

Canadian Election Study Methodological Briefs

Methodological Brief #2013-A

Photo Manipulations in the 2011 CES

Patrick Fournier, Université de Montréal

Stuart Soroka, McGill University

Fred Cutler, University of British Columbia

Dietlind Stolle, McGill University

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Patrick Fournier, Stuart Soroka, Fred Cutler and Dietlind Stolle
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Version 1.0, Spring 2011

The 2011 web wave of the Canadian Election Study includes a number of photo-based experiments. This file describes the design of those experiments, for those interested in working with the resulting data. The following pages include the photos used in those questions, along with a brief description of the structure of this portion of the web wave.

Our photo experiments begin with one question that uses a photo, but includes no manipulation. Our intention here was simply to start using photos in questions, so that the experimental questions did not stand out as the only ones to include photos. All subsequent questions present one of a random draw of two or three photos to respondents.

>wbs11_3<

We would like to ask you a few questions about government policies. First, do you support or oppose oil extraction in the Alberta tar sands?

- 1 strongly support
- 2 somewhat support
- 3 somewhat oppose
- 4 strongly oppose

Nous aimerions vous poser quelques questions à propos des politiques gouvernementales. D'abord, êtes-vous pour ou contre l'extraction de pétrole des sables bitumineux de l'Alberta?

- 1 fortement pour
- 2 plutôt pour
- 3 plutôt contre
- 4 fortement contre

Photo 1 (all respondents):



>wbs11_4<

Do you support or oppose the construction of new nuclear power plants in Canada?

- 1 strongly support
- 2 somewhat support
- 3 somewhat oppose
- 4 strongly oppose

Êtes-vous pour ou contre la construction de nouvelles centrales nucléaires au Canada? [Photo 1]

- 1 fortement pour
- 2 plutôt pour
- 3 plutôt contre
- 4 fortement contre

Randomization information is in variable WBS11_RANDOM4.

Photo 1:



Photo 2:



>wbs11_5<

The Canadian military will continue to be involved in Afghanistan for the next several years. Do you support or oppose this?

- 1 strongly support
- 2 somewhat support
- 3 somewhat oppose
- 4 strongly oppose

Les forces militaires canadiennes continueront d'être impliquées en Afghanistan pour quelques années à venir. Êtes-vous pour ou contre ceci?

- 1 fortement pour
- 2 plutôt pour
- 3 plutôt contre
- 4 fortement contre

Randomization information is in variable WBS11_RANDOM5.

Photo 1:



Photo 2:



Note that questions wbs11_6 follow after wbs11_5. They show exactly the same photo that the respondents see for wbs11_5, and will be affected accordingly.

*Both photos were taken by Finbarr O'Reilly, Reuter's Photographer. (<http://www.finbarr-oreilly.com>)

>wbs11_7<

Now we would like to know what you think about multiculturalism programs in Canada. For example, please consider the following story:

VERSION 1: Helena is the president of the Canadian Portuguese-Catholic Action Network. Her group has recently applied to Canada's Multiculturalism Grants and Contributions Program for \$80,000 to fund an outreach project to raise awareness of Portuguese-Catholic contributions to Canada's culture.

VERSIONS 2 AND 3: Fatma is the president of the Canadian Turkish-Muslim Action Network. Her group has recently applied to Canada's Multiculturalism Grants and Contributions Program for \$80,000 to fund an outreach project to raise awareness of Turkish-Muslim contributions to Canada's culture.

Do you support or oppose the government funding Helena's outreach project?

1 strongly support 2 somewhat support 3 somewhat oppose 4 strongly oppose

Maintenant nous aimerions savoir ce que vous pensez des programmes de multiculturalisme au Canada. Par exemple, veuillez considérer l'histoire suivant:

VERSION 1: Helena est la présidente du Réseau d'action portugaise-catholique du Canada. Son groupe a récemment fait une demande au Programme de subventions et de contributions pour le multiculturalisme du Canada pour 80 000\$ afin de financer un projet de campagne en vue de promouvoir les contributions portugaises-catholiques à la culture du Canada.

VERSIONS 2 ET 3: Fatma est la présidente du Réseau d'action turc-musulman du Canada. Son groupe a récemment fait une demande au Programme de subventions et de contributions pour le multiculturalisme du Canada pour 80 000\$ afin de financer un projet de campagne en vue de promouvoir les contributions turques-musulmanes à la culture du Canada.

Êtes-vous pour ou contre le financement par le gouvernement du projet de Helena?

1 fortement pour 2 plutôt pour 3 plutôt contre 4 fortement contre

Randomization information is in variable WBS11_RANDOM7.

Photo 1 (shown with Versions 1 and 2):



Photo 2 (shown with Version 3):



Note that there are three manipulations in total: (1) Version 1 of the text, with Photo1, (2) Version 2 of the text, with Photo 1, and (3) Version 3 of the text, with Photo 2.

Note also that questions wbs11_8 follow after wbs11_7. They show exactly the same photo that the respondents see for wbs11_7, and will be affected accordingly.