

# Ideology

Emotive differences in making sense of the world

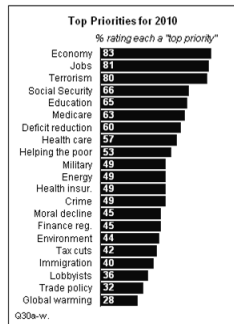
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## Overview

- I. Psychological Paradox
- II. Ideological Lens – Conservatism
- III. Application and Assessment

## I. Psychological Paradox

A. Polling Data: Stronger Evidence, Weaker Commitment  
Global Warming Importance Dropping



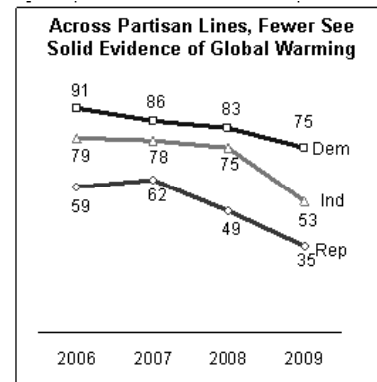
Pew Poll from 1/25/10

Top Priorities for Americans in 2010

Just 28% see GW as top priority

Down 10% from 2007

## Belief in GW Dropping



Pew Poll from Oct. 22nd 2009

Huge partisan divide (75/35)

## B. Stark Evidence for Human Impact Photographs by Chris Jordan



## 1/2 of all species gone by 2100



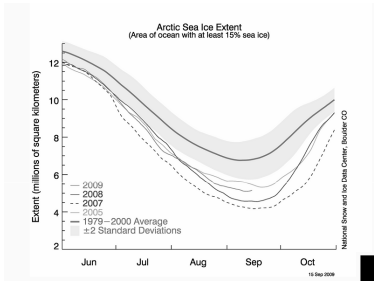
Border = 3200 toy tigers (# remaining on earth)

Space = 40,000 – 1970 pop.

Why don't ecological concerns register???



## Artic: Ice Free by Summer 2013?

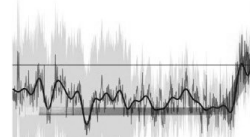


## C. Yet, extensive denial literature...

INDEPENDENT MINDS

### THE HOCKEY STICK ILLUSION

*Climategate and the Corruption of Science*



A.W. MONTFORD



## ...from Mp3 “experts”

Steven M Mosher, born in Grand Rapids Michigan, graduated Northwestern University and attended UCLA for graduate studies in literature. He later joined Northrop Aircraft where he worked as a threat analyst and director of analysis until transitioning to the commercial world in 1995 when he joined Creative Labs as a director of marketing and product development. Since 1995 he has specialized in the development of new consumer technologies such as 3D graphics, web cameras, Mp3 players and a variety of wireless devices. Since 2007 he has worked in the open source community and has been active leader in the effort to get open access to the data and code underlying climate science.

Thomas Fuller was born in Denver Colorado and currently lives in San Francisco. Trained by the U.S. Navy in electronics and cryptography, he has been writing about technology ever since, usually market research reports with exciting titles like 'Project Global Market for Infusion Pumps 2009-2014.' This is a lot of fun by comparison.

## II. Ideological Lens

- A. Jost: Conservatism as security seeking
- B. Haidt: Conservatism as morality seeking
- C. Sinn & Walters: Conservatism & GW

## A. Jost+ (2003) Meta-analysis

- Political Conservatism as Motivated Social Cognition
- Conservatism correlates with
  1. Death anxiety ( $r = .50$ )
  2. Ambiguity intolerance ( $r = .34$ )
  3. Openness to experience ( $r = -.32$ )
  4. Integrative complexity ( $r = -.20$ )
- Trying to manage uncertainty and threat

## Jost, Nosek, & Gosling (2008)

- Ideology primarily psychological
- Controversial claim
- Left-right differences historical, stable
- Conservatism
  1. Resist social change
  2. Accept inequality
- System justification (cf. Cognitive Dissonance)
  1. Reduce uncertainty and threat

## Data on change resistance

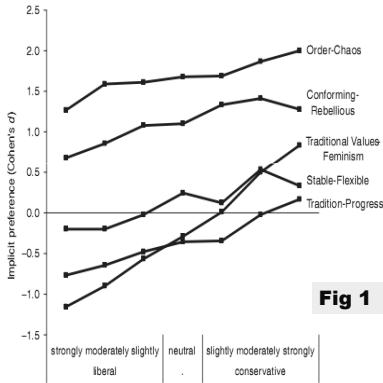


Fig 1

- Conservative preferences:
  - Order
  - Conforming
  - Anti-fem.
  - Stability
  - Tradition
- Note: Implicit!
- How are liberals and conservatives similar?

## Data on inequality acceptance

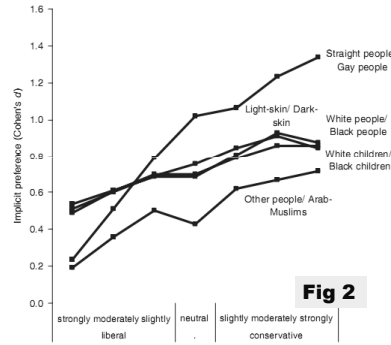


Fig 2

- Conservative preferences:
  - Straight
  - Light-skin
  - White
  - White c.
  - Anti-arab
- Prefer dominant group
- How are liberals and conservatives similar?

## Data on System Justification

- Q: Do conservatives seek to justify status quo?

TABLE 2  
Correlations Between Political Orientation and Four Measures of System Justification in Six Samples

Measure of system justification	Spring 2004	Fall 2004	Spring 2005	Fall 2005	Spring 2006	Fall 2006
Economic system justification (Jost & Thompson, 2000)	.40*** (n = 340)	.41*** (n = 501)	.33*** (n = 382)	.42*** (n = 419)	.47*** (n = 407)	.36*** (n = 490)
Fair market ideology (Jost, Blount, et al., 2003)	.40*** (n = 338)	.40*** (n = 495)	.36*** (n = 380)	.37*** (n = 414)	.42*** (n = 401)	.32*** (n = 480)
Opposition to equality (Kluegel & Smith, 1986)	.30*** (n = 340)	.35*** (n = 501)	.36*** (n = 382)	.36*** (n = 417)	.42*** (n = 401)	.35*** (n = 489)
General system justification (Kay & Jost, 2003)	n/a	n/a	n/a	.46*** (n = 419)	.43*** (n = 407)	.42*** (n = 490)

- Q: Relation to cognitive dissonance?

## Data on personality differences

- Q: Does ideology predict logical differences in traits and preferences? (Table 3)

Variables	Correlation with liberalism-conservatism	
	2000 (N = 609)	2004 (N = 762)
Openness, tolerance, and sensation-seeking		
Liberals are more favorable toward . . .		
Atheists	-.22***	n/a
Poetry	-.17***	n/a
Asian food	-.15***	n/a
Jazz	-.14***	n/a
Street people	-.12**	n/a
Libertarians	n/a	-.33***
Tattoos	n/a	-.21***
Foreign films	n/a	-.17***
Erotica	n/a	-.15***
Big cities	n/a	-.11**
Recreational drugs	n/a	-.10**
Sex	n/a	-.09*
Foreign travel	n/a	-.08*

...

### Conventionalism, traditionalism, and adherence to social norms

Conservatives are more favorable toward . . .	2000 (N = 609)	2004 (N = 762)
Fraternities/sororities	.27***	.27***
Religious people	.24***	n/a
Sport utility vehicles	.23***	.33***
Christians	.22***	n/a
High school	.17***	n/a
Fishing	.17***	n/a
Alcohol	.15***	n/a
The idea of getting married	.14***	n/a
Their childhood	.14***	.13***
Watching television	.13**	.09*
The idea of having children	.10*	n/a
Prayer	n/a	.41***
Newspaper subscriptions	n/a	.17***
Their father	n/a	.16***
Sports	n/a	.16***
Brand logos	n/a	.13***

## Attitudes on social issues

Variables	Correlation with liberalism-conservatism	
	2000 (N = 609)	2004 (N = 762)
Social change and egalitarianism		
Liberals are more favorable toward . . .		
Remedying social injustices	-.18***	n/a
Gay unions	n/a	-.48***
Welfare	n/a	-.38***
Universal health care	n/a	-.34***
Feminists	n/a	-.30***
Environmentalists	n/a	-.30***
Vegetarians	n/a	-.25***
Affirmative action	n/a	-.23***

## Attitudes on “the system”

System justification		
Conservatives are more favorable toward...		
Big corporations	.29***	.33***
The idea of women staying at home	.26***	n/a
The rich	.20***	n/a
Marriage	.13***	n/a
God	.17***	n/a
Politicians	.11**	n/a
Government	.10*	.34***
Police	.08*	.17***
Military	n/a	.41***
The state they live in	n/a	.38***
Most Americans	n/a	.26***
The U.S. flag	n/a	.23***

## Summary of Jost et al.

- Ideology from psychological needs
- Controversial, but strong data
- Adopt positions that min. threat from
  1. Social change
  2. Reduced inequality
    - *New power relationships?*
- Strategies for addressing global warming attitudes?
- Explain Paradoxes: Wall-street & Christian right

## B. Haidt: Ideology as Morality

- 1<sup>st</sup> Rule: Feelings First, Reason Second
  - *If people want to reach a conclusion, they can usually find a way to do so.*
- 2<sup>nd</sup> Rule: Bind together, sanctify life
- Definition:
  - Morality: system to suppress/regulate selfishness to enable social life
- Cf. India and America

## Haidt: Foundations of Morality

- **Liberal leaning**
  - 1. Harm-care
  - 2. Fairness-reciprocity

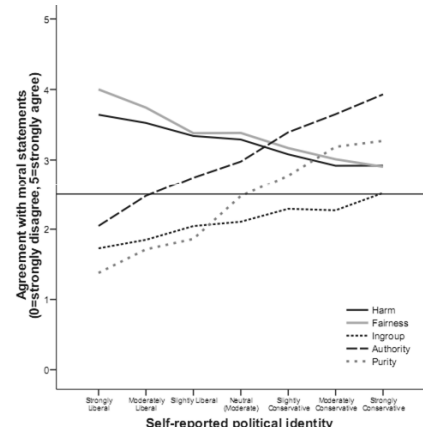
John Stuart Mill  
Society as Social Contract  
Individual Rights
- **Conservative leaning**
  - 1. In-group-loyalty
  - 2. Authority-respect
  - 3. Purity-sanctity

Emile Durkheim  
God as society projected  
Group/family first

## Example Items

- **Authority:** “If I were a soldier and disagreed with my commanding officer’s orders, I would obey anyway because that is my duty.”
- **Purity:** “Chastity is still an important virtue for teenagers today, even if many don’t think so.”
- **Ingroup:** “The government should strive to improve the well-being of people in our nation, even if it sometimes happens at the expense of people in other nations.”

## Graham, Haidt, Nosek (2009)

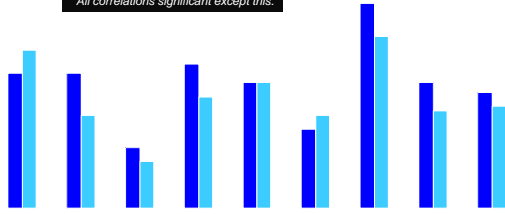




## 6. Correlations with Conservatism

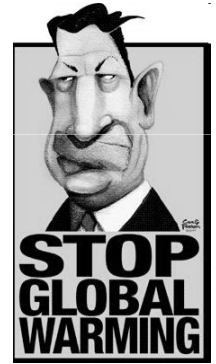
■ Species Extinction Concern   
 ■ Global Warming Concern

\* All correlations significant except this.



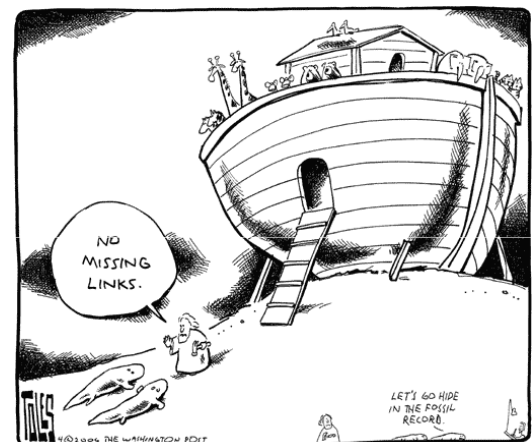
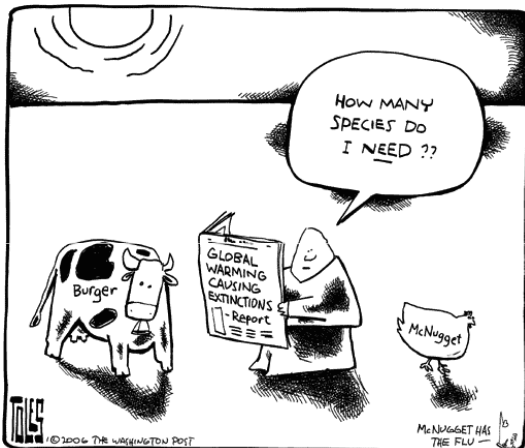
Personality      Political Orientation      Cosmological Beliefs

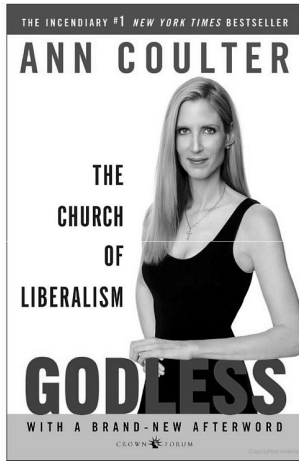
## III. Application & Assessment



Capitalism Magazine > Science > Environment

CAPITALISM MAGAZINE





Liberalism is a comprehensive belief system denying the Christian<sup>\*</sup> belief in man's immortal soul. Their religion holds that there is nothing sacred about human consciousness. It's just an accident no more significant than our possession of opposable thumbs. They deny what we know about ourselves: that we are moral beings in God's image. Without this fundamental understanding of man's place in the world, we risk being lured into misguided pursuits, including bestiality, slavery, and PETA membership. Liberals swoon in pagan admiration of Mother Earth, mystified and overawed by her power. They deny the Biblical idea of dominion and progress, the most ringing affirmation of which is the United States of America.

Although they are Druids, liberals masquerade as rationalists, adopting a sneering tone of scientific sophistication, which is a little like being condescended to by a tarot card reader. Liberals hate science and react badly to it. They will literally run from the room, light-headed and nauseated, when told of data that might suggest that the sexes have different abilities in math and science. They repudiate science when it contradicts their pagan beliefs—that the AIDS virus doesn't discriminate, that there is no such thing as IQ, that nuclear power is dangerous and scary, or that breast implants cause disease. Liberals use the word *science* exactly as they use the word *constitutional*.

<sup>\*</sup> Throughout this book, I often refer to Christians and Christianity because I am a Christian and I have a fairly good idea of what they believe, but the term is intended to include anyone who subscribes to the Bible of the God of Abraham, including Jews and others.

#### 4 ANN COULTER

Both words are nothing more or less than a general statement of liberal approval, having nothing to do with either science or the Constitution. (Thus, for example, the following sentence makes sense to liberals: *President Clinton saved the Constitution by repeatedly ejaculating on a fat Jewish girl in the Oval Office.*)

The core of the Judeo-Christian tradition says that we are utterly and distinctly apart from other species. We have dominion over the plants and the animals on Earth. God gave it to us, it's ours—as stated succinctly in the book of Genesis. Liberals would sooner trust the stewardship of the Earth to Shetland ponies and dung beetles. All their pseudoscience supports an alternative religion that says we are an insignificant part of nature. Environmentalists want mass infanticide, zero population growth, reduced standards of living, and vegetarianism. The core of environmentalism is that they hate mankind.

Everything liberals believe is in elegant opposition to basic Biblical precepts.