

# Increasing Openness to Persuasive Appeals

Matthew Quesnel, M.A. Student  
Advisor: Dr. Jacquie D. Vorauer



# Advocating for Support

- Important for raising awareness & support
- Increase openness to persuasive appeals
- Focused on White/European Canadians
  - Numerical majority
  - May show lowest support



# Intergroup Ideologies

## Multiculturalism

- Recognize and value differences
- Unique contributions
- Diversity strengthens us

## Colour-blindness

- Ignore differences (e.g., ethnicity)
- Focus on similarities
- We are all humans



*Celebrate*  
**Multiculturalism Day**

June 27, 2012  
7:00 p.m.

**North Grenville Municipal Centre**  
*\*No Admission Fee!\**

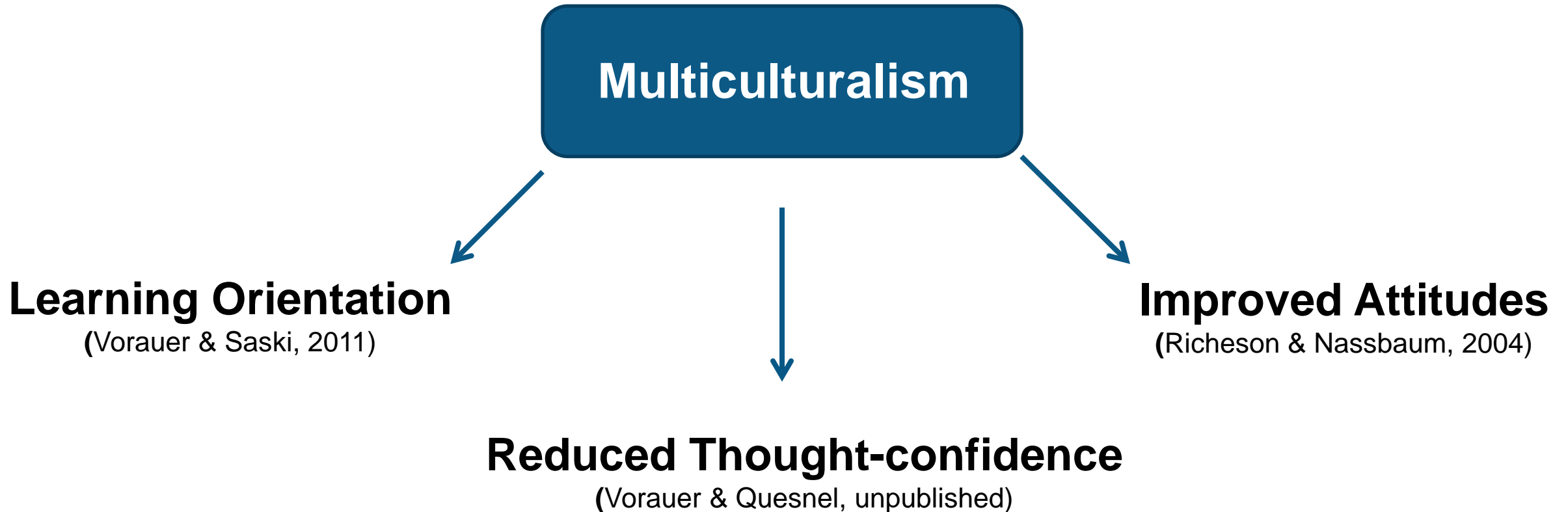
Join us to celebrate the diversity that makes our nation great, with entertainer Cuban-Canadian Cesar Ricardo and his band.

Enjoy coffee and desserts from around the world!



Prediction 1: Individuals exposed to a multicultural ideology would show more support

Prediction 2: No difference between control and colour-blind Ideology



# Methods



- 247 White/European Canadians (born in Canada)

Read  
Multicultural  
Message

Read  
Colour-blind  
Message

Read  
No Message  
(Control)

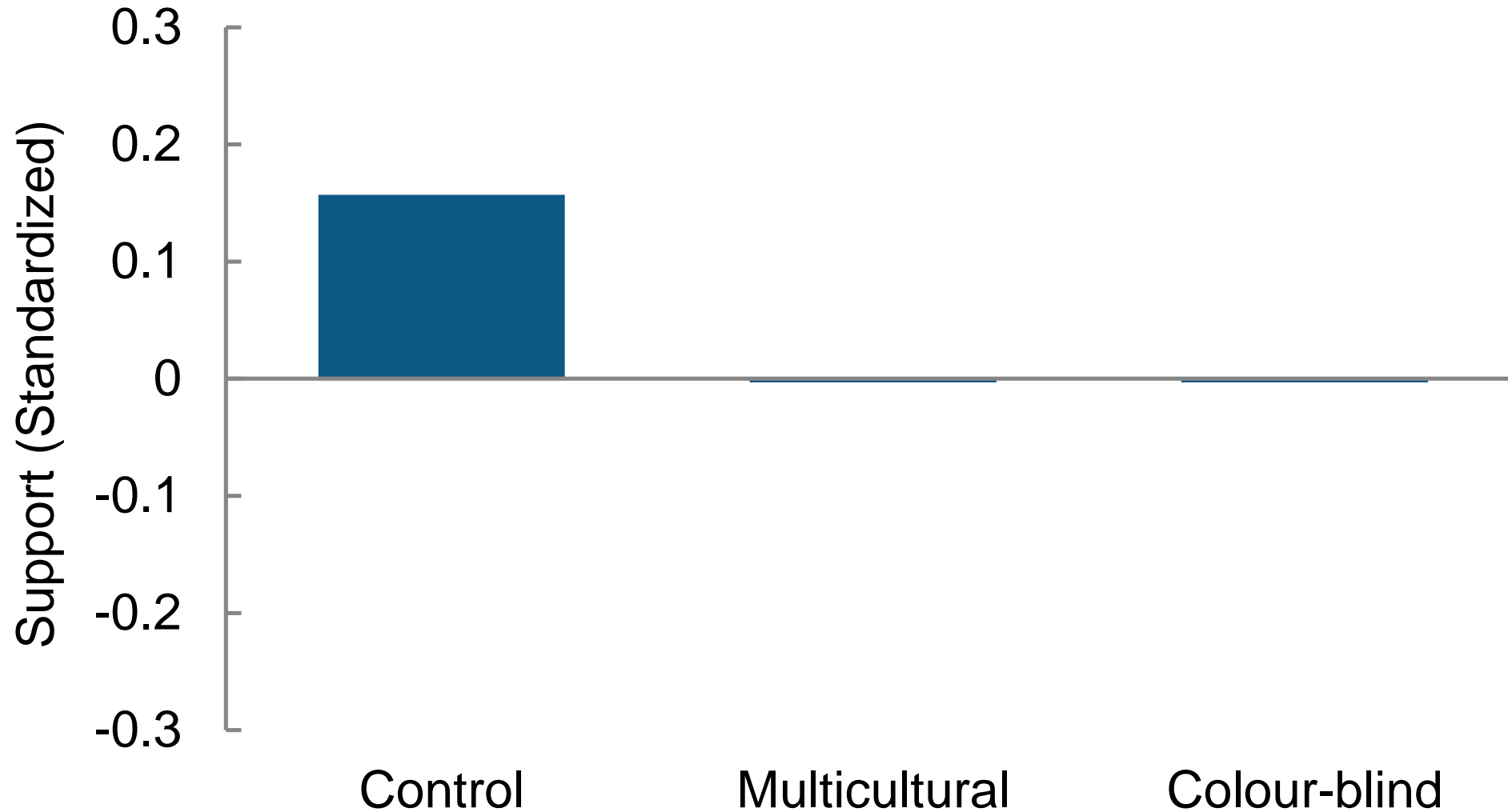
- Read 6 strong arguments in favor of increased government funding
- Rated Support (2 measures)

# Example Argument



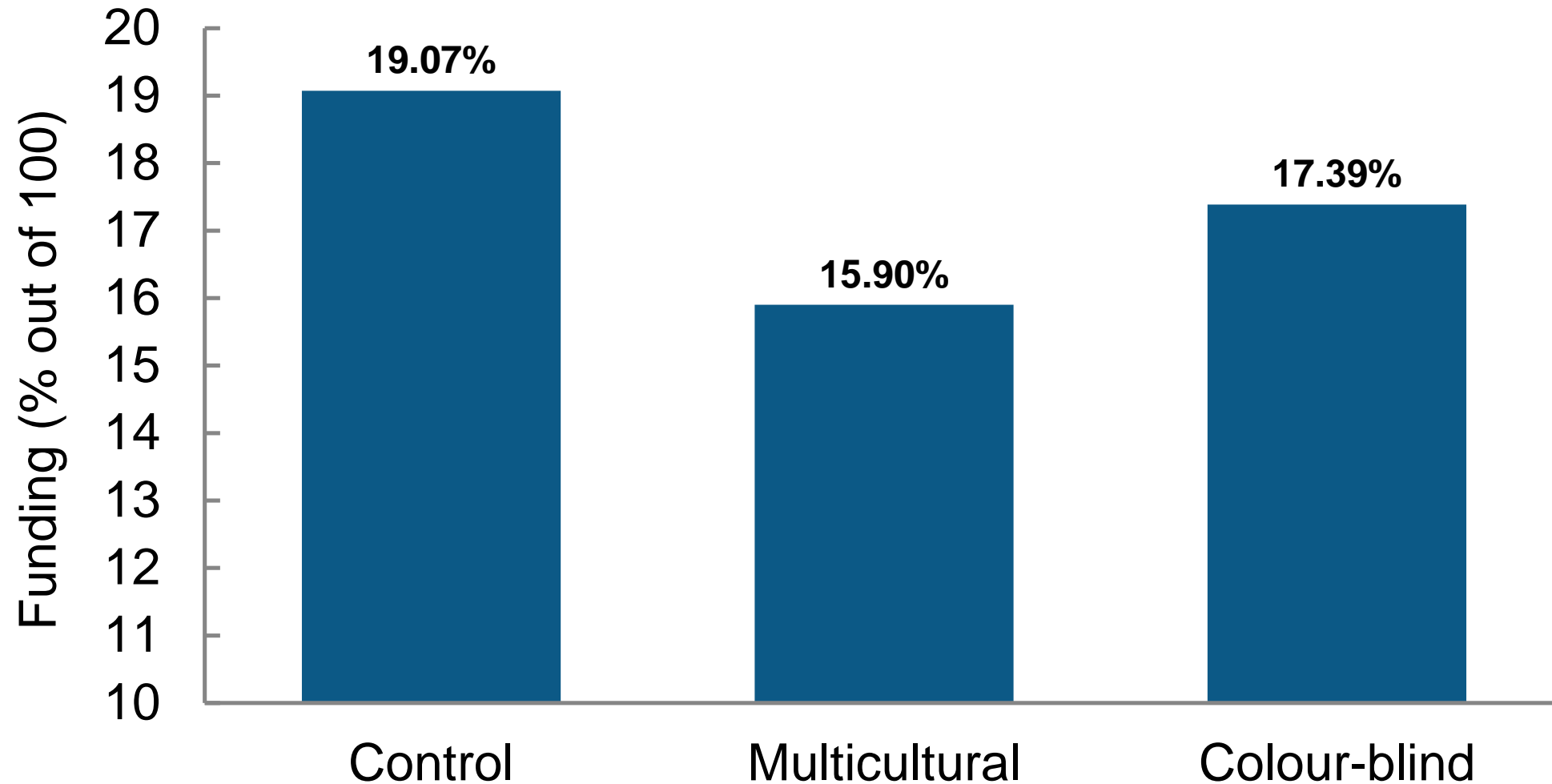
- The United Nations recognizes the right to safe water and sanitation as a basic human right. Yet over 100 First Nation communities are currently under Health Canada Drinking-Water Advisories.

# Multiculturalism Led to Less Support



$\beta = -.1104, p = .7155$

# White Canadians Exposed to Multiculturalism Allocated 3.17% Less



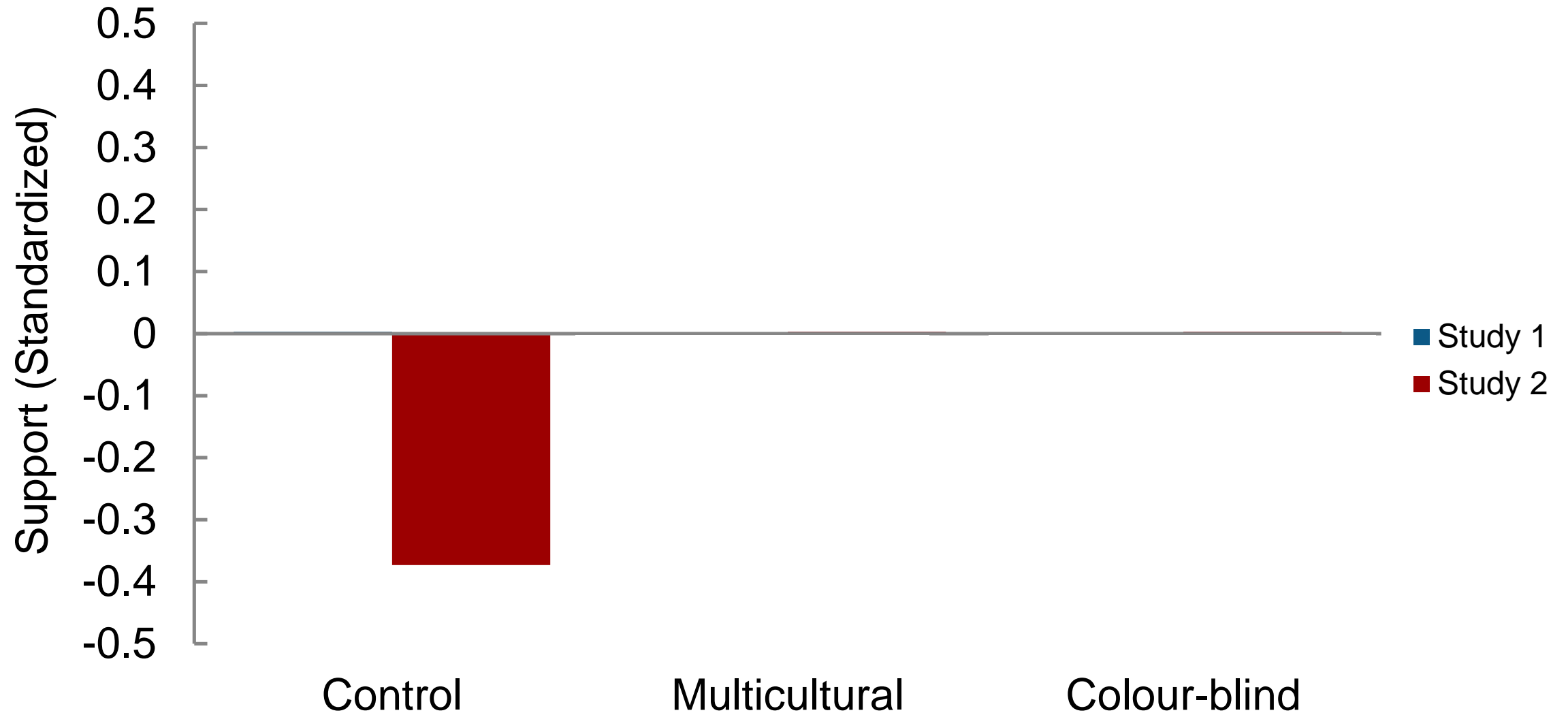
$\beta = -.154, p = .037$



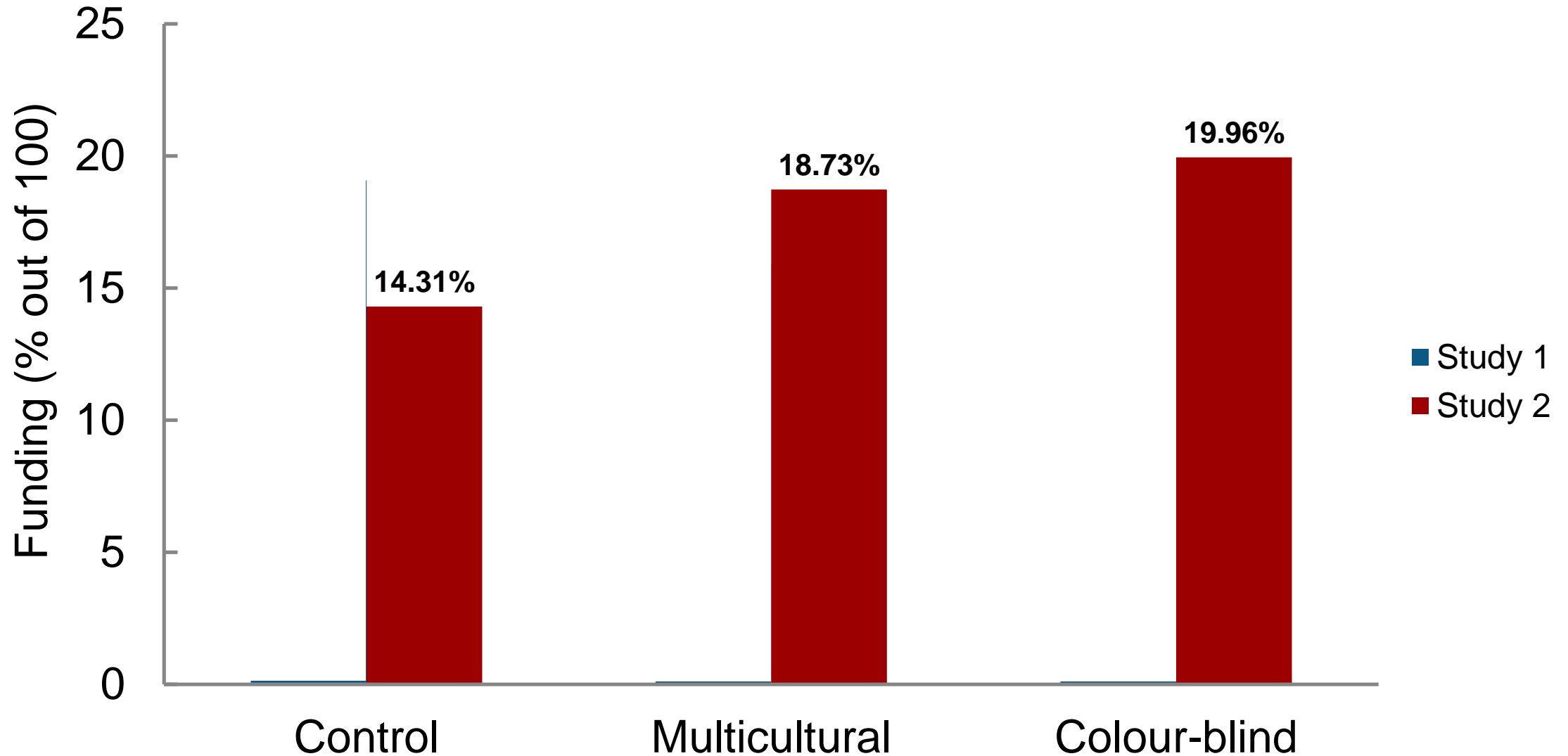
# Study 1 - Discussion

- Contrary to predictions:
  - Multiculturalism seemed to lead to less support
  - Colour-blind ideology also trended in a negative direction
- Study 2 – No persuasive appeals
  - 74 White/European Canadians

# Study 2: Ideologies Led to More Support



# Study 2: Ideologies Led to Increase in Funds Allocated



# Conclusions



- Need to be careful:
  - Invoking the ideals of intergroup ideologies
  - Implying that Canada is supposed to be multicultural
- When information is potentially threatening
  - e.g.,
    - Highlighting unfairness
    - Implies our institutions are not living up to these ideals

# Acknowledgements

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