Author’s Abstract:

Given the intense focus during political campaigns on the character and personality of the candidates, it is important to understand how voters assimilate and act upon this information. Previous research (Dweck, 1999; Molden & Dweck, 2006) has shown that those who believe that personality is a fixed and stable entity make more rapid and extreme judgments about others’ personality, and are more likely to rely upon this personality information when interacting with others, than are those who believe that personality can incrementally grow and develop. This paper investigates how an item the 2006 ANES pilot study that assessed beliefs about the stability or malleability of personality affected judgments of candidates’ traits and how large a role these trait judgments played in voting decisions. Preliminary analyses confirmed that the single theory of personality item possessed acceptable psychometric properties, showed good discriminant validity, and replicated findings from previous studies which had employed more elaborate measures. Primary analyses demonstrated that, at least in several instances, those who believe that personality is stable showed a stronger relationship between their judgments of or feelings toward candidates’ personality and their support of, and likelihood of voting for, these candidates.