

# Partisanship or Culture?

The Effects of Information Variety and Volume on Trust

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# Motivation

# Information Effects on Trust

1. How do we determine the trustworthiness of strangers?
2. What effects do high consequence and low consequence social identities have?

# High and Low Consequence Information

High: partisanship, race, and gender

Low: favorite movies, tv shows, musical artists

# Background

# Partisanship and Behavior

**1. Partisanship affects trusting behavior at least as much as race**

(Iyengar and Westwood, 2015)

**2. Partisans prefer to hire co-partisans**

(Gift and Gift, 2015)

**3. Partisans prefer to work for co-partisans**

(McConnell, Margalit, Malhotra, and Levendusky, 2018)

**4. Partisans react more positively to ideologically aligned dating profiles**

(Huber and Malhotra, 2017)

# Ways to Expand and Deepen

## 1. Increase the diversity of information

- Party ID
- Race
- Gender
- Religion
- Policy Preferences (Similarity to subject)
- Cultural Preferences (Similarity to subject)
- Religiosity (Similar to subject)

## 2. Increase the volume of information

- Only one piece of information
- All seven pieces of information



# Research Questions

# Research Questions

RQ1. How does increasing the diversity of information affect the exhibition of trust?

RQ2. How does increasing the volume of information affect the exhibition of trust?

# Hypotheses

H1a. Cues related to non-political attributes, such as cultural preferences, will have as much of an effect on trust-related decision making as party cues

H1b. The magnitude of the effect non-party cues will be moderated by strength of subjects' partisanship.

H2. The high information environment will produce effects for party cues that are smaller relative to the effects of other information than those produced in the low information environment.

# Study 1

# Design

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Choose which of the two other players to give a reward to. The goal of the game is to have the player you select also choose you. If you match with another player, you may earn a bonus.

**Player ID:** 991704

**Policy Preferences:**  
Moderately Similar (45% - 75% match)

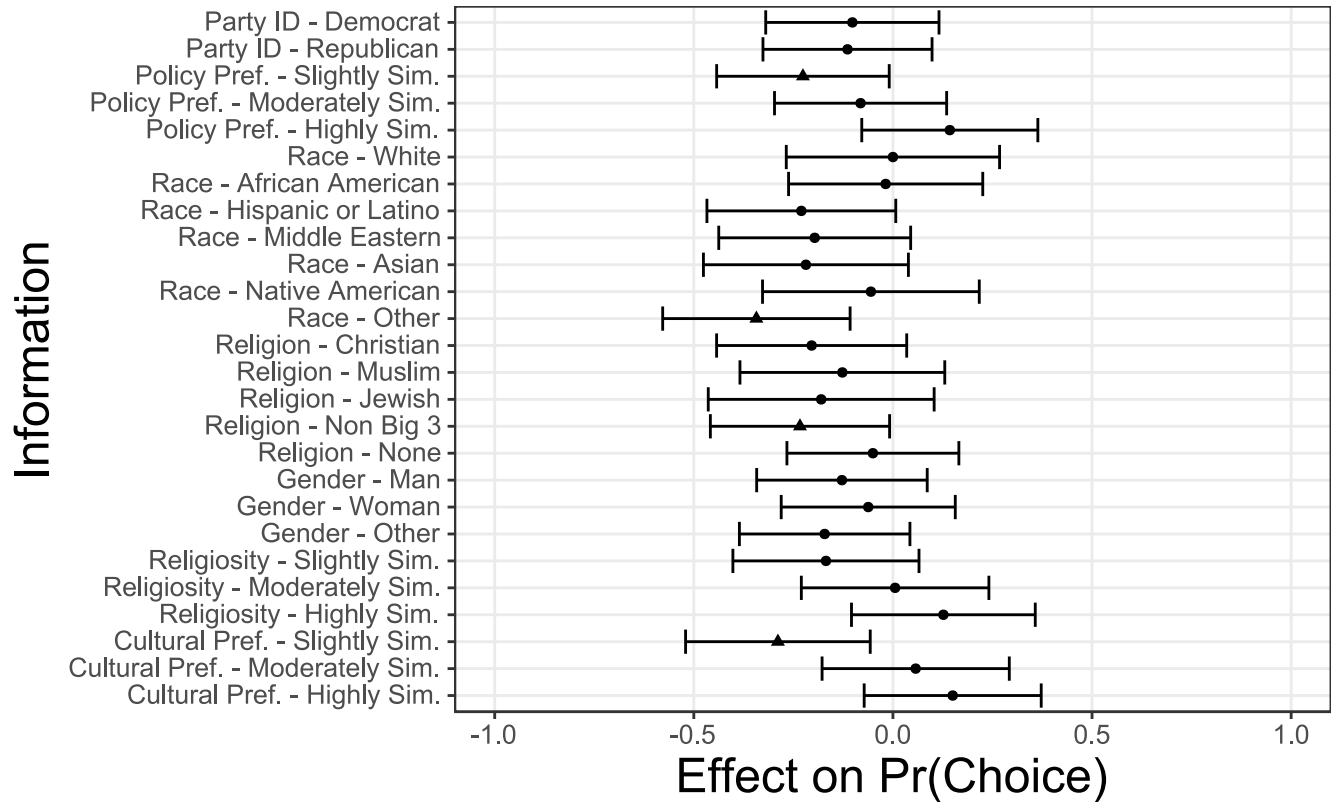
**Player ID:** 466332

**Party ID:**  
Independent



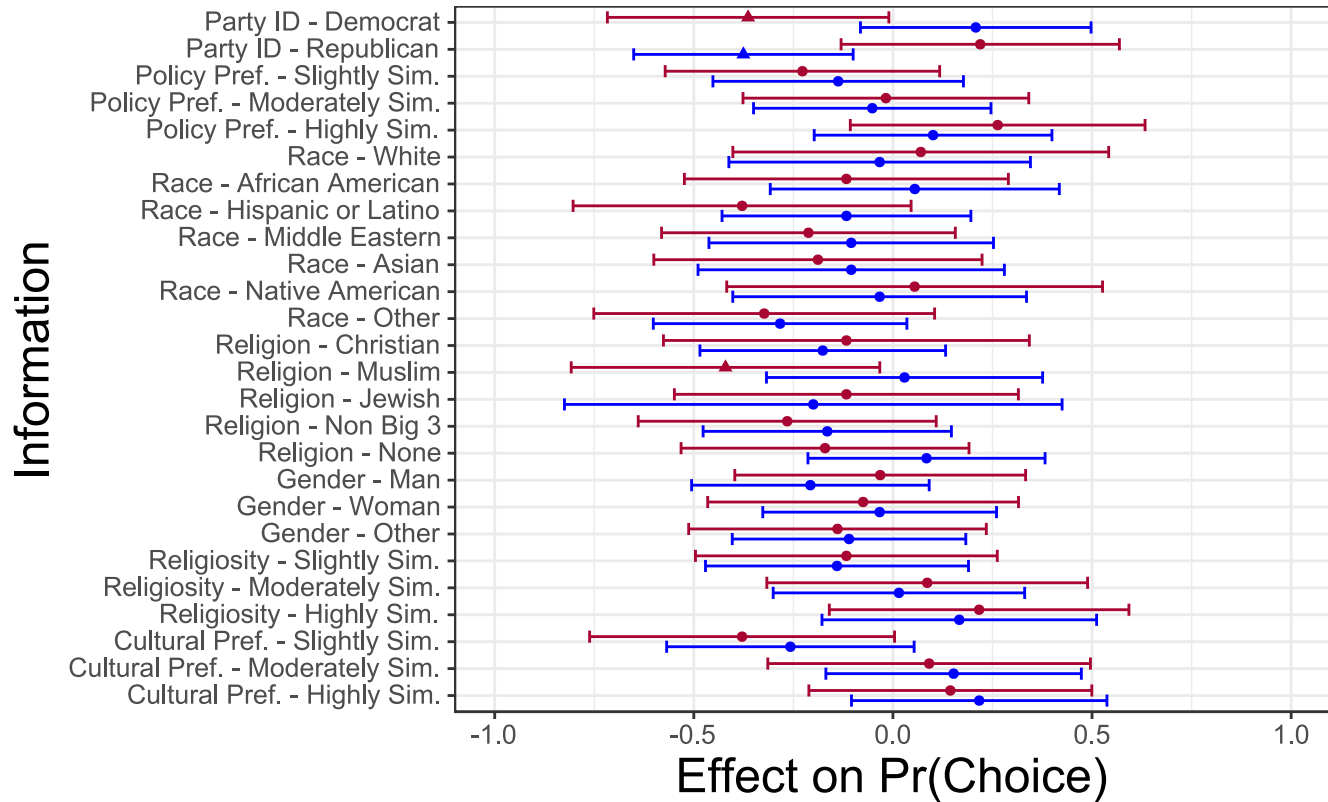
# Results

## Whole Sample



# Results

## Ds vs Rs



N Democrats = 106 (848), N Republicans = 80 (640)

# Study 2



# Design

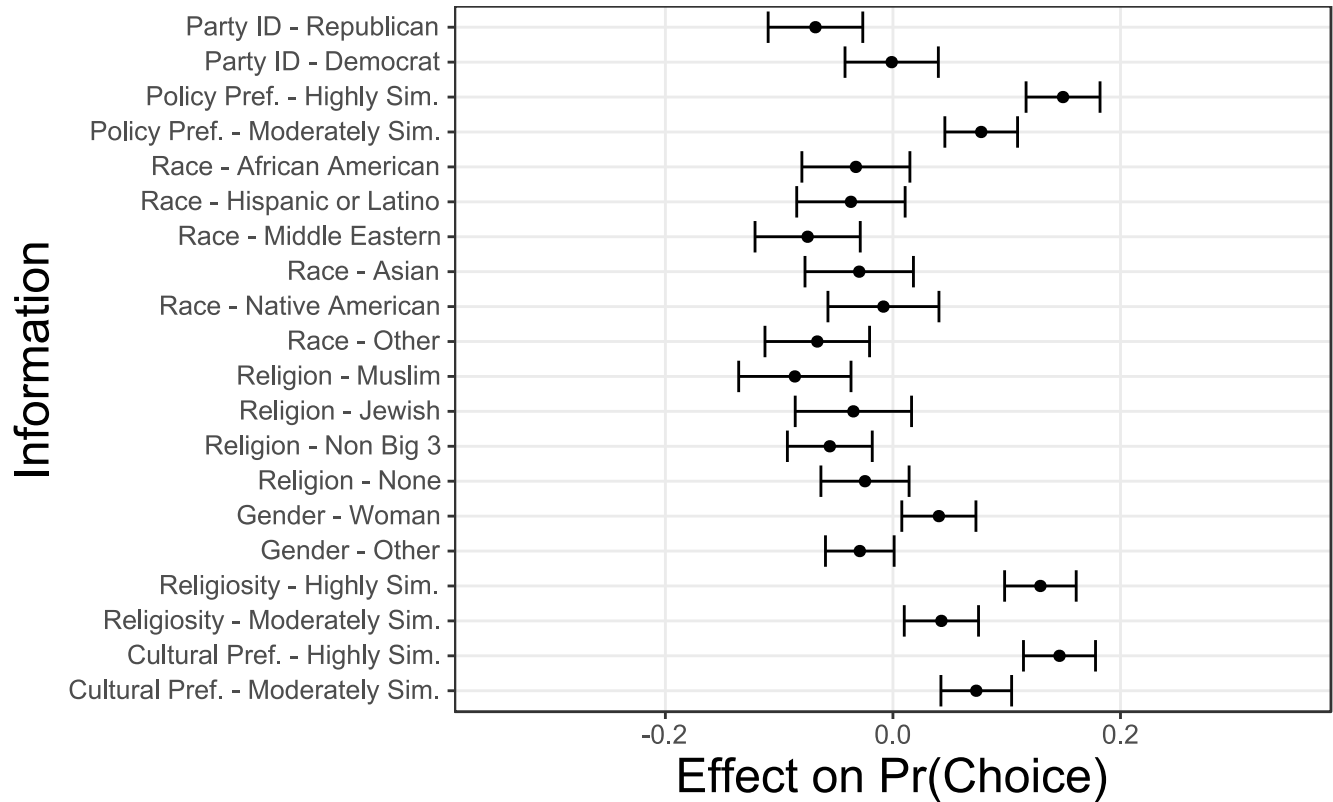
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Choose which of the two other players to give a reward to. The goal of the game is to have the player you select also choose you. If you match with another player, you may earn a bonus.

<p><b>Player ID:</b> 319082</p> <p><b>Religion:</b> Catholic</p> <p><b>Religiosity:</b> Slightly Similar (0% - 45% match)</p> <p><b>Cultural Preferences:</b> Highly Similar (75% - 100% match)</p> <p><b>Policy Preferences:</b> Moderately Similar (45% - 75% match)</p> <p><b>Party ID:</b> Strong Republican</p> <p><b>Race:</b> Asian</p> <p><b>Gender:</b> Man</p> <p><input type="radio"/></p>	<p><b>Player ID:</b> 738045</p> <p><b>Religion:</b> Agnostic</p> <p><b>Religiosity:</b> Moderately Similar (45% - 75% match)</p> <p><b>Cultural Preferences:</b> Slightly Similar (0% - 45% match)</p> <p><b>Policy Preferences:</b> Slightly Similar (0% - 45% match)</p> <p><b>Party ID:</b> Democrat</p> <p><b>Race:</b> Native American or American Indian</p> <p><b>Gender:</b> Man</p> <p><input type="radio"/></p>
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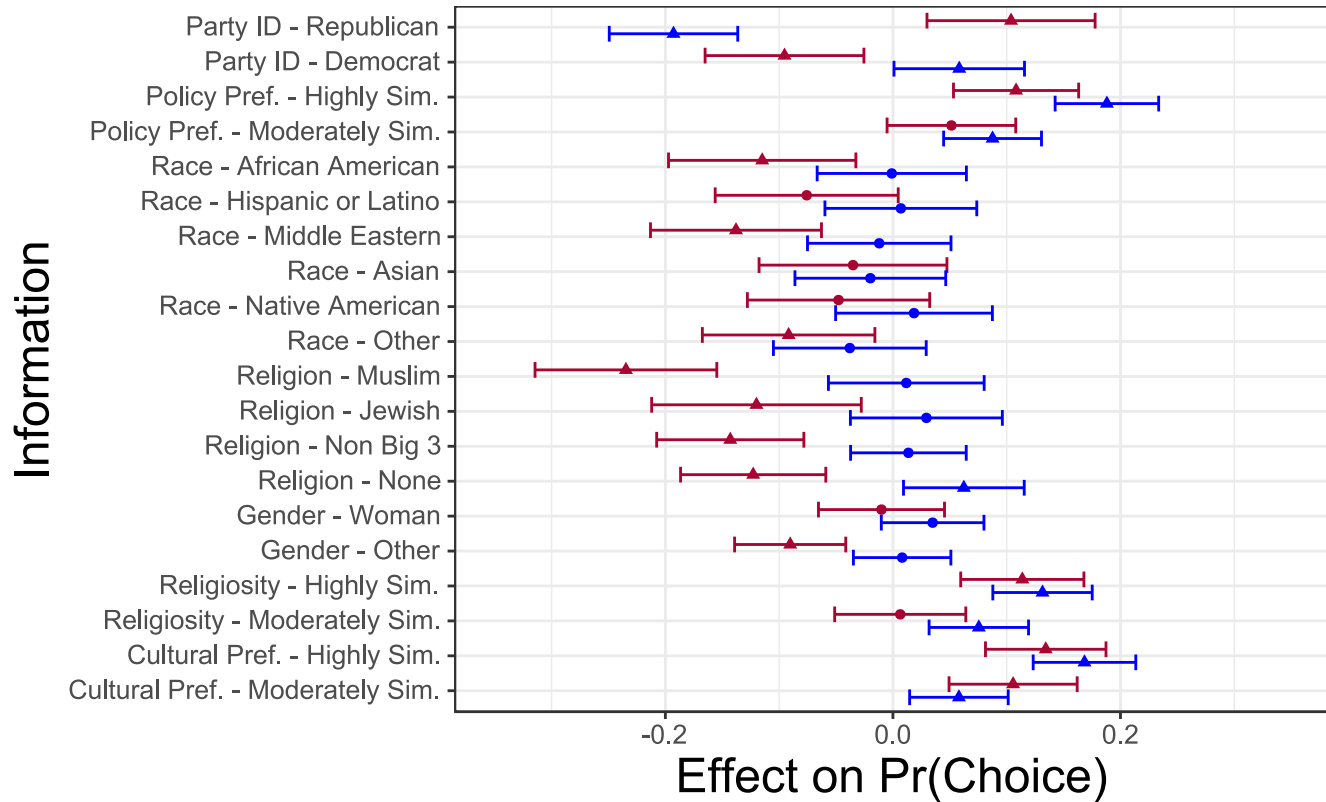
# Results

## Whole Sample



# Results

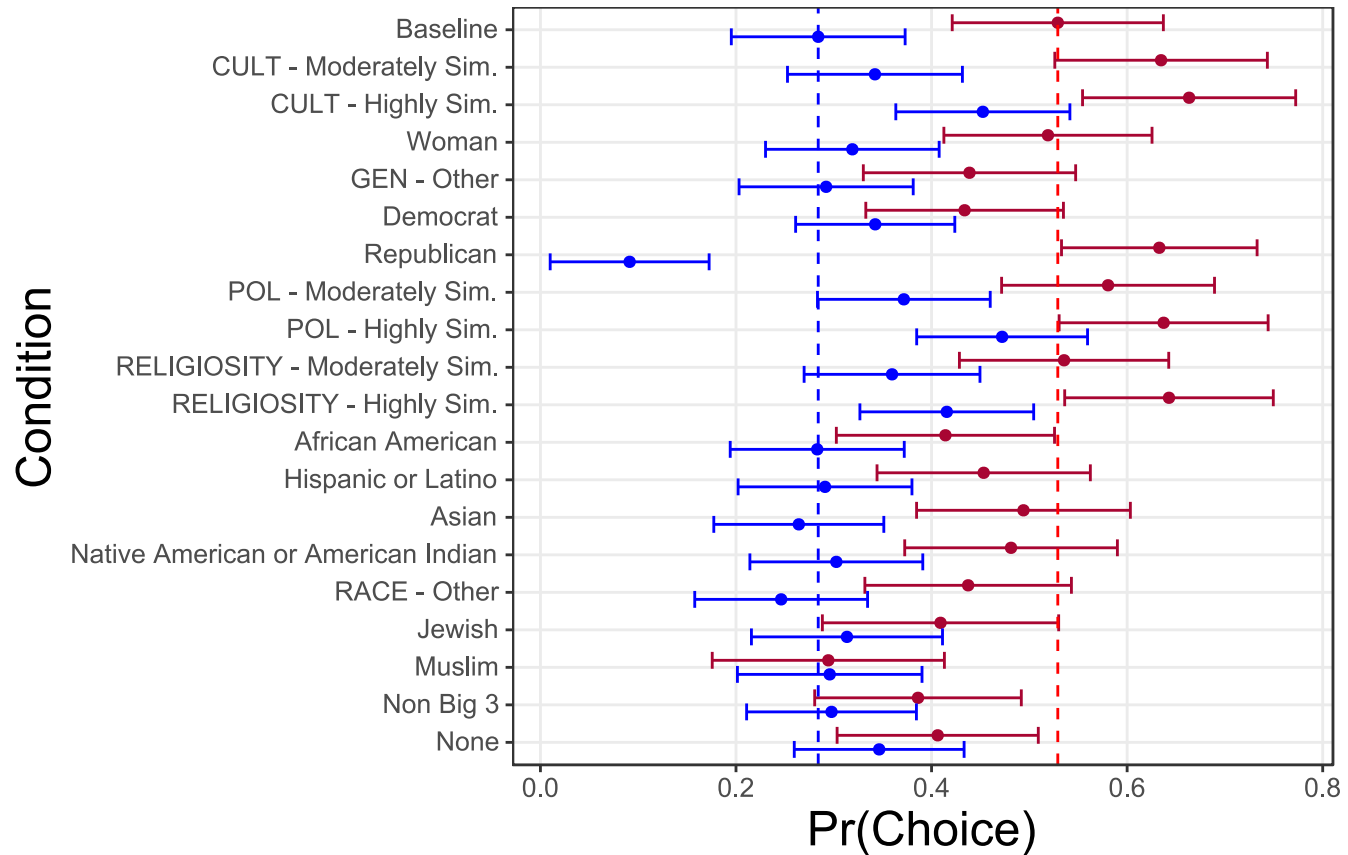
## Ds vs. Rs



N Democrats = 342 (2736), N Republicans = 229 (1832)

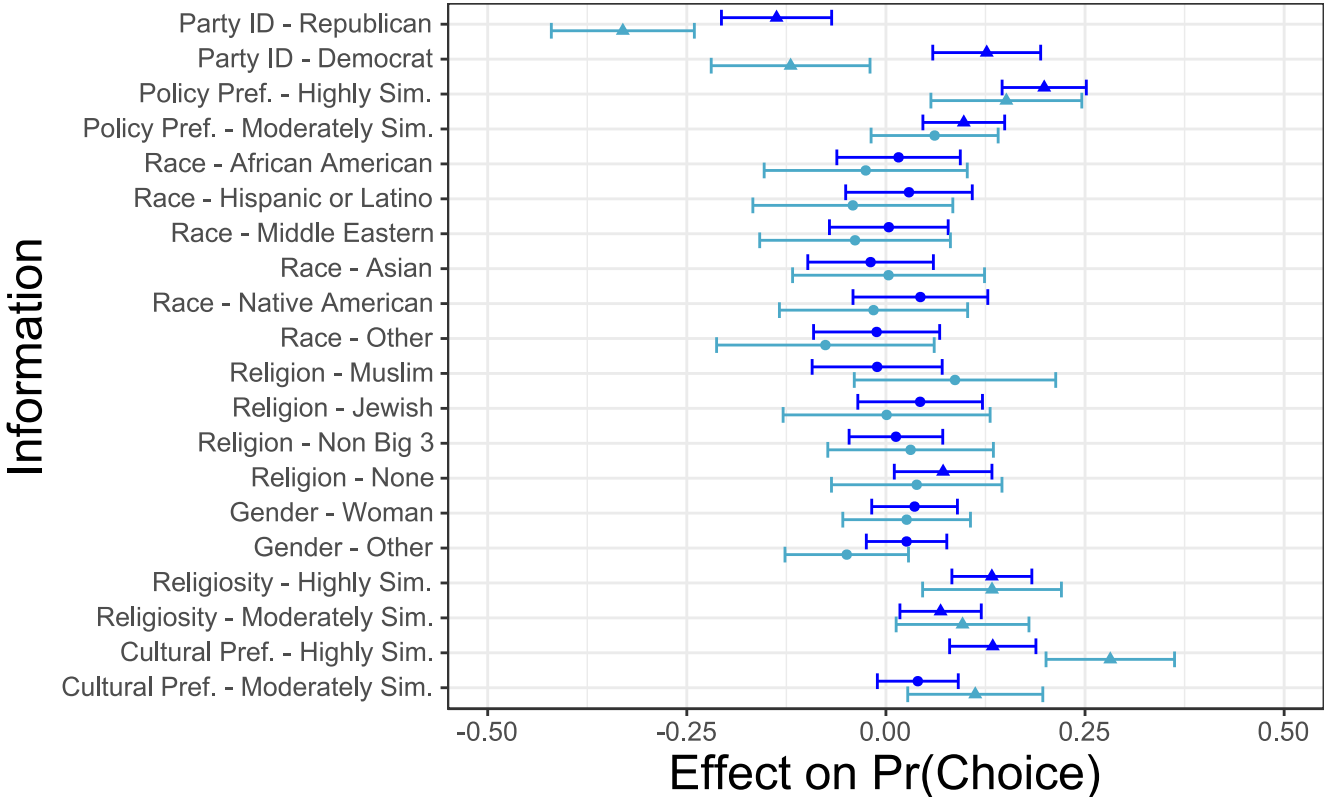
# Results

## Probabilities by Condition



# Results

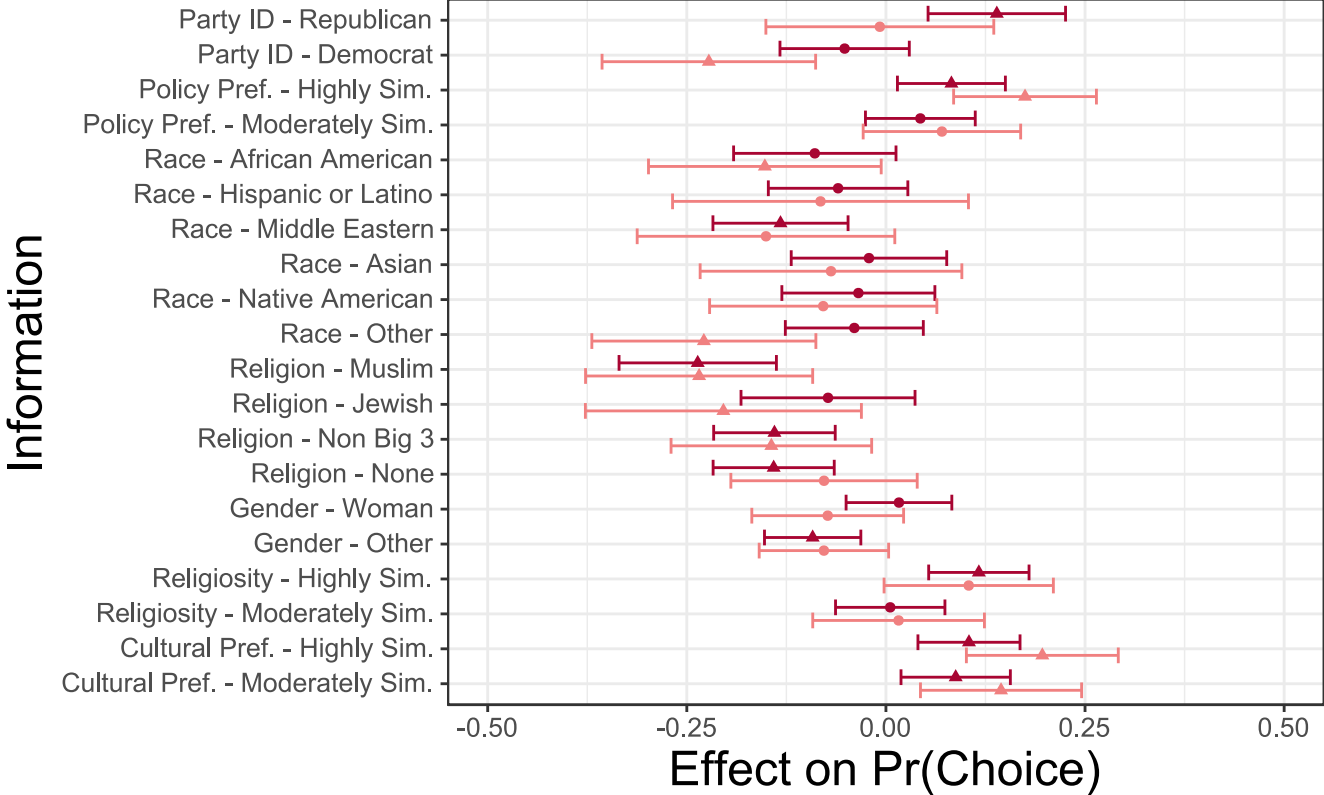
## Ds - Leaners vs Full



N Leaners = 89 (712), N Full = 253 (2024)

# Results

## Rs - Leaners vs Full



N Leaners = 68 (544), N Full = 161 (1288)

# Conclusions

# Conclusions

1. In low information settings, partisanship only consistently used cue
2. In high information environments, parties differ on which cues matter
3. Party membership less important in high information environments
4. Effects of party and culture moderated by strength of partisanship



**Thank You!**