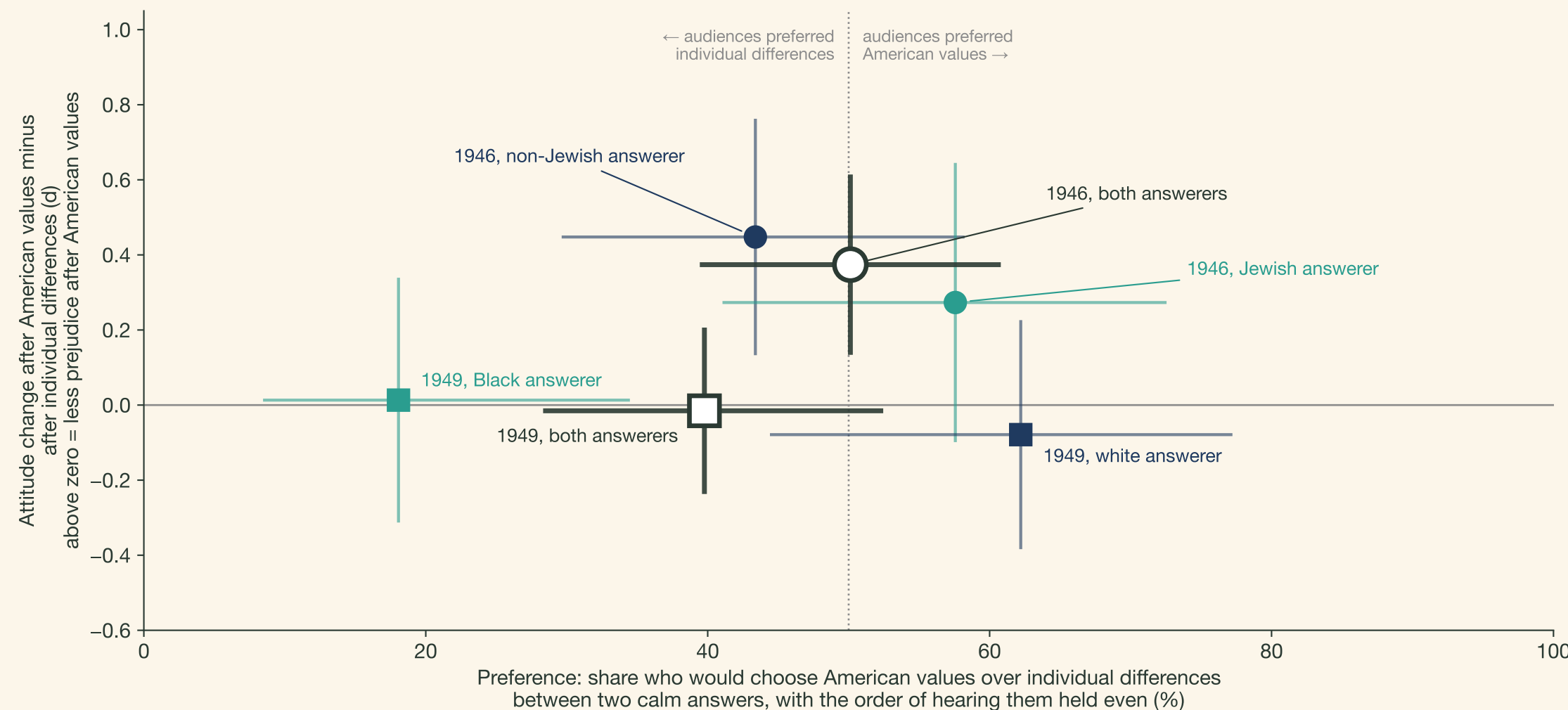


Against the antisemitic remark, audiences did not prefer American values but it was followed by less prejudice;
against the anti-Black remark, it was followed by about the same change as individual differences

Each point compares the two calm arguments in one set of audiences, with 95% intervals in both directions. Preference and attitude change come from the same audiences. Circles: 1946 (Experiment III). Squares: 1949. Navy: answerer outside the group the remark was about. Teal: answerer from that group (Levy in 1946, the Black answerer in 1949). Hollow: both answerers together.

Difference between the two studies in attitude change: 0.39 (95% CI 0.06 to 0.72), $p = 0.02$.



Preference is estimated by logistic regression on which answer each audience chose, with terms for order and, in 1946, for calm against indignant delivery, so the 1946 and 1949 values share a meaning although the 1946 calm answers were each paired with an indignant one. 1946: 503 people gave a preference, 267 of them heard a calm answer first. 1949: 541 and 313. 1946 left out Jewish audience members; 1949 left out Black audience members and kept Jewish ones (46%).
Re-analysis: Ron Levi and Sol Goldberg, University of Toronto (2026). Sources: Citron, Chein & Harding (1950), Tables 9 and 11; Selltitz, Citron, Harding, Rosahn & Wormser (1950), Table 8; Harding, Citron & King (1953), Tables 2, 5, 8.