

Background

Donald Trump's bombastic rhetoric as a presidential candidate is upending all political norms. But, how is his campaign rhetoric affecting public opinion?

Most relevant to this project is _____ or when a subset of potentially relevant considerations is emphasized causing individuals to focus on these considerations when forming their opinions (Druckman 2004).

Druckman (2004) finds that when a president discusses issues that people find most important, he can influence his/her own approval.

Druckman (2004) finds that when presidential candidate's stances on a topic align with public opinion, it will influence their approval ratings.

Research finds that racism is strongly condemned by the public (Dovidio 2009, Fiske 1998)

Being a racist has become a negative stigma (Sommers 2006)

Bowler et al. (2006) finds that racially charged ballot propositions sponsored by the Republican party during the 1990s in California reversed the trend among Latinos toward identifying as Republican by shifting party attachments toward the Democratic party.

Hypotheses

Hypothesis #1: Trump's statements will have a negative effect on intention to vote for Trump.

Research Questions

How do Trump's statements affect political attitudes toward Trump?

How do Trump's statements affect political attitudes toward Clinton?

Are these effects moderated by race, income, partisanship, or gender?

Methods