

Research Questions

- How does elite priming/cuing affect public support for the minimum wage?
- How does issue framing affect public support the minimum wage?
 - Different minimum wage levels
 - Generic vs. Specific policy description

Definitions

- **Priming (Cuing)** – Influencing individual’s evaluations by presenting thematic areas of issues (Scheufele 2009)
- **Framing** - Manipulating the presentation of an issue in order to receive a specific reaction from an audience (Druckman 2001)



Previous Research

Source Cues

- Statements attributed to credible sources significantly affected individual’s overall opinions (Druckman 2001)
- Individuals tended to support policy issues backed by their political party as opposed to those backed by an opposing party. (Slothuus and Vreese 2010)

Framing

- Individuals are more likely to support immigrant legalization as the number of years in which they resided in the US increases (Druckman 2001)
- Individuals exposed to specific issue frames were more likely to change their policy preference compared to general issue frames (Jacoby 2000)



SURF Research Project

The Effects of Priming and Framing on the Minimum Wage

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Hypotheses

Source Cues

H1) The Obama cue will garner less policy support than the generic cue.

H2) Partisan cues will not affect support for an increase in the minimum wage.

Framing

H3) As the minimum wage rate presented increases, support will decrease.

H4) Specific issue frames will garner more support than general issue frames.

Method & Analysis

- Qualtrics’ survey software to create survey
- Streamed through Amazon’s MechanicalTurk
- 4 x 4 Experiment Design
 - 4 priming cues
 - 4 issue frames
- Sample Size = 2,071
- Analyzed using SPSS
 - Difference of means T-Test
 - Balance Checks - Multiple Regression

Findings

- H1) No difference in support for generic vs. Obama cue
- H2) No difference in support for generic vs. partisan cues
- H3) \$8.25 & \$10.10 garnered more support than \$7.25
 - \$8.25 garnered same support as \$10.10
- H4) Specific issue frames did not garner more support than general issue frames

Implications

- Media, policy makers, influential figures can use these findings to shape the public’s preferences on the minimum wage
- Research has not been previously done on the effects of priming and framing on minimum wage
- Rising importance of minimum wage
 - Partisanship unimportant
 - Broad public desire for increase in the minimum wage



Graphs

Figure 1 - Change in Mean Support for Minimum Wage comparing the Obama to the Generic Source Cue across 3 Issue Frames

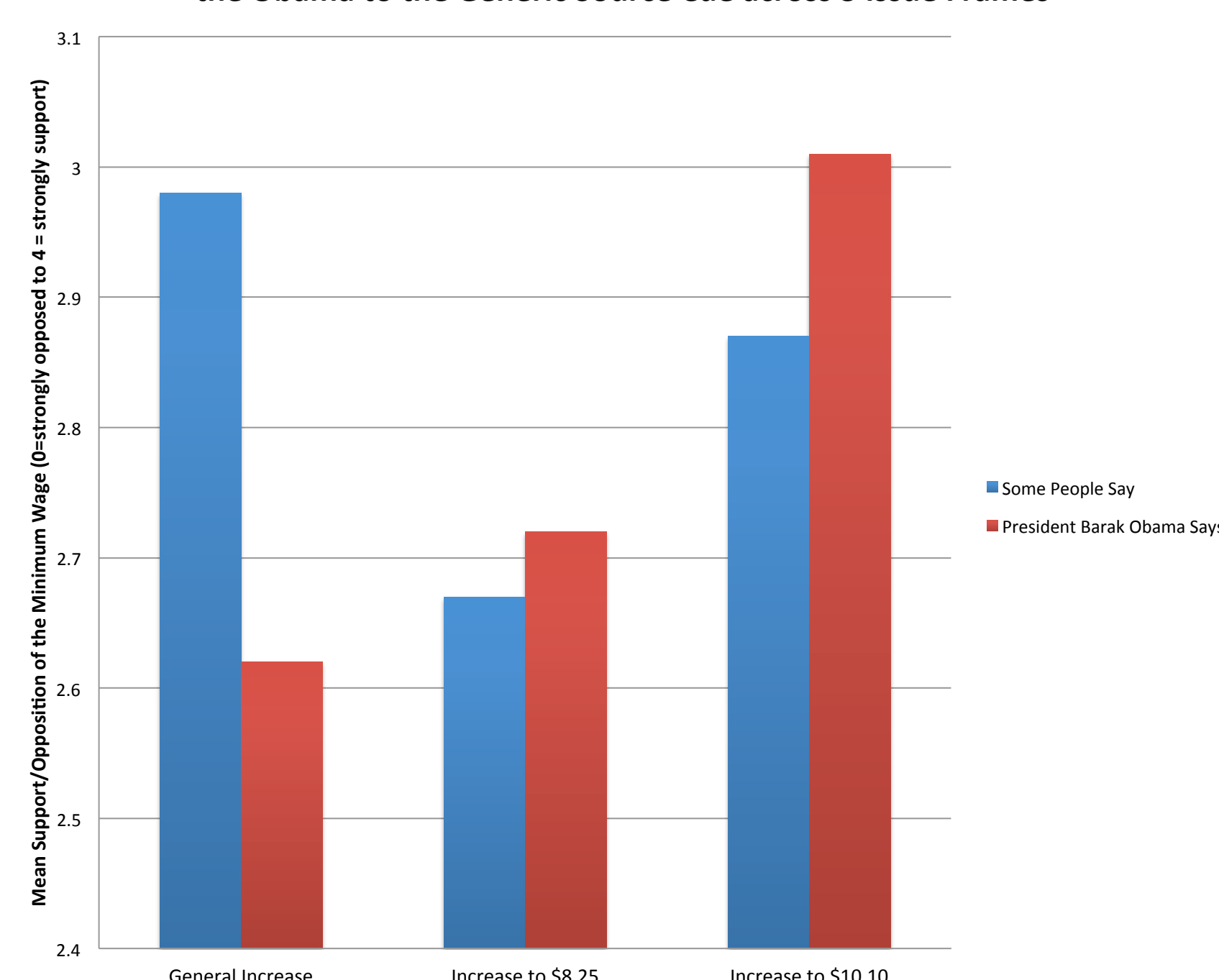


Figure 2 - Change in Mean Support for Minimum Wage comparing the Party Cues to the Generic Source Cue across 3 Issue Frames

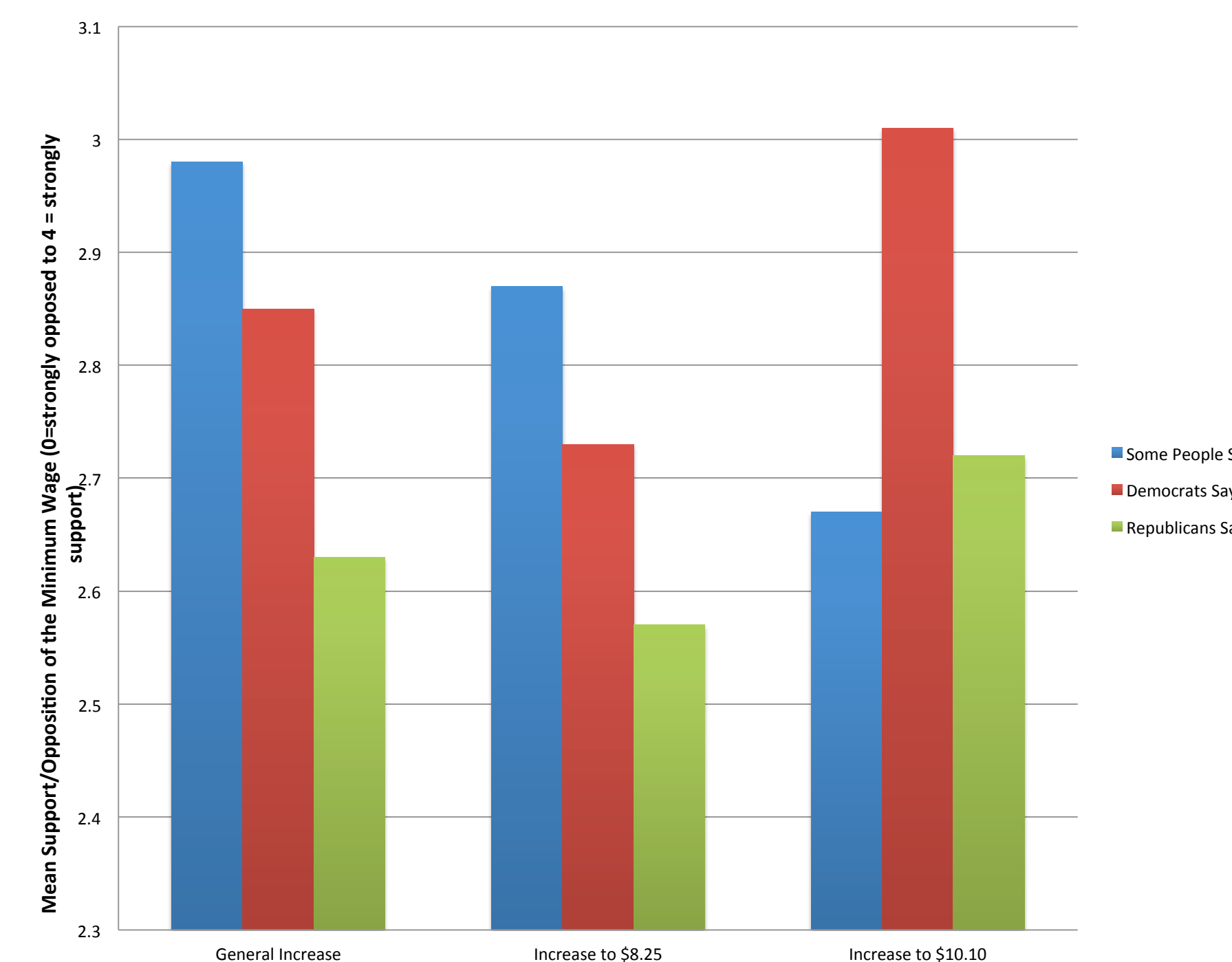


Figure 3 - Change in Mean Support for Minimum Wage comparing 3 Issue Frames across the 4 Source Cues

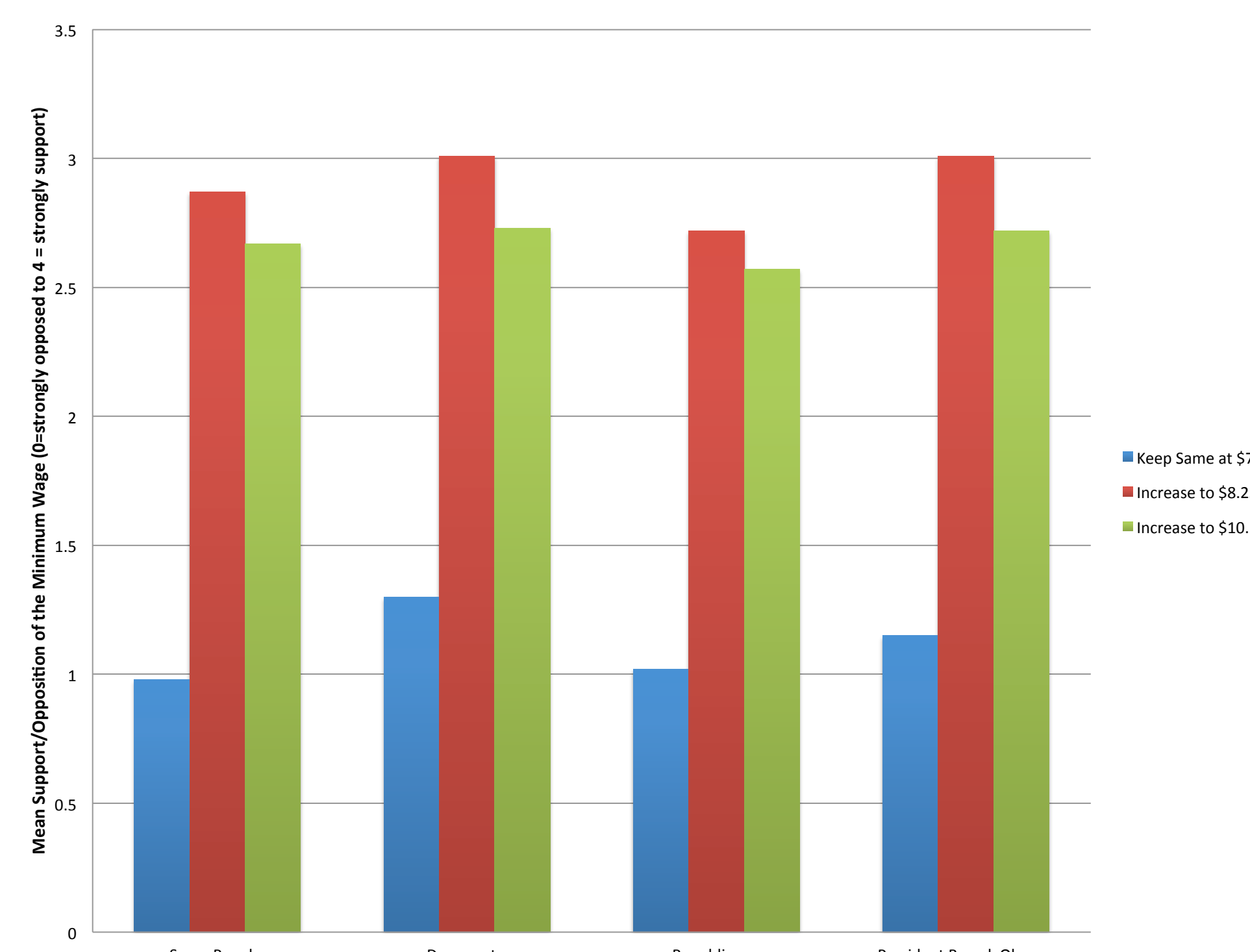
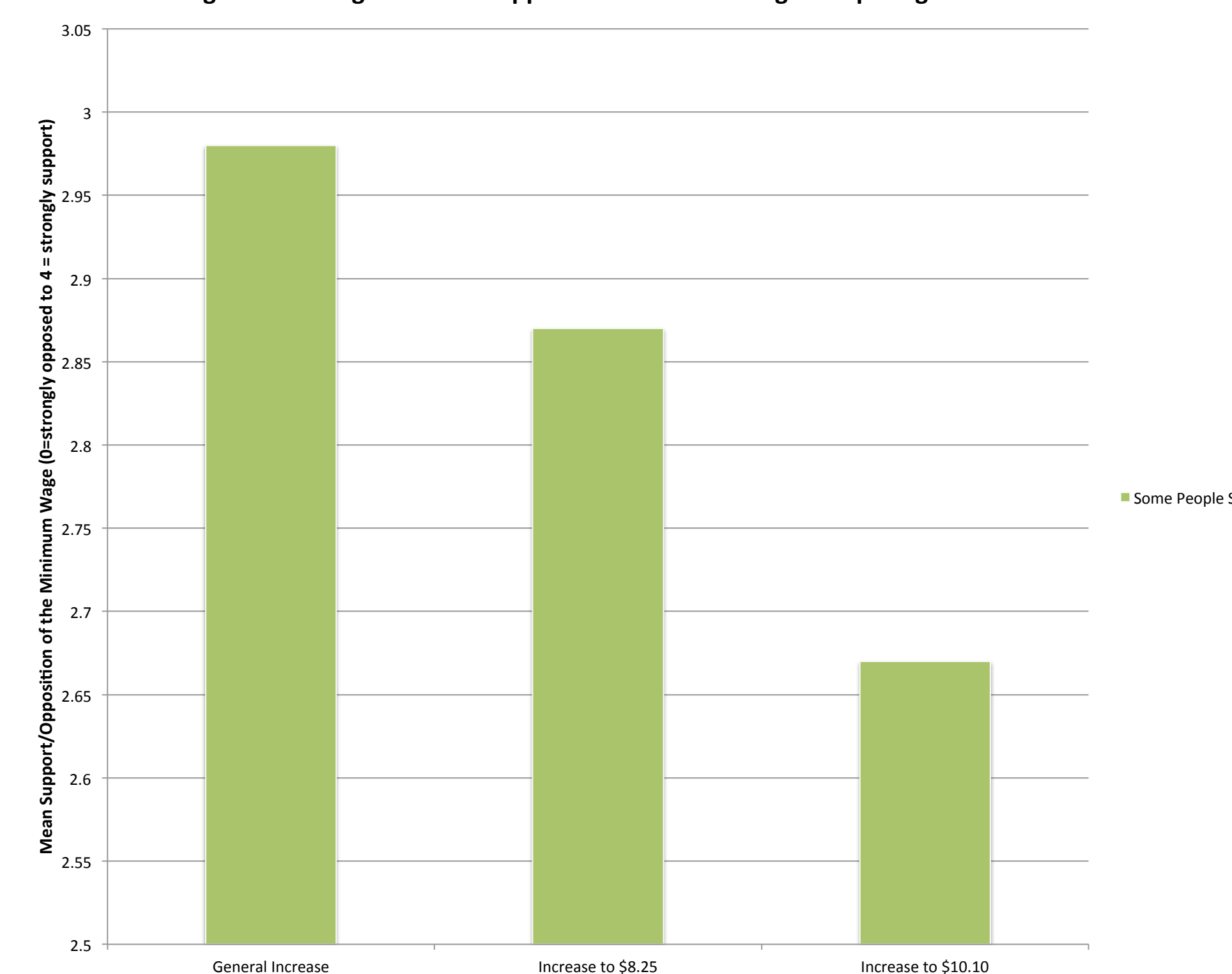


Figure 4 - Change in Mean Support for Minimum Wage comparing 3 Issue Frames



Complications

- Analytical challenges
 - Learning to use SPSS
 - Learning statistical regression analysis
- Data collection methodology
 - Complexity of survey program
 - Learning Mechanical Turk
- Recoding issues
 - Need for more attention to detail
 - Tedious nature

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