



IDENTITY VS IDEOLOGY

What plays a larger role in
influencing affect?

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RESEARCH QUESTION

In videos of politicians speaking, are people more emotionally responsive to the political alignment of **the content they are hearing**, or the political alignment of **the politician who is speaking**?

Hypotheses

(1)

Participants will have a stronger negative response to a politician they don't identify with saying something they do identify with (political misalignment, ideological alignment) than the converse.

(2)

~~After the election, the amplitude of reactions in political alignment (eg. pride) will increase for winners and decrease for losers, and the amplitude of reactions in political misalignment (eg. disgust) will increase for losers and decrease for winners.~~

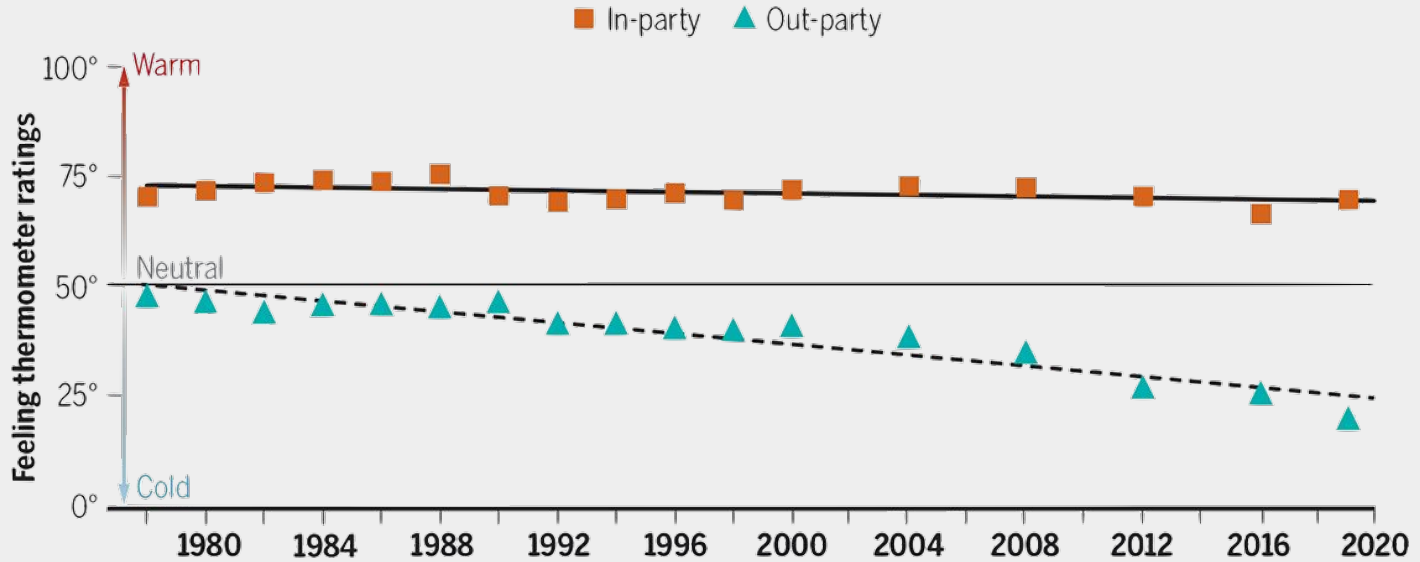


★ 01 ★

Background

Background - The Feeling Thermometer

Warmth toward the opposing party (out-party) has diminished for decades



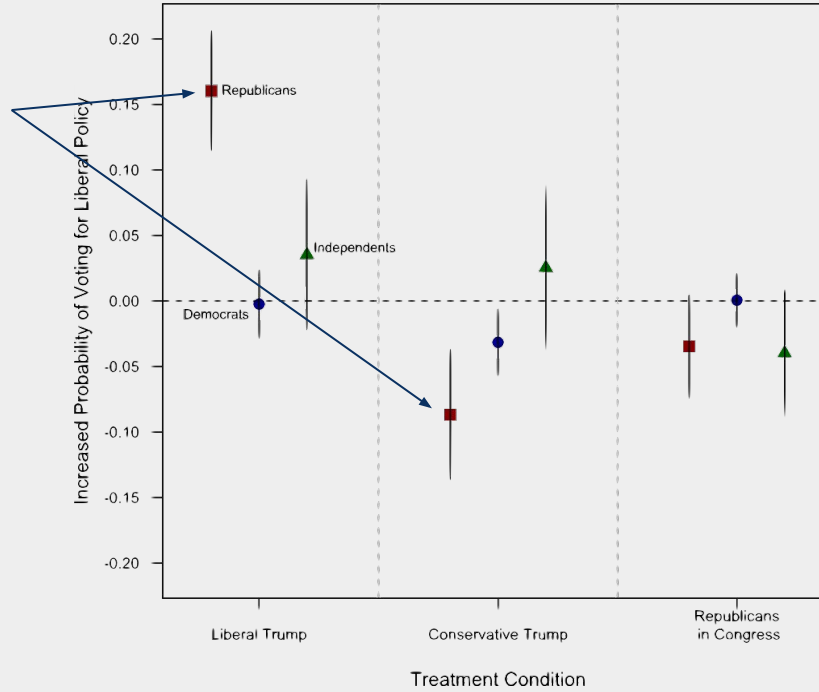
The Origins and Consequences of Affective Polarization in the United States - Iyengar et al. 2019



Background - Party Loyalism

Average Treatment Effect of Policy Cues

A Republican is ~25% more likely to support a liberal policy if they hear Trump support it than if they hear him oppose it

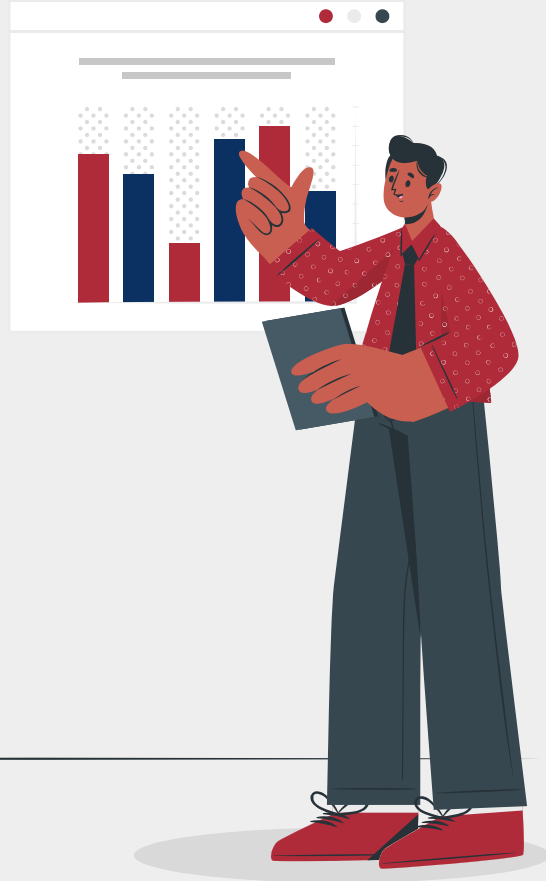


Does Party Trump Ideology? Disentangling Party and Ideology in America - Barber & Pope, 2018



★ 02 ★

Study Design



Record participants' audio and video as they watch the following videos:

Joe Biden
advocates for
Expanding
Healthcare

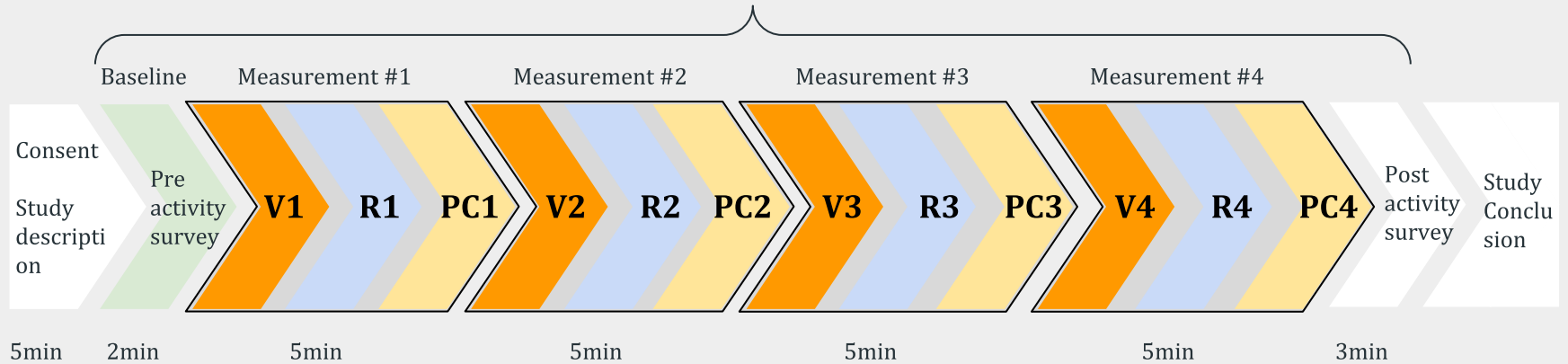
Joe Biden
advocates for
Expanding Prison
and Police Power

Donald Trump
advocates for
Increased Gun
Control

Donald Trump
advocates for
Pro-Life Policy

After each video, ask participants to **tell us how the videos made them feel** and **make a face to show us how they are feeling**

Affect Measurement



Total = 30 min

- Political Video
- Subject Response
- Palate Cleanser Video

Affect Measurement methods:

- FAUs
- Physiological measurements via video
- Voice transcription sentiment analysis

Study Website



What do you think of it? After watching the full video, make a facial expression for a few seconds that shows how you feel about this video (Take a look at the following image for some examples). Then please say out loud how you feel right now. **Concentrate on your feelings and emotions please.**

► Facial expressions

NEXT VIDEO

Study Details



35 Recruited Subjects*



18 Dropouts

6 technical glitches, 12 failed to complete



1 Exclusion

A Republican who voted for Biden



16 Accepted Subjects*



Run Nov 24-26

Prolific is the bomb



Median Completion Time

20:18

*We may still choose to run more participants

Demographics



9 Democrats
7 Republicans



8 Male
7 Female
1 Other



Median Age = 34
Mean Age = 35



5 Pro-Life
9 Pro-Choice
2 Other

81% on party lines



6 Pro Gun Control
8 Anti Gun Control
2 Other

81% on party lines



10 Pro Healthcare
5 Anti Healthcare
1 Other

81% on party lines



8 Pro Policing
7 Anti Policing
1 Other

88% on party lines

-7 of 11 ideological defections come from Democrats (mostly "Other")

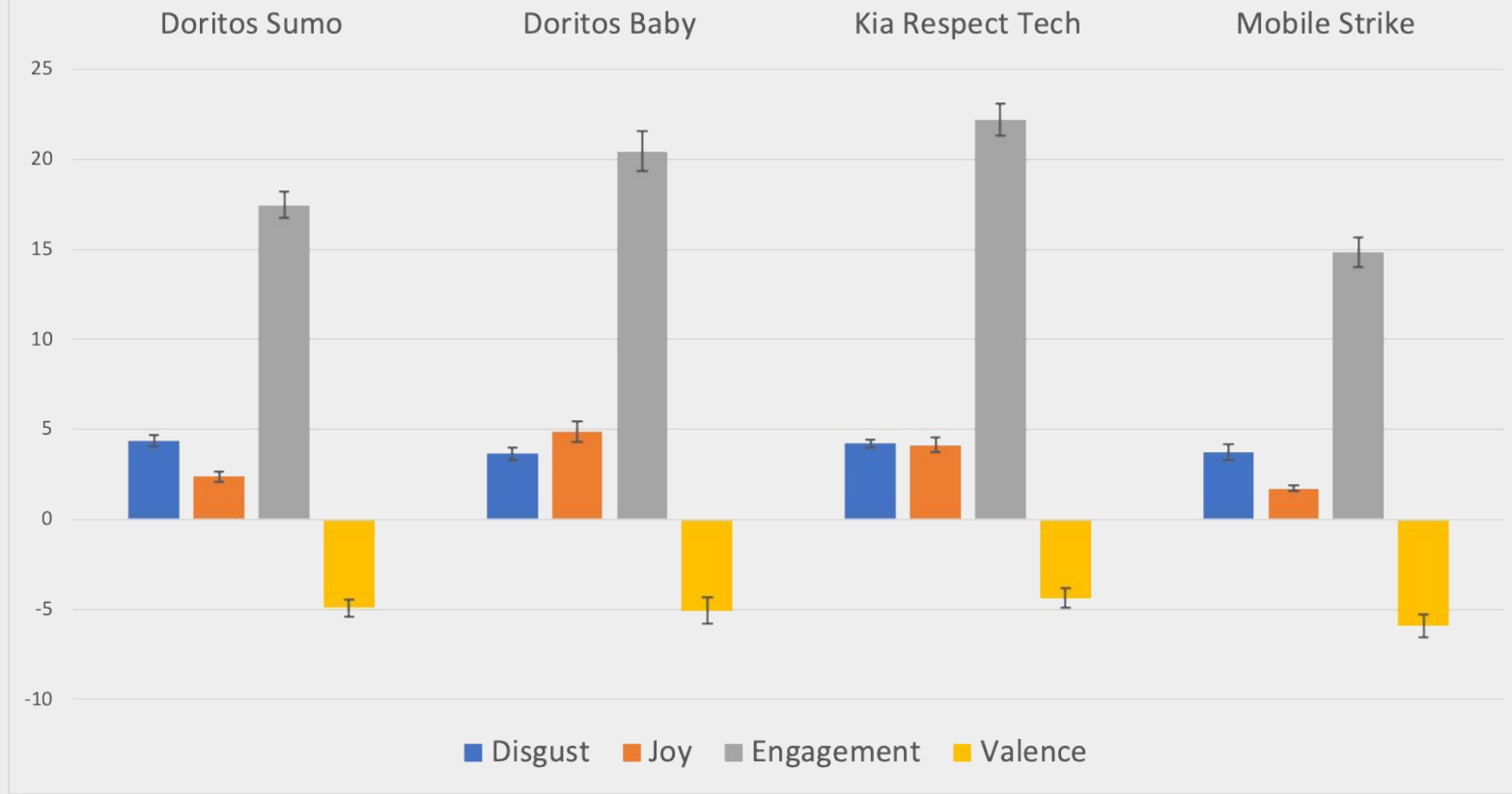
-Defections inconsistent, come from different people each time



★ 04 ★

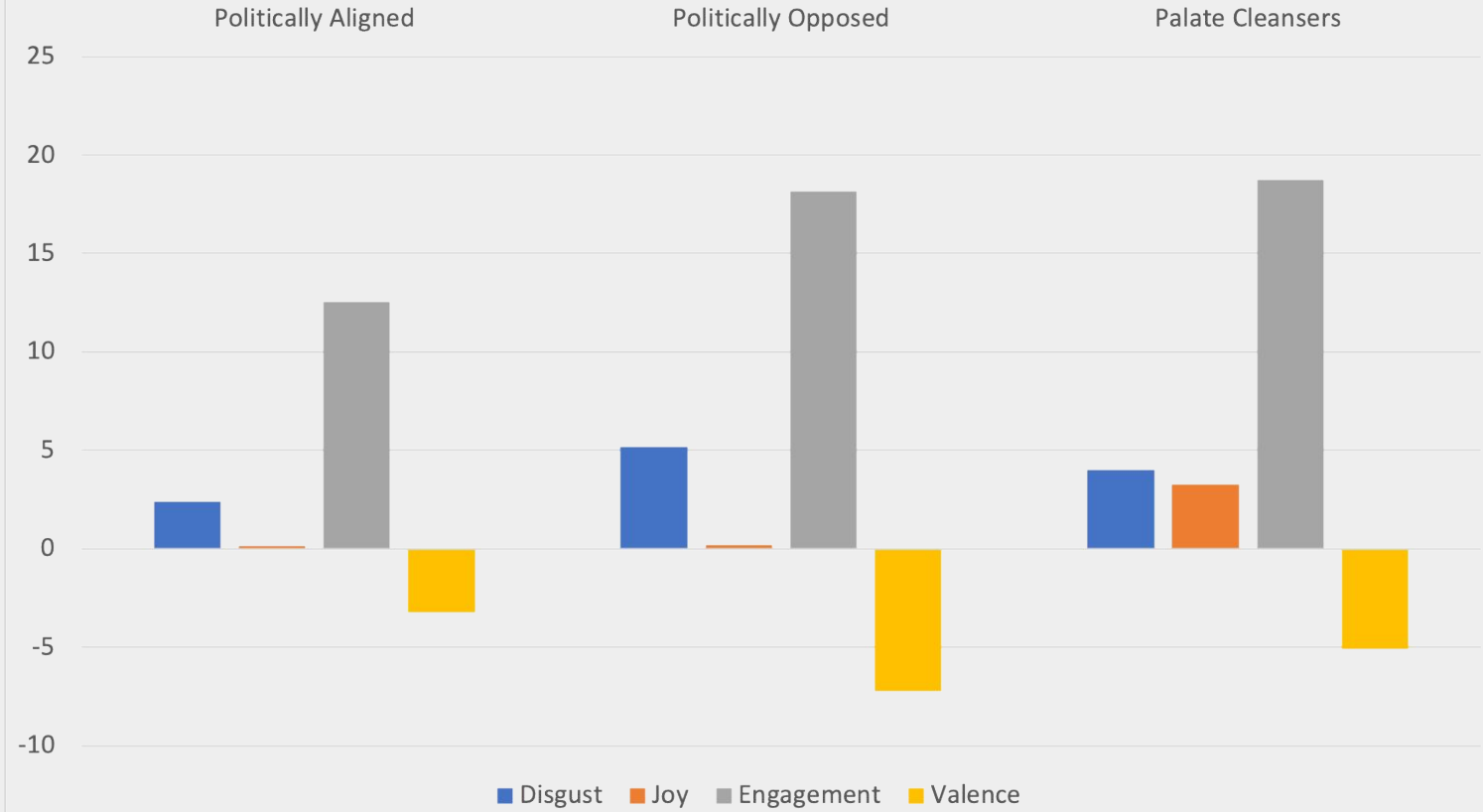
Results

Palate Cleanser Facial Affect



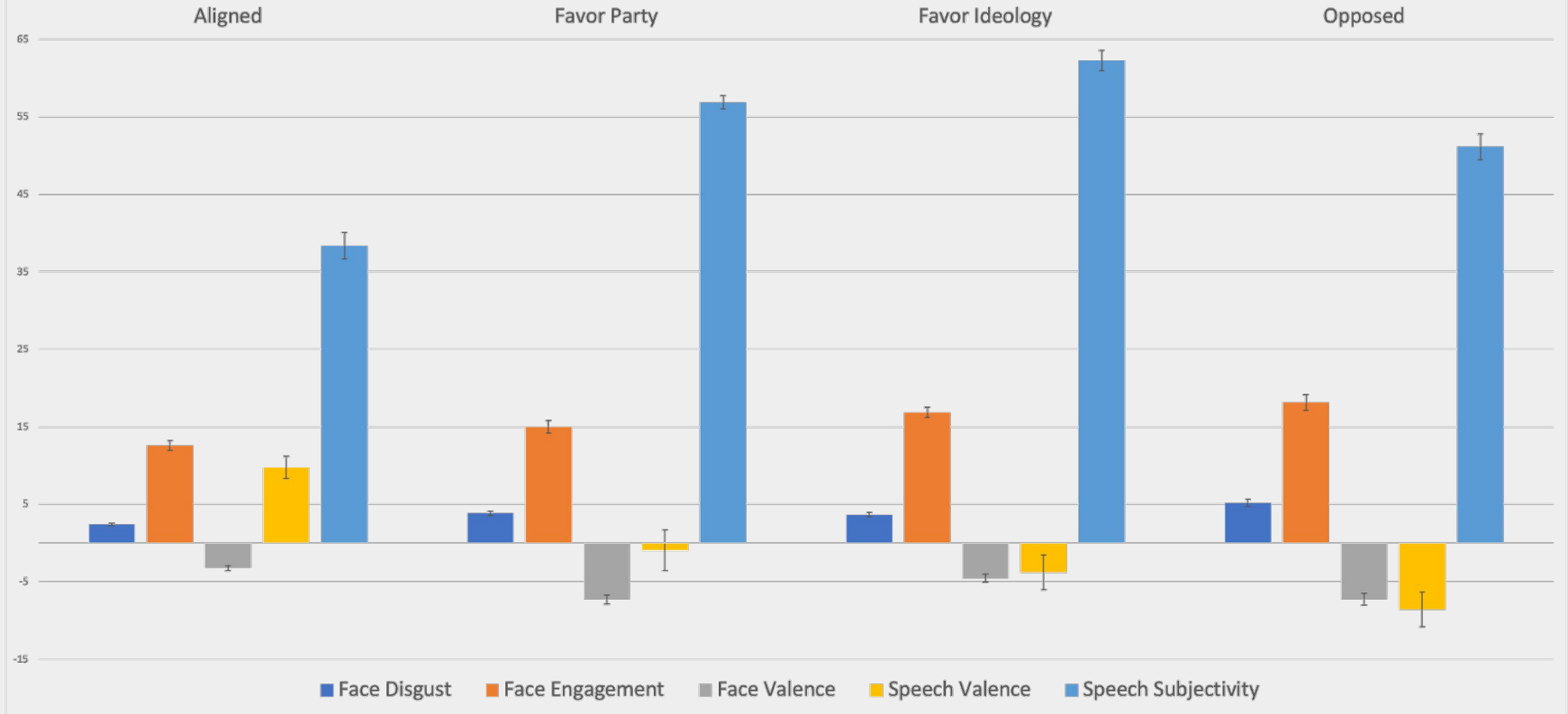
Finding: Mobile Strike not a great ad

Funny Ads vs. Political Speeches



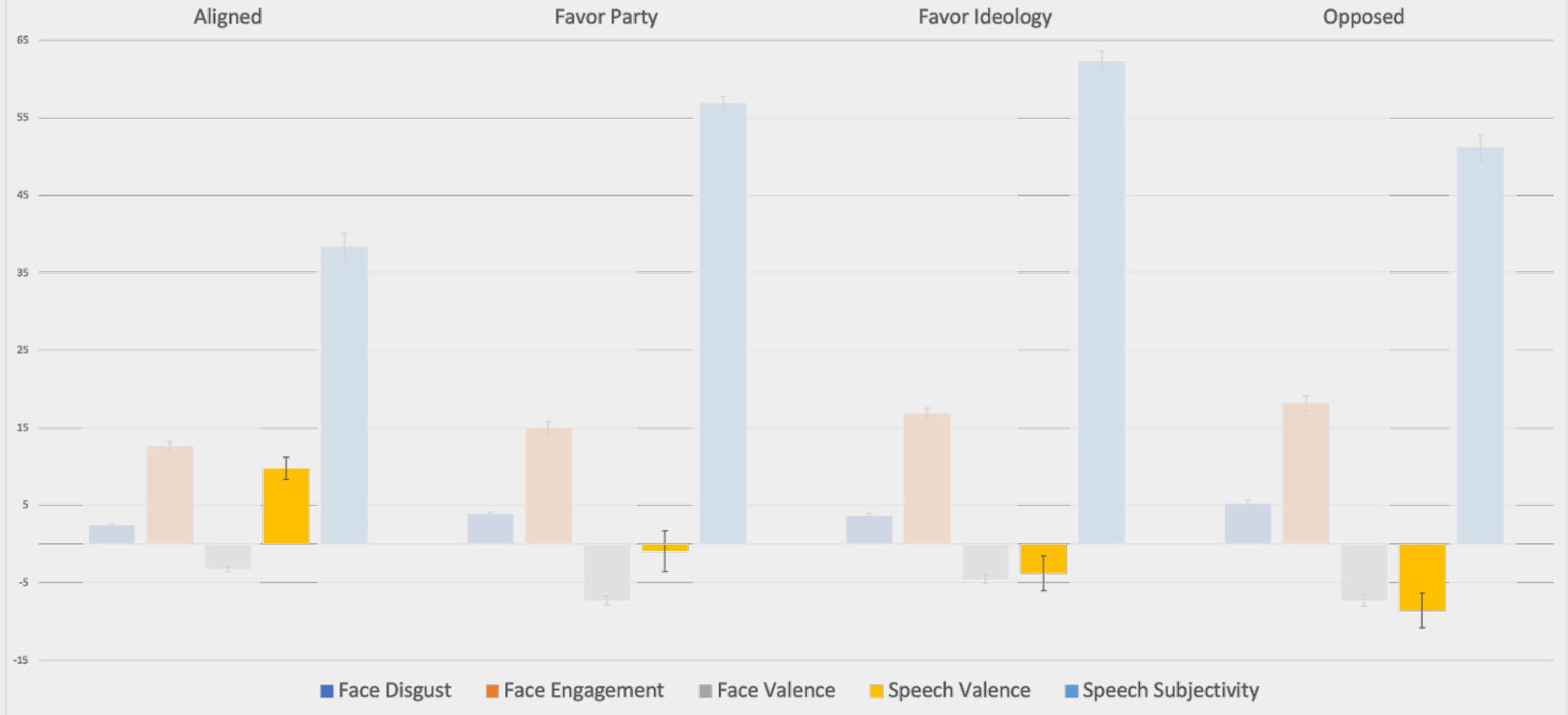
Finding: Political speeches not joyful

Average Affect Values



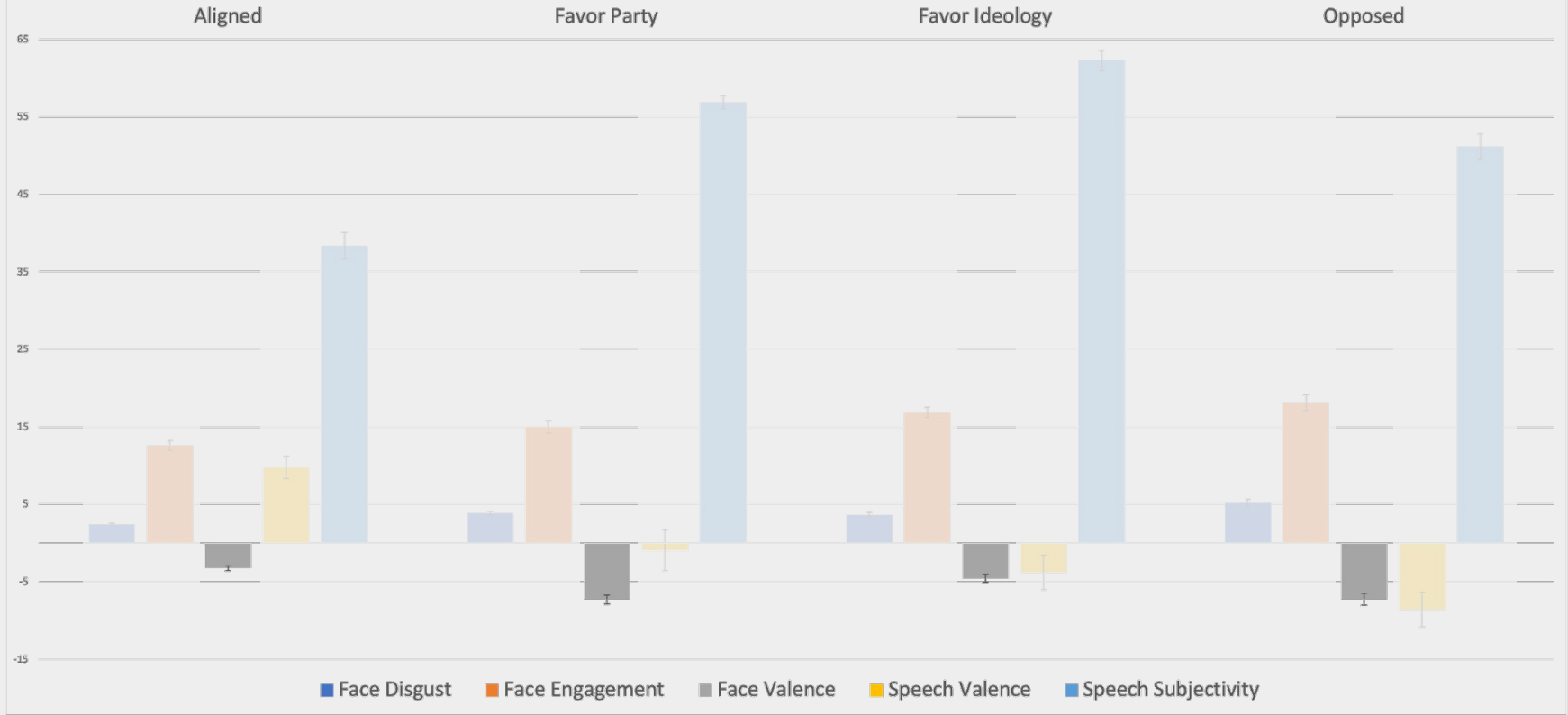
Hypothesis: effect size increases from left to right

Average Affect Values



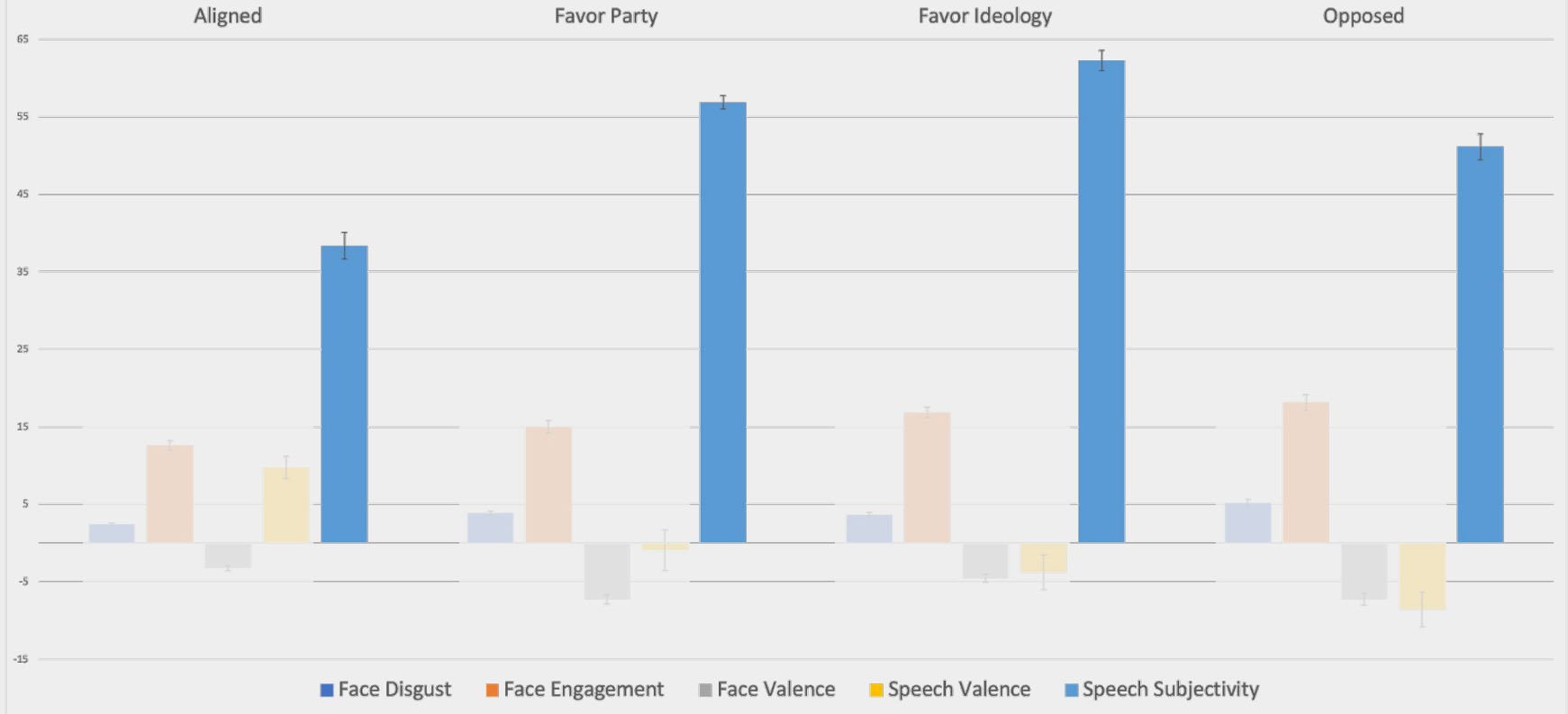
Speech Valence: behaves as hypothesized, but within error

Average Affect Values



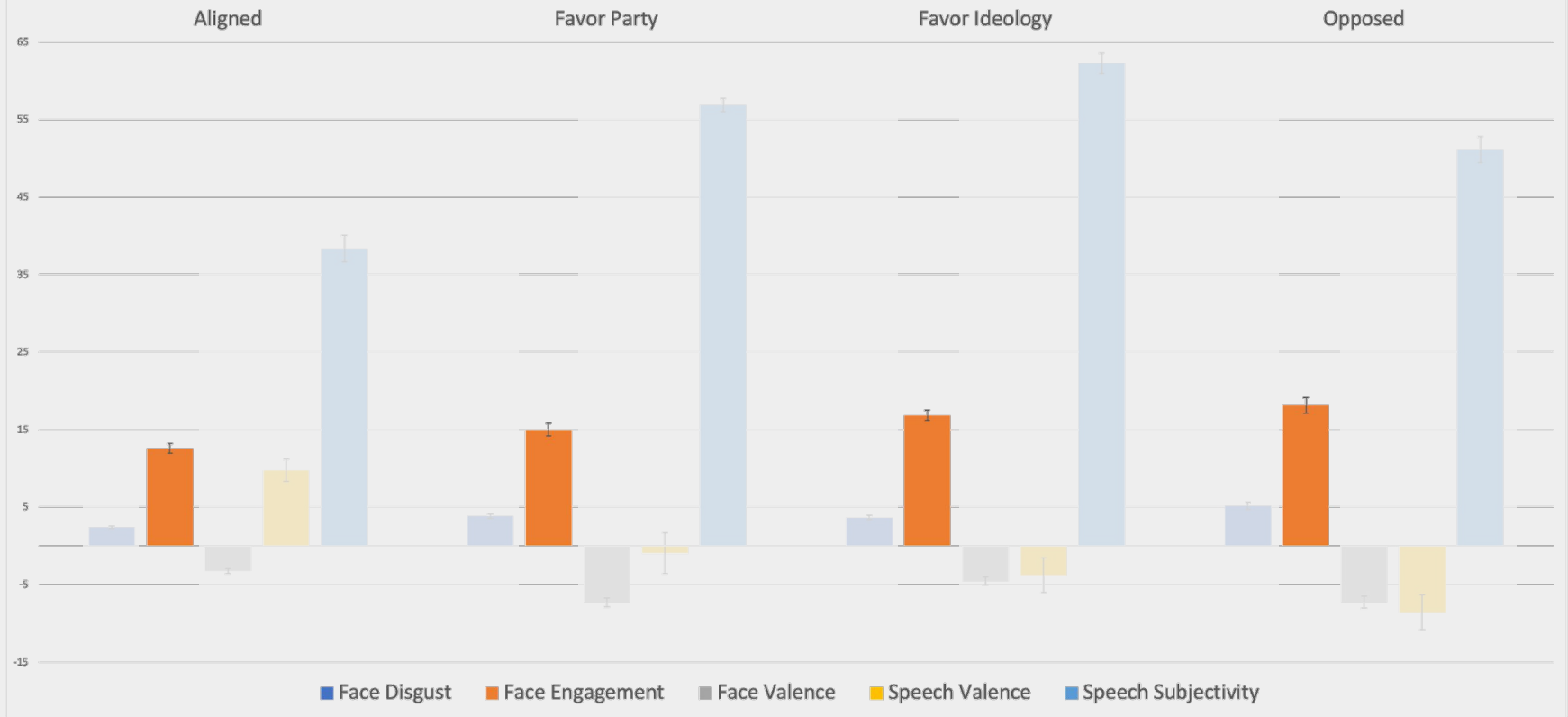
Facial Valence: converse of hypothesized effect

Average Affect Values



Speech Subjectivity: large effect, difficult to interpret

Average Affect Values



Facial Engagement: behaves as hypothesized, small effect

Statistical Significance

	+Party/-Ideology	-Party/+Ideology	Opposed
Facial Disgust	0.079	0.098	0.101
Facial Engagement	0.316	0.126	0.062
Facial Valence	0.020*	0.506	0.156
Speech Valence	0.193	0.260	0.101
Speech Subjectivity	0.067	0.009*	0.208

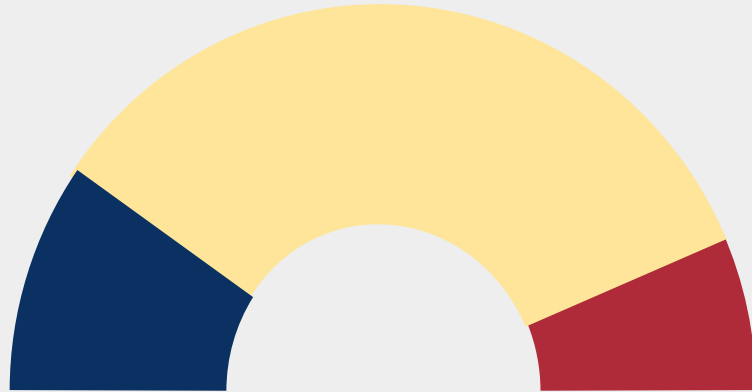
After Participation, Are You More or Less Likely to Donate to the Candidate/Party of your Choice?

3 More Likely to Donate

2 Democrats
1 Republican

19%

11 Unsure/No Change



2 Less Likely to Donate

1 Democrat
1 Republican

13%

Hypothesis?



Weak evidence in favor, but
high variance

Key Learnings

- ★ Interpretation is hard:
 - Engagement is orthogonal to valence
 - Speech and facial valence can differ.
 - Even alignment with the content can lead to negative affect for complicated reasons
- ★ Controlling for error and noise is hard:
 - Differences in page load time, when buttons are clicked
 - Differences in subject environment, glasses, etc.
 - Spoken speech vs audio from the media
- ★ Predicting which signal will be interesting is hard
 - Pre-registration is for chumps





★ 05 ★

Future Work

Better Data Cleaning



Line Up Timestamps

Page load time, people using the back button, people waiting to enable video



Headphones

Can't do inflection analysis if the videos are audible on the subject recording



Better Videos

Get rid of clipping issues



Additional Research



Add Heart Rate Data

Maybe this weekend



More Subjects

Increase confidence,
segment results by
party, exclude issue
confounders



Better Videos

Source videos all on the
same topic



Discussion



Feelings towards supporters of the other party

How do you feel about
the other party?



Explicit physiological measurements

Measure skin
conductance and heart
beat rate with
electrodes



Factor in other methods in the field

IAT, feeling
thermometer, games?



THANK YOU

