Study 1

Note: Only core components of the survey displayed (i.e., informed consent, demographics, debrief etc. omitted).

Experimental treatments

Control

Thank you. Next, you will be asked to read a short excerpt from the US Census. Please read this text carefully as you will be asked to recall some of it later.

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U.S. Census Bureau Reports Residents Now Move at a Higher Rate

New U.S. Census Bureau data suggest that the rate of geographical mobility, or the number of individuals who have moved within the past year, is increasing. The national mover rate increased from 11.9 percent in 2008 (the lowest rate since the U.S. Census Bureau began tracking the data) to 12.5 percent in 2009. According to the new data, 37.1 million people changed residences in the U.S. within the past year. 84.5 percent of all movers stayed within the same state. Renters were more than five times more likely to move than homeowners. The estimates also reveal that many of the nation's fastest-growing cities are suburbs. Specifically, principal cities within metropolitan areas experienced a net loss of 2.1 million movers, while the suburbs had a net gain of 2.4 million movers. For those who moved to a different county or state, the reasons for moving varied considerably by the length of their move. The latest figures are predicated on current and historical trends, which can be thrown awry by several variables, including prospective overhauls of public policy.

Diversification

Thank you. Next, you will be asked to read an excerpt from the US Census. Please read this text carefully as you will be asked to recall some of it later.

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In a Generation, Racial Minorities May Be the U.S. Majority

New U.S. Census Bureau data suggest that America will become a "majority-minority" nation much faster than once predicted. The nation's racial minority population is steadily rising, advancing an unmistakable trend that could make minorities the new American majority by midcentury. The data show a declining number of White adults and growing under-18 populations of Hispanics, Asians, and other minorities. Demographers calculate that by 2042, Americans who identify themselves as Hispanic, Black, Asian, American Indian, Native Hawaiian, or Pacific Islander will together outnumber non-Hispanic Whites. The main reasons for the accelerating change are rapid immigration growth and significantly higher birthrates among racial and ethnic minorities. As White baby boomers age past their childbearing years, younger Hispanic parents are having children – and driving U.S. population growth. For example, there are now roughly 9 births for every 1 death among Hispanics, compared to a roughly one-to-one ratio for Whites. The latest figures are predicated on current and historical trends, which can be thrown awry by several variables, including prospective overhauls of public policy.

Diversification + common identity

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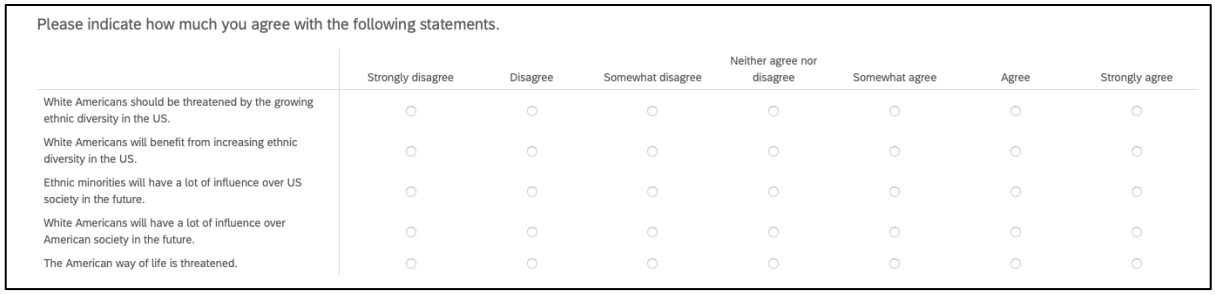
As a country, America has its own unique cultural values, making it unlike any other country in the world. For example, Americans value individual freedom, equality, democracy, innovation, work ethic, privacy and patriotism. These values have existed since the start of this nation and will continue to be deeply rooted in American culture for years to come, and those who practice them will continue to be respected and valued in American society. Which of these (or other) values do you care about the most, and why?

Please write a short paragraph expressing your opinion.

Status threat

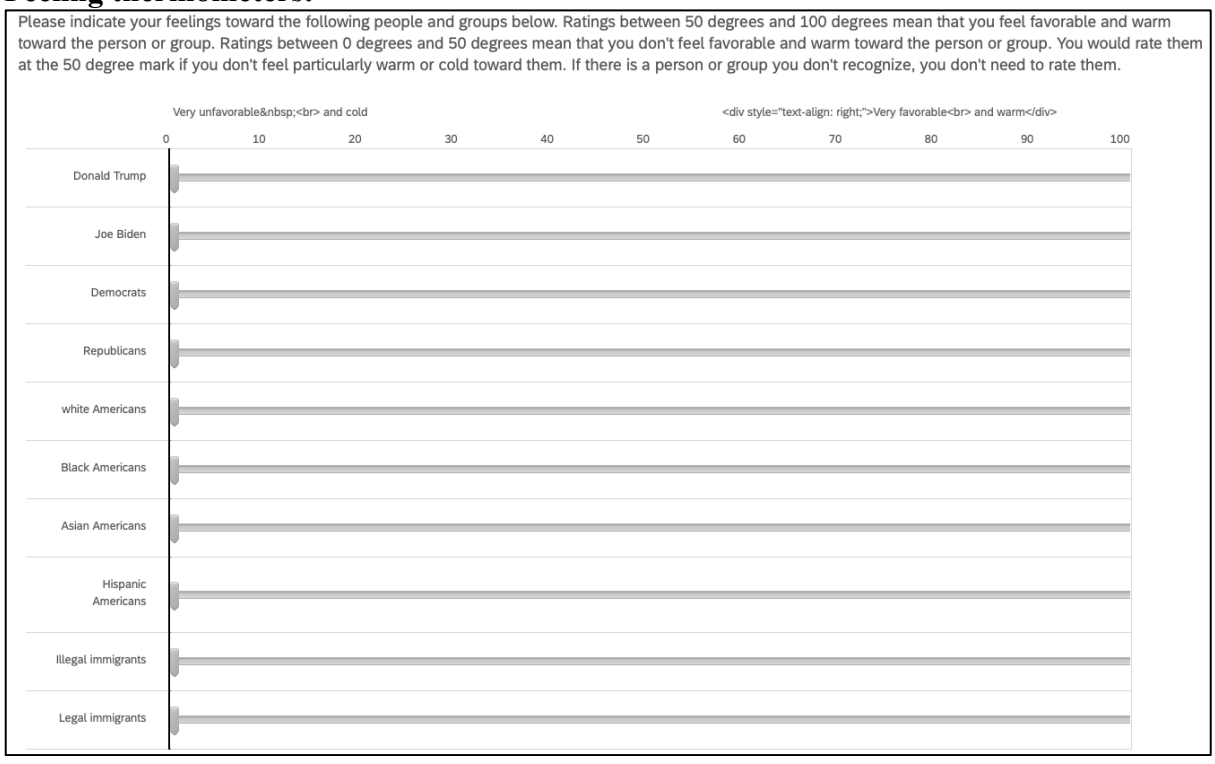
Status threat:



Outcomes and identities

Note: viewing order randomized (i.e., order of concepts randomized and order of items within concepts randomized).

Feeling thermometers:



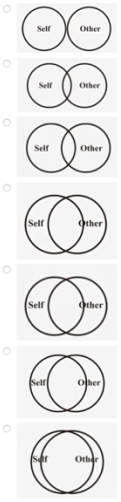
Affirmative action:

Inclusiveness:

This question focuses on how much **you (" the Self")** and **People of Color ("the Other")**, relate to one another.

The more the two circles overlap, **the more you think you and People of Color are similar**.

Please choose which picture best describes how similar you and ethnic minorities are.



American identity:

Please indicate how much you agree with the following statements.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Being American is important to me.	○	○	○	○	○	○	○
I see myself as a typical American.	○	○	○	○	○	○	○
The term "American" describes me well.	○	○	○	○	○	○	○
When talking about Americans, I say "we" instead of "they"?	○	○	○	○	○	○	○

White identity:

Please indicate how much you agree with the following statements.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I feel connected to other white Americans.	○	○	○	○	○	○	○
Whenever someone is talking about white Americans, I feel personally addressed (as if it's about me).	○	○	○	○	○	○	○
Being white is an important part of who I am.	○	○	○	○	○	○	○
I am proud to be white.	○	○	○	○	○	○	○
Whenever I talk about white Americans I often say 'we'.	○	○	○	○	○	○	○
This is an attention check, please tick "Somewhat disagree."	○	○	○	○	○	○	○