

## Undergraduate Research Symposium 2012

### **HARRIET L. WILKES HONORS COLLEGE**

#### **Perceptual Acuity and Social Attitudes Survey (PASAS)**

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People's attitudes have the possibility of being altered after exposure to certain stimuli. Our study used several different political stimuli to determine if people's voting habits and political attitudes could be altered. We conducted an online survey over a period of one month. In this survey, participants were passively exposed to pictures of Barack Obama, Mitt Romney, the American Flag, the Confederate Flag, or a combination of person and flag, in what was presented as a test of aesthetic preferences. In our results, we examined the question of whether exposure to the American Flag activated political conservatism or political engagement. For example, if exposure to the flag activates engagement, then presenting the flag with Obama should move attitudes more to the left pole of the political spectrum than presenting pictures of Obama alone.