

# Shock Study: U.S. Flag Only Boosts GOP

July 20, 2011

## *U.S. News & World Report:*

Just a brief exposure to an image of the American flag shifts voters, even Democrats, to Republican beliefs, attitudes and voting behavior even though most don't believe it will impact their politics, according to a new two-year study just published in the scholarly *Psychological Science*.

What's more, according to three authors from the University Chicago, Cornell University and Hebrew University, the impact had staying power.

"A single exposure to an American flag resulted in a significant increase in participants' Republican voting intentions, voting behavior, political beliefs, and implicit and explicit attitudes, with some effects lasting 8 months," the study found. "These results constitute the first evidence that nonconscious priming effects from exposure to a national flag can bias the citizenry toward one political party and can have considerable durability."

Read the whole story: [U.S. News & World Report](#)