Supplement for Schmidt & Nosek (2010)

Schmidt, K., & Nosek, B. A. (2010). Implicit (and explicit) racial attitudes barely changed during Barack Obama's presidential campaign and early presidency. *Journal of Experimental Social Psychology*.

This supplement reports analyses of explicit racial attitude changes that are parallel to the analyses on implicit racial attitude changes reported in the article. This supplement assumes that the reader is already familiar with the article, variables, design, and key findings.

Variation in explicit attitudes over time.

To test whether the average magnitude of explicit racial attitudes changed over time we regressed session date on IAT score (see Step 1 in Table S1 below). Regressing session date on racial preference ratings indicated that date was a significant *positive* predictor of explicit race bias, $F(1, 479403)= 51.66$, $p<.0001$, $\beta= 1 \times 10^{-10}$. That is, explicit attitudes became slightly more pro-White over time. While an *order of magnitude larger* than the effect with implicit attitudes, date still accounted for a trivial .01% of the variance in explicit racial preferences ($R^2 =.000108$). When explicit preference was looked at for each day, the absolute smallest average score for a single day was *0* and the absolute largest was *.62* – an explicit preference for White was observed every day except two where no preference was observed (in effect size units, lowest $d = .00$, median $d = .30$, highest $d = .67$). The middle 80% of mean explicit scores ranged from .2 to .45. Thus, 80% of the daily means were within .1 standard deviations of the grand mean.

By month, the smallest explicit score was .28 and the largest was .41. Eighty percent of the monthly explicit preference means were between .29 and .36 and within .04 standard deviations of the grand mean, while all scores were within .07 standard deviations of the mean. Finally, mean explicit preference for Whites over the first 30 days of data collection (0.35) was not significantly different from the mean for the last 30 days of the data collection (.34; $t(26322) = 1.12$, $p = .26$). A comparison of the explicit preference in the data collected before Barack Obama declared his candidacy (.33) with that of the data collected after candidacy (.33) indicated no difference in racial attitudes ($t[479403]=1.44$, $p=.15$).

We also calculated the correlation between explicit race preference and the number of media mentions of Obama for approximately every 4th day in our dataset (N = 240). Despite the wide variation in Obama's presence in news media by day, that variability was unrelated to the average explicit race preference across days ($r = .01$, *ns*). Notably, the mean explicit race preference across days was correlated .53 ($p < .0001$) with the mean implicit race preference across days.

The second step to our regression predicting explicit preference with date (see Table S1) added date, age, gender, race, ethnicity and political orientation as predictors of explicit preference. Adding these variables improved the model fit, ($F(15, 479389)= 11165.9$, $p<.0001$) such that the model accounted for 25.89% of the variance in explicit preference ($R^2 =.2589$). Women showed less explicit race bias than men ($\eta_p^2 = .00651$), liberals showed less explicit race bias than conservatives ($\eta_p^2 = .01413$), and Black participants showed less explicit race bias than white participants ($\eta_p^2 = .18217$).

In a third step, we added demographic by date interaction terms to the model to check for moderation effects (see Table S1). This slightly increased model fit (R^2 =.2595, a change in R^2 of .0006), suggesting that the moderators had a minimal impact. Some demographic X date interactions were statistically significant and could possibly be interpreted that black people, young people, women, and the higher educated showed a larger increase in explicit preference for Whites over time than their counterparts. However, the effects were very, very small.

We also examined possible differences in explicit race preference in different time ranges in our data set: before candidacy (Sept 28, 2006 to Feb 10, 2007), early candidacy to Iowa caucus (Feb 11, 2007 to Jan 3, 2008), caucus to Hillary Clinton's concession (Jan 4, 2008 to June 7, 2008), regular election season to Election day (June 8, 2008 to Nov 7, 2008), Election to Inauguration (Nov 8, 2008 to Jan 20, 2009), and early presidency (Jan 21, 2009 to May 11, 2009). Mean comparisons and regressions were run on each of these ranges (Ms= .32, .33, .31, .33, .38, .34, respectively). None of the regression results showed an effect greater than R^2 = .00264.

We also ran weekly comparisons of explicit racial preference around important campaign events. While week was a significant predictor of preference before and after Hillary Clinton conceded the race ($F(1,3119)=5.41$, $p=.020$) this effect became null when demographics were included in the model. All other week comparisons were not significant predictors of explicit racial preference, perhaps indicating the aforementioned effect was a Type 1 error.

Table S1

Hierarchical linear regression (N = 479,405) predicting explicit preference for White Americans compared to Black Americans by date (Step 1, demographic variables (added in Step 2), and their interactions (added in Step 3).

Predictor	df	η_p^2	F	p	R^2
Step 1					**0.000108**
Date	1	0.000107	51.66	<.0001	
Step 2					**0.2589**
Date	1	0.00001	9.61	0.0019	
Age	1	0.00013	84.68	<.0001	
Gender	1	0.00651	4236.63	<.0001	
Ethnicity	2	0.00057	184.02	<.0001	
Race	8	0.18217	18009.1	<.0001	
Political Orientation	1	0.01413	9269.27	<.0001	
Education	1	0.00015	94.46	<.0001	
Step 3					**0.2595**
Date	1	0	1.49	0.2228	
Age	1	0.00007	45.10	<.0001	
Gender	1	0.00004	28.79	<.0001	
Ethnicity	2	0.00001	2.91	0.0542	
Race	8	0.00086	69.71	<.0001	
Political Orientation	1	0.00001	7.72	0.0055	
Education	1	0.00002	14.84	0.0001	
Date X Age	1	0.00007	43.07	<.0001	
Date X Gender	1	0.00003	18.25	<.0001	
Date X Ethnicity	2	0.00001	3.56	0.0284	
Date X Race	8	0.00047	38.04	<.0001	
Date X Political Orientation	1	0	1.35	0.2461	
Date X Education	1	0.00003	16.20	<.0001	