Study 2

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

Experimental treatments

Diversification

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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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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No we'd like you to read a brief article that recently appeared in the news. Please read it carefully, and then we'll ask you a few questions about it.

To give you time to read the article, the 'next screen' button will not appear right away. When you are ready to begin reading the article, please click to advance to the next screen.

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America: What Makes It Great
The Declaration of Independence, whose signing we celebrate every July 4th, established America as one of the first representative democracies in the world. As we begin America's 239th year, we wanted to reflect on some of the factors that continue to make America a great nation. Here are some of the top reasons we love America.

INNOVATION — Edison, Gates, Jobs: they and we are known for thinking outside the box. As a people, we create and innovate; we don't wait for others, then appropriate their creations. From search engines to social networks — Google, Yahoo, Twitter and Facebook — it all started here.

TECHNOLOGY — From cotton gin to light bulb, records to movies, rockets to Internet, the gadgets and discoveries originating from the U.S. have changed the world, and continue to do so today.

DIVERSITY — "Give me your tired, your poor, your huddled masses yearning to breathe free…" So says the inscription on the Statue of Liberty in the middle of New York Harbor. We are a nation of immigrants whose spirit of hard work and desire for a better life have been a hallmark since the first settlers arrived here more than 400 years ago.

ECONOMY — Despite the spotlight on China and other Asian countries, the United States still possesses the world's richest economy and consumer base — larger than Japan, Germany, China and Great Britain combined. The economy of a single U.S. state--California--would be among the top 10 economies in the world if it were a country.

INDIVIDUAL SPIRIT VS. CLASS SYSTEM — Unlike other countries such as India, China or much of Europe, where one's station in life is determined by a caste system, government monolith or an outdated monarchy, in America you are free to carve out your own destiny. Wealth carries huge influence, but unlike most countries, where one's fate is determined by others, in the U.S. you are free to chart your own course.

TOLERANCE — While other cultures in Syria, Iraq and Africa are slaughtering each other in the name of religion, in America Jews, Catholics, Sikhs, Protestants, Hindus, Muslims — and Atheists — live and work together in peace.

ENTREPRENEURSHIP — The U.S., by far, has more self-made millionaires and billionaires proportionally than anywhere in the world. Much has been said of late about the rapid rise of a millionaire class in China and Vietnam. But that's still — pardon the cliche — a drop in the ocean.

INSTITUTIONS AND LAW — We are a nation of laws and equality under the law; those

laws provide stability, continuity, structure and protect against intellectual theft.

EDUCATION — Students from everywhere in the world come here for their education, not the opposite.

ENTERTAINMENT — OK, we didn't invent classical music, but we created Dixieland, ragtime, jazz, swing, big band, bluegrass, Hawaiian, pop, rock 'n' roll, hip-hop, rap and even disco; then there's radio, television, movies, video games, hula hoops, Hollywood and Disneyland.

NATURAL BEAUTY — From the California coast, through the Rocky Mountains to the forests of Maine and Vermont, and including our national parks, we are a nation of contrasts, with two oceans, numerous lakes and rivers, gargantuan mountains, vast plains and spacious deserts, all with their individual charm.

GENEROSITY — Americans are the most generous nation in terms of donating to charities, both in total dollars given and total hours. No other nation has America's generosity of spirit and willingness to help their fellow man.

ENDURANCE — After 238 years, we are still here in, basically, the same form. No nation in modern times has come close when it comes to longevity. And that goes for our human life span — longer than anywhere else but Okinawa.

STANDARD OF LIVING – The highest in the world; nothing more to be said.

Status threat

Status threat:

Please indicate how much you agree with the following statements.

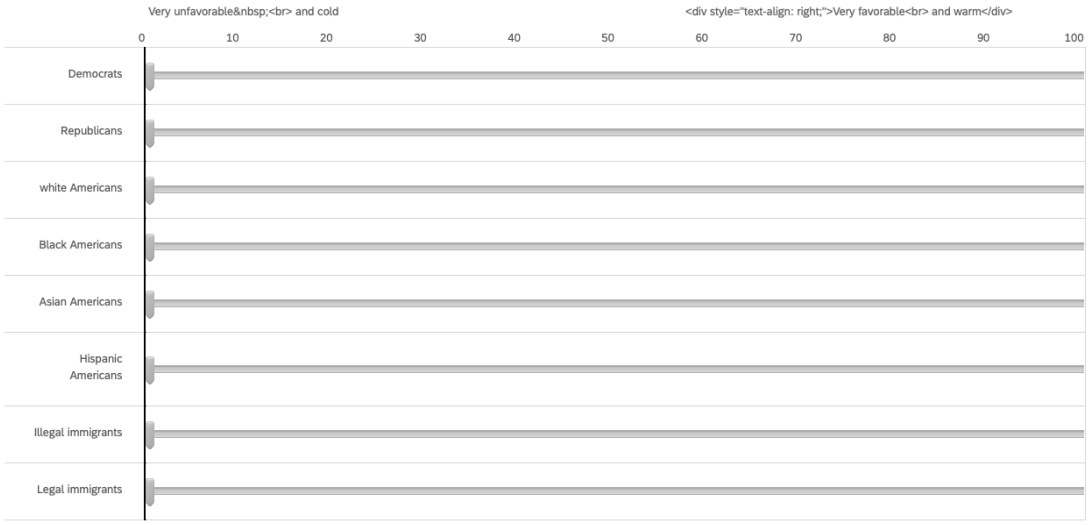
	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
White Americans should be threatened by the growing ethnic diversity in the US.	○	○	○	○	○	○	○
White Americans will benefit from increasing ethnic diversity in the US.	○	○	○	○	○	○	○
Ethnic minorities will have a lot of influence over US society in the future.	○	○	○	○	○	○	○
White Americans will have a lot of influence over American society in the future.	○	○	○	○	○	○	○
The American way of life is threatened.	○	○	○	○	○	○	○

Outcomes and identities

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

Feeling thermometers:

Please indicate your feelings toward the following people and groups below. Ratings between 50 degrees and 100 degrees mean that you feel favorable and warm toward the person or group. Ratings between 0 degrees and 50 degrees mean that you don't feel favorable and warm toward the person or group. You would rate them at the 50 degree mark if you don't feel particularly warm or cold toward them. If there is a person or group you don't recognize, you don't need to rate them.



Americanness:

Please indicate to what degree you find the following groups to be **American**.

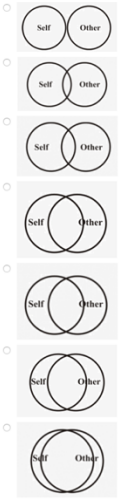
	Not at all	Slightly	Moderately	Very	Extremely
Democrats	○	○	○	○	○
Republicans	○	○	○	○	○
white Americans	○	○	○	○	○
Black Americans	○	○	○	○	○
Asian Americans	○	○	○	○	○
Hispanic Americans	○	○	○	○	○

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."	○	○	○	○	○	○	○