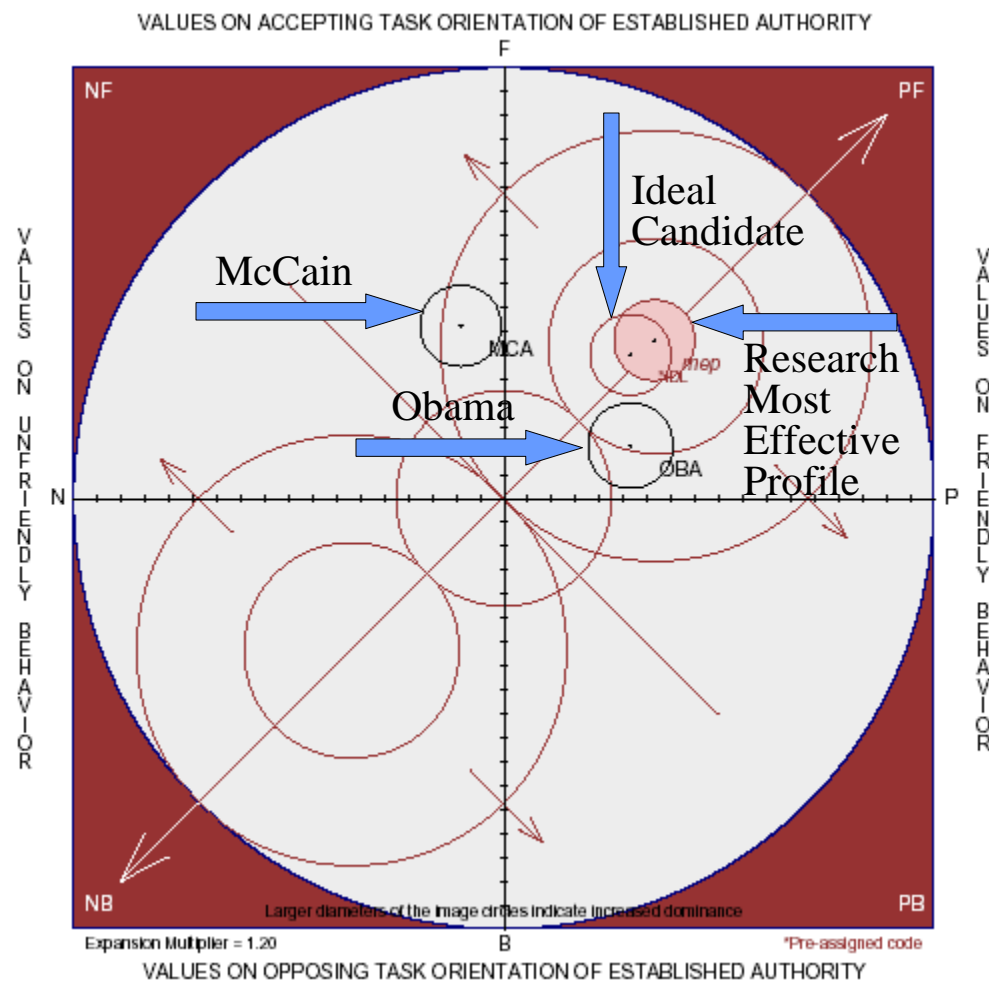


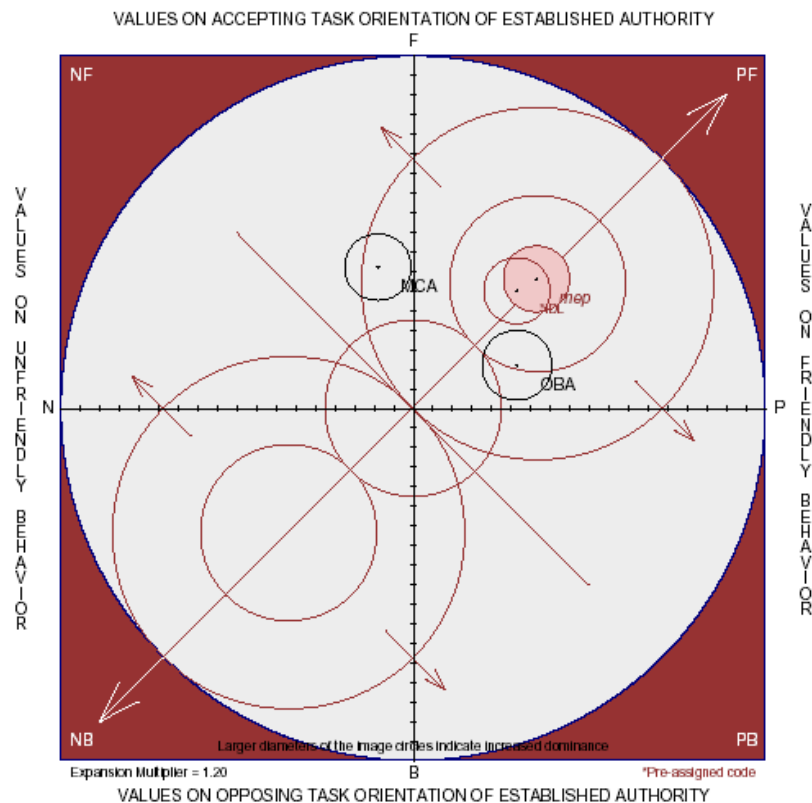
Perceptions of Major Candidates

Post-convention period Internet ratings
9/08/2008 – 9/18/2008
Presented by SYMLOG Consulting Group



Post-convention period Internet ratings
9/08/2008 – 9/18/2008
All Raters Combined – averaged perceptions

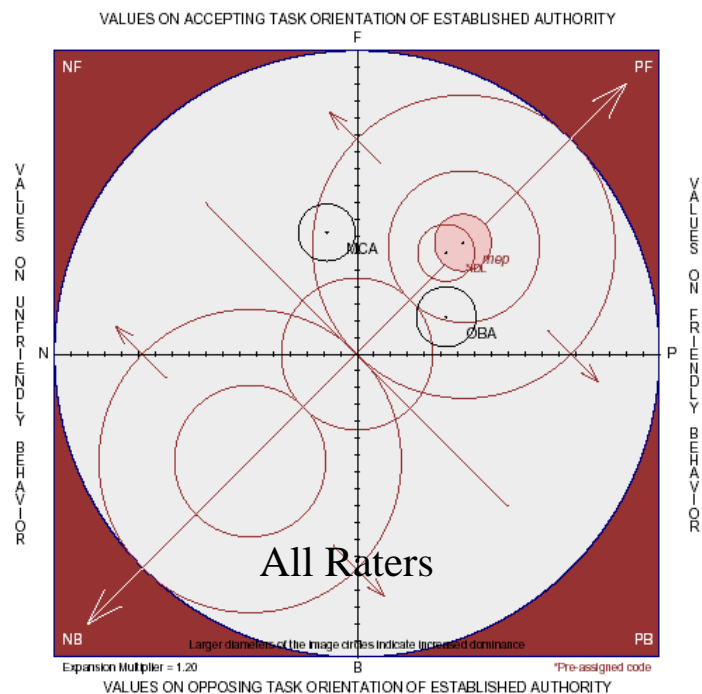
**Field Diagram from Internet Study
173 participants**



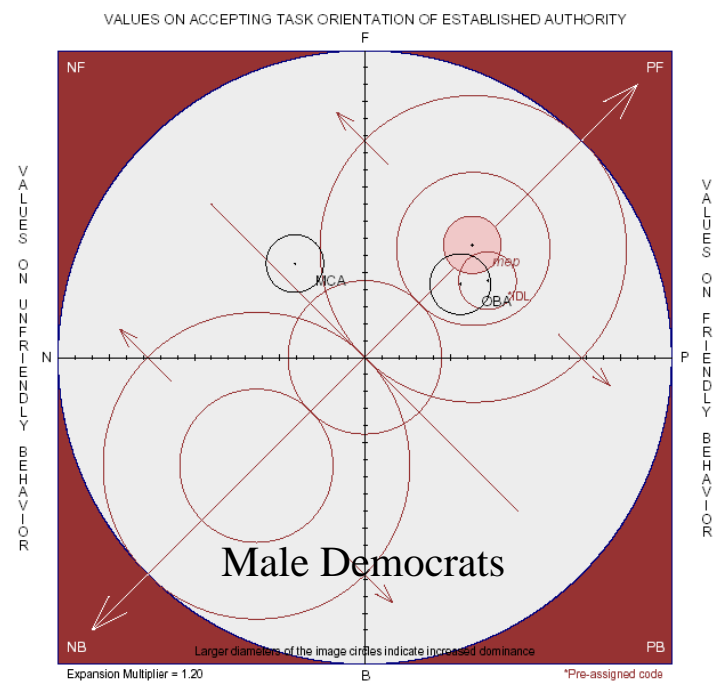
Participants responded to these survey questions:

- In general, what kinds of values does John McCain show in behavior? MCA = John McCain
- In general, what kinds of values does Barack Obama show in behavior? OBA = Barack Obama
- In general, what kinds of values would be *ideal* for a presidential candidate to show in order to be most effective, gain your enthusiastic endorsement, and actually receive your vote? IDL = Ideal candidate

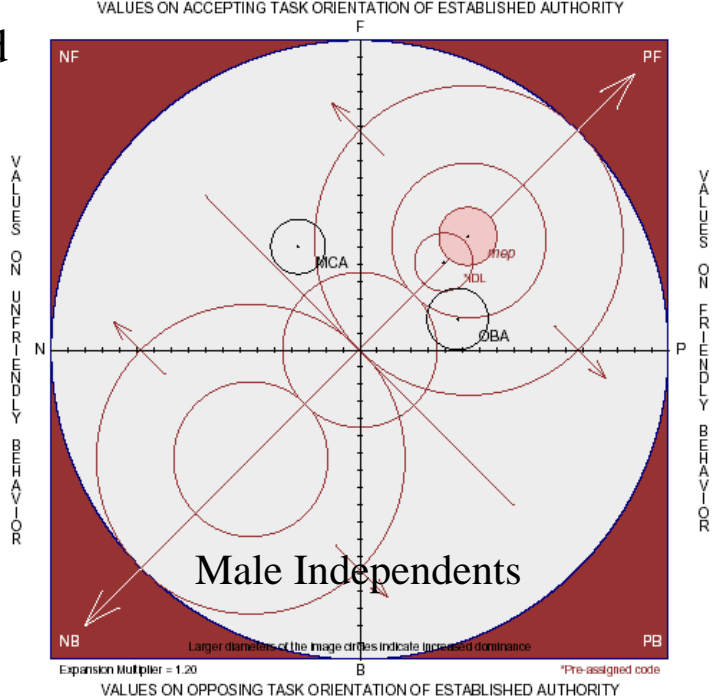
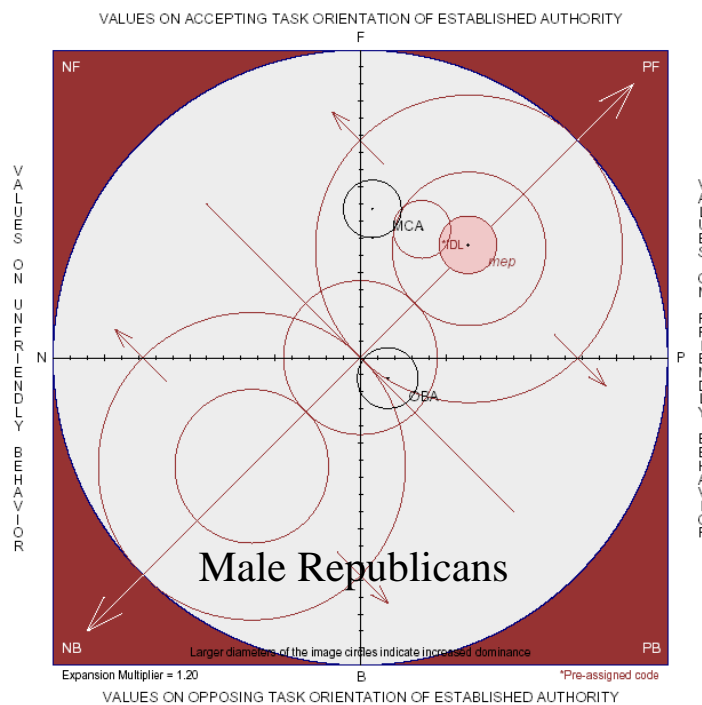
mep = research most effective profile

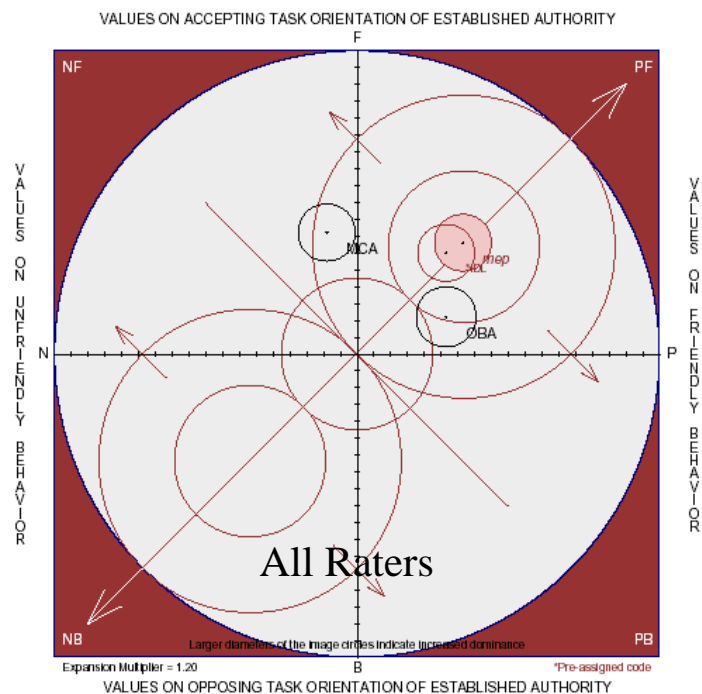


All Raters Combined

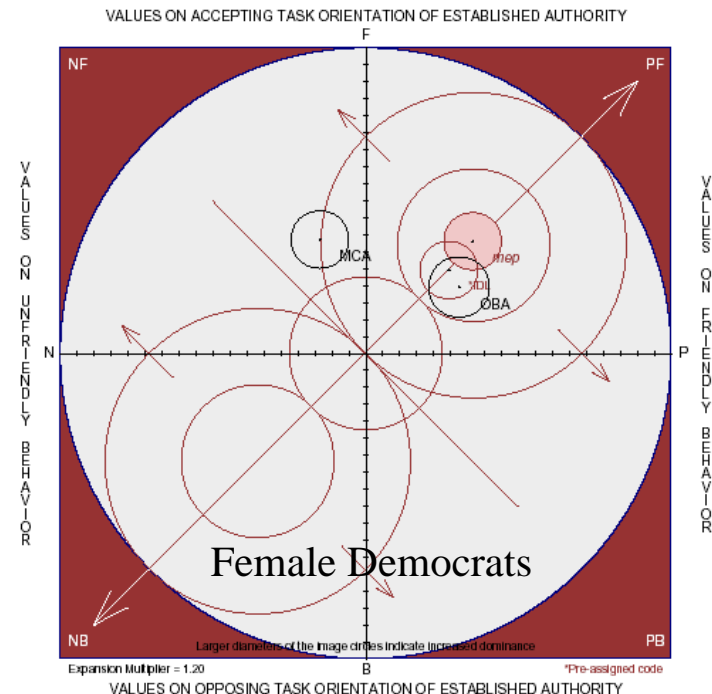


Compared with
males only by designated
party affiliation

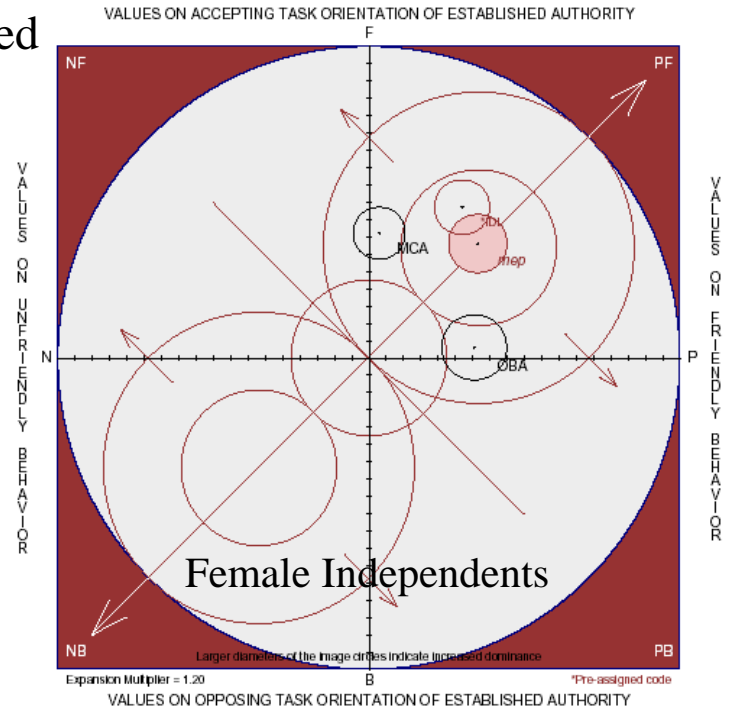
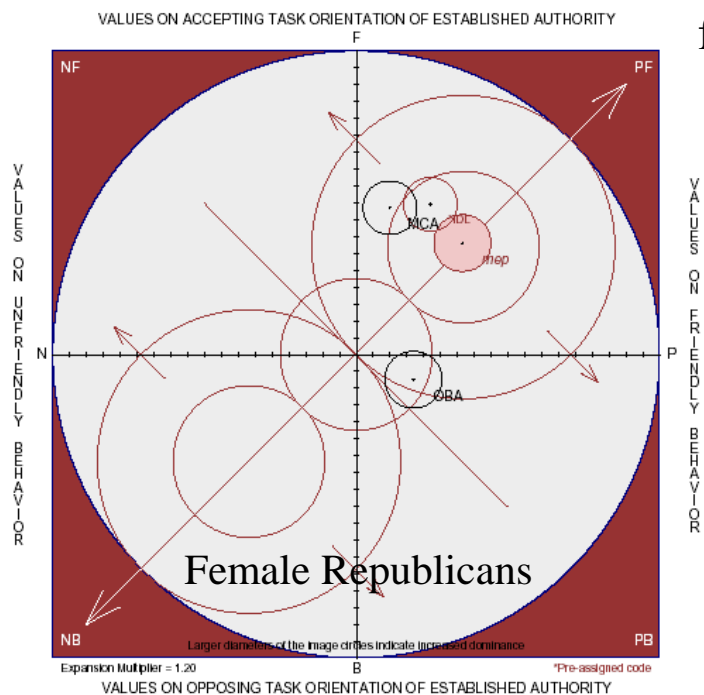


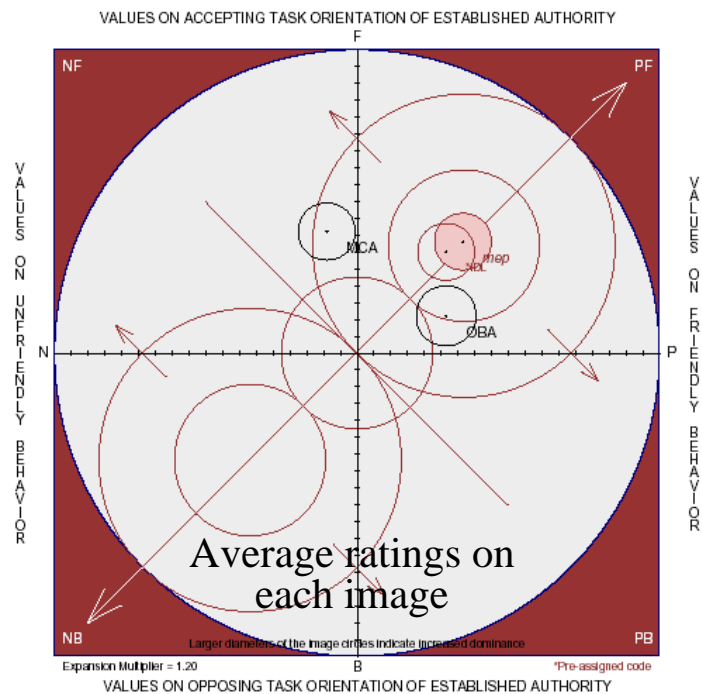


All Raters Combined



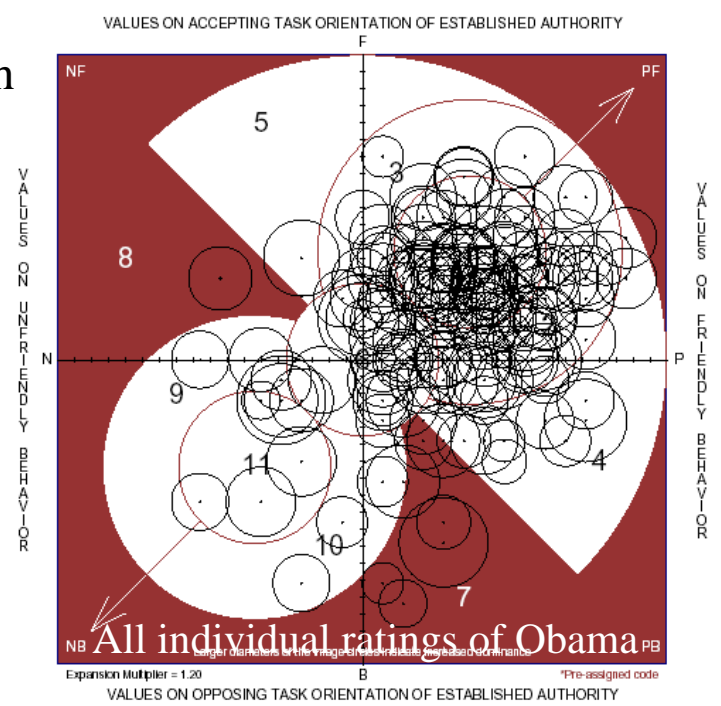
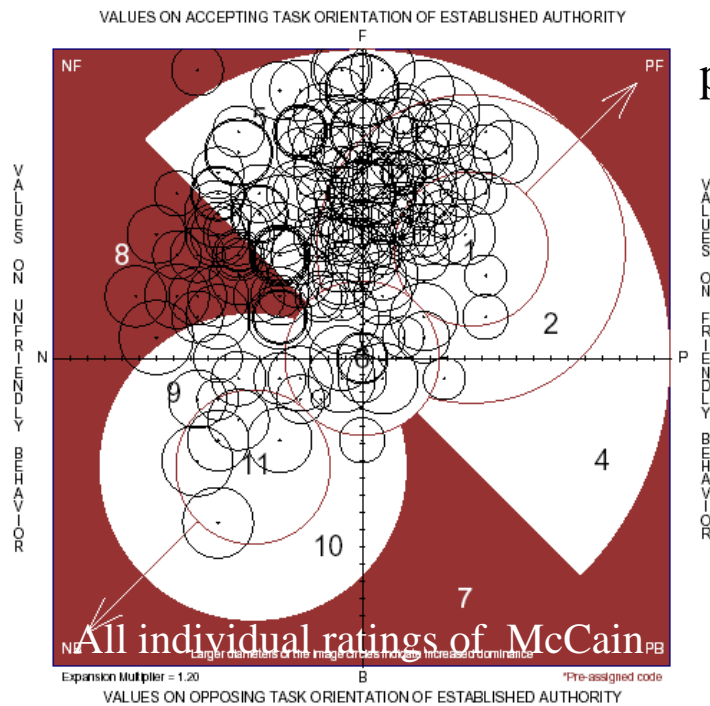
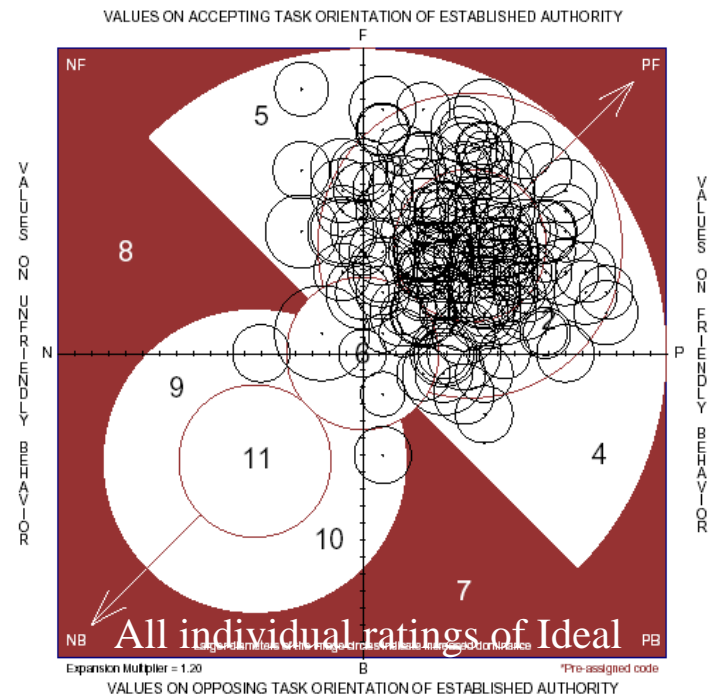
Compared with
females only by designated
party affiliation

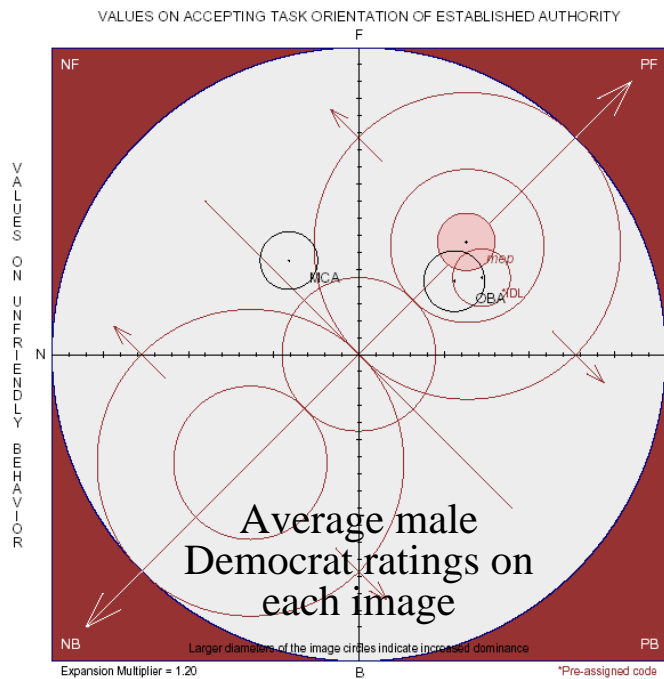




All Raters Combined

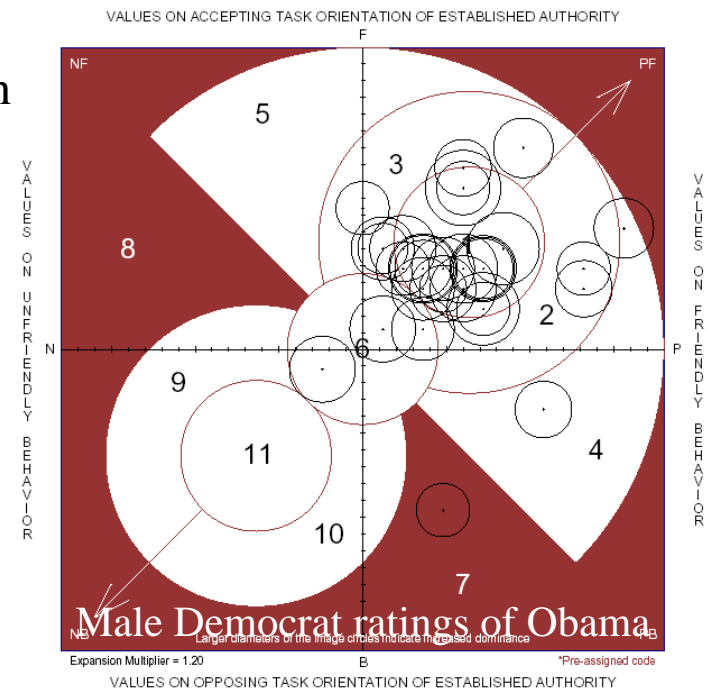
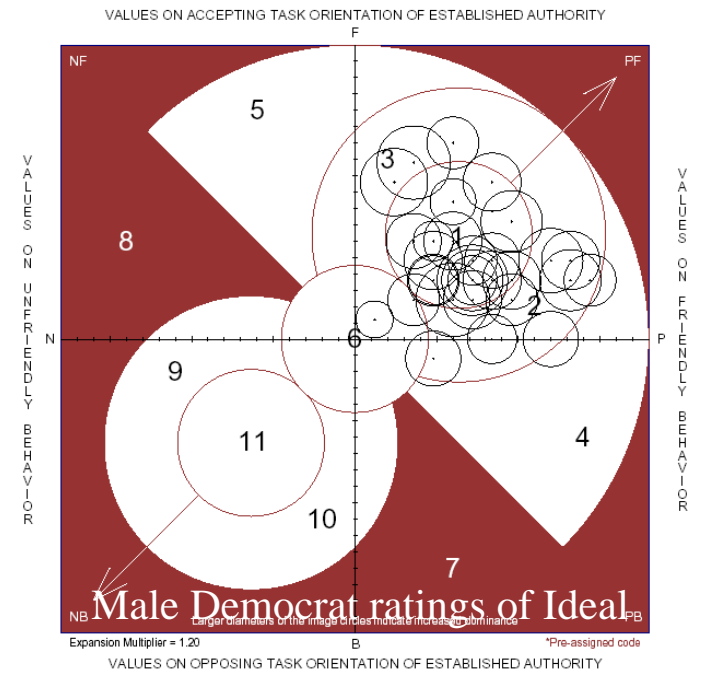
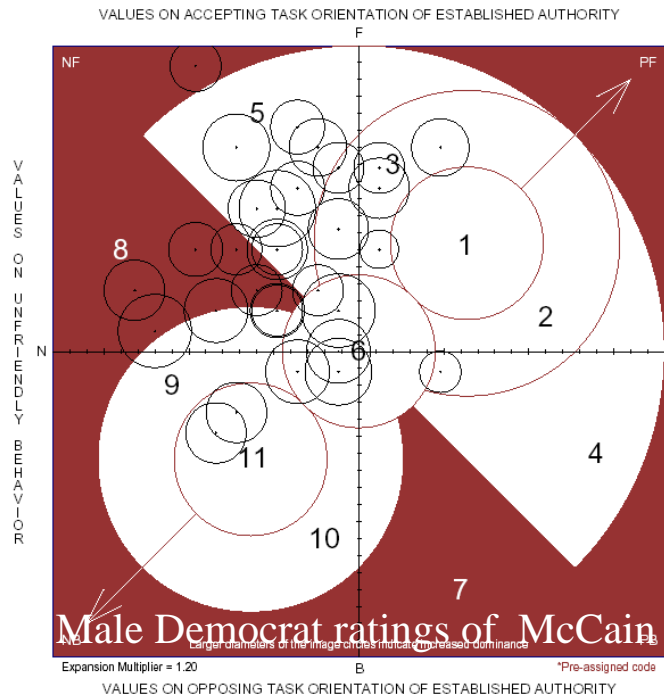
Compared with
the variance among all
participating raters on each
image

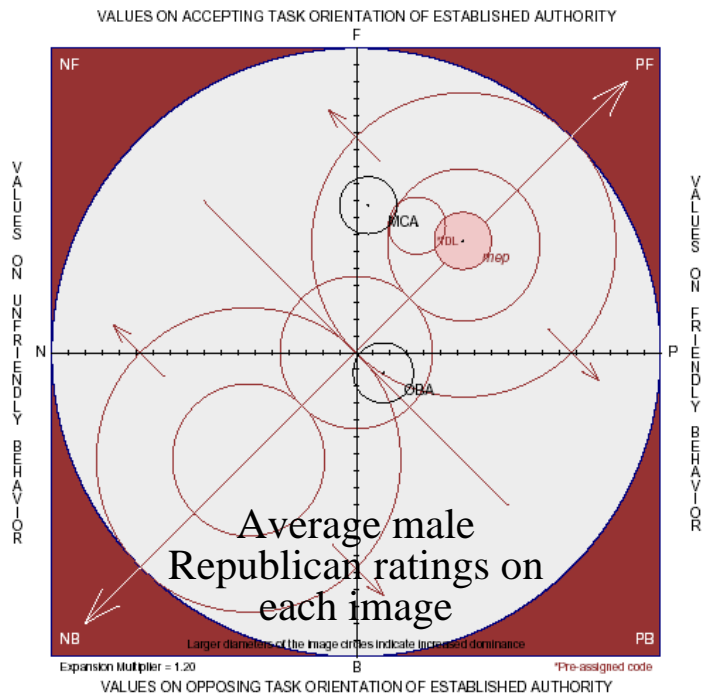




All male
Democratic Raters

Compared with
the variance among male
Democratic raters on each
image

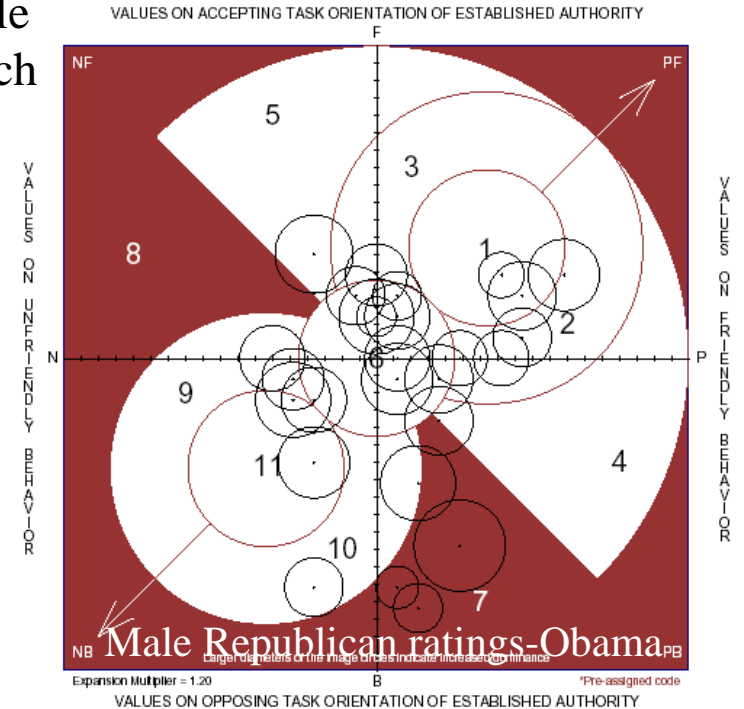
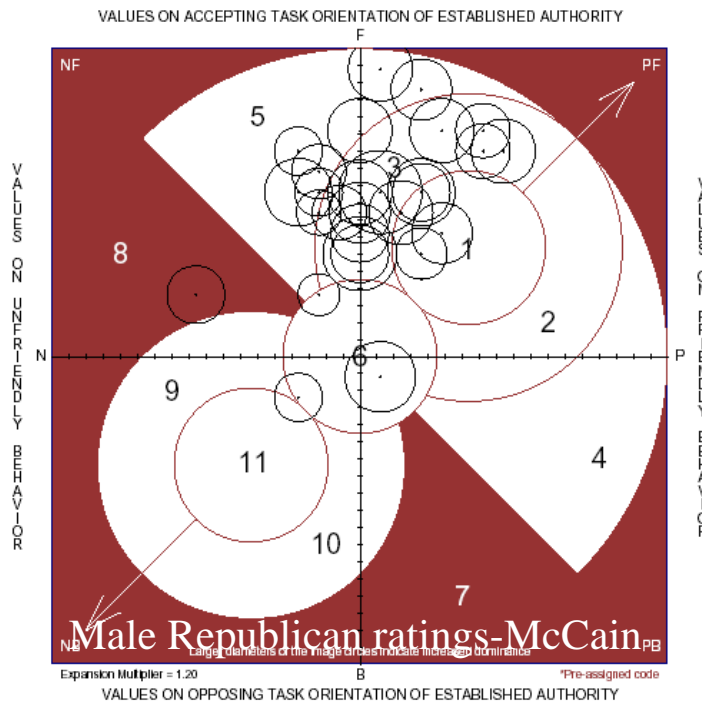
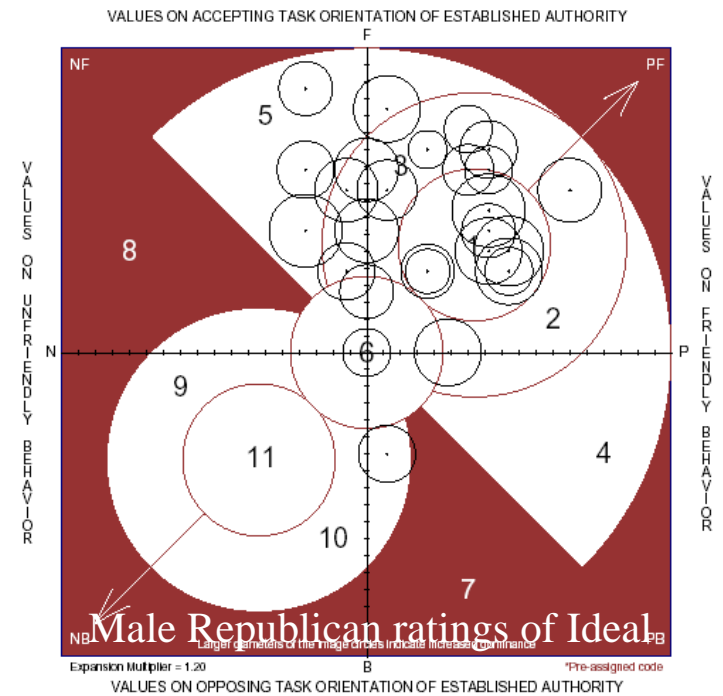


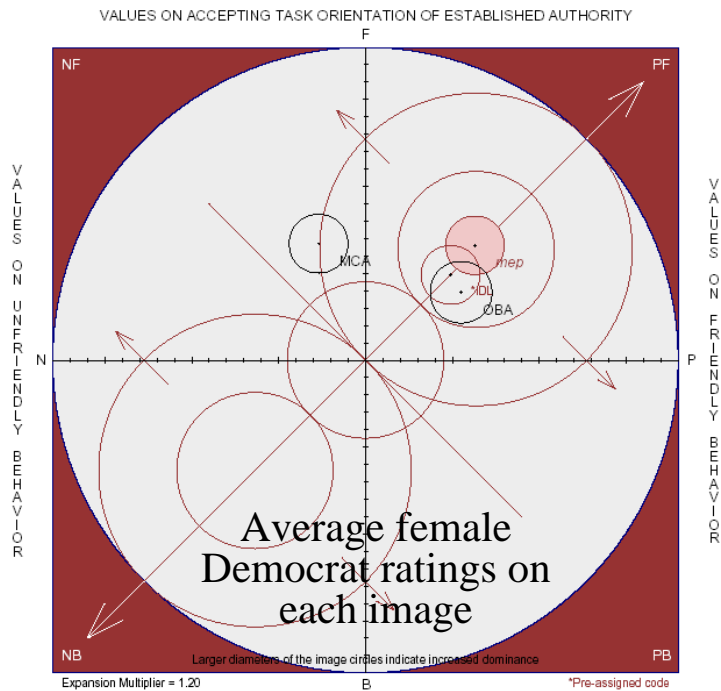


All male
Republican Raters

Compared with

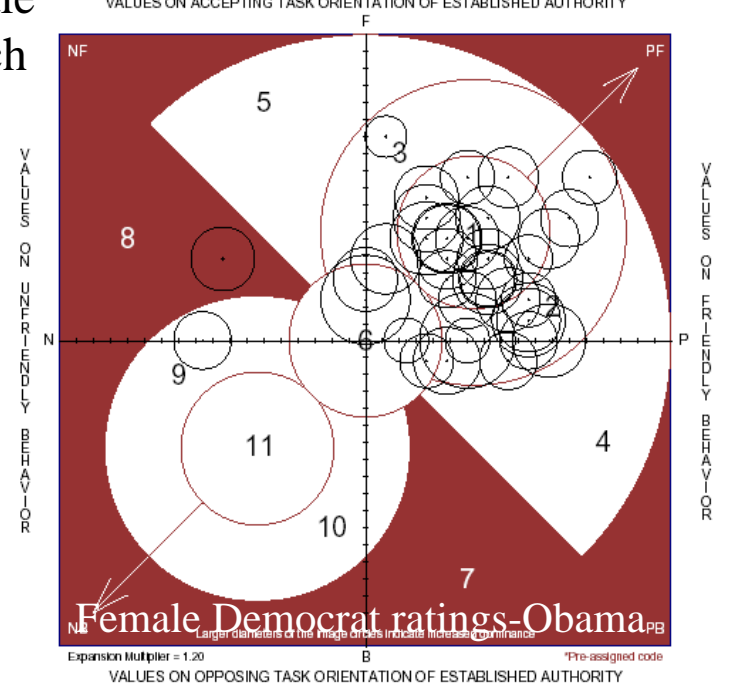
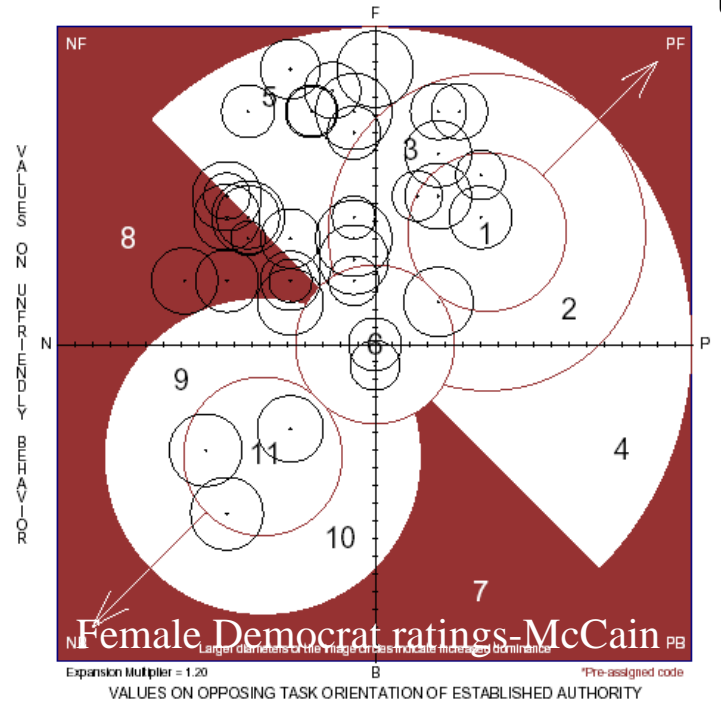
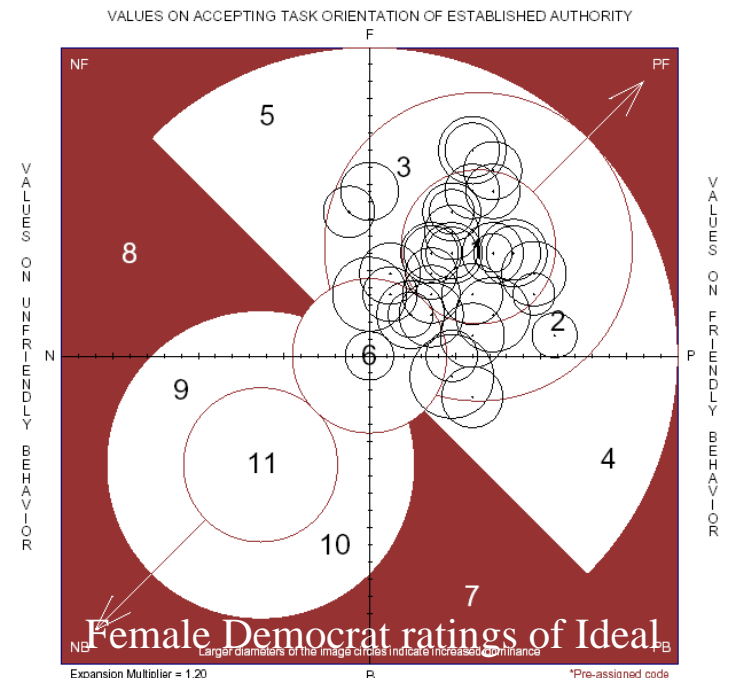
the variance among male
Republican raters on each
image

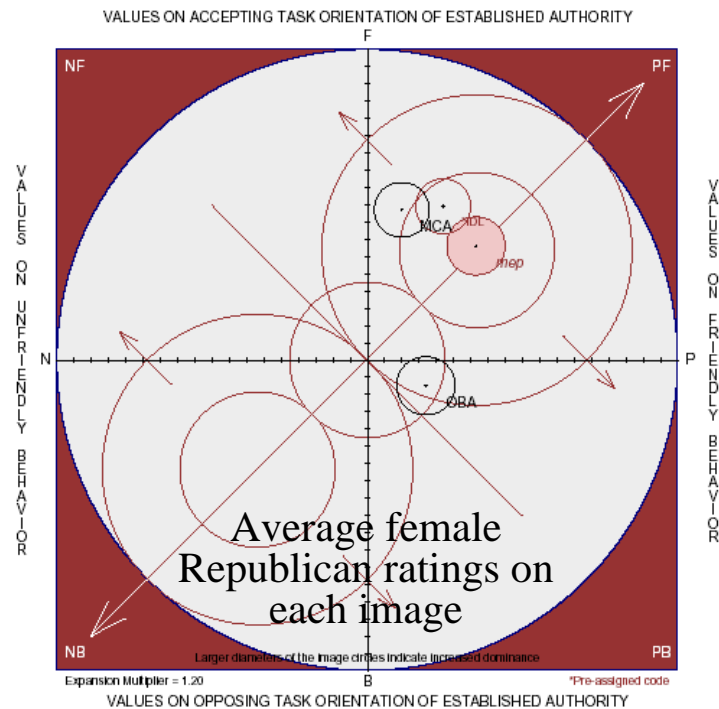




All female
Democratic Raters

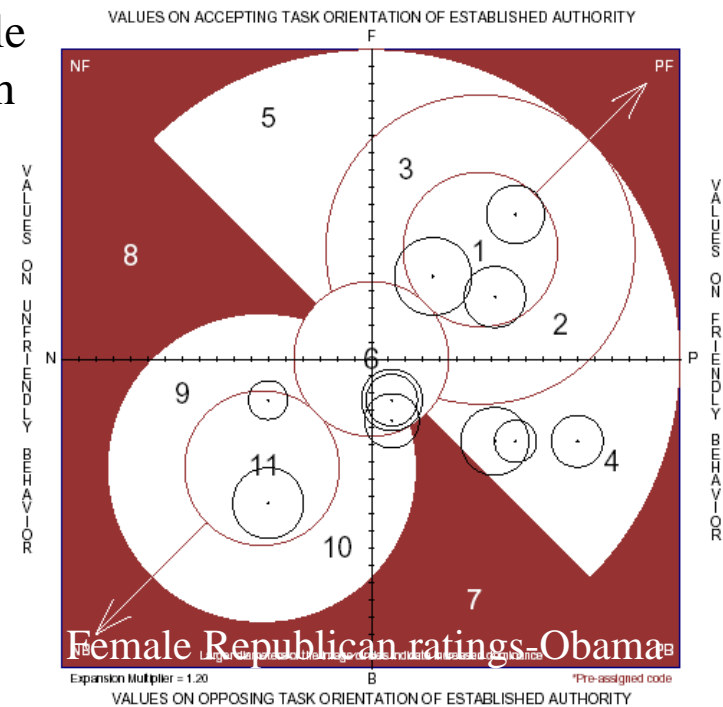
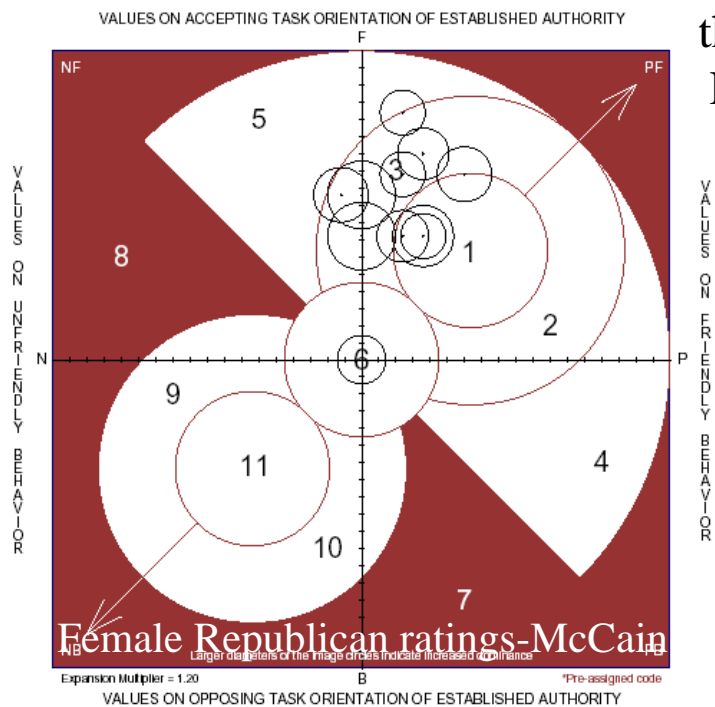
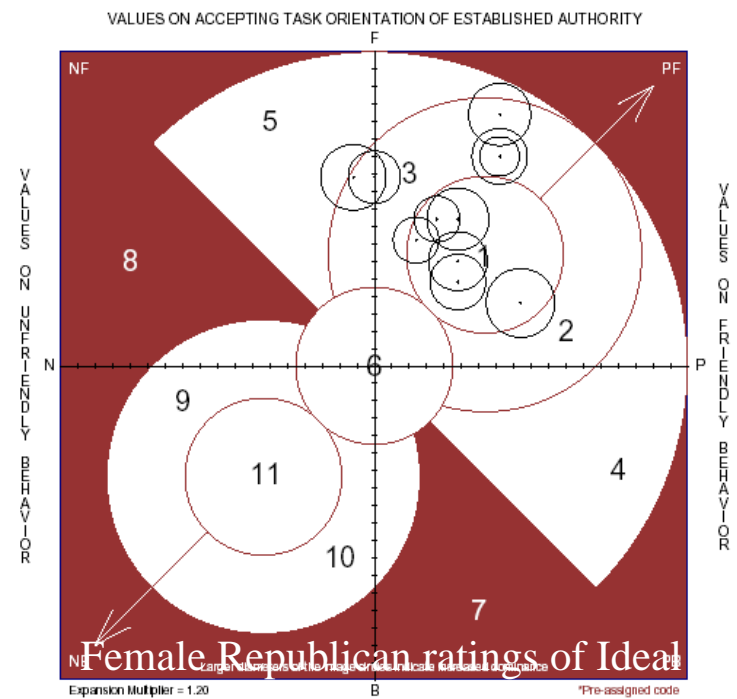
Compared with
the variance among female
Democratic raters on each
image

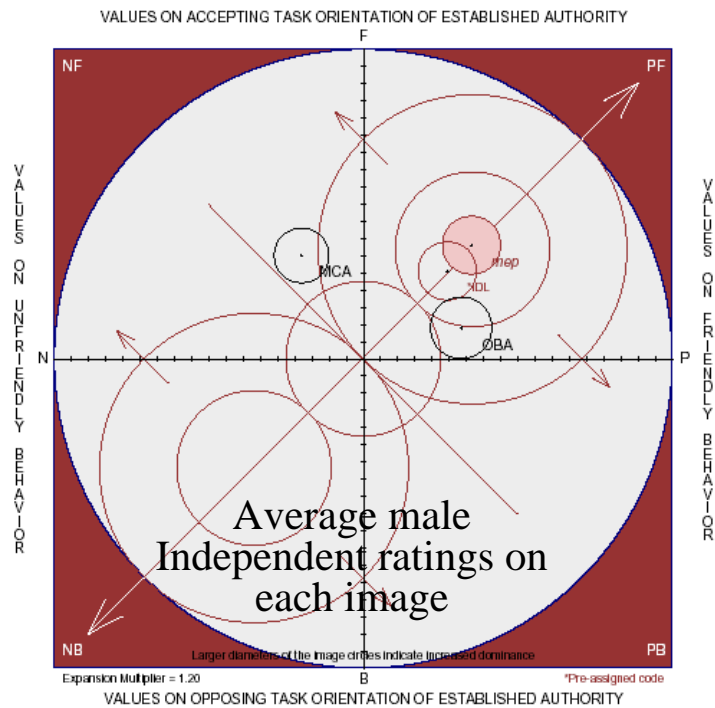




All female Republican Raters

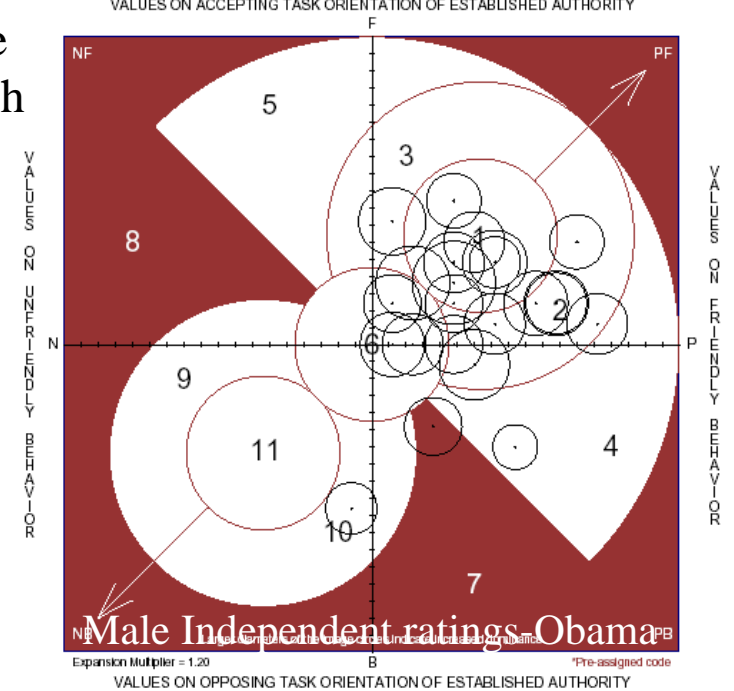
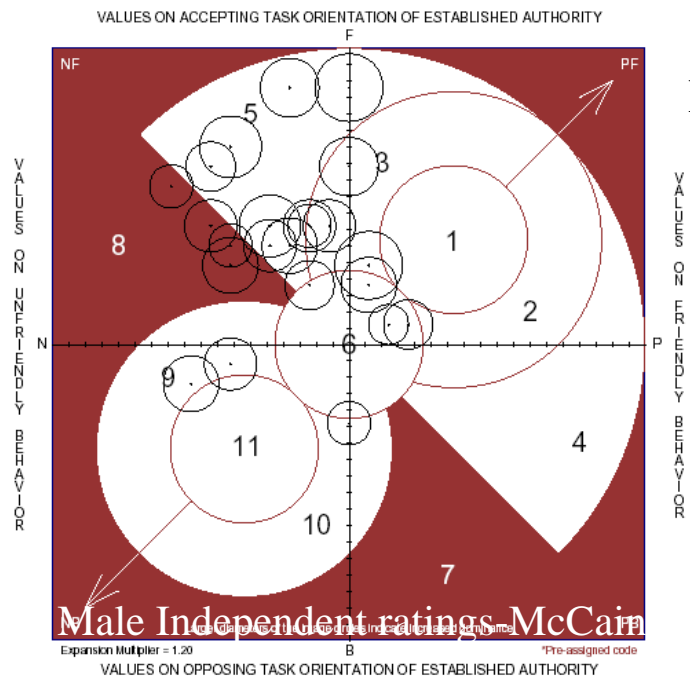
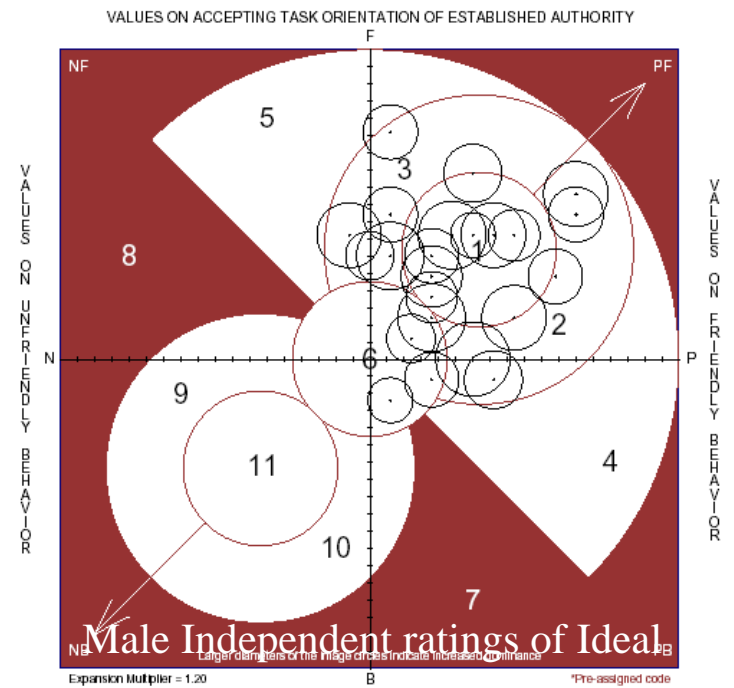
Compared with the variance among female Republican raters on each image

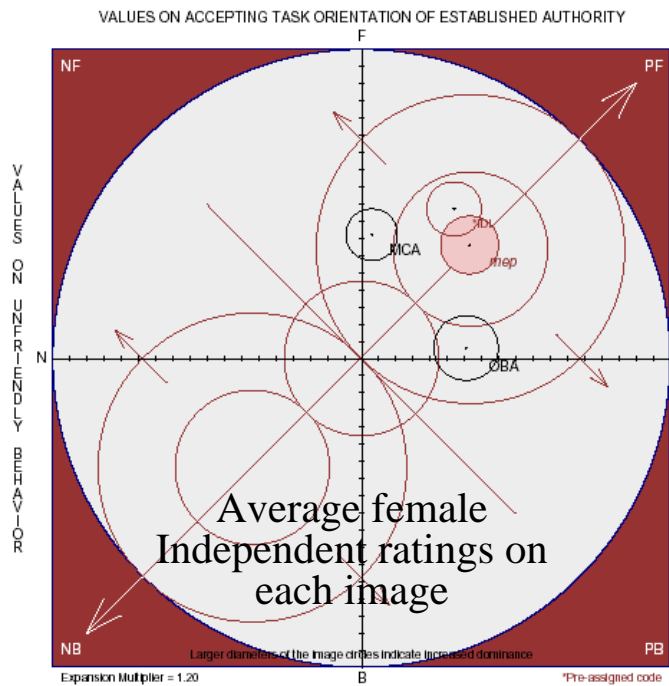




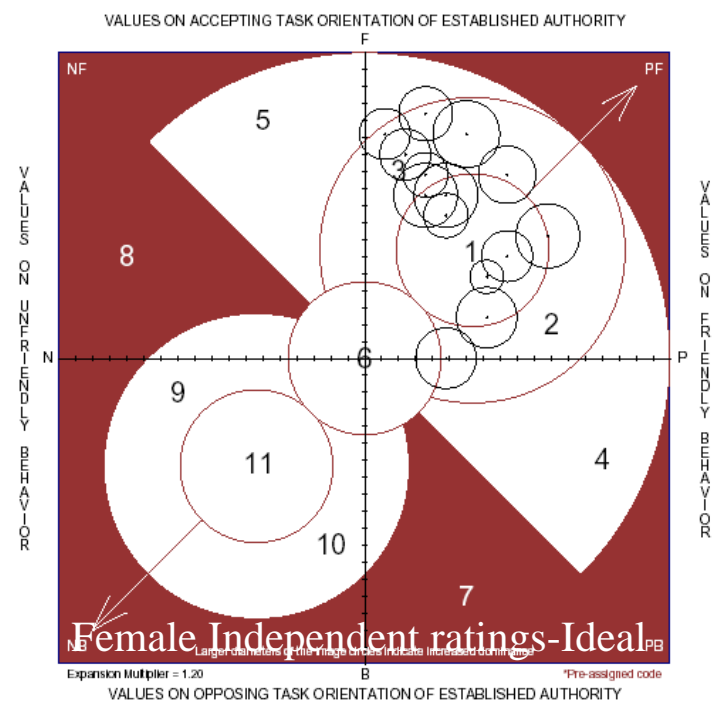
All male Independent Raters

Compared with the variance among male Independent raters on each image

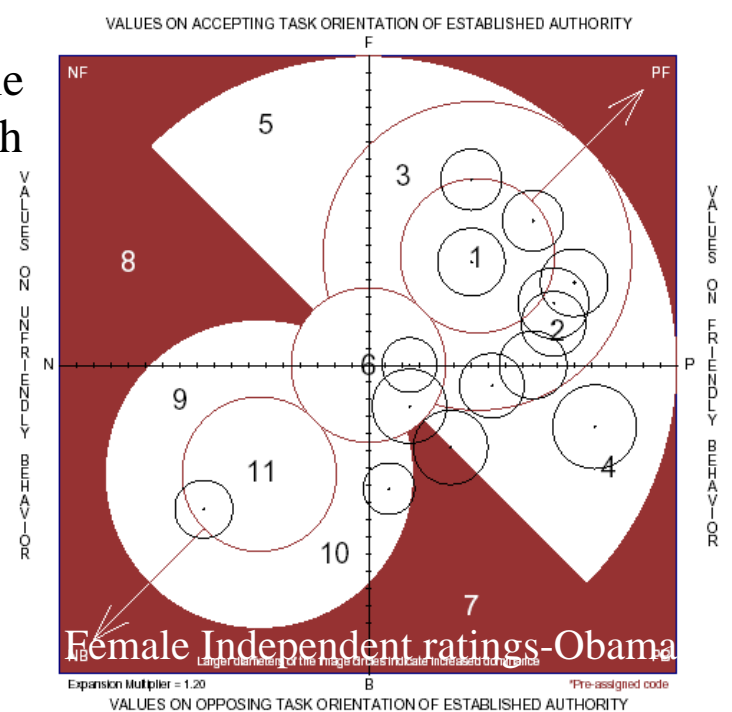
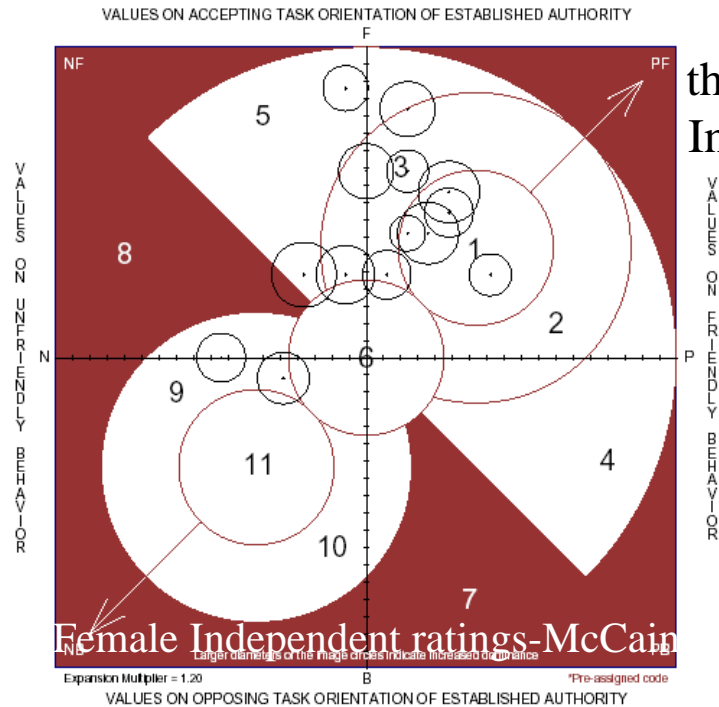




All female Independent
Raters



Compared with
the variance among female
Independent raters on each
image

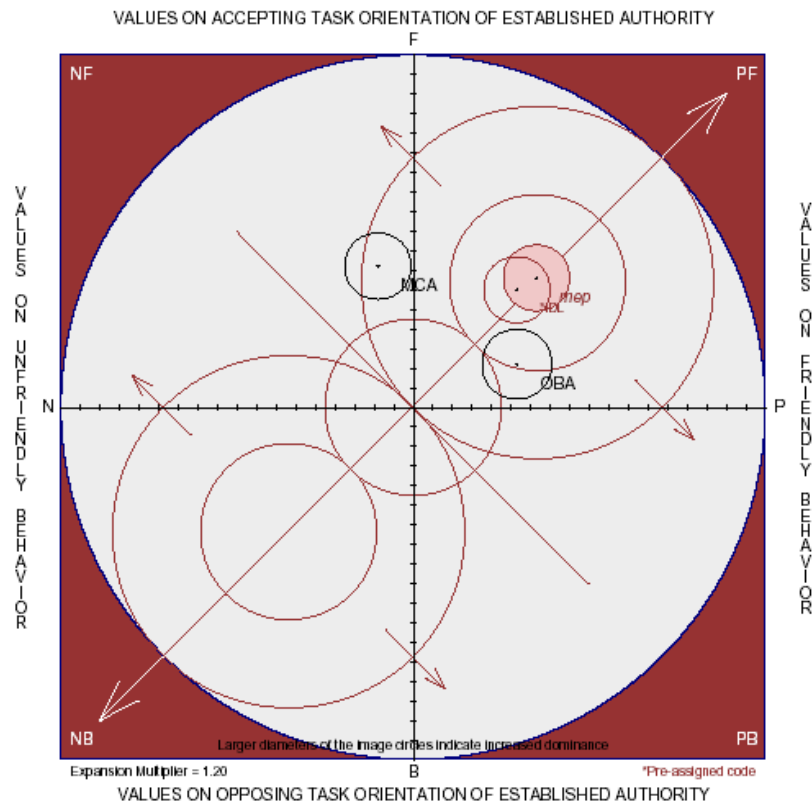


Are these data reliable?

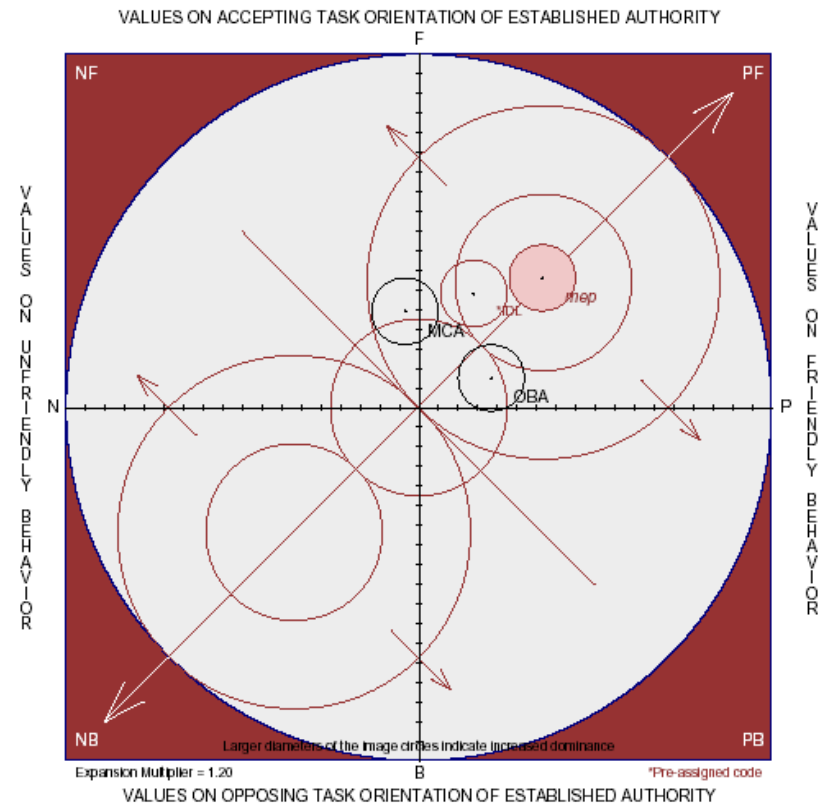
Yes.

We conducted two parallel studies with very similar results.

Field Diagram from Internet Study 173 participants

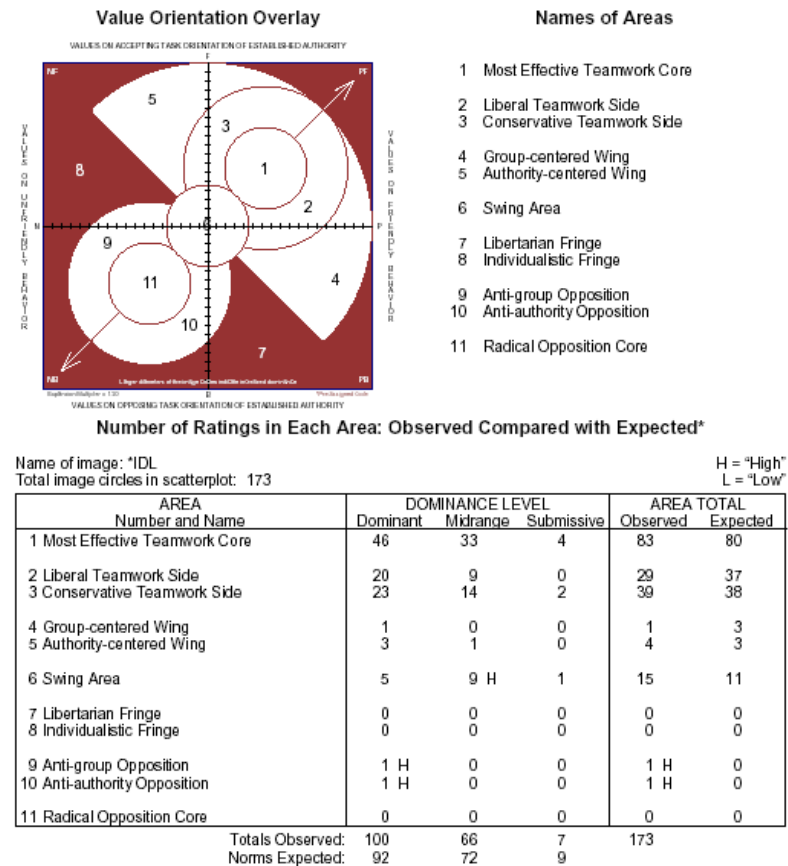
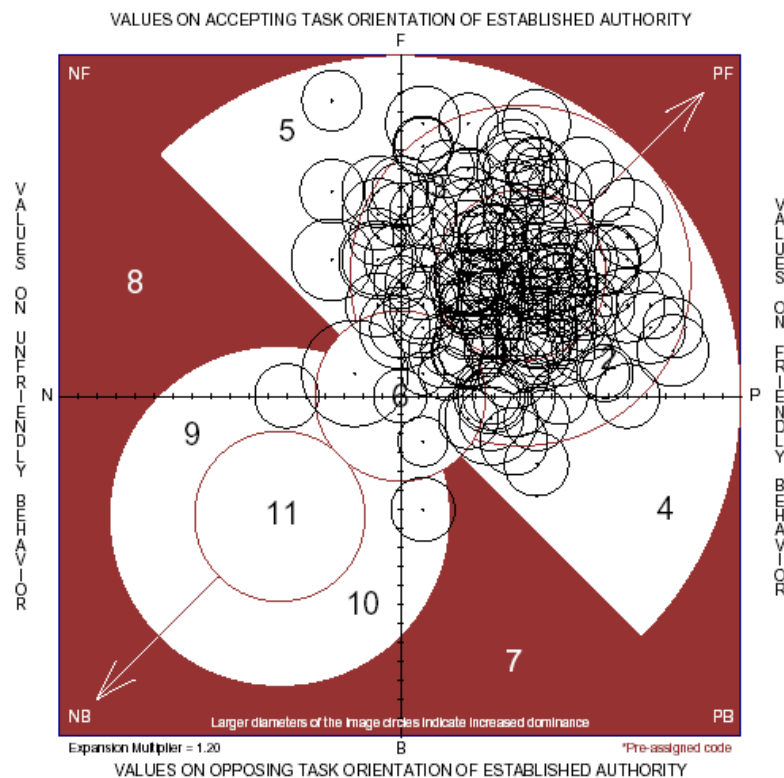


Field Diagram from Second Study paper and pencil ratings 75 participants



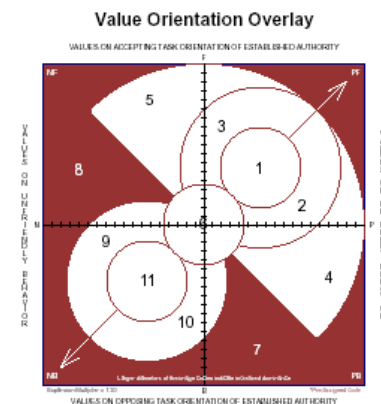
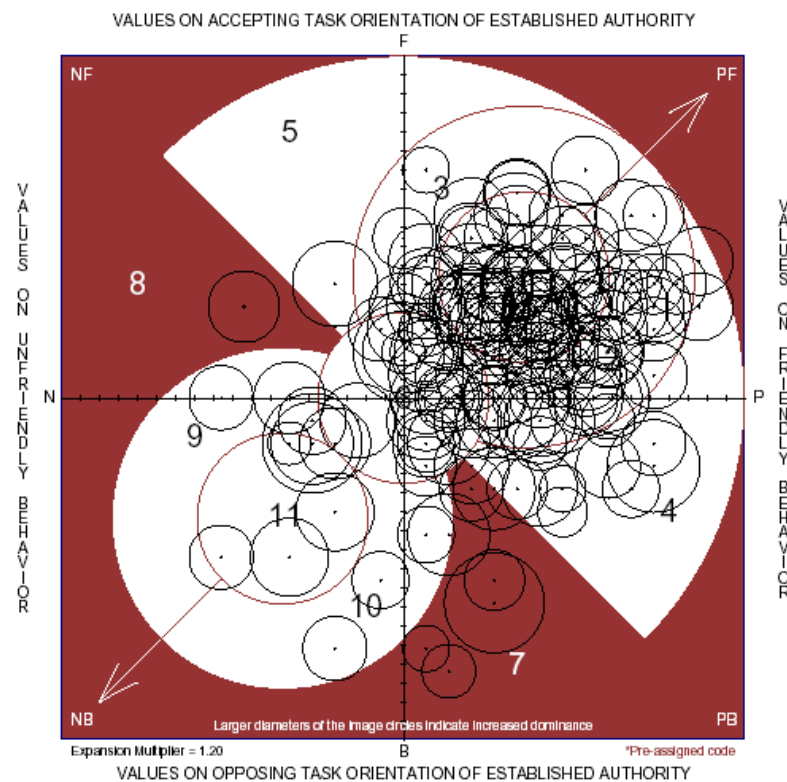
All Raters on Ideal Candidate

Note: The areas in the table with observed and expected ratings indicate an almost perfect alignment with 50 years of previous SYMLOG Research



All Raters on Obama

Note: The areas in the table with observed and expected ratings indicate an overemphasis in perceptions of Radical/Community orientation



Names of Areas

- 1 Most Effective Teamwork Core
- 2 Liberal Teamwork Side
- 3 Conservative Teamwork Side
- 4 Group-centered Wing
- 5 Authority-centered Wing
- 6 Swing Area
- 7 Libertarian Fringe
- 8 Individualistic Fringe
- 9 Anti-group Opposition
- 10 Anti-authority Opposition
- 11 Radical Opposition Core

Number of Ratings in Each Area: Observed Compared with Expected*

Name of image: OBA

Total image circles in scatterplot: 174

H = "High"

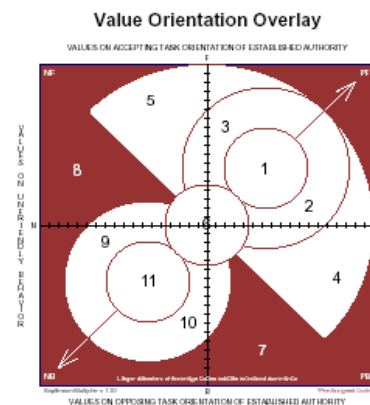
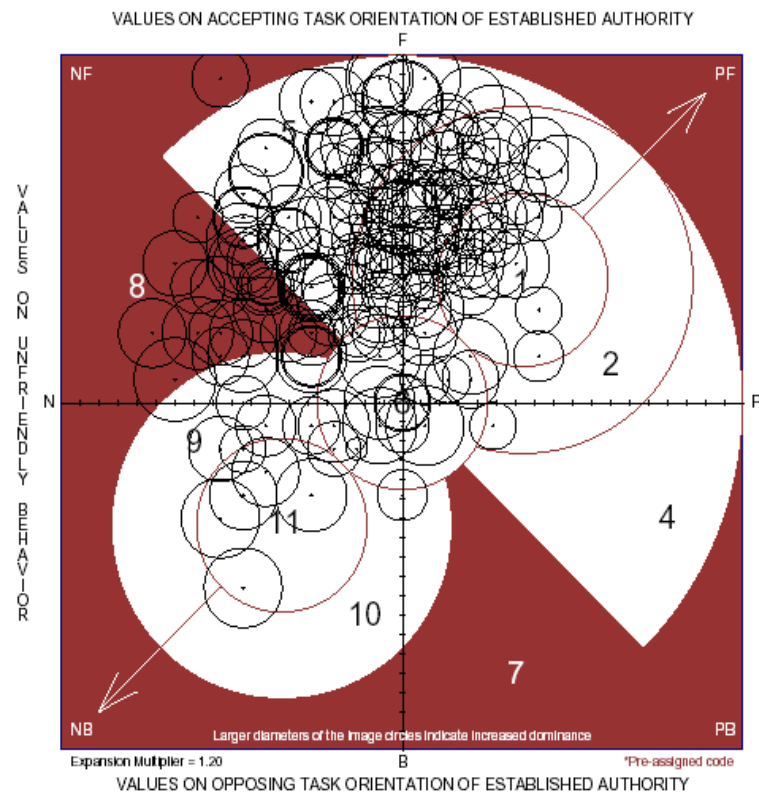
L = "Low"

AREA Number and Name	DOMINANCE LEVEL			AREA TOTAL	
	Dominant	Midrange	Submissive	Observed	Expected
1 Most Effective Teamwork Core	53 H	13 L	1 L	67 L	81
2 Liberal Teamwork Side	29 H	11	0	40	37
3 Conservative Teamwork Side	5 L	2 L	1	8 L	38
4 Group-centered Wing	8 H	3	1	12 H	3
5 Authority-centered Wing	1	0	0	1	3
6 Swing Area	19 H	7	1	27 H	11
7 Libertarian Fringe	2 H	2 H	1 H	5 H	0
8 Individualistic Fringe	1 H	0	0	1 H	0
9 Anti-group Opposition	3 H	0	0	3 H	0
10 Anti-authority Opposition	2 H	2 H	0	4 H	0
11 Radical Opposition Core	5 H	0	1 H	6 H	0

Totals Observed: 128 H 40 L 6
Norms Expected: 92 72 9

All Raters on McCain

Note: The areas in the table with observed and expected ratings indicate an overemphasis in perceptions of Individualistic/Authoritarian orientation



Names of Areas

- 1 Most Effective Teamwork Core
- 2 Liberal Teamwork Side
- 3 Conservative Teamwork Side
- 4 Group-centered Wing
- 5 Authority-centered Wing
- 6 Swing Area
- 7 Libertarian Fringe
- 8 Individualistic Fringe
- 9 Anti-group Opposition
- 10 Anti-authority Opposition
- 11 Radical Opposition Core

Number of Ratings in Each Area: Observed Compared with Expected*

Name of image: MCA

Total image circles in scatterplot: 173

H = "High"

L = "Low"

AREA Number and Name	DOMINANCE LEVEL			AREA TOTAL	
	Dominant	Midrange	Submissive	Observed	Expected
1 Most Effective Teamwork Core	9 L	8 L	3	20 L	80
2 Liberal Teamwork Side	0 L	0 L	1	1 L	37
3 Conservative Teamwork Side	27 H	19	3	49 H	38
4 Group-centered Wing	0	0	0	0 L	3
5 Authority-centered Wing	26 H	19 H	0	45 H	3
6 Swing Area	7	9 H	3 H	19 H	11
7 Libertarian Fringe	0	0	0	0	0
8 Individualistic Fringe	12 H	10 H	2 H	24 H	0
9 Anti-group Opposition	3 H	5 H	0	8 H	0
10 Anti-authority Opposition	0	1 H	0	1 H	0
11 Radical Opposition Core	5 H	0	1 H	6 H	0
Totals Observed:	89	71	13	173	
Norms Expected:	92	72	9		