism – a construct found to be negatively related to openness (Sibley & Duckitt, 2008) – is a defensive method of handling threat and, further, suggested that death, uncertainty, and invulnerability may be particularly threatening to those who exhibit these tendencies. Furthermore, if one's worldview/identity is defined by low authoritarianism, openness, and tolerance, then mortality salience is going to act as a catalyst that increases adherence to these values in the face of death; this was evidenced by high openness participants not exhibiting the Terror Management effect (Greenberg et al., 1990; 1992).

As was the case in Study 1, finding openness as a significant moderator of the Terror Management effect and not authoritarianism, conservatism/liberalism, and self-esteem may speak to the quality of openness. That is, as previously discussed, a series of meta-analyses (i.e., Jost et al., 2003; Robins et al., 2001; Sibley & Duckitt, 2008) linked openness to each of these constructs. Specifically, openness tends to be negatively

associated with authoritarianism/social dominance (Sibley & Duckitt, 2008), negatively associated with conservatism (Jost et al., 2003), and positively associated with self-esteem (Robins et al., 2001). Therefore, it seems that openness is acting as a meta variable that includes aspects of each of these variables; these other variables being empirically supported moderators of the Terror Management effect (Bassett, 2010; Greenberg et al., 1990; Greenberg et al., 1992; Harmon-Jones et al., 1997; Rosenblatt et al., 1989; Weise et al., 2011).

CHAPTER 4: STUDY 3; GAY MARRIAGE ATTITUDES (MOVIE THEATER STUDY)

Introduction

Since the initial study was conducted (Rosenblatt et al. 1989) there have been very few field studies that have tested the Mortality Saliency Hypothesis (e.g., Jonas, Schimel, Greenberg, & Pyszczynski, 2002; Jonas, Fritzsche, & Greenberg, 2005). Using data collected outside of a movie theater in southern California the summer after the 2008 Election, the current study contributes to the Terror Management literature by pairing a novel field study paradigm with the same timely and politically relevant targets used in Study 2. Specifically, after seeing *The Final Destination* (i.e., “mortality condition”) or another movie (i.e., “control condition”), participants evaluated both an anti-gay marriage author as well as a pro-gay marriage author. Jonas et al. (2002; 2005) used proximity to a funeral home as a mortality saliency prime but the present study examines the effect of a more commonplace situation – that is, watching a movie – on Terror Management.

Hypotheses. The Mortality Saliency Hypothesis would predict that participants

who watch *The Final Destination* (a mortality salience situation) should tend to provide greater positive evaluations of the author who supported their view as compared to participants who see another movie. Moreover, based on past empirical findings as well as theory (Becker, 1971; 1973; 1975; Greenberg et al., 1997), it is predicted that similarity to target (Rosenblatt et al., 1989) will moderate the relationship between movie condition and positive evaluations. Specifically, after watching *The Final Destination* participants who see themselves as more similar to the author who supported their view should exhibit significantly greater positive evaluations of the author who supported their view. Moreover, after watching *The Final Destination* as compared to watching a different movie, participants who see themselves as less similar to the author who supported their view should exhibit significantly less positive evaluations of the author who supported their view or no Terror Management effect (i.e., non-significant simple slope).

Method

Participants. One hundred and eighty-nine people participated in a study outside of a movie theater in Southern California. Nine participants were removed for not evaluating the authors or failing to complete all of the necessary evaluation questions³ and 31 participants were removed for either contradicting themselves or failing to answer both questions regarding their stance on gay marriage.⁴ Participants were compensated with one

³ Examples of what some of these participants indicated: “I don’t like or dislike this person because I don’t know him;” “All of these questions are irrelevant for someone who does not know the author;” “Simply put I disagree with discrimination of any kind;” etc.

⁴ Specifically, 5 failed to answer one of the questions regarding gay marriage; 12 indicated that they did or would have voted “No” (Pro-gay marriage vote) on Prop 8 and indicated they were undecided/did not know the extent they support gay marriage; 2 indicated that they did or would have voted “No” (Pro-gay

full size candy bar at the end of the study. One hundred and four participants indicated support for gay marriage and 45 indicated that they were against gay marriage. The sample had the following ethnic breakdown: 2.7% African American, 2.0% Asian American, 66.4% Caucasian, 20.8% Hispanic/Latino, 4.7% mixed, 2.7% other, and .7% did not state. Sixty-two of the participants were male and 87 were female; their average age was 38.28 ($SD = 14.36$).

Procedure. Research assistants with clipboards administered the study to people exiting a movie theater. The study first solicited basic demographic information (e.g., age, gender, ethnicity, political party membership, political orientation etc.). Participants were asked to indicate how they voted or would have voted on California Proposition 8. The study provided the same wording and answer choices that appeared on the 2008 Election ballot; but the “yes” was clearly labeled “anti-gay marriage” and the “no” was labeled “pro-gay marriage.” Specifically, participants were asked to answer yes or no to the following (see Appendix L for gay marriage attitudes (movie theater study); demographics and politically oriented questions):

“ELIMINATES RIGHT OF SAME-SEX COUPLES TO MARRY. INITIATIVE
CONSTITUTIONAL AMENDMENT. Changes California Constitution to
eliminate the right of same-sex couples to marry. Provides that only marriage
between a man and a woman is valid or recognized in California. Fiscal Impact:
Over the next few years, potential revenue loss, mainly sales tax, totaling in the

marriage vote) on Prop 8 and indicated they were against same sex marriage; 10 indicated that they did or would have voted “Yes” (Anti-gay marriage vote) on Prop 8 and indicated they were undecided/did not know the extent they support gay marriage; 2 indicated that they did or would have voted “Yes” (Anti-gay marriage vote) on Prop 8 and indicated they support same sex marriage.

several tens of millions of dollars, to state and local governments. In the long run, likely little fiscal impact on the state or local governments.”

Induction. Before participants were administered the study, research assistants received verbal verification that: (1) participants just saw a movie and (2) participants were at least 18 years old. If participants indicated yes to both statements, they were allowed to participate in the study. The questionnaire asked participants to indicate the movie they saw at the end of the study. This question was at the end of the study to reduce the probability of participants figuring out that the study was related to the movie they just saw. Participants who saw *The Final Destination* were considered “the mortality salience group.” Participants who saw any of the following movies were considered the control group: *500 Days of Summer*, *All about Steve*, *District 9*, *Extract*, *G.I. Joe: Rise of the Cobra*, *Halloween II*, *Inglorious Bastards*, *Julie & Julia*, *Ponyo*, *Post Grad*, *Taking Woodstock*, *Gamer*, and *the Time Traveler’s Wife*.

Cultural Worldview Defense. Evaluations of the pro and anti-gay marriage authors were counterbalanced. Both the pro and anti-gay marriage essays were written by the author (edited by various research assistants) and were based on arguments presented in the “California General Election Official Voter Information Guide” mailed to voters prior to the election. Essays were labeled “Anti Gay Marriage Essay #118” and “Pro Gay Marriage Essay #027.” After reading each essay, participants were asked to evaluate the respective author based on a modified version of the Interpersonal Judgment Scale (IJS; Byrne, 1971; Greenberg, Simon, Pyszczynski, Solomon, & Chatel, 1992). Consistent with previous Terror Management studies (e.g., Rosenblatt et al., 1989), a manipulation

check of similarity followed these evaluations. Specifically, participants indicated (on a scale from 1 = Extremely Dissimilar to 7 = Extremely Similar) their perceived similarity to each author: “Rate how similar you are to the Pro Gay Marriage Author;” “Rate how similar you are to Anti Gay Marriage Author.” Participants were again asked to indicate their degree of support for gay marriage (on a scale from 1 = Strongly Against to 5 = Strongly Support; there was also a space to indicate “I do not know”) (see Appendix M for gay marriage attitudes (movie theater study); pro/anti gay marriage author essays and evaluations).

Measures. *Similarity to Author.* Similarity to author was measured by subtracting participant rating of similarity to the author who wrote in opposition to their position on gay marriage from their rating of similarity to the author who wrote in support of their position. Specifically, pro-gay marriage and anti-gay marriage participants had the opportunity to rate their similarity to a pro-gay marriage author as well as an anti-author: “Rate how similar you are to the Pro Gay Marriage Author;” “Rate how similar you are to the Anti Gay Marriage Author.” Responses range from 1 (Extremely dissimilar) to 7 (Extremely similar). Positive difference scores signify greater similarity to the author who supported their view relative to the opposing author; negative scores signify greater similarity to the opposing author relative to the author who supported their view; and difference scores of zero signify equal similarity to their author who supported their view and the opposing author.

Author Evaluation. Author evaluation was measured using a version of the Interpersonal Judgment Scale (Byrne, 1971) adapted by Greenberg, Simon, Pyszczynski,

Solomon, & Chatel (1992). The adapted version is a 7-item Likert-scored measure. Responses range from 1 (Not at all) to 9 (Totally). This measure includes such items as: “How much do you like this person;” “How intelligent do you think this person was;” “How moral do you think this person was.”

Results

Author Evaluation. In order to examine the Mortality Salience Hypothesis, author evaluations needed to be reduced into a manageable dependent variable. Therefore, before an exploratory factor analysis (EFA) was conducted, participant IJS evaluation items of the anti-gay marriage author were subtracted from those of the pro-gay marriage author. At this point, created difference scores would be described as evaluations of the pro-gay marriage author relative to the anti-gay marriage author; some participants being supporters of gay marriage and others being against gay marriage. Anti-gay marriage participant difference scores were then multiplied by negative one (i.e., reverse coded). After the anti-gay marriage difference scores were reverse coded, the interpretation of the difference scores changed. That is, difference scores would now be described as “Evaluations of the author who supported view relative to the opposing author.”

After this transformation was complete, these difference scores were submitted to an EFA. The number of factors was examined using Oblimin an oblique rotation that assumes common factors are correlated. Items with factor loadings lower than .4 were excluded; other items were dropped/added to obtain the greatest conceptual clarity. As expected, a one factor solution fit the data; it was the most parsimonious solution. The

factor was defined as “Positive evaluations of the author who supported view relative to the opposing author.” Items with negative factor loadings were reverse coded and a mean positive evaluation score was calculated for each participant ($\alpha = .97$; see Table 19 for factor loadings and communalities from EFA with oblimin rotation on evaluation items).

Relationship between Movie and Evaluations. In the context of these data, the Mortality Salience Hypothesis would contend that following reminders of mortality (i.e., seeing *The Final Destination*) participants should provide greater positive evaluations of the author who supported their view as compared to participants who were not reminded about death. As previously stated, it was hypothesized that mortality was made salient for participants who watched *The Final Destination*; it was not made salient for those who saw any of the other movies. A point biserial correlation examined the relationship between movie watched and positive evaluations. Participants who watched *The Final Destination* ($M = 4.60$; $SD = 3.64$; $n = 11$) as compared to those who watched another movie ($M = 2.78$; $SD = 2.76$; $n = 136$) tended to exhibit significantly greater positive evaluations of the author who supported their view, $r(145) = .17, p = .04$ (see Figure 5 for relationship between movie and positive evaluations of the author who supported view relative to the opposing author).

Moderation Analysis. For the regression analysis the predictor variable was whether participants saw *The Final Destination* or another movie (this will be referred to as a “movie;” contrast coded as *The Final Destination* = 0.5 and another movie = -0.5). Movie and similarity to the author who supported view was entered into block 1 as main effects; the movie x similarity interaction term was entered into block 2 (see Table 20 for

scale reliabilities, descriptive statistics, and correlations among all variables used in the regression analysis).

Participants who watched *The Final Destination* as compared to those who watched another movie did not exhibit significantly greater positive evaluations of the author who supported their view ($b = -.75$, $SE = .99$), $t(143) = -.76$, $p = .45$, $r = -.06$. Participants who saw themselves as more similar to the author who supported their view exhibited significantly greater positive evaluations of the author who supported their view ($b = 1.05$, $SE = .21$), $t(143) = 4.90$, $p < .001$, $r = .38$. Similarity was found to be a significant moderator of the relationship between movie and positive evaluations of the author that supported their view ($b = 1.43$, $SE = .43$), $t(143) = 3.33$, $p = .001$, $r = .27$.

The interaction was interpreted by graphing the simple slope of treatment at low (-1 *SD*) and high (+1 *SD*) levels of similarity (Aiken & West, 1991; see Figure 6 for predicted mean positive evaluations of the author who supported view as a function of treatment at selected values of similarity; see Table 21 for the results of treatment, similarity, and treatment x similarity on positive evaluations). High similarity participants who watched *The Final Destination* exhibited significantly greater positive evaluations of the author who supported their view ($b = 3.53$, $SE = 1.06$), $t(143) = 3.34$, $p = .001$, $r = .27$. Low similarity participants in the mortality condition tended to exhibit significantly less positive evaluations of the author who supported the participant's view ($b = -5.13$, $SE = 2.06$), $t(143) = -2.48$, $p = .01$, $r = -.20$.

Participant View-Author Fit. Participant similarity and positive evaluation ratings of the author who did not support their view of gay marriage was subtracted from

their ratings of the author who supported their view. Two one sample *t*-tests were conducted to determine the probability of this difference scores, assuming there is actually no difference in the population. Participants saw themselves as significantly more similar to the author who supported their view of gay marriage ($M_{Diff} = 3.40$, $SD = 3.03$, $n = 148$), $t(147) = 13.64$, $p < .001$, $r = .75$. In addition, participants exhibited significantly greater positive evaluations of the author who supported their view of gay marriage ($M_{Diff} = 2.91$, $SD = 2.86$, $n = 147$), $t(146) = 12.34$, $p < .001$, $r = .71$.

Mortality-Control Movie Condition Check. Movie synopses were found for all movies on the following websites: Fandango, IMDB, Movie Tickets, Movie Spoiler, Rotten Tomatoes, as well as Wikipedia. These synopses were analyzed using the Linguistic Inquiry and Word Count (Pennebaker, Booth, & Francis, 2007). The program outputted the percentage of words identified per category (e.g., *The Final Destination* Wikipedia synopsis output for the category of “death” indicated that 2.55% of the words this synopsis used were accounted for by the death category). The program was able to successfully categorize a majority of the words used in the synopses ($M = 74.43\%$, $SD = 9.15\%$, $N = 84$). The inter-rater reliability of the movie synopsis sources on death word usage was high ($\alpha = .96$). An ANOVA indicated a significant difference somewhere among the movies on synopsis writer percent death word usage, $F(13, 70) = 28.56$, $p < .001$. *The Final Destination* Synopsis writers used a significantly greater percentage of death words ($M = 2.57\%$, $SD = .76\%$, $n = 6$) relative to synopsis writers who wrote about the following movies ($ps < .05$): *500 Days of Summer* ($M = 0\%$, $SD = 0\%$, $n = 6$), *District 9* ($M = .26\%$, $SD = .34\%$, $n = 6$), *Extract* ($M = .11\%$, $SD = .20\%$, $n = 6$), *Gamer* ($M =$

.82%, $SD = .51%$, $n = 6$), *GI Joe* ($M = .33%$, $SD = .37%$, $n = 6$), *Halloween 2* ($M = 1.96%$, $SD = .54%$, $n = 6$), *Inglorious Bastards* ($M = 1.31%$, $SD = .54%$, $n = 6$), *Julie and Julia* ($M = .02%$, $SD = .06%$, $n = 6$), *Ponyo* ($M = .01%$, $SD = .03%$, $n = 6$), *Post Grad* ($M = .05%$, $SD = .07%$, $n = 6$), *All about Steve* ($M = .10%$, $SD = .19%$, $n = 6$), *Taking Woodstock* ($M = .13%$, $SD = .23%$, $n = 6$), and *The Time Traveler's Wife* ($M = .31%$, $SD = .36%$, $n = 6$).

Order Effect. IJS evaluations of pro and anti-gay marriage authors were counterbalanced. An independent samples t -test was conducted to examine the potential for an order effect. Participants who evaluated the anti-gay marriage author before the pro-author ($M = 2.95$, $SD = 3.08$, $n = 73$) as compared to those who evaluated the pro-gay marriage author before the anti-author ($M = 2.88$, $SD = 2.65$, $n = 74$) did not exhibit significantly greater positive evaluations of the author who supported their view of gay marriage, $t(145) = .14$, $p = .89$, $r = .01$.

Discussion

Findings. Like previous Terror Management studies (e.g., Jonas et al., 2005), participants who watched *The Final Destination* tended to provide greater positive evaluations of the author who supported their view as compared to participants who saw a different movie. Furthermore, as predicted (e.g., Rosenblatt et al., 1989), similarity was found to moderate the Terror Management effect. High similarity participants who watched *The Final Destination* exhibited significantly greater positive evaluations of the author who supported their view. Low similarity participants who watched *The Final Destination* exhibited significantly less positive evaluations of the author who supported

their view.

Interpretations. Rosenblatt et al. (1989) found that college students in the mortality condition with less favorable attitudes toward prostitution assessed significantly higher bond amounts compared to those in the control condition. Assuming that one's similarity rating for a culture – or targets that represent the culture – is based on the extent the culture either upholds or challenges one's identity, it would make sense that the Terror Management effect would manifest in the case of higher similarity and produce a null or reversed effect in the case of lower similarity. Specifically, Terror Management Theory requires culture to represent a person's identity in order for the Terror Management effect to occur. Therefore, if a culture is not an important aspect of one's identity – indexed by similarity ratings – then this culture would not possess the necessary quality to undermine the concept of death. Moreover, one would not be motivated to defend the culture normally or when mortality is made salient (Becker, 1971; 1973; 1975; Greenberg et al., 1997).

CHAPTER 5: GENERAL DISCUSSION

Findings and Interpretations. *Writing Condition Effects.* Unlike Study 1, Study 2 found a significant main effect for the mortality writing condition on target evaluations. This finding is in support of the Mortality Salience Hypothesis. Specifically, participants who answered two open-ended questions regarding death as compared to those who answered two open-ended questions regarding taking an important exam exhibited significantly greater positive evaluations of an author who supported their view of gay marriage. Moreover, Study 3 found a significant correlation between type of movie seen

and target evaluations. This is also in support of the Mortality Salience Hypothesis. Specifically, participants who saw *The Final Destination* tended to exhibit significantly greater positive evaluations of an author who supported their view of gay marriage. According to the Mortality Salience Hypothesis, this intensified positive evaluation of the author who supported one's view is an expected consequence of mortality salience. Due to the fact that culture acts to shield death anxiety by undermining the concept of death (i.e., conferring self-esteem defined as immortality), participants would be especially motivated to defend this culture from invalidation in the face of death (Becker, 1971; 1973; 1975; Greenberg et al., 1997).

Moderation. Both Study 1 and Study 2 found a significant interaction between writing condition and openness on target evaluations. Study 1 found that high openness participants exhibited the reverse of the expected Terror Management effect. Specifically, high openness participants in the mortality condition exhibited significantly less positive evaluations of their party candidate. Although low openness participant data trended in the direction of the expected Terror Management effect, it was not significant.

Study 2 found that low openness participants exhibited the expected Terror Management effect. Specifically, Low openness participants in the mortality condition exhibited significantly greater positive evaluations of the author that supported their view. Furthermore, it was found that high openness participants exhibited an expected non-significant Terror Management effect. Specifically, high openness participants in the mortality condition did not exhibit significantly greater positive evaluations of the author that supported their view.

The findings can be explained by Greenberg and his colleagues who propose that if one's worldview/identity is defined by low openness, high authoritarianism, and intolerance, then mortality salience is going to act as a catalyst that increases adherence to these values in the face of death; this would be evidenced by the presence of the Terror Management effect. In contrast, if one's worldview/identity is defined by high openness, low authoritarianism, and tolerance, then mortality salience is going to act as a catalyst that increases adherence to these values in the face of death; this would be evidenced by a reversed Terror Management effect or no effect. In both cases, increased adherence would be expected to manifest after reminders of death, because these identities confer some level of self-esteem (immortality) that acts to reduce death anxiety – particularly present after a death reminder (Becker, 1971; 1973; 1975; Greenberg et al., 1997).

Study 3 found a significant interaction between movie viewed and similarity on target evaluations. Participants who saw themselves as more similar to the author who supported their view relative to the opposing author exhibited the expected Terror Management effect. Specifically, high similarity participants who watched *The Final Destination* as compared to those who saw another movie tended to exhibit significantly greater positive evaluations of the author who supported their view relative to the opposing author. Moreover, participants who saw themselves as less similar to the author who supported their view relative to the opposing author exhibited the reverse of the expected Terror Management effect. Specifically, low similarity participants who watched *The Final Destination* as compared to those who watched another movie tended to exhibit significantly less positive evaluations of the author who supported their view

relative to the opposing author.

These findings can be explained by the Mortality Salience Hypothesis (Greenberg et al., 1997). For instance, Rosenblatt et al. (1989) found that college students in the mortality condition who held less favorable attitudes toward prostitution assessed significantly higher bond amounts (negative evaluations) than those in the control condition. Assuming that one's similarity rating to a culture – or targets that represent the culture – is based on the extent to which the culture either upholds or challenges one's identity (cultural fit), it would make sense that the Terror Management effect would manifest in the case of higher similarity; result in a null or reversed effect in the case of lower similarity. Specifically, if a culture does not fit a participant then there would be no reason for the participant to defend the culture in the face of death. That is, the only reason to defend culture in the face of death is to protect the self-esteem (immortality) shield it provides against death (Becker, 1971; 1973; 1975; Greenberg et al., 1997; Rosenblatt et al., 1989).

Limitations. Both Study 1 and Study 2 have the potential inability to be generalized beyond college students. Furthermore, all studies are convenience samples and do not represent random samples from a defined population – this means that the samples may not be representative of the population. Data for Study 3 should have also been collected from a portion of the participants before they saw a movie. That is, participants who indicated that they were going to see *The Final Destination* as compared to those who indicated that they were going to see another movie may have exhibited significantly greater positive evaluations of the author who supported their view.

Specifically, the found Terror Management effect may have been motivated by a certain quality found in those who decided to see *The Final Destination* and, therefore, may not have had anything to do with mortality being made salient by the movie. Moreover, the present author discovered a huge file-drawer of unpublished studies testing the Mortality Salience Hypothesis when working on a meta-analysis in 2009⁵. The existence of this expansive file-drawer may explain the many non-significant hypotheses in Study 1 and 2. That is, Study 1 only found evidence for one out of six hypotheses and Study 2 only found evidence for two out of six hypotheses. Due to the presence of this huge file drawer, the findings in these studies may be due to chance; the effect sizes may be inflated as compared to the average effect size of all published and unpublished studies on this topic (see Rosenthal, 1979 for more on the file drawer problem). Furthermore, political party was the culture passively under attack in Study 1; view on gay marriage was the culture actively under attack in studies 2 and 3. Based on the work of Becker (1971; 1973; 1975), the author questions the ability of these cultures to elicit found Terror Management effects. That is, it seems unlikely that the average participant identified with these cultures enough to garner a self-esteem shield against death.

Beyond the mentioned limitations, probably the most important limitation has to do with the first half of the Mortality Salience Hypothesis; the part that was not examined by these studies. Specifically, the Mortality Salience Hypothesis states that if culture

⁵ Assuming that the Terror Management effect actually exists, this noise may account for the seemingly large file drawer. The existence of this potentially large file drawer was identified by the present authors while working on a meta-analysis: "I've conducted dozens of studies in which mortality salience did not have the expected effect;" "I have a very full file drawer of unpublished studies on MS studies, covering 10 years of experimentation. I have lots of studies that simply didn't work, came out unexpectedly, where significant only with particular moderators, etc.;" "We don't usually keep good records of studies that don't work out but we'll see what we can find;" etc.

lessens the terror of eventual death, then making mortality salient should increase the need to defend culture – culture providing a self-esteem (immortality) shield against death anxiety (Becker, 1971; 1973; 1975; Greenberg et al., 1997). In Study 1 and 2, mortality was allegedly made salient for those participants randomly assigned to write about death: “Please briefly describe the emotions that the thought of your own death arouses in you;” “Jot down, as specifically as you can, what you think will happen to you physically as you die and once you are physically dead.” Unlike previous studies (e.g., Rosenblatt et al., 1989), the present author analyzed Study 1 and 2 writing samples using the LIWC (Pennebaker, Booth, & Francis, 2007) and found, in both studies, that participants in the mortality salience condition used significantly more death words than participants in the exam writing condition; participants in the exam condition did not use any death related words. Although finding this condition difference was important, it did not provide evidence for whether or not mortality was actually made salient; that is, whether or not death thoughts were made more accessible.

The lack of death thought accessibility measurements in these studies is not a methodological error. Death thought accessibility and cultural worldview defense are traditionally not combined in the Terror Management literature, because they are hypothesized to interfere with each other (Greenberg et al., 1997). It is thus important to understand Terror Management as an unconscious process. It is alleged that after participants write about mortality, their mortality becomes salient or, rather, conscious. After a delay and distraction, this concept of mortality becomes unconscious. At this point, when the concept of death is unconscious, participants are expected to exhibit the

Terror Management effect – that is, exhibit significantly greater positive evaluations of an in-group/in-group member relative to an out-group/out-group member – compared to those in a control condition. That is, if a death thought accessibility measure is inserted between the delay/distraction and the evaluations, it is alleged that the death thought accessibility measure will once again make mortality conscious and, therefore, the Terror Management effect would not be expected to occur (Greenberg et al., 1997). Moreover, it has been argued and evidenced that Terror Management suppresses death thoughts; therefore measuring death thought accessibility post-evaluations would not work (Greenberg et al., 1997).

The traditional paradigm to index death thought accessibility is identical to the basic cultural worldview defense paradigms used in Study 1 and 2; but target evaluations are replaced by the death thought accessibility measure. That is, participants are randomly assigned to write about death or an important exam, are administered a delay and distraction task, and are then given the death thought accessibility task in lieu of target evaluations (Hayes, Schimel, Arndt, & Faucher, 2010). Of the 91 samples contained in a meta-analysis conducted by Hayes et al. (2010) only 22 indexed death thought after participants either wrote about death or participated in a control condition. Of the 22 samples, one Study employed a lexical decision task to index death thought accessibility. This task included both non-death and death related words and operationalized higher death thought accessibility as faster reaction times to death related words (i.e., Fritsche, Jonas, & Fankhänel, 2008). Of the 22 samples, 21 samples used word fragment completion tasks to index death thought accessibility (e.g., Florian, Mikulincer,

&Hirschberger, 2001; Routledge, Arndt, Sedikides, &Wildschut, 2008; etc.). For example, in a Study conducted by Arndt, Greenberg, Solomon, Pyszczynski, and Simon (1997), 6 out of 25 word fragments (i.e., BUR __ D, DE ___, GRA ___, KI __ ED, SK __ _ L, and COFF ___) could have been completed as death related words (i.e., BURIED, DEAD, GRAVE, KILLED, SKULL, and COFFIN) or neutral words (e.g., BURNED, DEED, GRACE, KISSED, SKILL, and COFFEE). Specifically, according to the Mortality Salience Hypothesis, it is predicted that participants who answer two open-ended questions regarding mortality will complete significantly more words in a death related fashion compared to participants in a control condition. But only 11 out of the 21 studies (Hayes et al., 2010) that indexed death thought accessibility with a word fragment task found that writing about death increased death thought accessibility relative to a control condition (e.g., Rutjens, van der Pligt, & van Harreveld, 2009; Schmeichel, Gailliot, Filardo, McGregor, Gitter, &Baumeister, 2009; etc.).

Moreover, unpublished data collected by the author did not find a significant effect of writing condition on death thought accessibility (Kinon & Murray, 2009). Specifically, participants were randomly assigned to write about mortality or an important exam; they subsequently received a delay/distraction task prior to completing a word fragment task indexing death thought accessibility. Although there was not a significant main effect of writing condition, participants who wrote about death exhibited a significantly greater propensity to fill in “DEAD” for the word stem of “DE __” compared to participants who wrote about an important exam. In the case of this finding, it is important to consider that the prompt for the mortality salience manipulation

included the word “dead:” “Jot down, as specifically as you can, what you think will happen to you physically as you die and once you are physically *dead*” (e.g., Rosenblatt et al., 1989). Therefore, it seems to be the case that the word fragment task may not really be measuring death thought accessibility as much as it is measuring word accessibility. These data taken in conjunction with the above mentioned file-drawer problem calls attention to the efficacy of the standard mortality salience manipulation. That is, it may be the case that either the word fragment completion task is unable to index death thought accessibility – instead it may be indexing word accessibility – or briefly answering two open-ended questions regarding mortality does not really make mortality salient. If mortality is not being made salient by the standard mortality salient writing induction, it is unclear what is causing intensified evaluations in the face of “death.”

Contributions/Future Research. Even though Terror Management Theory and these data definitely have limitations, these series of studies have significantly contributed to the literature. Taken together, the studies have provided evidence that making voters’ mortality salient may intensify their subsequent attitudes towards their candidate or an individual supporting their view on an issue. These effects may be especially true for participants low in openness as well as those seeing themselves as similar to their in-group target. Furthermore, the relationship between movie watched and positive evaluations (Study 3) along with the findings of previous Terror Management field studies (e.g., Jonas et al., 2005) imply that mortality may be consistently made salient in everyday environments. This may in part explain persistent prejudice and discrimination, as well as widespread ego investment and defense (Becker,

1971; 1973; 1975; Greenberg et al., 1997). Beyond addressing the stated limitations, the future of Terror Management research lies in field studies. Although laboratory studies yield high internal validity, high external validity can only be acquired via studying the Terror Management phenomenon in the field.

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Table 1
 Factor Loadings and Communalities from EFA with Oblimin Rotation on Political
 Issues

Item	1 Factor Model	
	<i>Factor Loadings</i>	<i>Communalities</i>
Iraq war withdrawal	.78	.61
Congress' 700 billion dollar bailout	.13	.02
Universal healthcare	.74	.55
Social security reform	.26	.07
Constitutional ban on flag desecration (burning)	-.04	0
Legalization of medical marijuana	.18	.03
Nuclear non-proliferation treaty	.39	.15
Outsourcing	-.07	0
Public display of the 10 Commandments	-.28	.08
Assault weapon ban	.61	.37
Kyoto protocol ratification	.50	.25
Legalized abortion	.58	.34
Same sex marriage	.59	.35
Minimum wage increase	.47	.22

Note. After reading the prompt “To what extent, do you support the following” participants responded to the presented items from 1 (Strongly Against) to 5 (Strongly support). Items with bold factor loadings included in factor; *Factor* = “Liberalism” ($\alpha = .82$).

Table 2
Factor Loadings and Communalities from EFA with Oblimin Rotation on Evaluation Items

Item	1 Factor Model	
	Factor Loadings	Communalities
Intelligence (IJS)	0.66	0.44
Knowledge of Current Events (IJS)	0.70	0.49
Moral (IJS)	0.64	0.41
Adjusted (IJS)	0.74	0.55
Like (IJS)	0.82	0.67
Like to Work with (IJS)	0.82	0.67
Uneducated (T)	-0.43	0.18
Courteous (T)	0.64	0.41
Inferior (T)	-0.42	0.18
Arrogant (T)	-0.66	0.44
Faithful (T)	0.60	0.36
Traitor (T)	-0.5	0.25
ostentatious (showy) (T)	-0.43	0.18
Weak (T)	-0.66	0.44
Rhythmic (T)	0.28	0.08
Generous (T)	0.58	0.34
Lazy (T)	-0.62	0.38
Suspicious (T)	-0.71	0.50
Stable (T)	0.70	0.49
Criminal (T)	-0.56	0.31
Imaginative (T)	0.51	0.26
Boring (T)	-0.70	0.49
Inconsistent (T)	-0.68	0.46
Orderly (T)	0.31	0.10
Dirty (T)	-0.60	0.36
Intelligent (T)	0.68	0.46
Suggestible (T)	0.30	0.09
Patient (T)	0.59	0.35
Efficient (T)	0.72	0.52
Manipulative (T)	-0.60	0.36
Ignorant (T)	-0.69	0.48
sexually perverse (T)	-0.36	0.13
Aggressive (T)	-0.05	0
Sleazy (T)	-0.63	0.40
Clever (T)	0.54	0.29
Honest (T)	0.70	0.49
Reliable (T)	0.80	0.64
Cowardly (T)	-0.74	0.55
Athletic (T)	0.47	0.22
Poor (T)	-0.19	0.04
Passionate (T)	0.74	0.55
Charismatic (T)	0.69	0.48

Note. Participant IJS and trait evaluation items of McCain were subtracted from those of Obama. At this point, created difference scores would be described as evaluations of Obama relative to those of McCain; some participants being Democrats and others being Republicans. Republican item difference scores were then multiplied by negative one (i.e., reverse coded). After the Republican difference scores were reverse coded, the interpretation of the difference scores changed. That is, difference scores would now be described as evaluations of participant political party's candidate relative to those of the opposing party's candidate. Transformed candidate evaluation difference scores were submitted to an EFA. Positive factor loadings are positively correlated with the latent factor "positive evaluations of participant political party's candidate relative to those of the opposing party's candidate;" negative factor loadings being negatively correlated. Items with bold factor loadings included in factor; *Factor* = "Positive evaluations of party candidate relative to the opposing candidate" ($\alpha = .96$).

Table 3
Scale Reliabilities, Descriptive Statistics, and Correlations Among All
Variables Used in the Regression Analyses

	1	2	3	4	5	6	7
1. Treatment	—	-.05	-.01	-.07	.06	.04	-.10
2. O		—	.15	.16*	-.27**	.13	.18*
3. LIB			—	.08	-.30**	.20*	.27**
4. RSES				—	-.26**	.09	.14
5. SDO					—	-.21**	-.26**
6. SIM						—	.68**
7. PE							—
<i>M</i>	-	3.70	3.70	3.34	2.29	2.12	1.40
<i>SD</i>	-	.59	.77	.48	.95	2.14	1.42
<i>N</i>	167	167	163	167	165	165	167
α	-	.77	.82	.84	.92	-	.96

Note. $N = 161-167$. Treatment = mortality salience condition contrast coded as .5, exam condition as -.5; O = openness subscale of the BFI, higher numbers represent greater openness; LIB = Liberalism, higher numbers represent greater liberalism; RSES = self-esteem, higher numbers represent greater self-esteem; SDO = social dominance orientation, higher numbers represent greater social dominance; SIM = similarity rating to party candidate relative to the opposing candidate, higher positive numbers represent greater similarity to party candidate relative to the opposing candidate; PE = positive evaluations of party candidate relative to the opposing candidate.

* $p < .05$. ** $p < .01$.

Table 4
 Results of Treatment, Openness, and Treatment x Openness on Positive Evaluations

	<i>B</i>	<i>SE</i>	<i>p-value</i>	<i>Tolerance</i>
Constant	1.38	.11	< .001	-
Treatment (T)	-.26	.21	.23	1.00
Openness (Open)	.35	.18	.05	.98
T x Open	-1.05	.36	.004	.98

Note. $R^2 = .09$ (*adjusted* $R^2 = .07$). Model Fit, $F(3, 163) = 5.21, p = .002$.
 $R^2\Delta = .05, F(1,163) = 8.42, p = .004$.

Table 5
 Results of Treatment, Social Dominance, and Treatment x Social Dominance on Positive Evaluations

	<i>B</i>	<i>SE</i>	<i>p-value</i>	<i>Tolerance</i>
Constant	1.40	.11	< .001	-
Treatment (T)	-.22	.22	.30	1.00
Social Dominance (SDO)	-.38	.11	.001	1.00
T x SDO	.12	.23	.62	1.00

Note. $R^2 = .07$ (*adjusted* $R^2 = .06$). Model Fit, $F(3, 161) = 4.19, p = .007$.
 $R^2\Delta = .001, F(1,161) = .25, p = .61$.

Table 6
 Results of Treatment, Liberalism, and Treatment x Liberalism on Positive Evaluations

	<i>B</i>	<i>SE</i>	<i>p-value</i>	<i>Tolerance</i>
Constant	1.40	.11	< .001	-
Treatment (T)	-.27	.22	.22	1.00
Liberalism (L)	.49	.14	.001	1.00
T x L	.17	.28	.54	1.00

Note. $R^2 = .08$ (*adjusted* $R^2 = .07$). Model Fit, $F(3, 159) = 4.92, p = .003$.
 $R^2\Delta = .002, F(1,159) = .37, p = .54$.

Table 7

Results of Treatment, Self-Esteem, and Treatment x Self-Esteem on Positive Evaluations

	<i>B</i>	<i>SE</i>	<i>p-value</i>	<i>Tolerance</i>
Constant	1.39	.11	< .001	-
Treatment (T)	-.25	.22	.26	1.00
Self-Esteem (SE)	.41	.24	.08	.94
T x SE	-.01	.47	.98	.94

Note. $R^2 = .03$ (*adjusted* $R^2 = .01$). Model Fit, $F(3, 163) = 1.61, p = .19$.
 $R^2\Delta = 0, F(1,163) = 0, p = .98$.

Table 8
 Results of Treatment, Similarity, and Treatment x Similarity on Positive Evaluations

	<i>B</i>	<i>SE</i>	<i>p-value</i>	<i>Tolerance</i>
Constant	1.39	.08	< .001	-
Treatment (T)	-.36	.16	.03	1.00
Similarity (Sim)	.46	.04	<.001	1.00
T x Sim	-.03	.08	.67	1.00

Note. $R^2 = .48$ (*adjusted* $R^2 = .47$). Model Fit, $F(3, 161) = 50.06, p < .001$.
 $R^2\Delta = .001, F(1,161) = .18, p = .67$.

Table 9
 Factor Loadings and Communalities from EFA with Oblimin Rotation on Political
 Issues

Item	1 Factor Model	
	<i>Factor Loadings</i>	<i>Communalities</i>
Iraq War Withdrawal	.53	.28
Prayer in Schools	-.39	.15
Universal Health Care	.47	.22
Social Security Reform	.51	.26
Constitutional Ban on Flag Desecration	-.08	.01
Legalization of Medical Marijuana	.46	.21
Nuclear Non -Proliferation Treaty	.49	.24
Outsourcing	-.06	0
Public Display of 10 commandments	-.41	.17
Assault Weapon Ban	.05	0
Kyoto Protocol Ratification	.45	.20
Legalized Abortion	.61	.37
Same sex Marriage	.54	.29
Minimum Wage Increase	.26	.07

Note. After reading the prompt “To what extent, do you support the following” participants responded to the presented items from 1 (Strongly Against) to 5 (Strongly support). Items with bold factor loadings included in factor; *Factor* = “Liberalism” ($\alpha = .77$).

Table 10
Factor Loadings and Communalities from EFA with Oblimin Rotation on the Balanced F-Scale

Item	2 Factor Model		Communalities
	Factor Loadings		
	Factor 1	Factor 2	
1. Homosexuality between consenting adults may be disagreeable but it should not be regarded as a crime.	0.07	-0.55	.29
2. No sane, normal, decent person would ever think of hurting a close friend or relative.	0.21	-0.04	.04
3. Many of the radical ideas of today will be the accepted practices of tomorrow.	0.13	-0.12	.02
4. People who want to imprison or whip sex criminals are themselves sick.	0.11	-0.04	.01
5. Obedience and respect for authority are the most important virtues children should learn.	0.69	0.04	.49
6. Young people sometimes get rebellious ideas but as they grow up they ought to get over it and settle down.	0.73	-0.11	.51
7. It is all right for people to raise questions about even the most personal and private matters.	0.07	-0.10	.01
8. Insults to our honor are not always important enough to worry about.	0.03	-0.26	.07
9. Sex crimes such as rape and attacks on children deserve more than imprisonment; such criminals ought to be publically whipped or worse.	0.28	0.14	.12
10. Most honest people admit to themselves that they have sometimes hated their parents.	0.22	-0.46	.22
11. Homosexuals are hardly better than sex criminals and ought to be severely punished.	0.10	0.73	.57
12. Sex crimes such as rape and attacks on children are signs of mental illness and such persons belong in hospitals rather than prisons.	-0.05	0.19	.04
13. There is hardly anything lower than a person who does not feel great love, gratitude, and respect for his parents.	0.44	0.16	.25
14. What the young need most is strict discipline, rugged determination, and the will to work and fight for family and country.	0.55	0.15	.37

Note. Participants indicated 1 (Strongly disagree) to 5 (Strongly agree) on these items following the prompt: "Indicate how strongly you agree or disagree with each of the following statements." Factor 1 bolded factor loadings are correlated with the latent factor "Youth should be obedient to/respect authority" ($\alpha = .72$). Factor 2 bolded factor loadings are correlated with the latent factor "Homosexuality is a crime" ($r = .40, p < .001$). There is a positive correlation between factor 1 and factor 2 ($r = .23$).

Table 11
Factor Loadings and Communalities from EFA with Oblimin Rotation on Evaluation Items

Item	1 Factor Model	
	Factor Loadings	Communalities
Like (IJS)	0.78	.61
Intelligent (IJS)	0.83	.69
Knowledgeable (IJS)	0.80	.64
Moral (IJS)	0.65	.42
Like to Work with (IJS)	0.79	.62
Inferior (T)	-0.44	.19
Rigid (T)	-0.46	.21
Tolerant (T)	0.49	.24
Effeminate (T)	-0.14	.02
Insensitive (T)	-0.64	.41
Stable (T)	0.61	.37
Logical (T)	0.76	.58
Mentally ill (T)	-0.59	.35
Honest (T)	0.48	.23
Snobbish (T)	-0.69	.48
Harmless (T)	0.34	.12
Weak-minded (T)	-0.56	.31
Ungrateful (T)	-0.60	.36
Rational (T)	0.70	.49
Likable (T)	0.84	.70
Arrogant (T)	-0.65	.42
Patriotic (T)	0.33	.11
Kind (T)	0.80	.64
Argumentative (T)	0.22	.05
Knowledgeable (T)	0.70	.49
Reliable (T)	0.81	.66
Suggestible (T)	0.60	.36
non-conformist (T)	0.36	.13
Insecure (T)	-0.67	.45
Intelligent (T)	0.81	.66
self-centered (T)	-0.59	.35
sexually abnormal (T)	-0.42	.18
Frustrated (T)	-0.39	.15
Hypocritical (T)	-0.64	.41
Perverved (T)	-0.43	.18
Stupid (T)	-0.65	.42
Patient (T)	0.68	.46
Humane (T)	0.48	.23
Maladjusted (T)	-0.48	.23
Obnoxious (T)	-0.73	.53
Warm (T)	0.70	.49
Lonely (T)	-0.38	.14
Flexible (T)	0.53	.28
Detestable (T)	-0.61	.37
Ignorant (T)	-0.73	.53

Note. Participant IJS and trait evaluation items of the anti-gay marriage author were subtracted from those of the pro-gay marriage author. At this point, created difference scores would be described as evaluations of the pro-gay marriage author relative to those of the anti-gay marriage author; some participants being supporters of gay marriage and others being against gay marriage. Anti-gay marriage participant difference scores were then multiplied by negative one (i.e., reverse coded). After the anti-gay marriage difference scores were reverse coded, the interpretation of the difference scores changed. That is, difference scores would now be described as evaluations of the author that supported the participant's view relative to those of the opposing author. After this transformation was complete, these difference scores were submitted to an EFA. Positive factor loadings are positively correlated with the latent factor "positive evaluations of the author that supported participant's view relative to those of the opposing author;" negative factor loadings being negatively correlated. Items with bold factor loadings included in factor; *Factor* = "Positive evaluations of the author who supported view relative to the opposing author" ($\alpha = .96$).

Table 12
Scale Reliabilities, Descriptive Statistics, and Correlations Among All Variables Used
in the Regression Analyses

	1	2	3	4	5	6	7	8
1. Treatment	—	.07	.19*	.19*	-.08	.02	.12	.24**
2. O		—	.29**	.38**	-.13	-.17	.05	.10
3. LIB			—	.14	-.42**	-.27**	.14	.21*
4. SE				—	-.09	.18	.18	.21*
5. HC					—	.21*	-.03	0
6. YO						—	.14	-.07
7. SIM							—	.52**
8. PE								—
<i>M</i>	-	3.80	3.68	3.23	1.55	3.05	2.89	1.84
<i>SD</i>	-	.57	.65	.46	.74	.80	2.89	2.11
<i>N</i>	120	120	120	120	120	120	118	120
<i>α</i>	-	.77	.77	.86	-	.72	-	.96

Note. $N = 161-167$. Treatment = mortality salience condition contrast coded as .5, exam condition as -.5; O = openness subscale of the BFI, higher numbers represent greater openness; LIB = Liberalism, higher numbers represent greater liberalism; SE = self-esteem, higher numbers represent greater self-esteem; HC = “Homosexuality is a crime,” higher numbers represent greater belief that homosexuality is a crime; YO = “Youth should be obedient to/respect authority,” higher numbers represent greater belief that youth should be obedient to/respect authority; SIM = similarity rating to the author who supported view relative to the opposing author, higher positive numbers represent greater similarity to the author who supported view relative to the opposing author; PE = positive evaluations of the author who supported view relative to the opposing author, higher positive numbers represent greater positive evaluations of the author who supported view relative to the opposing author.

* $p < .05$. ** $p < .01$.

Table 13
 Results of Treatment, Openness, and Treatment x Openness on Positive Evaluations

	<i>B</i>	<i>SE</i>	<i>p-value</i>	<i>Tolerance</i>
Constant	1.89	.18	< .001	-
Treatment (T)	.97	.37	.009	1.00
Openness (O)	.40	.32	.22	.98
T x O	-1.90	.65	.004	.99

Note. $R^2 = .13$ (*adjusted* $R^2 = .10$). Model Fit, $F(3, 116) = 5.65, p = .001$.
 $R^2\Delta = .06, F(1,161) = 8.65, p = .004$.

Table 14

Results of Treatment, *Homosexuality is a Crime*, and Treatment x *Homosexuality is a Crime* on Positive Evaluations

	<i>B</i>	<i>SE</i>	<i>p-value</i>	<i>Tolerance</i>
Constant	1.87	.19	< .001	-
Treatment (T)	1.00	.38	.009	.99
<i>Homosexual is a Crime</i> (HC)	.01	.26	.96	.99
T x HC	.78	.51	.13	.99

Note. $R^2 = .08$ (*adjusted R*² = .05). Model Fit, $F(3, 116) = 3.12, p = .03$
 $R^2\Delta = .02, F(1,116) = 2.30, p = .13$.

Table 15

Results of Treatment, *Youth Should Be Obedient To/Respect Authority*, and Treatment x *Youth Should Be Obedient To/Respect Authority* on Positive Evaluations

	<i>B</i>	<i>SE</i>	<i>p-value</i>	<i>Tolerance</i>
Constant	1.85	.19	< .001	-
Treatment (T)	1.00	.38	.01	1.00
Youth should be obedient to/respect authority (YO)	-.21	.24	.39	.98
T x YO	.15	.48	.75	.98

Note. $R^2 = .06$ (*adjusted* $R^2 = .04$). Model Fit, $F(3, 116) = 2.58, p = .06$
 $R^2\Delta = .04, F(1,116) = .10, p = .75$.

Table 16
 Results of Treatment, Liberalism, and Treatment x Liberalism on Positive Evaluations

	<i>B</i>	<i>SE</i>	<i>p-value</i>	<i>Tolerance</i>
Constant	1.87	.19	< .001	-
Treatment (T)	.87	.38	.02	.96
Liberalism (L)	.53	.30	.08	.95
T x L	-.40	.59	.51	.98

Note. $R^2 = .09$ (*adjusted* $R^2 = .07$). Model Fit, $F(3, 116) = 3.71, p = .01$.
 $R^2\Delta = .004, F(1,161) = .45, p = .51$.

Table 17

Results of Treatment, Self-Esteem, and Treatment x Self-Esteem on Positive Evaluations

	<i>B</i>	<i>SE</i>	<i>p-value</i>	<i>Tolerance</i>
Constant	1.83	.19	< .001	-
Treatment (T)	.85	.38	.03	.96
Self-Esteem (SE)	.85	.43	.05	.91
T x SE	.48	.86	.58	.94

Note. $R^2 = .09$ (*adjusted* $R^2 = .06$). Model Fit, $F(3, 116) = 3.67, p = .01$
 $R^2\Delta = .002, F(1,116) = .32, p = .58$.

Table 18
 Results of Treatment, Similarity, and Treatment x Similarity on Positive Evaluations

	<i>B</i>	<i>SE</i>	<i>p-value</i>	<i>Tolerance</i>
Constant	1.85	.16	< .001	-
Treatment (T)	.75	.33	.02	.98
Similarity (S)	.38	.06	<.001	.96
T x S	.17	.12	.14	.98

Note. $R^2 = .32$ (*adjusted* $R^2 = .30$). Model Fit, $F(3, 114) = 17.56, p < .001$
 $R^2\Delta = .01, F(1,114) = 2.20, p = .14$.

Table 19
 Factor Loadings and Communalities from EFA with Oblimin Rotation on Evaluation Items

Item	1 Factor Model	
	Factor Loadings	Communalities
Like (IJS)	0.96	.92
Intelligent (IJS)	0.89	.79
Knowledgeable (IJS)	0.87	.76
Moral (IJS)	0.91	.82
Like to Work with (IJS)	0.86	.74

Note. Participant IJS and trait evaluation items of the anti-gay marriage author were subtracted from those of the pro-gay marriage author. At this point, created difference scores would be described as evaluations of the pro-gay marriage author relative to those of the anti-gay marriage author; some participants being supporters of gay marriage and others being against gay marriage. Anti-gay marriage participant difference scores were then multiplied by negative one (i.e., reverse coded). After the anti-gay marriage difference scores were reverse coded, the interpretation of the difference scores changed. That is, difference scores would now be described as evaluations of the author that supported the participant's view relative to those of the opposing author. After this transformation was complete, these difference scores were submitted to an EFA. Positive factor loadings are positively correlated with the latent factor "positive evaluations of the author that supported participant's view relative to those of the opposing author."

Table 20
 Scale Reliabilities, Descriptive Statistics, and Correlations Among
 All Variables Used in the Regression Analysis

	1	2	3
1. Movie	—	.13	.17*
2. SIM		—	.41**
3. PE			—
<i>M</i>	-	3.40	2.91
<i>SD</i>	-	3.03	2.86
<i>N</i>	149	148	147
<i>α</i>	-	-	.97

Note. *N* = 146-148. Movie = *The Final Destination* contrast coded as .5, other movie as -.5; SIM = similarity rating of the author who supported view of gay marriage relative to the opposing author, higher positive numbers represent greater similarity to author who supported view relative to the opposing author; PE = positive evaluations of the author who supported view relative to the opposing author, higher positive numbers represent greater positive evaluations of the author who supported view relative to the opposing author.

p* < .05. *p* < .01.

Table 21
 Results of Treatment, Similarity, and Treatment x Similarity on Positive Evaluations

	<i>B</i>	<i>SE</i>	<i>p-value</i>	<i>Tolerance</i>
Constant	2.47	.50	< .001	-
Treatment (T)	-.75	.99	.45	.64
Similarity (S)	1.05	.21	< .001	.10
T x S	1.43	.43	.001	.10

Note. $R^2 = .24$ (*adjusted* $R^2 = .23$). Model Fit, $F(3, 142) = 15.10, p < .001$
 $R^2\Delta = .06, F(1,142) = 11.11, p = .001$.



Figure 1. Main Effect of Writing Condition on Positive Evaluations of Party Candidate Relative to the Opposing Candidate

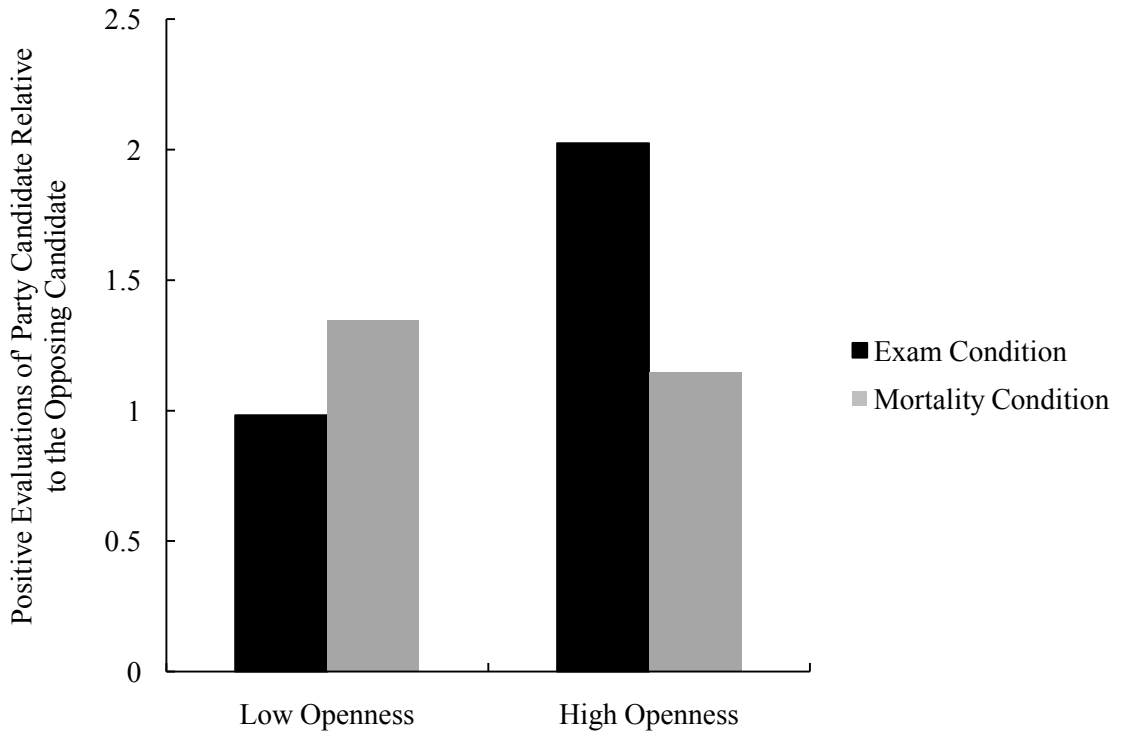


Figure 2. Predicted Mean Positive Evaluations of Party Candidate as a Function of Treatment at Selected Values of Openness

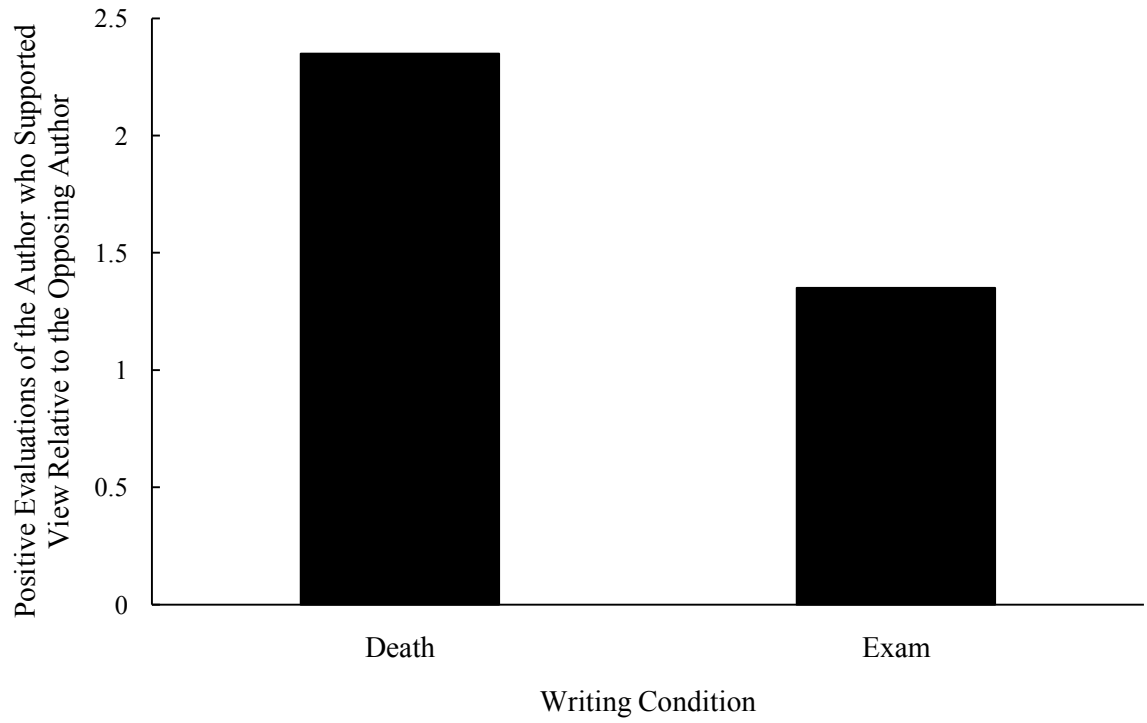


Figure 3. Main Effect of Writing Condition on Positive Evaluations of the Author who Supported View Relative to the Opposing Author

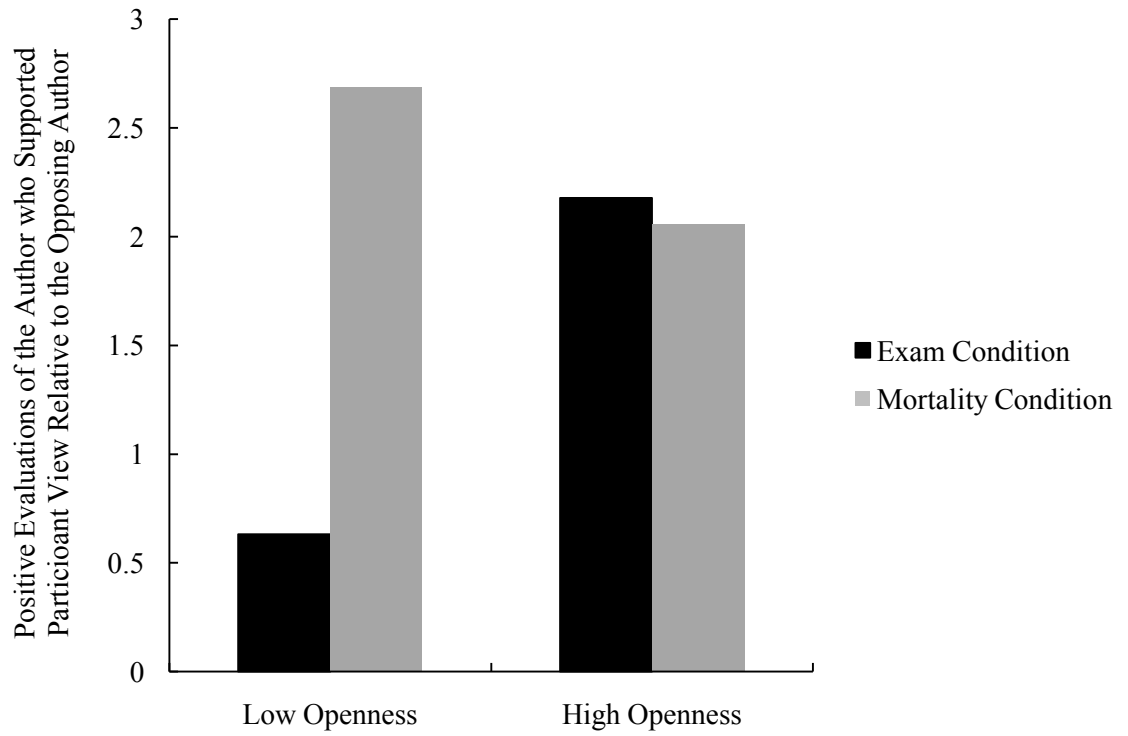


Figure 4. Predicted Mean Positive Evaluations of the Author who Supported View as a Function of Treatment at Selected Values of Openness

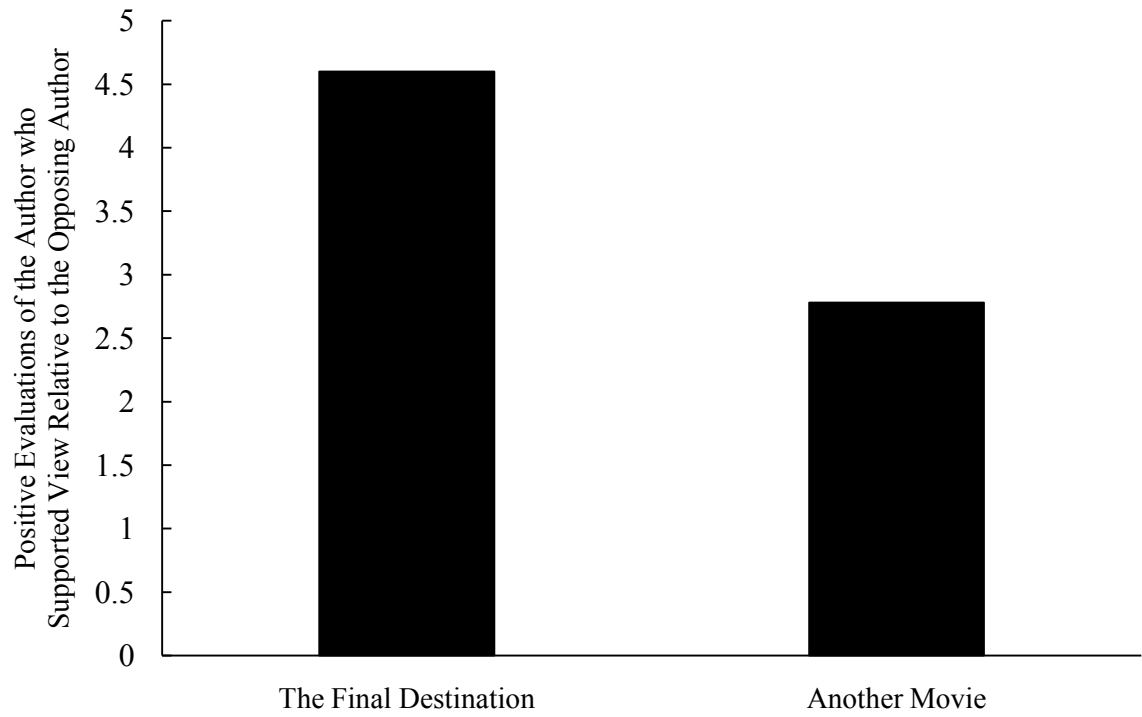


Figure 5. Relationship between Movie and Positive Evaluations of the Author who Supported View relative to the Opposing Author

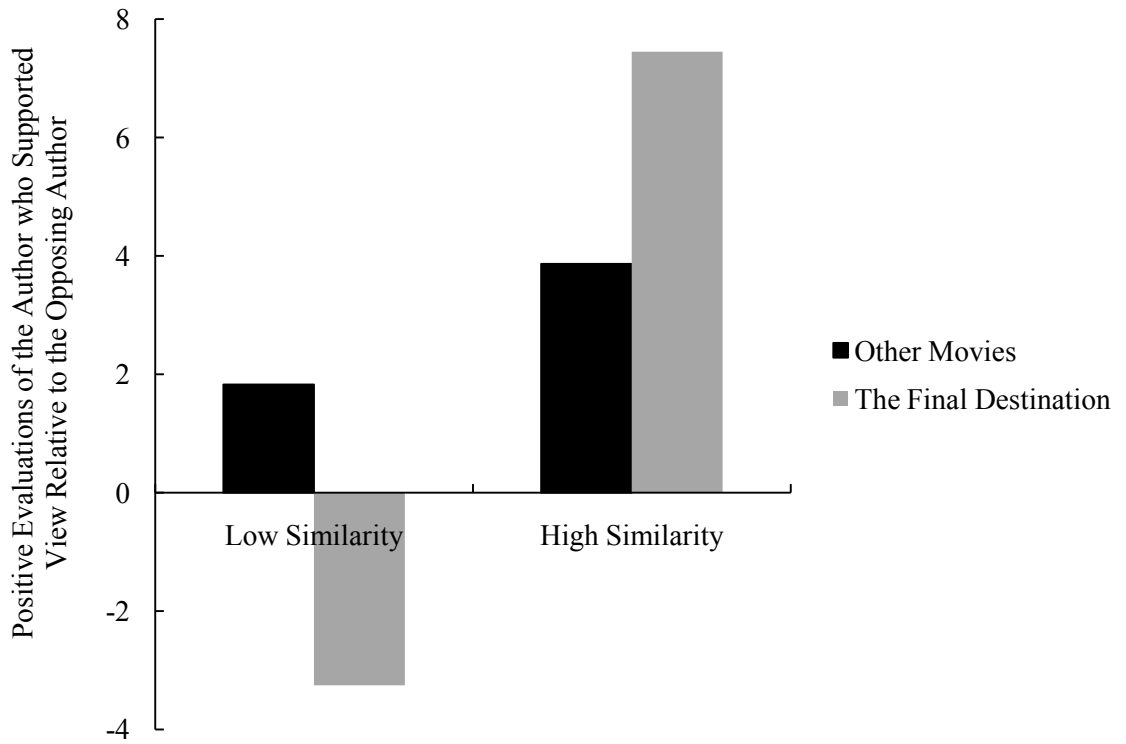


Figure 6. Predicted Mean Positive Evaluations of the Author who Supported View as a Function of Treatment at Selected Values of Similarity

Appendix A: Part One of Personality and Political Attitudes; Demographics and Politically Oriented Questions

Personality and Political Attitudes

YOUR Information

1. **Your Age:** _____
2. **Your Gender:**
 (A) Male (B) Female
3. **Your Ethnicity:**
 (A) African American; please specify _____
 (B) Asian American; please specify _____
 (C) Caucasian; please specify _____
 (D) Hispanic/Latino; please specify _____
 (E) Mixed; please specify _____
 (F) Other; please specify _____
4. **Your Country of Birth:** _____
5. **Your Generation Status:**
 (A) First Generation (born outside of the U.S.)
 (B) Second Generation (born in the U.S.; at least one parent born outside of U.S.)
 (C) Third Generation (born in the U.S.; parents born in the U.S., one or more grandparents born outside of the U.S.)
 (D) Fourth or More Generation (born in the U.S.; parents born in the U.S., grandparents born in the U.S.)
6. How long have **you** lived in the United States (Write "All life" if born and raised in the US)? _____
7. **Your Religious Affiliation:**
 (A) Catholic; please specify _____
 (B) Buddhist; please specify _____
 (C) Hindu; please specify _____
 (D) Jewish; please specify _____
 (E) Muslim; please specify _____
 (F) Christian; please specify _____
 (G) Other; please specify _____
 (H) Agnostic; please specify _____
 (I) Atheist; please specify _____
 (J) No Affiliation; please specify _____
8. Please indicate **your** approximate annual family income:
 (A) \$0 - \$9,999 (H) \$70,000 - \$79,999 (O) \$140,000 - \$149,999 (V) \$210,000 - \$219,999
 (B) \$10,000 - \$19,999 (I) \$80,000 - \$89,999 (P) \$150,000 - \$159,999 (W) \$220,000 - \$229,999
 (C) \$20,000 - \$29,999 (J) \$90,000 - \$99,999 (Q) \$160,000 - \$169,999 (X) \$230,000 - \$239,999
 (D) \$30,000 - \$39,999 (K) \$100,000 - \$109,999 (R) \$170,000 - \$179,999 (Y) \$240,000 - \$249,999
 (E) \$40,000 - \$49,999 (L) \$110,000 - \$119,999 (S) \$180,000 - \$189,999 (Z) Over \$250,000
 (F) \$50,000 - \$59,999 (M) \$120,000 - \$129,999 (T) \$190,000 - \$199,999
 (G) \$60,000 - \$69,999 (N) \$130,000 - \$139,999 (U) \$200,000 - \$209,999
9. Please indicate **your** approximate annual personal income:
 (A) \$0 - \$9,999 (H) \$70,000 - \$79,999 (O) \$140,000 - \$149,999 (V) \$210,000 - \$219,999
 (B) \$10,000 - \$19,999 (I) \$80,000 - \$89,999 (P) \$150,000 - \$159,999 (W) \$220,000 - \$229,999
 (C) \$20,000 - \$29,999 (J) \$90,000 - \$99,999 (Q) \$160,000 - \$169,999 (X) \$230,000 - \$239,999
 (D) \$30,000 - \$39,999 (K) \$100,000 - \$109,999 (R) \$170,000 - \$179,999 (Y) \$240,000 - \$249,999
 (E) \$40,000 - \$49,999 (L) \$110,000 - \$119,999 (S) \$180,000 - \$189,999 (Z) Over \$250,000
 (F) \$50,000 - \$59,999 (M) \$120,000 - \$129,999 (T) \$190,000 - \$199,999
 (G) \$60,000 - \$69,999 (N) \$130,000 - \$139,999 (U) \$200,000 - \$209,999
10. **Your Current Relationship Status:**
 (A) Single (C) Separated (E) Other; please specify _____
 (B) Married (D) Divorced
11. If **you** are currently a college student, what is **your** status?
 (A) Freshman (C) Junior (E) Other; please specify _____
 (B) Sophomore (D) Senior
12. What is **your** current or anticipated major in college? _____
13. What is **your** Overall Grade Point Average (GPA)? _____
14. What is **your** Major GPA? _____

Personality and Political Attitudes

15. Politically are **you** a(n):
 A Democrat B Republican C Independent D Other; please specify _____
16. Please indicate **your** political orientation:
 A Extremely Conservative C Slightly Conservative E Moderately Liberal
 B Moderately Conservative D Slightly Liberal F Extremely Liberal
17. Are **you** a citizen of the United States of America?
 A Yes B No
18. Are **you** registered to vote?
 A Yes B No
19. Did **you** vote in the 2004 presidential election?
 A Yes B No
20. Did your **mother** (or female guardian) vote in the 2004 presidential election?
 A Yes B No C I neither have a mother nor a female guardian D Do not know
21. Did your **father** (or male guardian) vote in the 2004 presidential election?
 A Yes B No C I neither have a mother nor a female guardian D Do not know
22. On average, did your **friends** vote in the 2004 presidential election?
 A Yes B No C I neither have a mother nor a female guardian D Do not know
23. Will **you** vote in the 2008 presidential election?
 A Yes B No
24. Will your **mother** (or female guardian) vote in the 2008 presidential election?
 A Yes B No C I neither have a mother nor a female guardian D Do not know
25. Will your **father** (or male guardian) vote in the 2008 presidential election?
 A Yes B No C I neither have a mother nor a female guardian D Do not know
26. On average, will your friends vote in the 2008 presidential election?
 A Yes B No C I neither have a mother nor a female guardian D Do not know
27. Who did **you** vote for *or* who did you favor in the 2004 presidential election?
 A George W. Bush B John Kerry C Other; please specify _____ D Do not know
28. Who did your **mother** (or female guardian) vote for *or* who did she favor in the 2004 presidential election?
 A George W. Bush B John Kerry C Other; please specify _____ D Do not know
29. Who did your **father** (or male guardian) vote for *or* who did he favor in the 2004 presidential election?
 A George W. Bush B John Kerry C Other; please specify _____ D Do not know
30. On average, who did your friends vote for *or* who did they favor in the 2004 presidential election?
 A George W. Bush B John Kerry C Other; please specify _____ D Do not know
31. Who will **you** vote for *or* favor in the 2008 presidential election?
 A Charles Baldwin C John McCain E Ralph Nader G Other; please specify _____
 B Robert Barr D Cynthia McKinney F Barack Obama H Do not know
32. Who will your **mother** (or female guardian) vote for *or* favor in the 2008 presidential election?
 A Charles Baldwin C John McCain E Ralph Nader G Other; please specify _____
 B Robert Barr D Cynthia McKinney F Barack Obama H Do not know
33. Who will your **father** (or male guardian) vote for *or* favor in the 2008 presidential election?
 A Charles Baldwin C John McCain E Ralph Nader G Other; please specify _____
 B Robert Barr D Cynthia McKinney F Barack Obama H Do not know

Note. Questions 21, 22, 25, and 26 include “I neither have a mother nor a female guardian” for answer choice “C.” Although these are typos, participants would probably have understood what choice “C” meant in the context of the question. Furthermore, these data elements are not used in this dissertation.

Personality and Political Attitudes

34. On average, who will your friends vote for *or* favor in the 2008 presidential election?
 (A) Charles Baldwin (C) John McCain (E) Ralph Nader (G) Other; please specify _____
 (B) Robert Barr (D) Cynthia McKinney (F) Barack Obama (H) Do not know

35. To what extent do you agree with the following statements:

a. George W. Bush was a good president.

¹ Strongly Disagree	² Disagree	³ Slightly Disagree	⁴ Neither Agree nor Disagree	⁵ Slightly Agree	⁶ Moderately Agree	⁷ Strongly Agree
--------------------------------------	--------------------------	--------------------------------------	---	--------------------------------	-------------------------------------	--------------------------------

b. Sarah Palin is a good choice for McCain to have as a vice president.

¹ Strongly Disagree	² Disagree	³ Slightly Disagree	⁴ Neither Agree nor Disagree	⁵ Slightly Agree	⁶ Moderately Agree	⁷ Strongly Agree
--------------------------------------	--------------------------	--------------------------------------	---	--------------------------------	-------------------------------------	--------------------------------

c. Joe Biden is a good choice for Obama to have as a vice president.

¹ Strongly Disagree	² Disagree	³ Slightly Disagree	⁴ Neither Agree nor Disagree	⁵ Slightly Agree	⁶ Moderately Agree	⁷ Strongly Agree
--------------------------------------	--------------------------	--------------------------------------	---	--------------------------------	-------------------------------------	--------------------------------

36. How informed do you think you are about the election, in general?

¹ Not at all Informed	² Moderately Uninformed	³ Slightly Uninformed	⁴ Slightly Informed	⁵ Moderately Informed	⁶ Completely Informed
--	--	--	--------------------------------------	--	--

37. How informed do you think you are about what Obama/Biden stands for?

¹ Not at all Informed	² Moderately Uninformed	³ Slightly Uninformed	⁴ Slightly Informed	⁵ Moderately Informed	⁶ Completely Informed
--	--	--	--------------------------------------	--	--

38. How informed do you think you are about what McCain/Palin stands for?

¹ Not at all Informed	² Moderately Uninformed	³ Slightly Uninformed	⁴ Slightly Informed	⁵ Moderately Informed	⁶ Completely Informed
--	--	--	--------------------------------------	--	--

Note. Questions 35a, 35b, and 35c include “Disagree” instead of “Moderately Disagree.” Although these are typos, participants would probably have understood the quality of “Disagree” relative to “Moderately Agree” due to their position on the rating scale. Moreover, questions 36, 37, and 38 indicate “Slightly Uninformed” for answer choice “3” rather than “Slightly Uninformed.” It is unlikely that these typos impacted responses, because “Un/Informed” is spelled correctly in the other answer choices. Furthermore, these data elements are not used in this dissertation.

Personality and Political Attitudes

Obama's Information

1. **Obama's** Approximate Age: _____
2. **Obama's** Ethnicity:
 - (A) African American; please specify _____
 - (B) Asian American; please specify _____
 - (C) Caucasian; please specify _____
 - (D) Hispanic/Latino; please specify _____
 - (E) Mixed; please specify _____
 - (F) Other; please specify _____
3. **Obama's** Country of Birth: _____
4. **Obama's** Generation Status:
 - (A) First Generation (born outside of the U.S.)
 - (B) Second Generation (born in the U.S.; at least one parent born outside of U.S.)
 - (C) Third Generation (born in the U.S.; parents born in the U.S.; one or more grandparents born outside of the U.S.)
 - (D) Fourth or More Generation (born in the U.S.; parents born in the U.S.; grandparents born in the U.S.)
5. How long has **Obama** lived in the United States (Write "All life" if born and raised in the US)? _____
6. **Obama's** Religion:
 - (A) Catholic; please specify _____
 - (B) Buddhist; please specify _____
 - (C) Hindu; please specify _____
 - (D) Jewish; please specify _____
 - (E) Muslim; please specify _____
 - (F) Christian; please specify _____
 - (G) Other; please specify _____
 - (H) Agnostic; please specify _____
 - (I) Atheist; please specify _____
 - (J) No Affiliation; please specify _____
7. Politically **Obama** is a(n):
 - (A) Democrat
 - (B) Republican
 - (C) Independent
 - (D) Other; please specify _____
8. Please indicate **Obama's** political orientation:
 - (A) Extremely Conservative
 - (B) Moderately Conservative
 - (C) Slightly Conservative
 - (D) Slightly Liberal
 - (E) Moderately Liberal
 - (F) Extremely Liberal

Personality and Political Attitudes

McCain's Information

1. **McCain's Approximate Age:** _____
2. **McCain's Ethnicity:**
 - A African American; please specify _____
 - B Asian American; please specify _____
 - C Caucasian; please specify _____
 - D Hispanic/Latino; please specify _____
 - E Mixed; please specify _____
 - F Other; please specify _____
3. **McCain's Country of Birth:** _____
4. **McCain's Generation Status:**
 - A First Generation (born outside of the U.S.)
 - B Second Generation (born in the U.S.; at least one parent born outside of U.S.)
 - C Third Generation (born in the U.S.; parents born in the U.S., one or more grandparents born outside of the U.S.)
 - D Fourth or More Generation (born in the U.S.; parents born in the U.S., grandparents born in the U.S.)
5. **How long has McCain lived in the United States (Write "All life" if born and raised in the US)?** _____
6. **McCain's Religion:**
 - A Catholic; please specify _____
 - B Buddhist; please specify _____
 - C Hindu; please specify _____
 - D Jewish; please specify _____
 - E Muslim; please specify _____
 - F Christian; please specify _____
 - G Other; please specify _____
 - H Agnostic; please specify _____
 - I Atheist; please specify _____
 - J No Affiliation; please specify _____
7. **Politically McCain is a(n):**
 - A Democrat
 - B Republican
 - C Independent
 - D Other; please specify _____
8. **Please indicate McCain's political orientation:**
 - A Extremely Conservative
 - B Moderately Conservative
 - C Slightly Conservative
 - D Slightly Liberal
 - E Moderately Liberal
 - F Extremely Liberal

**Appendix B: Part Two of Personality and Political Attitudes; Personality Measures
that Preceded the Writing Induction**

Personality and Political Attitudes

	Strongly Disagree	Disagree	Agree	Strongly Agree
1. I feel that I am a person of worth, at least on equal basis with others.	①	②	③	④
2. I feel that I have a number of good qualities.	①	②	③	④
3. All in all, I am inclined to feel that I am a failure.	①	②	③	④
4. I am able to do things as well as most other people.	①	②	③	④
5. I feel that I do not have much to be proud of.	①	②	③	④
6. I take a positive attitude towards myself.	①	②	③	④
7. On the whole, I am satisfied with myself.	①	②	③	④
8. I wish I could have more respect for myself.	①	②	③	④
9. I certainly feel useless at times.	①	②	③	④
10. At times I think I am no good at all.	①	②	③	④

Personality and Political Attitudes

Here are a number of characteristics that may or may not apply to you. For example, do you agree that you are someone who likes to spend time with others? Next to each statement, please FILL IN THE CIRCLE with the appropriate number that indicates the extent to which you disagree or agree with that statement.

Disagree strongly	Disagree a little	Neither agree nor disagree	Agree a little	Agree strongly
①	②	③	④	⑤

I see myself as someone who ...

- | | | | |
|-----------------|--|-----------------|---|
| 1. ① ② ③ ④ ⑤ ← | Is talkative | 14. ① ② ③ ④ ⑤ ← | Can be tense |
| 2. ① ② ③ ④ ⑤ ← | Tends to find fault with others | 15. ① ② ③ ④ ⑤ ← | Is ingenious, a deep thinker |
| 3. ① ② ③ ④ ⑤ ← | Does a thorough job | 16. ① ② ③ ④ ⑤ ← | Generates a lot of enthusiasm |
| 4. ① ② ③ ④ ⑤ ← | Is depressed, blue | 17. ① ② ③ ④ ⑤ ← | Has a forgiving nature |
| 5. ① ② ③ ④ ⑤ ← | Is original, comes up with new ideas | 18. ① ② ③ ④ ⑤ ← | Tends to be disorganized |
| 6. ① ② ③ ④ ⑤ ← | Is reserved | 19. ① ② ③ ④ ⑤ ← | Worries a lot |
| 7. ① ② ③ ④ ⑤ ← | Is helpful and unselfish with others | 20. ① ② ③ ④ ⑤ ← | Has an active imagination |
| 8. ① ② ③ ④ ⑤ ← | Can be somewhat careless | 21. ① ② ③ ④ ⑤ ← | Tends to be quiet |
| 9. ① ② ③ ④ ⑤ ← | Is relaxed, handles stress well | 22. ① ② ③ ④ ⑤ ← | Is generally trusting |
| 10. ① ② ③ ④ ⑤ ← | Is curious about many different things | 23. ① ② ③ ④ ⑤ ← | Tends to be lazy |
| 11. ① ② ③ ④ ⑤ ← | Is full of energy | 24. ① ② ③ ④ ⑤ ← | Is emotionally stable, not easily upset |
| 12. ① ② ③ ④ ⑤ ← | Starts quarrels with others | 25. ① ② ③ ④ ⑤ ← | Is inventive |
| 13. ① ② ③ ④ ⑤ ← | Is a reliable worker | 26. ① ② ③ ④ ⑤ ← | Has an assertive personality |

Personality and Political Attitudes

Disagree strongly	Disagree a little	Neither agree nor disagree	Agree a little	Agree strongly
①	②	③	④	⑤

- | | | | | | | | | | | | | | | | |
|-----|---|---|---|---|---|---|--|-----|---|---|---|---|---|---|---|
| 27. | ① | ② | ③ | ④ | ⑤ | ← | Can be cold and aloof | 36. | ① | ② | ③ | ④ | ⑤ | ← | Is outgoing, sociable |
| 28. | ① | ② | ③ | ④ | ⑤ | ← | Perseveres until the task is finished | 37. | ① | ② | ③ | ④ | ⑤ | ← | Is sometimes rude to others |
| 29. | ① | ② | ③ | ④ | ⑤ | ← | Can be moody | 38. | ① | ② | ③ | ④ | ⑤ | ← | Makes plans and follows through with them |
| 30. | ① | ② | ③ | ④ | ⑤ | ← | Values artistic, aesthetic experiences | 39. | ① | ② | ③ | ④ | ⑤ | ← | Gets nervous easily |
| 31. | ① | ② | ③ | ④ | ⑤ | ← | Is sometimes shy, inhibited | 40. | ① | ② | ③ | ④ | ⑤ | ← | Likes to reflect, play with ideas |
| 32. | ① | ② | ③ | ④ | ⑤ | ← | Is considerate and kind to almost everyone | 41. | ① | ② | ③ | ④ | ⑤ | ← | Has few artistic interests |
| 33. | ① | ② | ③ | ④ | ⑤ | ← | Does things efficiently | 42. | ① | ② | ③ | ④ | ⑤ | ← | Likes to cooperate with others |
| 34. | ① | ② | ③ | ④ | ⑤ | ← | Remains calm in tense situations | 43. | ① | ② | ③ | ④ | ⑤ | ← | Is easily distracted |
| 35. | ① | ② | ③ | ④ | ⑤ | ← | Prefers work that is routine | 44. | ① | ② | ③ | ④ | ⑤ | ← | Is sophisticated in art, music, or Literature |

Please check: Did you fill in the circle with the appropriate number for each statement?

Appendix C: Part Two of Personality and Political Attitudes; Mortality and Exam Writing Conditions

Personality and Political Attitudes

Instructions: Following is a new form of projective personality assessment in which open-ended responses to questions about death are content analyzed.

- a) Please briefly describe the *emotions* that the thought of your own death arouses in you. (please fill up the space provided)

- b) Jot down, as specifically as you can, what you think will happen to you physically as you die and once you are physically dead. (please fill up the space provided)

Personality and Political Attitudes

Instructions: Following is a new form of projective personality assessment in which open-ended responses to questions about an important exam are content analyzed.

- a) **Please briefly describe the *emotions* that the thought of taking an important exam arouses in you. (please fill up the space provided)**

- b) **Jot down, as specifically as you can, what you think will happen to you *physically* as you take an important exam and once you have *physically* taken the exam. (please fill up the space provided)**

Appendix D: Part Two of Personality and Political Attitudes; PANAS-X as a Delay and Distraction

Personality and Political Attitudes

This scale consists of a number of words and phrases that describe different feelings and emotions. Read each item and then mark the appropriate answer in the space next to that word. Indicate to what extent you have felt this way during the past few weeks. Use the following scale to record your answers:

1	2	3	4	5
very slightly or not at all	a little	moderately	quite a bit	extremely

_____ cheerful	_____ sad	_____ active	_____ angry at self
_____ disgusted	_____ calm	_____ guilty	_____ enthusiastic
_____ attentive	_____ afraid	_____ joyful	_____ downhearted
_____ bashful	_____ tired	_____ nervous	_____ sheepish (embarrassed)
_____ sluggish	_____ amazed	_____ lonely	_____ distressed
_____ daring	_____ shaky	_____ sleepy	_____ blameworthy
_____ surprised	_____ happy	_____ excited	_____ determined
_____ strong	_____ timid	_____ hostile	_____ frightened
_____ scornful (full of contempt)	_____ alone	_____ proud	_____ astonished (amazed)
_____ relaxed	_____ alert	_____ jittery	_____ interested
_____ irritable	_____ upset	_____ lively	_____ loathing (strong dislike)
_____ delighted	_____ angry	_____ ashamed	_____ confident
_____ inspired	_____ bold	_____ at ease	_____ energetic
_____ fearless	_____ blue	_____ scared	_____ concentrating
_____ disgusted with self	_____ shy	_____ drowsy	_____ dissatisfied with self

Appendix E: Part Two of Personality and Political Attitudes; IJS, Trait, and Similarity Ratings of Obama and McCain

Personality and Political Attitudes

OBAMA

1. I believe that Obama is _____ in intelligence.

① very much below average	② below average	③ slightly below average	④ average	⑤ slightly above average	⑥ above average	⑦ very much above average
---------------------------------	--------------------	--------------------------------	--------------	--------------------------------	--------------------	---------------------------------

2. I believe that Obama is _____ in his knowledge of current events.

① very much below average	② below average	③ slightly below average	④ average	⑤ slightly above average	⑥ above average	⑦ very much above average
---------------------------------	--------------------	--------------------------------	--------------	--------------------------------	--------------------	---------------------------------

3. Obama impresses me as being _____.

① extremely immoral	② immoral	③ immoral to a slight degree	④ neither particularly moral nor particularly immoral	⑤ moral to a slight degree	⑥ moral	⑦ extremely moral
---------------------------	--------------	------------------------------------	--	----------------------------------	------------	-------------------------

4. I believe that Obama is _____.

① extremely maladjusted	② maladjusted	③ maladjusted to a slight degree	④ neither particularly maladjusted nor particularly well adjusted	⑤ well adjusted to a slight degree	⑥ well adjusted	⑦ extremely well adjusted
-------------------------------	------------------	--	--	--	--------------------	---------------------------------

5. I feel that I would probably _____.

① dislike <u>Obama</u> very much	② dislike <u>Obama</u>	③ dislike <u>Obama</u> to a slight degree	④ neither particularly like nor particularly dislike <u>Obama</u>	⑤ like <u>Obama</u> to a slight degree	⑥ like <u>Obama</u>	⑦ like <u>Obama</u> very much
--	---------------------------	--	---	--	------------------------	-------------------------------------

6. I believe that I would _____.

① very much dislike working with <u>Obama</u>	② dislike working with <u>Obama</u>	③ dislike working with <u>Obama</u> to a slight degree	④ neither particularly dislike nor particularly enjoy working with <u>Obama</u>	⑤ enjoy working with <u>Obama</u> to a slight degree	⑥ enjoy working with <u>Obama</u>	⑦ very much enjoy working with <u>Obama</u>
--	---	---	---	---	---	--

Personality and Political Attitudes

OBAMA

Answer the following questions to the best of your ability. Work rapidly. Your first reaction is best. Work down the first column, then go to the next. Please mark every word. This should only take a few minutes.

Democratic Presidential Candidate Barack Obama is:

1	2	3	4	5	6	7
Strongly disagree	Moderately disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Moderately agree	Strongly agree

- | | | |
|----------------------------|--------------------|-------------------------|
| _____ uneducated | _____ stable | _____ ignorant |
| _____ courteous | _____ criminal | _____ sexually perverse |
| _____ inferior | _____ imaginative | _____ aggressive |
| _____ arrogant | _____ boring | _____ sleazy |
| _____ faithful | _____ inconsistent | _____ clever |
| _____ traitor | _____ orderly | _____ honest |
| _____ ostentatious (showy) | _____ dirty | _____ reliable |
| _____ weak | _____ intelligent | _____ cowardly |
| _____ rhythmic | _____ suggestible | _____ athletic |
| _____ generous | _____ patient | _____ poor |
| _____ lazy | _____ efficient | _____ passionate |
| _____ suspicious | _____ manipulative | _____ charismatic |

Please feel free to add words, traits, or comments regarding Democratic Presidential Candidate Barack Obama.

Personality and Political Attitudes

MCCAIN

1. I believe that McCain is _____ in intelligence.

① very much below average	② below average	③ slightly below average	④ average	⑤ slightly above average	⑥ above average	⑦ very much above average
---------------------------------	--------------------	--------------------------------	--------------	--------------------------------	--------------------	---------------------------------

2. I believe that McCain is _____ in his knowledge of current events.

① very much below average	② below average	③ slightly below average	④ average	⑤ slightly above average	⑥ above average	⑦ very much above average
---------------------------------	--------------------	--------------------------------	--------------	--------------------------------	--------------------	---------------------------------

3. McCain impresses me as being _____.

① extremely immoral	② immoral	③ immoral to a slight degree	④ neither particularly moral nor particularly immoral	⑤ moral to a slight degree	⑥ moral	⑦ extremely moral
---------------------------	--------------	------------------------------------	--	----------------------------------	------------	-------------------------

4. I believe that McCain is _____.

① extremely maladjusted	② maladjusted	③ maladjusted to a slight degree	④ neither particularly maladjusted nor particularly well adjusted	⑤ well adjusted to a slight degree	⑥ well adjusted	⑦ extremely well adjusted
-------------------------------	------------------	--	--	--	--------------------	---------------------------------

5. I feel that I would probably _____.

① dislike <u>McCain</u> very much	② dislike <u>McCain</u>	③ dislike <u>McCain</u> to a slight degree	④ neither particularly like nor particularly dislike <u>McCain</u>	⑤ like <u>McCain</u> to a slight degree	⑥ like <u>McCain</u>	⑦ like <u>McCain</u> very much
---	----------------------------	---	--	---	-------------------------	--------------------------------------

6. I believe that I would _____.

① very much dislike working with <u>McCain</u>	② dislike working with <u>McCain</u>	③ dislike working with <u>McCain</u> to a slight degree	④ neither particularly dislike nor particularly enjoy working with <u>McCain</u>	⑤ enjoy working with <u>McCain</u> to a slight degree	⑥ enjoy working with <u>McCain</u>	⑦ very much enjoy working with <u>McCain</u>
---	--	--	--	--	--	---

Personality and Political Attitudes

MCCAIN

Answer the following questions to the best of your ability. Work rapidly. Your first reaction is best. Work down the first column, then go to the next. Please mark every word. This should only take a few minutes.

Republican Presidential Candidate John McCain is:

1	2	3	4	5	6	7
Strongly disagree	Moderately disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Moderately agree	Strongly agree

- | | | |
|---|---------------------------------------|--|
| <input type="checkbox"/> uneducated | <input type="checkbox"/> stable | <input type="checkbox"/> ignorant |
| <input type="checkbox"/> courteous | <input type="checkbox"/> criminal | <input type="checkbox"/> sexually perverse |
| <input type="checkbox"/> inferior | <input type="checkbox"/> imaginative | <input type="checkbox"/> aggressive |
| <input type="checkbox"/> arrogant | <input type="checkbox"/> boring | <input type="checkbox"/> sleazy |
| <input type="checkbox"/> faithful | <input type="checkbox"/> inconsistent | <input type="checkbox"/> clever |
| <input type="checkbox"/> traitor | <input type="checkbox"/> orderly | <input type="checkbox"/> honest |
| <input type="checkbox"/> ostentatious (showy) | <input type="checkbox"/> dirty | <input type="checkbox"/> reliable |
| <input type="checkbox"/> weak | <input type="checkbox"/> intelligent | <input type="checkbox"/> cowardly |
| <input type="checkbox"/> rhythmic | <input type="checkbox"/> suggestible | <input type="checkbox"/> athletic |
| <input type="checkbox"/> generous | <input type="checkbox"/> patient | <input type="checkbox"/> poor |
| <input type="checkbox"/> lazy | <input type="checkbox"/> efficient | <input type="checkbox"/> passionate |
| <input type="checkbox"/> suspicious | <input type="checkbox"/> manipulative | <input type="checkbox"/> charismatic |

Please feel free to add words, traits, or comments regarding Republican Presidential Candidate John McCain.

Personality and Political Attitudes

Rate how similar you are to Democratic Presidential Candidate Barack Obama:

(1)	(2)	(3)	(4)	(5)	(6)	(7)
Extremely Dissimilar	Moderately Dissimilar	Slightly Dissimilar	Neither Similar nor Dissimilar	Slightly Similar	Moderately Similar	Extremely Similar

Rate how similar you are to Republican Presidential Candidate John McCain:

(1)	(2)	(3)	(4)	(5)	(6)	(7)
Extremely Dissimilar	Moderately Dissimilar	Slightly Dissimilar	Neither Similar nor Dissimilar	Slightly Similar	Moderately Similar	Extremely Similar

How “American” do you consider yourself?

(1)	(2)	(3)	(4)	(5)	(6)
Extremely Anti-American	Moderately Anti-American	Slightly Anti-American	Slightly Pro-American	Moderately Pro-American	Extremely Pro-American

How “American” do you consider Obama?

(1)	(2)	(3)	(4)	(5)	(6)
Extremely Anti-American	Moderately Anti-American	Slightly Anti-American	Slightly Pro-American	Moderately Pro-American	Extremely Pro-American

How “American” do you consider McCain?

(1)	(2)	(3)	(4)	(5)	(6)
Extremely Anti-American	Moderately Anti-American	Slightly Anti-American	Slightly Pro-American	Moderately Pro-American	Extremely Pro-American

Appendix F: Part Three of Personality and Political Attitudes; Post Candidate Evaluation Questions

Personality and Political Attitudes

1. How many minutes/hours per day do you spend informing yourself about the issues of the 2008 presidential election?

- | | | | |
|----------------------|---------------------|---------------------|---------------------|
| Ⓐ None | Ⓔ 50m – 1 hour (h) | Ⓝ 2h – 2h, 10m | Ⓤ 3h, 10m – 3h, 20m |
| Ⓑ 1 – 10 minutes (m) | ⓓ 1h – 1h, 10m | Ⓖ 2h, 10m – 2h, 20m | Ⓥ 3h, 20m – 3h, 30m |
| Ⓒ 10 – 20m | Ⓣ 1h, 10m – 1h, 20m | Ⓗ 2h, 20m – 2h, 30m | Ⓦ 3h, 30m – 3h, 40m |
| Ⓓ 20 – 30m | ⓙ 1h, 20m – 1h, 30m | Ⓘ 2h, 30m – 2h, 40m | Ⓧ 3h, 40m – 3h, 50m |
| Ⓔ 30 – 40m | Ⓚ 1h, 30m – 1h, 40m | Ⓡ 2h, 40m – 2h, 50m | Ⓨ 3h, 50m – 4h |
| Ⓕ 40 – 50m | Ⓛ 1h, 40m – 1h, 50m | Ⓢ 2h, 50m – 3h | Ⓩ Over 4h |
| | Ⓜ 1h, 50m – 2h | Ⓣ 3h – 3h, 10m | |

2. What percentage of election information are you getting from the following sources? Please indicate all specific sources by name.

Source	Percentage	Please indicate all specific sources by name
a. Internet		
b. Major broadcasting TV stations (e.g., ABC, NBC)		
c. TV stations that <u>only</u> report news (e.g., MSNBC, CNN)		
d. Other TV sources (e.g., late night shows, talk shows)		
e. Radio		
f. Newspaper		
g. Friends		
h. Other		
CHECK TOTAL =		

Example

Source	Percentage	Please indicate all specific sources by name
a. Internet	%	com.com, etc.
b. Major broadcasting TV stations (e.g., ABC, NBC)	%	ABC, etc.
c. TV stations that <u>only</u> report news (e.g., MSNBC, CNN)	%	CNN, etc.
d. Other TV sources (e.g., late night shows, talk shows)	%	O'Reilly, etc.
e. Radio	%	NPR, etc.
f. Newspaper	%	LA Times, etc.
g. Friends	%	Roommate, etc.
h. Other	%	
CHECK TOTAL =	100%	

Personality and Political Attitudes

3. To what extent are you informed about the following:

	Not at all Informed	Moderately Uninformed	Slightly Uninformed	Slightly Informed	Moderately Informed	Completely Informed
Iraq War Withdrawal	0	1	2	3	4	5
Congress' 700 Billion Dollar Bailout	0	1	2	3	4	5
Universal Health Care	0	1	2	3	4	5
Social Security Reform	0	1	2	3	4	5
Constitutional Ban on Flag Desecration (Burning)	0	1	2	3	4	5
Legalization of Medical Marijuana	0	1	2	3	4	5
Nuclear Non-Proliferation Treaty (i.e., stop production of nuclear weapons and start dismantling weapons currently in possession)	0	1	2	3	4	5
Outsourcing	0	1	2	3	4	5
Public Display of 10 Commandments	0	1	2	3	4	5
Assault Weapon Ban	0	1	2	3	4	5
Kyoto Protocol Ratification (i.e., internationally regulated reduction of global warming emissions)	0	1	2	3	4	5
Legalized Abortion	0	1	2	3	4	5
Same Sex Marriage	0	1	2	3	4	5
Minimum Wage Increase	0	1	2	3	4	5

4. To what extent do you support the following:

	Strongly Against	Against	Undecided	Support	Strongly Support	Do not know
Iraq War Withdrawal	1	2	3	4	5	6
Congress' 700 Billion Dollar Bailout	1	2	3	4	5	6
Universal Health Care	1	2	3	4	5	6
Social Security Reform	1	2	3	4	5	6
Constitutional Ban on Flag Desecration (Burning)	1	2	3	4	5	6
Legalization of Medical Marijuana	1	2	3	4	5	6
Nuclear Non-Proliferation Treaty (i.e., stop production of nuclear weapons and start dismantling weapons currently in possession)	1	2	3	4	5	6
Outsourcing	1	2	3	4	5	6
Public Display of 10 Commandments	1	2	3	4	5	6
Assault Weapon Ban	1	2	3	4	5	6
Kyoto Protocol Ratification (i.e., internationally regulated reduction of global warming emissions)	1	2	3	4	5	6
Legalized Abortion	1	2	3	4	5	6
Same Sex Marriage	1	2	3	4	5	6
Minimum Wage Increase	1	2	3	4	5	6

Note. Question 3 indicates “Slightly Uninformed” for answer choice “2” rather than “Slightly Uninformed.” It is unlikely that these typos impacted responses, because “Un/Informed” is spelled correctly in the other answer choices.

Personality and Political Attitudes

5. To what extent does Democratic Presidential Candidate Barack Obama support the following:

	Strongly Against	Against	Undecided	Support	Strongly Support	Do not know
Iraq War Withdrawal	1	2	3	4	5	•
Congress' 700 Billion Dollar Bailout	1	2	3	4	5	•
Universal Health Care	1	2	3	4	5	•
Social Security Reform	1	2	3	4	5	•
Constitutional Ban on Flag Desecration (Burning)	1	2	3	4	5	•
Legalization of Medical Marijuana	1	2	3	4	5	•
Nuclear Non-Proliferation Treaty (i.e., stop production of nuclear weapons and start dismantling weapons currently in possession)	1	2	3	4	5	•
Outsourcing	1	2	3	4	5	•
Public Display of 10 Commandments	1	2	3	4	5	•
Assault Weapon Ban	1	2	3	4	5	•
Kyoto Protocol Ratification (i.e., internationally regulated reduction of global warming emissions)	1	2	3	4	5	•
Legalized Abortion	1	2	3	4	5	•
Same Sex Marriage	1	2	3	4	5	•
Minimum Wage Increase	1	2	3	4	5	•

6. To what extent does Republican Presidential Candidate John McCain support the following:

	Strongly Against	Against	Undecided	Support	Strongly Support	Do not know
Iraq War Withdrawal	1	2	3	4	5	•
Congress' 700 Billion Dollar Bailout	1	2	3	4	5	•
Universal Health Care	1	2	3	4	5	•
Social Security Reform	1	2	3	4	5	•
Constitutional Ban on Flag Desecration (Burning)	1	2	3	4	5	•
Legalization of Medical Marijuana	1	2	3	4	5	•
Nuclear Non-Proliferation Treaty (i.e., stop production of nuclear weapons and start dismantling weapons currently in possession)	1	2	3	4	5	•
Outsourcing	1	2	3	4	5	•
Public Display of 10 Commandments	1	2	3	4	5	•
Assault Weapon Ban	1	2	3	4	5	•
Kyoto Protocol Ratification (i.e., internationally regulated reduction of global warming emissions)	1	2	3	4	5	•
Legalized Abortion	1	2	3	4	5	•
Same Sex Marriage	1	2	3	4	5	•
Minimum Wage Increase	1	2	3	4	5	•

Personality and Political Attitudes

7. To what extent do you feel the following has an impact on your life:

	<u>No impact</u>	<u>Slight impact</u>	<u>Moderate impact</u>	<u>High Impact</u>
Bankruptcies/Bank closures/FDIC seizures	①	②	③	④
“SEVERE” threat level (i.e., severe, high, elevated, guarded, low)	①	②	③	④
Undocumented immigrants	①	②	③	④
Instability in Pakistan, Iran, Iraq, and the region	①	②	③	④
The rise of the Shiites and anti-west Radical Islam	①	②	③	④
Events of 9/11 happening again	①	②	③	④
Re-emergence of Al Qaeda terrorist activity in Afghanistan	①	②	③	④
Dollar losing value	①	②	③	④
Foreclosures	①	②	③	④
Iran’s attempt to acquire nuclear weapons	①	②	③	④
Social Security’s demise	①	②	③	④
Congress’ 700 billion dollar bailout	①	②	③	④
The stock market dropping	①	②	③	④
Rise of unemployment due to downsizing and the exportation of jobs	①	②	③	④
Sleeper cells (i.e., terrorists in disguise) in the US waiting for the signal	①	②	③	④
Osama Bin Laden “at large” somewhere in the world	①	②	③	④

Personality and Political Attitudes

8. I feel worried when I hear about the following:

	Strongly Disagree	Moderately Disagree	Slightly Disagree	Slightly Agree	Moderately Agree	Strongly Agree
Bankruptcies/Bank closures/FDIC seizures	①	②	③	④	⑤	⑥
“SEVERE” threat level (i.e., severe, high, elevated, guarded, low)	①	②	③	④	⑤	⑥
Undocumented immigrants	①	②	③	④	⑤	⑥
Instability in Pakistan, Iran, Iraq, and the region	①	②	③	④	⑤	⑥
The rise of the Shiites and anti-west Radical Islam	①	②	③	④	⑤	⑥
Events of 9/11 happening again	①	②	③	④	⑤	⑥
Re-emergence of Al Qaeda terrorist activity in Afghanistan	①	②	③	④	⑤	⑥
Dollar losing value	①	②	③	④	⑤	⑥
Foreclosures	①	②	③	④	⑤	⑥
Iran’s attempt to acquire nuclear weapons	①	②	③	④	⑤	⑥
Social Security’s demise	①	②	③	④	⑤	⑥
Congress’ 700 billion dollar bailout	①	②	③	④	⑤	⑥
The stock market dropping	①	②	③	④	⑤	⑥
Rise of unemployment due to downsizing and the exportation of jobs	①	②	③	④	⑤	⑥
Sleeper cells (i.e., terrorists in disguise) in the US waiting for the signal	①	②	③	④	⑤	⑥
Osama Bin Laden “at large” somewhere in the world	①	②	③	④	⑤	⑥

Personality and Political Attitudes

	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
1. I do think it is more appropriate for the mother of a newborn baby, rather than the father, to stay home with the baby (not work) during the first year.	①	②	③	④	⑤
2. It is as easy for women to succeed in business as it is for men.	①	②	③	④	⑤
3. I really think affirmative action programs on college campuses constitute reverse discrimination.	①	②	③	④	⑤
4. I feel I could develop an intimate relationship with someone from a different race.	①	②	③	④	⑤
5. All Americans should learn to speak two languages.	①	②	③	④	⑤
6. It upsets (or angers) me that a woman has never been President of the United States.	①	②	③	④	⑤
7. Generally speaking, men work harder than women.	①	②	③	④	⑤
8. My friendship network is very racially mixed.	①	②	③	④	⑤
9. I am against affirmative action programs in business.	①	②	③	④	⑤
10. Generally, men seem less concerned with building relationships than women.	①	②	③	④	⑤
11. I would feel O.K. about my son or daughter dating someone from a different racial group.	①	②	③	④	⑤
12. It upsets (or angers) me that a racial minority person has never been President of the United States.	①	②	③	④	⑤
13. In the past few years there has been too much attention directed toward multicultural or minority issues in education.	①	②	③	④	⑤
14. I think feminist perspectives should be an integral part of the higher education curriculum.	①	②	③	④	⑤
15. Most of my close friends are from my own racial group.	①	②	③	④	⑤
16. I feel somewhat more secure that a man rather than a woman is currently President of the United States.	①	②	③	④	⑤

Personality and Political Attitudes

	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
17. I think that it is (or would be) important for my children to attend schools that are racially mixed.	①	②	③	④	⑤
18. In the past few years there has been too much attention directed toward multicultural or minority issues in business.	①	②	③	④	⑤
19. Overall, I think racial minorities in America complain too much about racial discrimination.	①	②	③	④	⑤
20. I feel (or would feel) very comfortable having a woman as my primary physician.	①	②	③	④	⑤
21. I think the President of the United States should make a concerted effort to appoint more women and racial minorities to the country's Supreme Court.	①	②	③	④	⑤
22. I think White people's racism toward racial minority groups still constitutes a major problem in America.	①	②	③	④	⑤
23. I think the school system, from elementary school through college, should encourage minority and immigrant children to fully adopt traditional American values.	①	②	③	④	⑤
24. If I were to adopt a child, I would be happy to adopt a child of any race.	①	②	③	④	⑤
25. I think there is as much female physical violence toward men as there is male physical violence toward women.	①	②	③	④	⑤
26. I think the school system, from elementary school through college, should promote values representative of diverse cultures.	①	②	③	④	⑤
27. I believe that reading the autobiography of Malcolm X would be of value.	①	②	③	④	⑤
28. I would enjoy living in a neighborhood consisting of a racially diverse population (i.e., African American, Asian American, Hispanic, White).	①	②	③	④	⑤
29. I think it is better if people marry within their own race.	①	②	③	④	⑤
30. Women make too big of a deal out of sexual harassment issues in the work place	①	②	③	④	⑤

Personality and Political Attitudes

Which of the following objects or statements do you have a positive or a negative feeling towards?

	Very Negative	Negative	Slightly Negative	Neither	Slightly Positive	Positive	Very Positive
1. Some people are just inferior to others.	①	②	③	④	⑤	⑥	⑦
2. In getting what you want, it is sometimes necessary to use force against other groups.	①	②	③	④	⑤	⑥	⑦
3. It's OK if some groups have more of a chance in life than others.	①	②	③	④	⑤	⑥	⑦
4. To get ahead in life, it is sometimes necessary to step on others.	①	②	③	④	⑤	⑥	⑦
5. If certain groups stayed in their place, we would have fewer problems.	①	②	③	④	⑤	⑥	⑦
6. It's probably a good thing that certain groups are at the top and other groups are at the bottom.	①	②	③	④	⑤	⑥	⑦
7. Inferior groups should stay in their place.	①	②	③	④	⑤	⑥	⑦
8. Sometimes other groups must be kept in their place.	①	②	③	④	⑤	⑥	⑦
9. It would be good if groups were equal.	①	②	③	④	⑤	⑥	⑦
10. Group equality should be our ideal.	①	②	③	④	⑤	⑥	⑦
11. All groups should be given an equal chance in life.	①	②	③	④	⑤	⑥	⑦
12. We should do what we can to equalize conditions for different groups.	①	②	③	④	⑤	⑥	⑦
13. Increased social equality.	①	②	③	④	⑤	⑥	⑦
14. We would have fewer problems if we treated people more equally.	①	②	③	④	⑤	⑥	⑦
15. We should strive to make incomes as equal as possible.	①	②	③	④	⑤	⑥	⑦
16. No one group should dominate in society.	①	②	③	④	⑤	⑥	⑦

Personality and Political Attitudes

	Disagree Strongly	Disagree Moderately	Disagree Slightly	Neither	Agree Slightly	Agree Moderately	Agree Strongly
1. I don't usually bother to analyze and explain people's behavior.	①	②	③	④	⑤	⑥	⑦
2. Once I have figured out a single cause for a person's behavior I don't usually go any further.	①	②	③	④	⑤	⑥	⑦
3. I believe it is important to analyze and understand our own thinking process.	①	②	③	④	⑤	⑥	⑦
4. I think a lot about the influence that I have on other people's behavior.	①	②	③	④	⑤	⑥	⑦
5. I have found that the relationships between a person's attitudes, beliefs, and character traits are usually simple and straightforward.	①	②	③	④	⑤	⑥	⑦
6. If I see people behaving in a really strange or unusual manner I usually put it down to the fact that they are strange or unusual people and don't bother to explain it any further.	①	②	③	④	⑤	⑥	⑦
7. I have thought a lot about the family background and the personal history of people who are close to me, in order to understand why they are the sort of people they are.	①	②	③	④	⑤	⑥	⑦
8. I don't enjoy getting into discussions where the causes for people's behavior are being talked over.	①	②	③	④	⑤	⑥	⑦
9. I have found the causes for people's behavior are usually complex rather than simple.	①	②	③	④	⑤	⑥	⑦
10. I am very interested in understanding how my own thinking works when I make judgments about people or attach simple causes to their behavior.	①	②	③	④	⑤	⑥	⑦
11. I think very little about the different ways that people influence each other.	①	②	③	④	⑤	⑥	⑦
12. To understand a person's personality/behavior I have found it is important to know how that person's attitudes, beliefs and character traits fit together.	①	②	③	④	⑤	⑥	⑦
13. When I try to explain other people's behavior I concentrate on the person and don't worry too much about all the existing internal factors that might be affecting them.	①	②	③	④	⑤	⑥	⑦
14. I have often found that the basic cause for a person's behavior is located far back in time.	①	②	③	④	⑤	⑥	⑦

Personality and Political Attitudes

	Disagree Strongly	Disagree Moderately	Disagree Slightly	Neither	Agree Slightly	Agree Moderately	Agree Strongly
15. I really enjoy analyzing the reasons or causes for other people's behavior.	①	②	③	④	⑤	⑥	⑦
16. I usually find that complicated explanations for people's behavior are confusing rather than helpful.	①	②	③	④	⑤	⑥	⑦
17. I give a little thought to how my thinking works in the process of understanding or explaining people's behavior.	①	②	③	④	⑤	⑥	⑦
18. I think very little about the influence that other people have on my behavior.	①	②	③	④	⑤	⑥	⑦
19. I have thought a lot about the way that different parts of my personality influence other parts (e.g. beliefs affecting attitudes or attitudes affecting character traits).	①	②	③	④	⑤	⑥	⑦
20. I think a lot about the influence that society has on other people.	①	②	③	④	⑤	⑥	⑦
21. When I analyze a person's behavior I often find the causes form a chain that goes back in time, sometimes for years.	①	②	③	④	⑤	⑥	⑦
22. I am not really curious about human behavior.	①	②	③	④	⑤	⑥	⑦
23. I prefer simple rather than complex explanations for people's behavior.	①	②	③	④	⑤	⑥	⑦
24. When the reasons I give for my own behavior are different from someone else's, this often makes me think about the thinking processes that lead to my explanations.	①	②	③	④	⑤	⑥	⑦
25. I believe that to understand a person you need to understand the people who that person has close contact with.	①	②	③	④	⑤	⑥	⑦
26. I tend to take people's behavior at face value and not worry about the inner causes for their behavior (e.g., attitudes, beliefs, etc).	①	②	③	④	⑤	⑥	⑦
27. I think a lot about the influence that society has on my behavior and personality.	①	②	③	④	⑤	⑥	⑦
28. I have thought very little about my own family background and personal history in order to understand why I am the sort of person I am.	①	②	③	④	⑤	⑥	⑦

Appendix G: Personality and Gay Marriage Attitudes; Demographics and Politically Oriented Questions

Personality and Gay Marriage Attitudes

1. **Your Age:** _____

2. **Your Gender:**

- (A) Male (E) Female

2. **Your Sexual Orientation (Kinsey Scale):**

Exclusively heterosexual with no homosexual	Predominantly heterosexual, only incidentally homosexual	Predominantly heterosexual, but more than incidentally homosexual	Equally heterosexual and homosexual	Predominantly homosexual, but more than incidentally heterosexual	Predominantly homosexual, only incidentally heterosexual	Exclusively homosexual with no heterosexual
0	1	2	3	4	5	6

Other, please specify _____

3. **Your Ethnicity:**

- (A) African American; please specify _____
 (B) Asian American; please specify _____
 (C) Caucasian; please specify _____
 (D) Hispanic/Latino; please specify _____
 (E) Mixed; please specify _____
 (F) Other; please specify _____

4. **Your Country of Birth:** _____

5. **Your Generation Status:**

- (A) First Generation (born outside of the U.S.)
 (B) Second Generation (born in the U.S.; at least one parent born outside of U.S.)
 (C) Third Generation (born in the U.S.; parents born in the U.S., one or more grandparents born outside of the U.S.)
 (D) Fourth or More Generation (born in the U.S.; parents born in the U.S., grandparents born in the U.S.)

6. **How long have you lived in the United States (Write "All life" if born and raised in the US)?** _____

7. **Your Religious Affiliation:**

- (A) Catholic; please specify _____
 (B) Buddhist; please specify _____
 (C) Hindu; please specify _____
 (D) Jewish; please specify _____
 (E) Muslim; please specify _____
 (F) Christian; please specify _____
 (G) Agnostic; please specify _____
 (H) Atheist; please specify _____
 (I) Other; please specify _____

8. **Please indicate your approximate annual family income:**

- (A) \$0 - \$9,999 (H) \$70,000 - \$79,999 (O) \$140,000 - \$149,999 (V) \$210,000 - \$219,999
 (B) \$10,000 - \$19,999 (I) \$80,000 - \$89,999 (P) \$150,000 - \$159,999 (W) \$220,000 - \$229,999
 (C) \$20,000 - \$29,999 (J) \$90,000 - \$99,999 (Q) \$160,000 - \$169,999 (X) \$230,000 - \$239,999
 (D) \$30,000 - \$39,999 (K) \$100,000 - \$109,999 (R) \$170,000 - \$179,999 (Y) \$240,000 - \$249,999
 (E) \$40,000 - \$49,999 (L) \$110,000 - \$119,999 (S) \$180,000 - \$189,999 (Z) Over \$250,000
 (F) \$50,000 - \$59,999 (M) \$120,000 - \$129,999 (T) \$190,000 - \$199,999
 (G) \$60,000 - \$69,999 (N) \$130,000 - \$139,999 (U) \$200,000 - \$209,999

9. **Please indicate your approximate annual personal income:**

- (A) \$0 - \$9,999 (H) \$70,000 - \$79,999 (O) \$140,000 - \$149,999 (V) \$210,000 - \$219,999
 (B) \$10,000 - \$19,999 (I) \$80,000 - \$89,999 (P) \$150,000 - \$159,999 (W) \$220,000 - \$229,999
 (C) \$20,000 - \$29,999 (J) \$90,000 - \$99,999 (Q) \$160,000 - \$169,999 (X) \$230,000 - \$239,999
 (D) \$30,000 - \$39,999 (K) \$100,000 - \$109,999 (R) \$170,000 - \$179,999 (Y) \$240,000 - \$249,999
 (E) \$40,000 - \$49,999 (L) \$110,000 - \$119,999 (S) \$180,000 - \$189,999 (Z) Over \$250,000
 (F) \$50,000 - \$59,999 (M) \$120,000 - \$129,999 (T) \$190,000 - \$199,999
 (G) \$60,000 - \$69,999 (N) \$130,000 - \$139,999 (U) \$200,000 - \$209,999

10. **Your Current Relationship Status:**

- (A) Single (C) Separated (E) Other; please specify _____
 (B) Married (D) Divorced

11. **If you are currently a college student, what is your status?**

- (A) Freshman (C) Junior (E) Other; please specify _____
 (B) Sophomore (D) Senior

Personality and Gay Marriage Attitudes

12. What is your current or anticipated major in college? _____

13. What is your Overall Grade Point Average (GPA)? _____

14. What is your Major GPA? _____

15. Politically are you a(n):
 (A) Democrat (B) Republican (C) Independent (D) Other; please specify _____

16. Please indicate your political orientation:

Extremely Liberal										Extremely Conservative
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	

17. Are you a citizen of the United States of America?

(A) Yes (B) No

18. Are you registered to vote?

(A) Yes (B) No

19. Who did you vote for *or* who did you favor in the 2004 presidential election?

(A) George W. Bush (B) John Kerry (C) Other; please specify _____ (D) Do not know

20. Who did you vote for *or* who did you favor in the 2008 presidential election?

(A) Charles Baldwin (C) John McCain (E) Ralph Nader (G) Other; please specify _____
 (B) Robert Barr (D) Cynthia McKinney (F) Barack Obama (H) Do not know

21. To what extent do you support the following:

	Strongly Against	Against	Undecided	Support	Strongly Support	Do not know
Iraq War Withdrawal	(1)	(2)	(3)	(4)	(5)	(6)
Prayer in Schools	(1)	(2)	(3)	(4)	(5)	(6)
Universal Health Care	(1)	(2)	(3)	(4)	(5)	(6)
Social Security Reform	(1)	(2)	(3)	(4)	(5)	(6)
Constitutional Ban on Flag Desecration (Burning)	(1)	(2)	(3)	(4)	(5)	(6)
Legalization of Medical Marijuana	(1)	(2)	(3)	(4)	(5)	(6)
Nuclear Non-Proliferation Treaty (i.e., stop production of nuclear weapons and start dismantling weapons currently in possession)	(1)	(2)	(3)	(4)	(5)	(6)
Outsourcing	(1)	(2)	(3)	(4)	(5)	(6)
Public Display of 10 Commandments	(1)	(2)	(3)	(4)	(5)	(6)
Assault Weapon Ban	(1)	(2)	(3)	(4)	(5)	(6)
Kyoto Protocol Ratification (i.e., internationally regulated reduction of global warming emissions)	(1)	(2)	(3)	(4)	(5)	(6)
Legalized Abortion	(1)	(2)	(3)	(4)	(5)	(6)
Same Sex Marriage	(1)	(2)	(3)	(4)	(5)	(6)
Minimum Wage Increase	(1)	(2)	(3)	(4)	(5)	(6)

22. What did you vote or what would you have voted on **California Proposition 8**:

“ELIMINATES RIGHT OF SAME-SEX COUPLES TO MARRY. INITIATIVE CONSTITUTIONAL AMENDMENT. Changes California Constitution to eliminate the right of same-sex couples to marry. Provides that only marriage between a man and a woman is valid or recognized in California. Fiscal Impact: Over the next few years, potential revenue loss, mainly sales taxes, totaling in the several tens of millions of dollars, to state and local governments. In the long run, likely little fiscal impact on state and local governments” (as printed on the California 2008 Election Ballot)

(A) Yes (B) No

Appendix H: Personality and Gay Marriage Attitudes; Personality Measures that Preceded the Writing Induction

Personality and Gay Marriage Attitudes

The Rosenberg Self-Esteem Scale

	Strongly Disagree	Disagree	Agree	Strongly Agree
1. I feel that I am a person of worth, at least on equal basis with others.	①	②	③	④
2. I feel that I have a number of good qualities.	①	②	③	④
3. All in all, I am inclined to feel that I am a failure.	①	②	③	④
4. I am able to do things as well as most other people.	①	②	③	④
5. I feel that I do not have much to be proud of.	①	②	③	④
6. I take a positive attitude towards myself.	①	②	③	④
7. On the whole, I am satisfied with myself.	①	②	③	④
8. I wish I could have more respect for myself.	①	②	③	④
9. I certainly feel useless at times.	①	②	③	④
10. At times I think I am no good at all.	①	②	③	④

Personality and Gay Marriage Attitudes

The Balanced F-Scale

Indicate how strongly you agree or disagree with each of the following statements:

	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
1. Homosexuality between consenting adults may be disagreeable but it should not be regarded as a crime.	①	②	③	④	⑤
2. No sane, normal, decent person would ever think of hurting a close friend or relative.	①	②	③	④	⑤
3. Many of the radical ideas of today will be the accepted practices of tomorrow.	①	②	③	④	⑤
4. People who want to imprison or whip sex criminals are themselves sick.	①	②	③	④	⑤
5. Obedience and respect for authority are the most important virtues children should learn.	①	②	③	④	⑤
6. Young people sometimes get rebellious ideas but as they grow up they ought to get over it and settle down.	①	②	③	④	⑤
7. It is all right for people to raise questions about even the most personal and private matters.	①	②	③	④	⑤
8. Insults to our honor are not always important enough to worry about.	①	②	③	④	⑤
9. Sex crimes such as rape and attacks on children deserve more than imprisonment; such criminals ought to be publically whipped or worse.	①	②	③	④	⑤
10. Most honest people admit to themselves that they have sometimes hated their parents.	①	②	③	④	⑤
11. Homosexuals are hardly better than sex criminals and ought to be severely punished.	①	②	③	④	⑤
12. Sex crimes such as rape and attacks on children are signs of mental illness and such persons belong in hospitals rather than prisons.	①	②	③	④	⑤
13. There is hardly anything lower than a person who does not feel great love, gratitude, and respect for his parents.	①	②	③	④	⑤
14. What the young need most is strict discipline, rugged determination, and the will to work and fight for family and country.	①	②	③	④	⑤

Personality and Gay Marriage Attitudes

The Religious Orientation Scale

If you are either Agnostic, Atheist, or have no religious affiliation, please skip "The Religious Orientation Scale."

	Disagree Strongly	Disagree Moderately	Disagree Slightly	Neither	Agree Slightly	Agree Moderately	Agree Strongly
1. What religion offers me most is comfort when sorrows and misfortune strike.	①	②	③	④	⑤	⑥	⑦
2. I try hard to carry my religion over into all my other dealings in life.	①	②	③	④	⑤	⑥	⑦
3. One reason for my being a religion member is that such membership helps to establish a person in the community.	①	②	③	④	⑤	⑥	⑦
4. The purpose of prayer is to secure a happy and peaceful life.	①	②	③	④	⑤	⑥	⑦
5. It doesn't matter so much what I believe so long as I lead a moral life.	①	②	③	④	⑤	⑥	⑦
6. Quite often I have been keenly aware of the presence of God or the Divine Being.	①	②	③	④	⑤	⑥	⑦
7. My religious beliefs are what really lie behind my whole approach to life.	①	②	③	④	⑤	⑥	⑦
8. The prayers I say when I am alone carry as much meaning and personal emotions as those said by me during services.	①	②	③	④	⑤	⑥	⑦
9. Although I am a religious person, I refuse to let religious considerations influence my everyday affairs.	①	②	③	④	⑤	⑥	⑦
10. My house of worship is most important as a place to formulate good social relations.	①	②	③	④	⑤	⑥	⑦
11. Although I believe in my religion, I feel there are many more important things in life.	①	②	③	④	⑤	⑥	⑦
12. If not prevented by unavoidable circumstances, I attend my house of worship as required.	①	②	③	④	⑤	⑥	⑦
13. If I were to join a religious group I would prefer to join (1) a Bible (or religious literature) study group or (2) a social fellowship.	①	②	③	④	⑤	⑥	⑦
14. I pray chiefly because I have been taught to pray.	①	②	③	④	⑤	⑥	⑦
15. Religion is especially important to me because it answers many questions about the meaning of life.	①	②	③	④	⑤	⑥	⑦

Continued on the Next Page ...

Personality and Gay Marriage Attitudes

The Religious Orientation Scale

	Disagree Strongly	Disagree Moderately	Disagree Slightly	Neither	Agree Slightly	Agree Moderately	Agree Strongly
16. A primary reason for my interest in religion is that my house of worship is a congenial social activity.	①	②	③	④	⑤	⑥	⑦
17. I read literature about my faith.	①	②	③	④	⑤	⑥	⑦
18. Occasionally I find it necessary to compromise my religious beliefs in order to protect my social and economic well-being.	①	②	③	④	⑤	⑥	⑦
19. It is important to me to spend periods of time in private religious thought and meditation.	①	②	③	④	⑤	⑥	⑦
20. The primary purpose of prayer is to gain relief and protection.	①	②	③	④	⑤	⑥	⑦

21. How important a part of your identity is your religion or faith to you?

Extremely Unimportant								Extremely Important
①	②	③	④	⑤	⑥	⑦	⑧	⑨

22. If someone wanted to understand who you are as a person, how important is your religion or faith in that?

Extremely Unimportant								Extremely Important
①	②	③	④	⑤	⑥	⑦	⑧	⑨

Personality and Gay Marriage Attitudes

The Big Five Inventory

Here are a number of characteristics that may or may not apply to you. For example, do you agree that you are someone who **is depressed, blue?** Next to each statement, please **FILL IN THE CIRCLE** with the appropriate number that indicates the extent to which you disagree or agree with that statement.

Disagree strongly	Disagree a little	Neither agree nor disagree	Agree a little	Agree strongly
①	②	③	④	⑤

I see myself as someone who ...

- | | | | | | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|-----|---|---|---|---|---|---|---|
| 1. | ① | ② | ③ | ④ | ⑤ | ← | Is depressed, blue | 10. | ① | ② | ③ | ④ | ⑤ | ← | Is inventive |
| 2. | ① | ② | ③ | ④ | ⑤ | ← | Is original, comes up with new ideas | 11. | ① | ② | ③ | ④ | ⑤ | ← | Can be moody |
| 3. | ① | ② | ③ | ④ | ⑤ | ← | Is relaxed, handles stress well | 12. | ① | ② | ③ | ④ | ⑤ | ← | Values artistic, aesthetic experiences |
| 4. | ① | ② | ③ | ④ | ⑤ | ← | Is curious about many different things | 13. | ① | ② | ③ | ④ | ⑤ | ← | Remains calm in tense situations |
| 5. | ① | ② | ③ | ④ | ⑤ | ← | Can be tense | 14. | ① | ② | ③ | ④ | ⑤ | ← | Prefers work that is routine |
| 6. | ① | ② | ③ | ④ | ⑤ | ← | Is ingenious, a deep thinker | 15. | ① | ② | ③ | ④ | ⑤ | ← | Gets nervous easily |
| 7. | ① | ② | ③ | ④ | ⑤ | ← | Worries a lot | 16. | ① | ② | ③ | ④ | ⑤ | ← | Likes to reflect, play with ideas |
| 8. | ① | ② | ③ | ④ | ⑤ | ← | Has an active imagination | 17. | ① | ② | ③ | ④ | ⑤ | ← | Has few artistic interests |
| 9. | ① | ② | ③ | ④ | ⑤ | ← | Is emotionally stable, not easily upset | 18. | ① | ② | ③ | ④ | ⑤ | ← | Is sophisticated in art, music, or Literature |

Please check: Did you fill in the circle with the appropriate number for each statement?

Appendix I: Personality and Gay Marriage Attitudes; Mortality and Exam Writing Conditions

Personality and Gay Marriage Attitudes

On the following page are two open-ended questions, please respond to them with your first, natural response.

We are looking for peoples' gut-level reactions to these questions.

The Projective Life Attitudes Assessment

This assessment is a recently developed, innovative personality assessment. Recent research suggests that feelings and attitudes about significant aspects of life tell us a considerable amount about the individual's personality. Your responses to this survey will be content-analyzed in order to assess certain dimensions of your personality. Your honest responses to the following questions will be appreciated.

1. PLEASE BRIEFLY DESCRIBE THE EMOTIONS THAT THE THOUGHT OF YOUR OWN DEATH AROUSES IN YOU.

2. JOT DOWN, AS SPECIFICALLY AS YOU CAN, WHAT YOU THINK WILL HAPPEN TO YOU AS YOU PHYSICALLY DIE AND ONCE YOU ARE PHYSICALLY DEAD.

Personality and Gay Marriage Attitudes

On the following page are two open-ended questions, please respond to them with your first, natural response.

We are looking for peoples' gut-level reactions to these questions.

The Projective Life Attitudes Assessment

This assessment is a recently developed, innovative personality assessment. Recent research suggests that feelings and attitudes about significant aspects of life tell us a considerable amount about the individual's personality. Your responses to this survey will be content-analyzed in order to assess certain dimensions of your personality. Your honest responses to the following questions will be appreciated.

1. PLEASE BRIEFLY DESCRIBE THE EMOTIONS THAT TAKING AN IMPORTANT EXAM AROUSES IN YOU.

2. JOT DOWN, AS SPECIFICALLY AS YOU CAN, WHAT YOU THINK WILL HAPPEN TO YOU AS YOU PHYSICALLY TAKE AN IMPORTANT EXAM AND ONCE YOU HAVE PHYSICALLY TAKEN THE IMPORTANT EXAM.

Appendix J: Personality and Gay Marriage Attitudes; PANAS and a Word Search Puzzle as Delay and Distraction Tasks

Personality and Gay Marriage Attitudes

The PANAS

This scale consists of a number of words and phrases that describe different feelings and emotions. Read each item and then mark the appropriate answer in the space next to that word. Indicate to what extent you feel this way right now, that is, at the present moment. Use the following scale to record your answers:

1	2	3	4	5
very slightly or not at all	a little	moderately	quite a bit	extremely

- | | |
|--------------------|------------------|
| _____ interested | _____ irritable |
| _____ distressed | _____ alert |
| _____ excited | _____ ashamed |
| _____ upset | _____ inspired |
| _____ strong | _____ nervous |
| _____ guilty | _____ determined |
| _____ scared | _____ attentive |
| _____ hostile | _____ jittery |
| _____ enthusiastic | _____ active |
| _____ proud | _____ afraid |

Personality and Gay Marriage Attitudes

Word Search Puzzle

Circle as many words as you can in the puzzle below.

Book	Computer
Desk	Phone
Movie	Train
Paper	School
Grass	Beer
Music	Actor

S R E T U P M O C O
W P H O N E R E E B
A M U S I C P Z S N
B T N R O T C A S K
B M R K S E D E A O
R F O A G O L B R O
E L G V I Z B O G B
P A N U I N E L W Q
A G T A B E T G D O
P S C H O O L N I T

Appendix K: Personality and Gay Marriage Attitudes; Pro/Anti Gay Marriage Author Essays and Evaluations

Personality and Gay Marriage Attitudes

Pro Gay Marriage Undergraduate Student Essay #027

The passage of California Proposition 8, which directly amends our California Constitution, is a blatant violation of civil rights and a direct act of discrimination against the gay community. America promises equal protection under the law, but once more a persecuted group is experiencing what it is like to be "Separate but UNEQUAL." Even now, the American people are being fooled into believing that domestic partnerships are an acceptable substitution for real marriages. However, in everyday life, and especially in emergency situations, domestic partnerships are simply not enough. Only marriage provides the certainty and the security that people know they can count on in their times of greatest need. Regardless of how one feels about this issue, the freedom to marry is fundamental to our society (it conveys dignity and respect to the lifetime commitment of ANY couple), just like the freedoms of religion and speech. Allowing voter initiatives to amend the constitution and, subsequently, deprive a group of civil rights and liberties is unacceptable! Allowing the democratic process to oppress one group could open the door to voter initiatives that take away other rights, including religious freedoms and civil rights. For example, votes can be cast to subjugate a group of people (e.g., African Americans, White Americans, etc.) and, subsequently, slavery will be reborn through the democratic process. America PROMISES equality under the law and this means that committed and loving heterosexual and HOMOSEXUAL couples who want to accept the responsibility that comes with marriage should be treated equally!

Personality and Gay Marriage Attitudes

Pro Gay Marriage Author

Answer the following questions to the best of your ability. Work rapidly. Your first reaction is best. Work down the first column, then go to the next. Please mark every word. This should only take a few minutes.

The Pro Gay Marriage Author is:

1	2	3	4	5	6	7	8	9
not at all applicable								extremely applicable

_____ inferior	_____ harmless	_____ reliable	_____ stupid
_____ rigid	_____ weak-minded	_____ suggestible	_____ patient
_____ tolerant	_____ ungrateful	_____ non-conformist	_____ humane
_____ effeminate	_____ rational	_____ insecure	_____ maladjusted
_____ insensitive	_____ likable	_____ intelligent	_____ obnoxious
_____ stable	_____ arrogant	_____ self-centered	_____ warm
_____ logical	_____ patriotic	_____ sexually abnormal	_____ lonely
_____ mentally ill	_____ kind	_____ frustrated	_____ flexible
_____ honest	_____ argumentative	_____ hypocritical	_____ detestable
_____ snobbish	_____ knowledgeable	_____ perverted	_____ ignorant

*Please feel free to add words, traits, or comments regarding
The Pro Gay Marriage Author.*

Anti Gay Marriage Undergraduate Student Essay #118

Voting yes on California Proposition 8 was neither a vote of discrimination nor an attack on the gay lifestyle – i.e., passing proposition 8 did not take away any rights or benefits of gay and lesbian domestic partnerships. Rather, passing proposition 8, was a noble effort by California voters to preserve the vision and core values engendered by the traditional definition of marriage (i.e., “Only marriage between a man and a women is valid or recognized in California”); a definition that provides the best situation for a child to be raised. Furthermore, passing proposition 8 signified justice and true democracy by sending a clear message to the activist California Supreme Court judges that redefining the traditional definition of marriage is against the will of a majority of Californians. That is, California Proposition 22 appeared on the March 7, 2000 ballot in California. It passed, with 61.2% of voters in favor. On May 15, 2008, the California Supreme Court struck down the initiative in a 4-3 decision, giving same-sex couples the right to marry. Moreover, disallowing the redefinition of marriage protects California’s children from being taught in public schools that same-sex marriage is as legitimate as marriage between two people of opposite genders. Furthermore, the passing of proposition 8 protects the liberties and civil rights of religious universities, adoption providers, psychologists, doctors, and photographers from prosecution for denying services to same-sex couples for any reason, including their religious convictions. While gays have the right to their private lives, they do not have the right to redefine marriage for everyone else. It shouldn’t be forced on us against our will.

Personality and Gay Marriage Attitudes

Anti Gay Marriage Author

Answer the following questions to the best of your ability. Work rapidly. Your first reaction is best. Work down the first column, then go to the next. Please mark every word. This should only take a few minutes.

The Anti Gay Marriage Author is:

1	2	3	4	5	6	7	8	9
not at all applicable								extremely applicable

- | | | | |
|--------------------|---------------------|-------------------------|-------------------|
| _____ inferior | _____ harmless | _____ reliable | _____ stupid |
| _____ rigid | _____ weak-minded | _____ suggestible | _____ patient |
| _____ tolerant | _____ ungrateful | _____ non-conformist | _____ humane |
| _____ effeminate | _____ rational | _____ insecure | _____ maladjusted |
| _____ insensitive | _____ likable | _____ intelligent | _____ obnoxious |
| _____ stable | _____ arrogant | _____ self-centered | _____ warm |
| _____ logical | _____ patriotic | _____ sexually abnormal | _____ lonely |
| _____ mentally ill | _____ kind | _____ frustrated | _____ flexible |
| _____ honest | _____ argumentative | _____ hypocritical | _____ detestable |
| _____ snobbish | _____ knowledgeable | _____ perverted | _____ ignorant |

*Please feel free to add words, traits, or comments regarding
The Anti Gay Marriage Author.*

Personality and Gay Marriage Attitudes

Rate how similar you are to the Pro Gay Marriage Author:

①	②	③	④	⑤	⑥	⑦
Extremely Dissimilar	Moderately Dissimilar	Slightly Dissimilar	Neither Similar nor Dissimilar	Slightly Similar	Moderately Similar	Extremely Similar

Rate how similar you are to the Anti Gay Marriage Author:

①	②	③	④	⑤	⑥	⑦
Extremely Dissimilar	Moderately Dissimilar	Slightly Dissimilar	Neither Similar nor Dissimilar	Slightly Similar	Moderately Similar	Extremely Similar

Rate the sexual orientation of the Pro Gay Marriage Author:

Exclusively heterosexual with no homosexual	Predominantly heterosexual, only incidentally homosexual	Predominantly heterosexual, but more than incidentally homosexual	Equally heterosexual and homosexual	Predominantly homosexual, but more than incidentally heterosexual	Predominantly homosexual, only incidentally heterosexual	Exclusively homosexual with no heterosexual
0	1	2	3	4	5	6

Rate the sexual orientation of the Anti Gay Marriage Author:

Exclusively heterosexual with no homosexual	Predominantly heterosexual, only incidentally homosexual	Predominantly heterosexual, but more than incidentally homosexual	Equally heterosexual and homosexual	Predominantly homosexual, but more than incidentally heterosexual	Predominantly homosexual, only incidentally heterosexual	Exclusively homosexual with no heterosexual
0	1	2	3	4	5	6

Appendix L: Gay Marriage Attitudes (Movie Theater Study); Demographics and Politically Oriented Questions

Gay Marriage Attitudes

1. **Your Age:** _____

2. **Your Gender:**
 Male Female

3. **Your Ethnicity:**
 African American; please specify _____ Hispanic/Latino; please specify _____
 Asian American; please specify _____ Mixed; please specify _____
 Caucasian; please specify _____ Other; please specify _____

4. **Politically are you a(n):**
 Democrat Republican Independent Other; please specify _____

5. **Please indicate your political orientation:**

Extremely Liberal										Extremely Conservative
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(9)	

6. **How important a part of your identity is your religion or faith to you**

Extremely Unimportant										Extremely Important
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(9)	

7. **If someone wanted to understand who you are as a person, how important is your religion or faith in that?**

Extremely Unimportant										Extremely Important
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(9)	

8. **What did you vote or what would you have voted on California Proposition 8:**

"ELIMINATES RIGHT OF SAME-SEX COUPLES TO MARRY. INITIATIVE CONSTITUTIONAL AMENDMENT. Changes California Constitution to eliminate the right of same-sex couples to marry. Provides that only marriage between a man and a woman is valid or recognized in California. Fiscal Impact: Over the next few years, potential revenue loss, mainly sales taxes, totaling in the several tens of millions of dollars, to state and local governments. In the long run, likely little fiscal impact on state and local governments" (as printed on the California 2008 Election Ballot)

Yes No

Yes = anti-gay marriage

No = pro-gay marriage

Appendix M: Gay Marriage Attitudes (Movie Theater Study); Pro/Anti Gay Marriage Author Essays and Evaluations

Gay Marriage Attitudes

Pro-Gay Marriage Essay #027

The passage of California Proposition 8, which directly amends our California Constitution, is a blatant violation of civil rights and a direct act of discrimination against the gay community. America promises equal protection under the law, but once more a persecuted group is experiencing what it is like to be "Separate but UNEQUAL." Even now, the American people are being fooled into believing that domestic partnerships are an acceptable substitution for real marriages. However, in everyday life, and especially in emergency situations, domestic partnerships are simply not enough. Only marriage provides the certainty and the security that people know they can count on in their times of greatest need. Regardless of how one feels about this issue, the freedom to marry is fundamental to our society (it conveys dignity and respect to the lifetime commitment of ANY couple), just like the freedoms of religion and speech. Allowing voter initiatives to amend the constitution and, subsequently, deprive a group of civil rights and liberties is unacceptable! Allowing the democratic process to oppress one group could open the door to voter initiatives that take away other rights, including religious freedoms and civil rights. For example, votes can be cast to subjugate a group of people (e.g., African Americans, White Americans, etc.) and, subsequently, slavery will be reborn through the democratic process. America PROMISES equality under the law and this means that committed and loving heterosexual and HOMOSEXUAL couples who want to accept the responsibility that comes with marriage should be treated equally!

Anti-Gay Marriage Essay #118

Voting yes on California Proposition 8 was neither a vote of discrimination nor an attack on the gay lifestyle – i.e., passing proposition 8 did not take away any rights or benefits of gay and lesbian domestic partnerships. Rather, passing proposition 8, was a noble effort by California voters to preserve the vision and core values engendered by the traditional definition of marriage (i.e., “Only marriage between a man and a woman is valid or recognized in California”); a definition that provides the best situation for a child to be raised. Furthermore, passing proposition 8 signified justice and true democracy by sending a clear message to the activist California Supreme Court judges that redefining the traditional definition of marriage is against the will of a majority of Californians. That is, California Proposition 22 appeared on the March 7, 2000 ballot in California. It passed, with 61.2% of voters in favor. On May 15, 2008, the California Supreme Court struck down the initiative in a 4-3 decision, giving same-sex couples the right to marry. Moreover, disallowing the redefinition of marriage protects California’s children from being taught in public schools that same-sex marriage is as legitimate as marriage between two people of opposite genders. Furthermore, the passing of proposition 8 protects the liberties and civil rights of religious universities, adoption providers, psychologists, doctors, and photographers from prosecution for denying services to same-sex couples for any reason, including their religious convictions. While gays have the right to their private lives, they do not have the right to redefine marriage for everyone else. It shouldn’t be forced on us against our will.

Gay Marriage Attitudes

1. Rate how similar you are to the Pro-Gay Marriage Author:

(1)	(2)	(3)	(4)	(5)	(6)	(7)
Extremely Dissimilar	Moderately Dissimilar	Slightly Dissimilar	Neither Similar nor Dissimilar	Slightly Similar	Moderately Similar	Extremely Similar

2. Rate how similar you are to the Anti-Gay Marriage Author:

(1)	(2)	(3)	(4)	(5)	(6)	(7)
Extremely Dissimilar	Moderately Dissimilar	Slightly Dissimilar	Neither Similar nor Dissimilar	Slightly Similar	Moderately Similar	Extremely Similar

3. To what extent do you support Same Sex Marriage:

(1)	(2)	(3)	(4)	(5)	(6)
Strongly Against	Against	Undecided	Support	Strongly Support	Do not know

4. Please write the name of the movie you saw today, in the following blank: _____