

For Whom Do Boundaries Become Restrictions? The Role of Political Orientation

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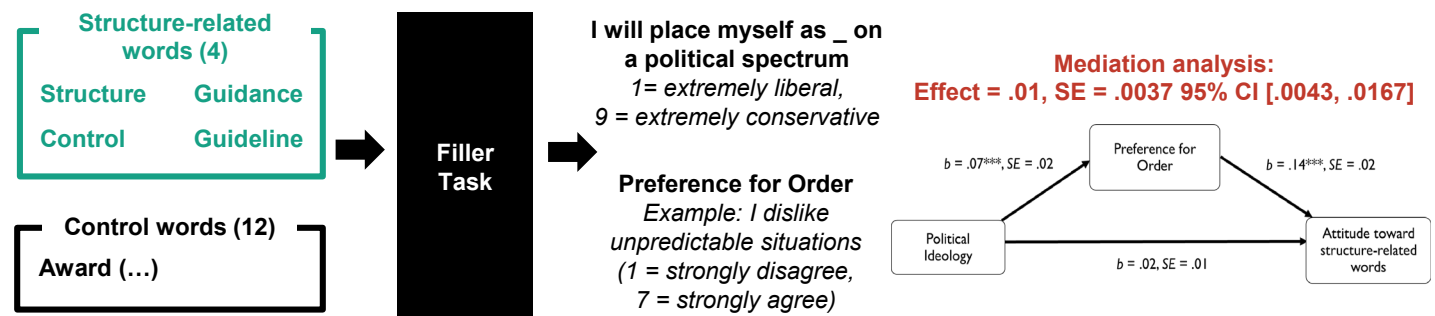
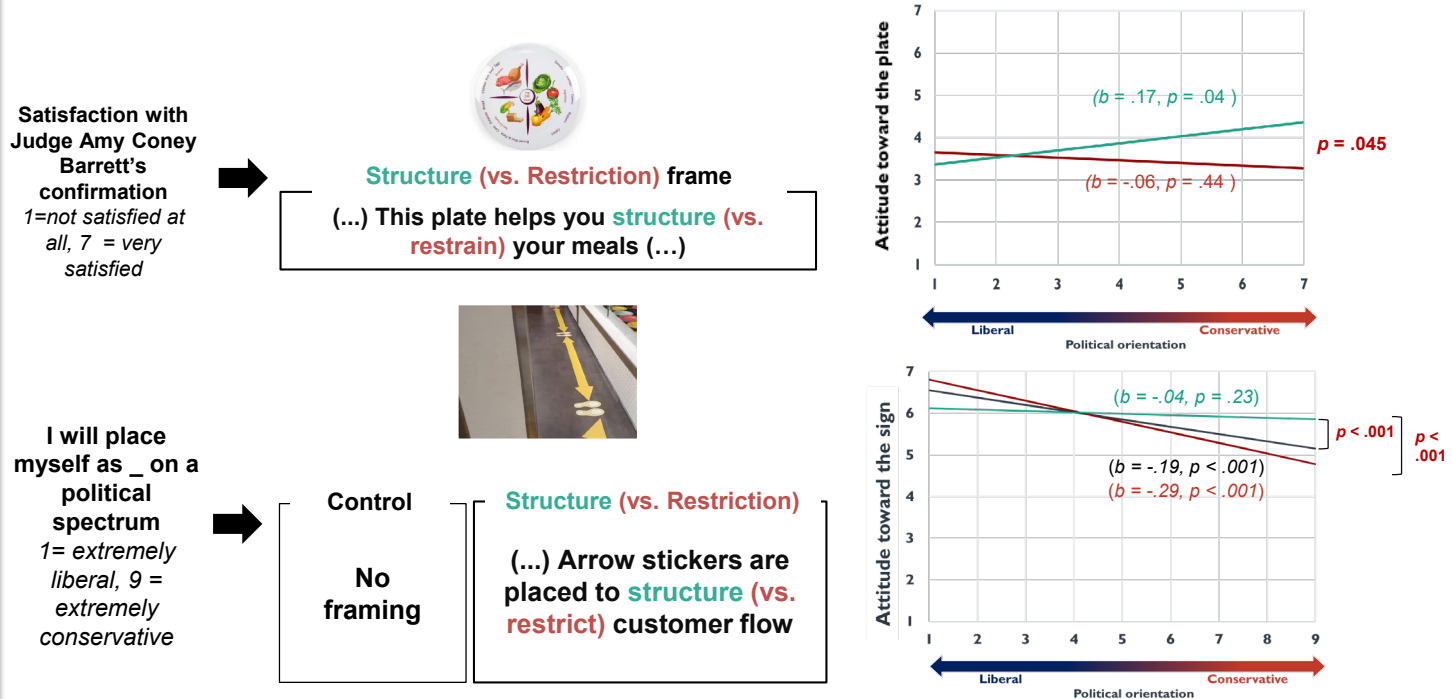
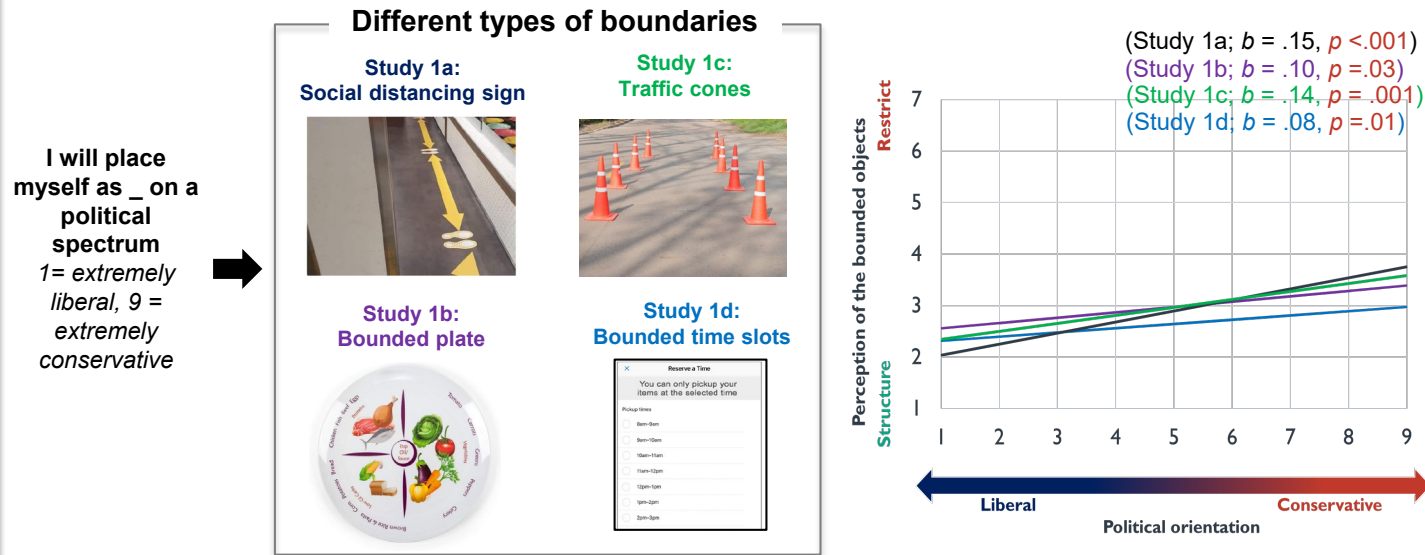
KEY RESEARCH QUESTIONS

Why do we see such a (politically) polarized response to COVID-19 prevention measures that impose “boundaries” (e.g., social distancing rules)?

How might we elicit more favorable attitude toward boundaries among conservatives?

Why do conservatives become more favorable toward a boundary described using structure-frame (vs. no frame or restriction-frame)?

METHODS & RESULTS



TAKEAWAY

Conservatives (vs. liberals) are more likely to construe boundaries as restrictions

Framing interventions that describe a boundary as providing structure (vs. restriction) is effective in eliciting more favorable attitude toward it among conservatives

Conservatives (vs. liberals) have greater preference for order and thus evaluate structure-related (vs. restriction-related) words more favorably