



To Rebuild or Not to Rebuild? How Framing and Partisan Cues Affect Public Support for Land-use Policies in Coastal Flood Zones

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Introduction

Do Americans believe that the federal government should protect current and future landowners in coastal areas susceptible to flooding by subsidizing the cost of insurance and providing funds for the rebuilding of housing and infrastructure after a disaster such as a hurricane?

Goal: to identify the content and style of arguments that are most persuasive convincing people either that the government should or should not provide such financial support.

We also want to test the effects of linking such arguments with partisan sources, Republicans or Democrats.

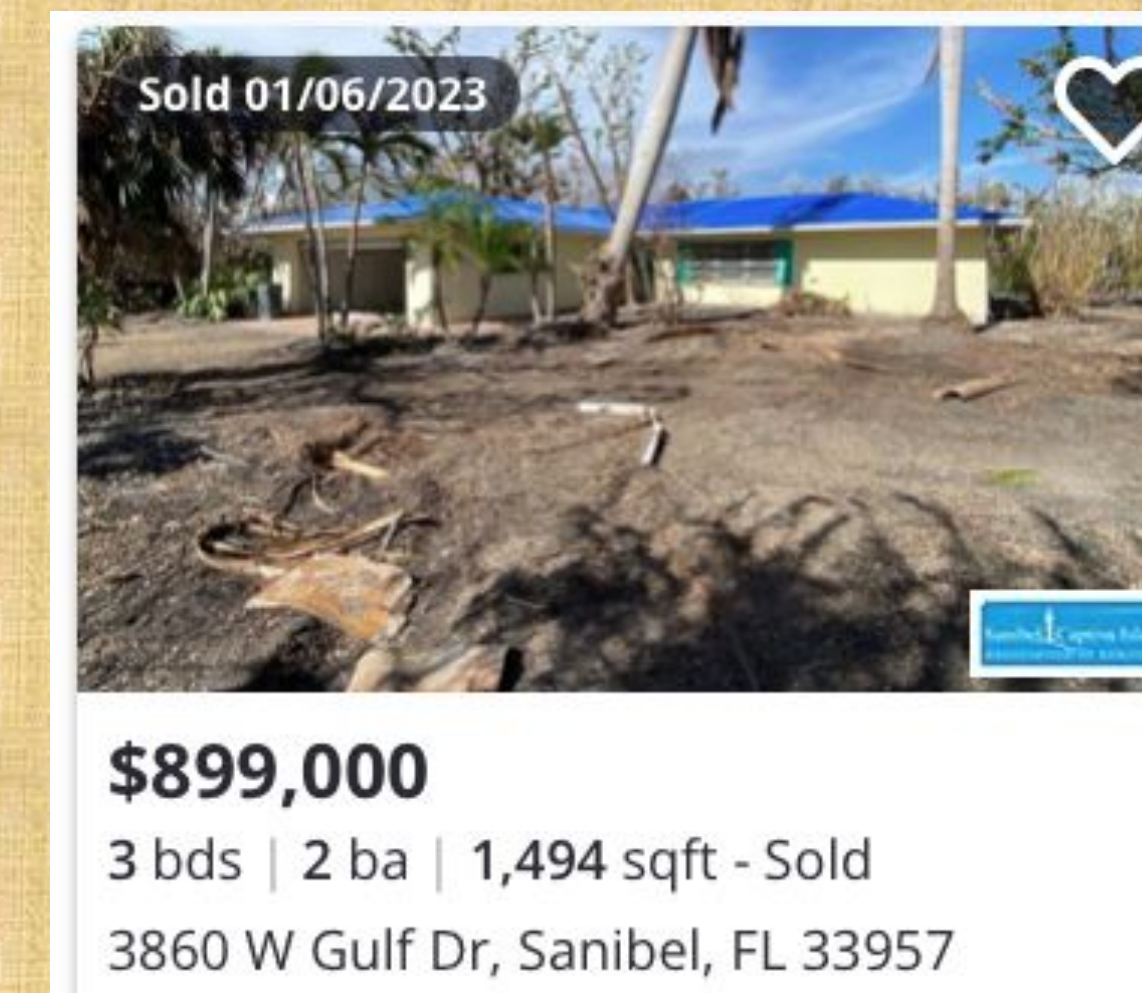
Data Collection

Bovitz or a similar survey provider will conduct a representative survey of Republicans and Democrats (but not Independents). Each respondent will be randomly assigned to one of 7 experimental conditions

	No Source	Democrat	Republican
Control	Baseline (condition 1)	----	----
Support Rebuilding	Condition 2	Condition 4	Condition 6
Oppose Rebuilding	Condition 3	Condition 5	Condition 7

Status of research

pre-test on an M-Turk sample;
Data collection in progress.



Content of treatments

Pro rebuilding arguments

1. This is the proper role of government in a democracy.
2. Federal funds will prevent low-income people from losing their homes
3. Coastal communities and the state benefit economically from the recovery of coastal communities
4. As Americans, no one should be left behind.

Con rebuilding arguments:

1. Such funding encourages more development putting more people at risk
2. Inequitable use of tax dollars, unfair burden on those not living on the coast
3. Rebuilding leads to environmental damage
4. People should be able to live where they want, but then they should assume the costs of these decisions.

Hypotheses

1. Frames will move respondents in the direction of the frame
2. Attribution to party leaders will move responses toward their own party and away from other party ceteris paribus
3. Framed messages will interact with prior beliefs about attribution of responsibility (the individual or the government) to affect beliefs