



Positive Media Influence on Implicit Bias Toward or Against Immigrants

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Introduction

Previous studies have supported the hypothesis that Implicit biases can impact behavior (Blair et al., 2013). Many scientists measure these biases with the Harvard-developed Implicit Association Test (Greenwald, Mcghee, & Schwartz, 1998). Moreover, scientists have found that priming subjects with negative stimuli can adjust biases (Nicolas & Skinner, 2012). This study will add to the current research in that it will examine whether positive stimuli adjusts bias.

Hypothesis

The hypothesis in this case is that reading positive news articles about immigrants reduces people's scores on an Implicit Association Test (IAT) about immigrants. The second hypothesis is that the participant's adjacency to immigrants in their families will impact these scores.

Method

We assessed change in participants immigration IAT scores as a function of news article type and immigrant adjacency as shown in the below chart.

Conditions

Positive Article (1) - "Rising rate of female immigrant-owned businesses adds billions to US economy" (Good News Network, 2016)

Neutral Article (2) - "Relaxing, weird, beautiful: Riding the bus on the new 14th street" (Barron, 2019)

Immigrant Adjacency Levels

I am an immigrant (1)

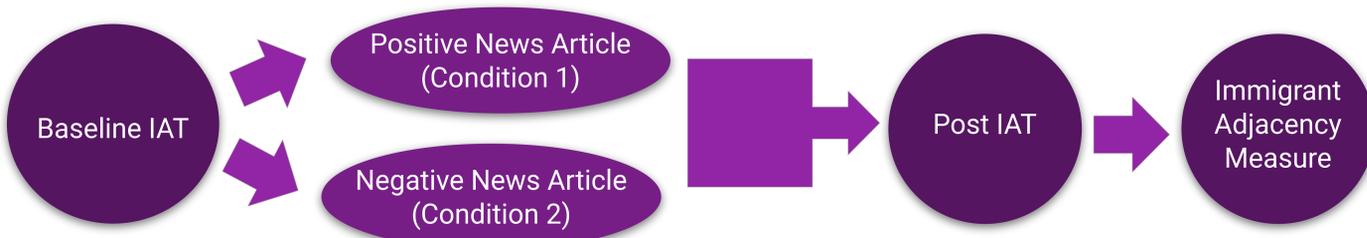
My parents are immigrants (2)

My grandparents are immigrants (3)

I am not American (I am on exchange/I am visiting from my home country for college) (4)

Other (0)

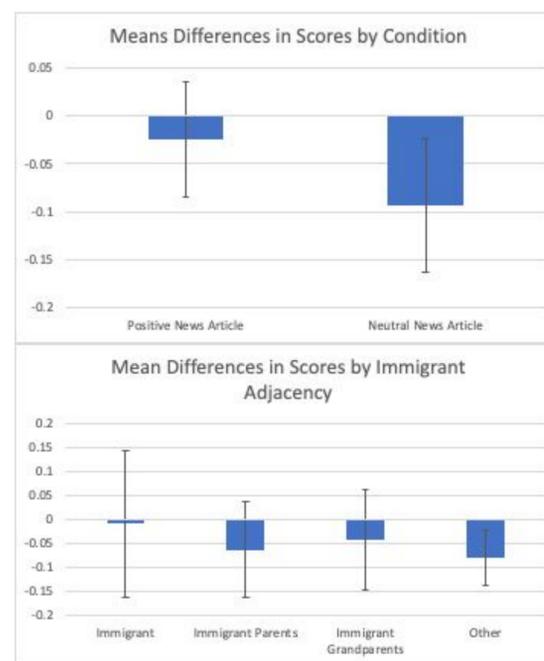
Procedure



Results

The researchers also eliminated those who identified as not American due to the small sample size resulting in a inability to test the full interaction. We found no significant results.

Independent Samples t-test:
 $t(70)=0.7655, p=0.2234$

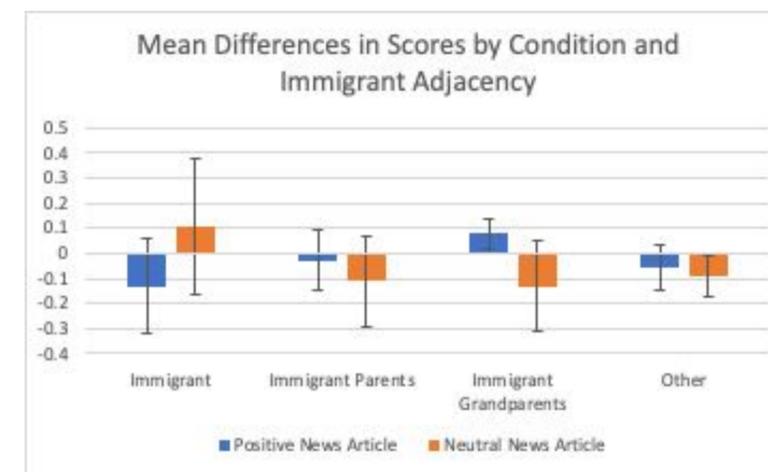


ANOVA:

Immigrant Adjacency: $F(3,58)=0.077, p=0.972$

Condition: $F(1,58)=0.028, p=0.868$

Interaction between Immigrant Adjacency and Condition:
 $F(3,58)=0.405, p=0.750$



Discussion

This experiment did not yield any significant results, which may indicate that news stories about immigrants may not impact biases for/against immigrants. However, it could also reflect that the positive news story was not viewed as positive, and future studies are warranted.

Future Directions

Future directions for this case include performing a manipulation check before conducting the study to assess whether participants found the articles positive or neutral. Moreover, scientists could include a negative condition to explore whether negative priming could impact IAT scores. Finally, it would behoove scientists to obtain a greater sample size in order to properly assess how immigrant adjacency may impact these scores.

Selected References

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