INTRODUCTION

• This study investigates the impact of race and gender on views of affirmative action.

• Affirmative action has been a controversial topic since its inception in the 1960s.

• Self-interest plays a key role in regards to support from women and racial minority groups.

• Studies on affirmative action typically focus on either race or gender.

HYPOTHESIS

• Females and members of racial minority groups (Blacks, Hispanics, Asians, and Afro-Caribbeans) are more likely than males and whites to view affirmative action as a good thing.

SAMPLE

• 2004 National Politics Study
  - Geographic Coverage: United States
  - Time Period: September 2004 – February 2005
  - Mode of Data Collection: Telephone interviews
  - Sample Size: 3,339 participants
  - Participants aged 18 years or older living in the United States
  - Overall Response Rate: 31%

MAIN FINDINGS

• Females are more likely than males to find affirmative action as a good thing.

• Members of racial minority groups are more likely than whites to view affirmative action as a good thing.

DISCUSSION

• The purpose of this study was to investigate the impact of race and gender on views of affirmative action.

• Affirmative action has been considered controversial based on whether it is fair or not to all groups of people.

• The findings support the theoretical argument that members of minority groups tend to favor affirmative action because of self-interest.