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OF ECONOMICS AND
POLITICAL SCIENCE ■

Identity Priming in Campaigning: Field Experimental Evidence from Female Candidates in Germany

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Preview

Motivation

- Voters may use descriptive stereotypes to form perceptions about candidates in situations where they have limited information; and politicians are aware of this and can highlight relevant identities to garner support from specific groups of voters.
- Running as a woman is important to many female candidates and they need to talk about that with voters.

Research Question

- Does emphasizing social identities affect the effectiveness of women candidate's campaign messages?

Design

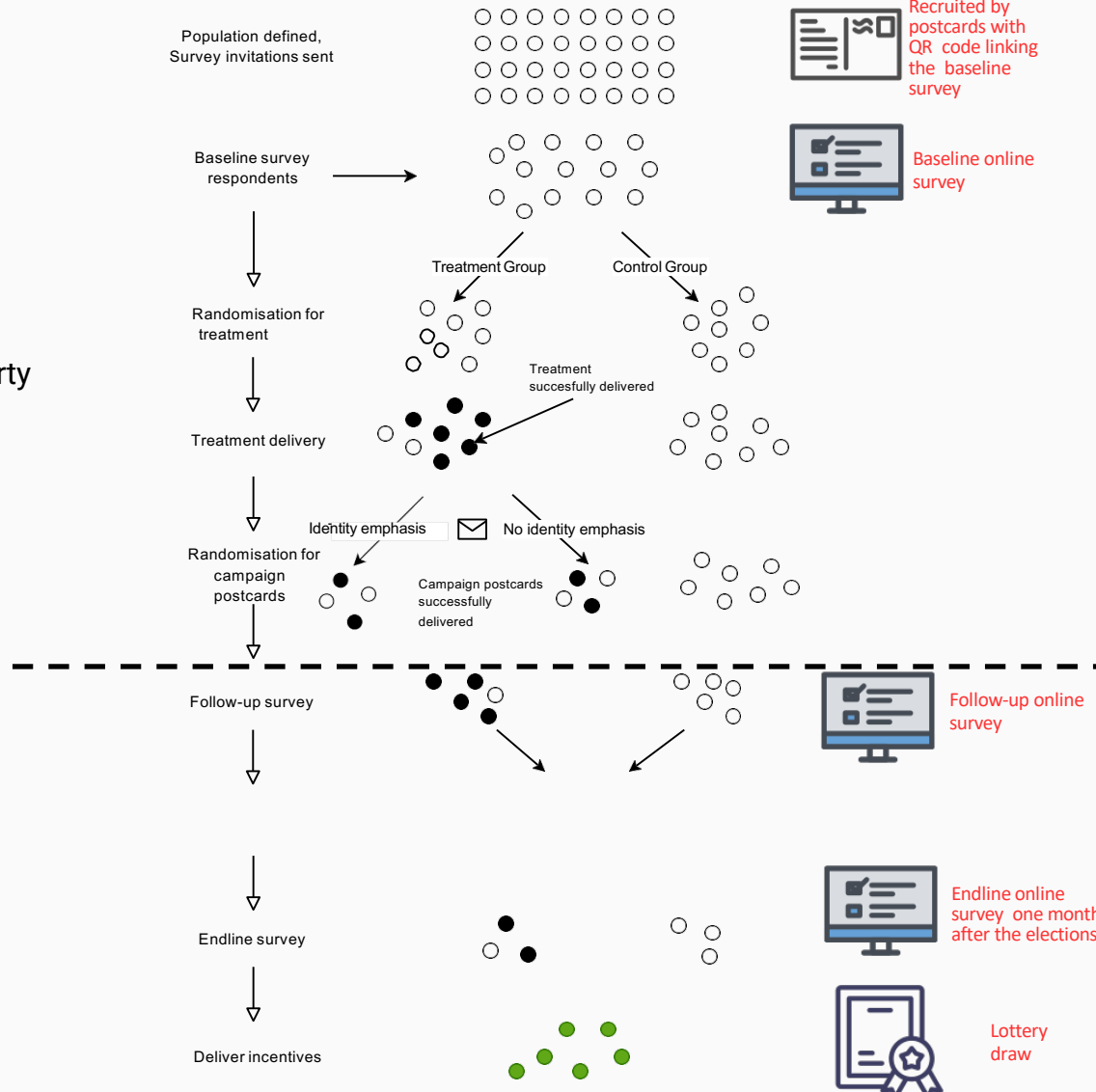
- Two pre-registered field experiments embedded in three-wave online panel surveys in two German state elections.
- Treatment consists of campaign postcards (impersonal contact) and door-to-door canvassing by the candidate (personal contact).

Experimental Design

Three-wave panel based on Broockman, Kalla and Sekhon, 2018

Outcome Variables:

- Candidate name recognition
- Positive feelings toward the candidate and the party
- Self-reported vote choice for the candidate and the party



State Elections
15 May 2022

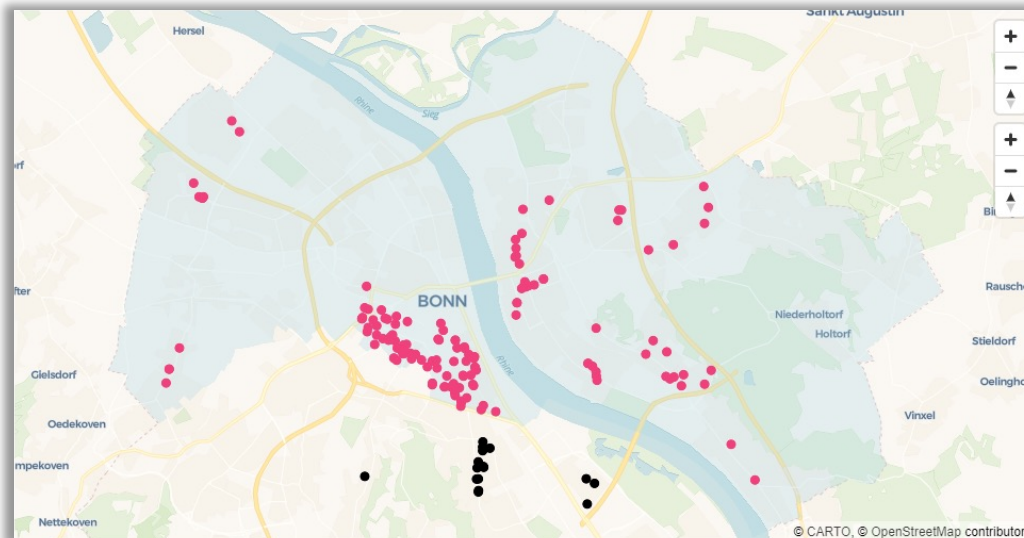
Experimental Design

Experiment 1: 170 Bonn residents took part in the study

Invitation to participate in the study



Places of residence of the participants



- = Place of residence in the constituency (participants)
- = Place of residence not in the constituency (reason for exclusion)

Experimental Design

Bonn

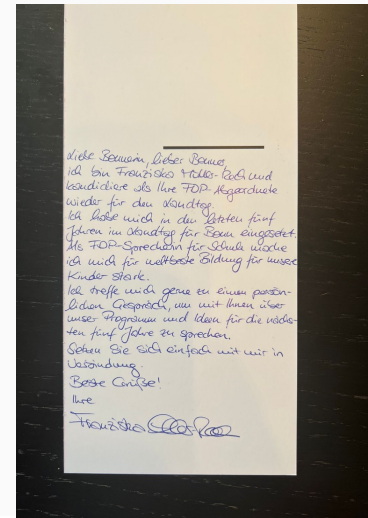
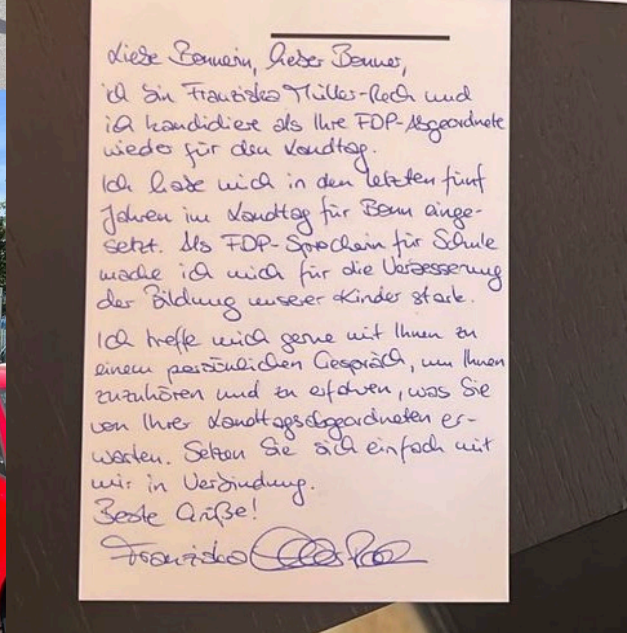
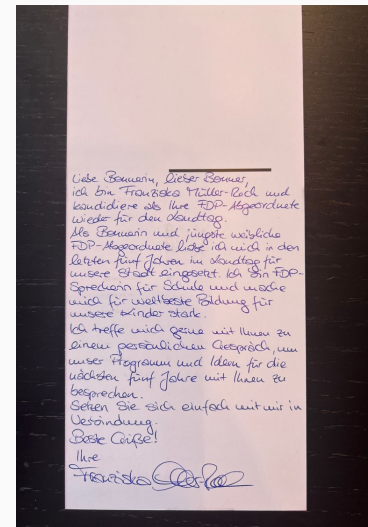
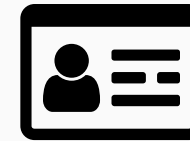


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Experimental Design

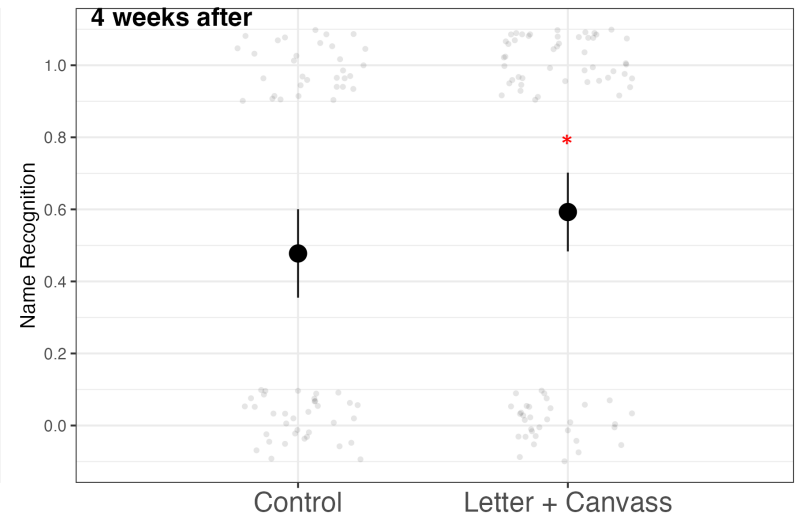
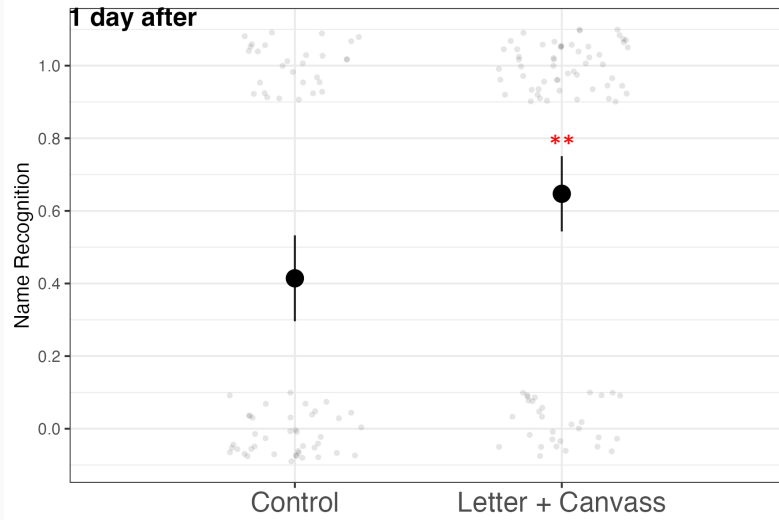
The candidate invested time in personal campaigning



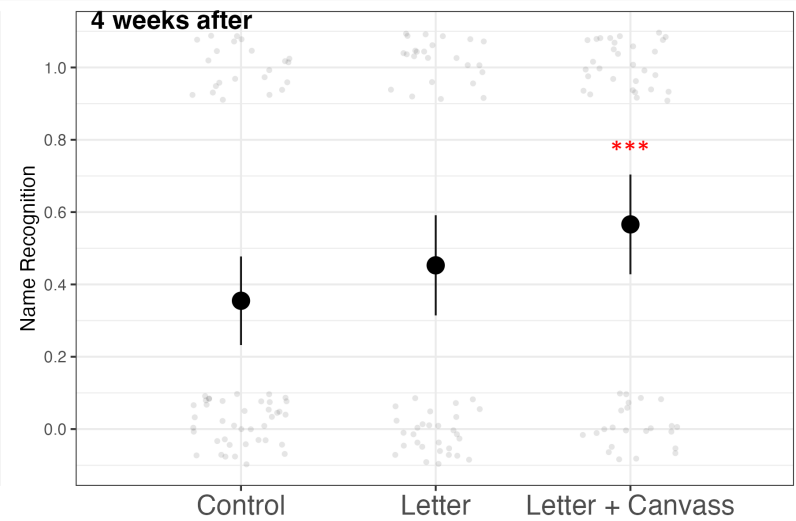
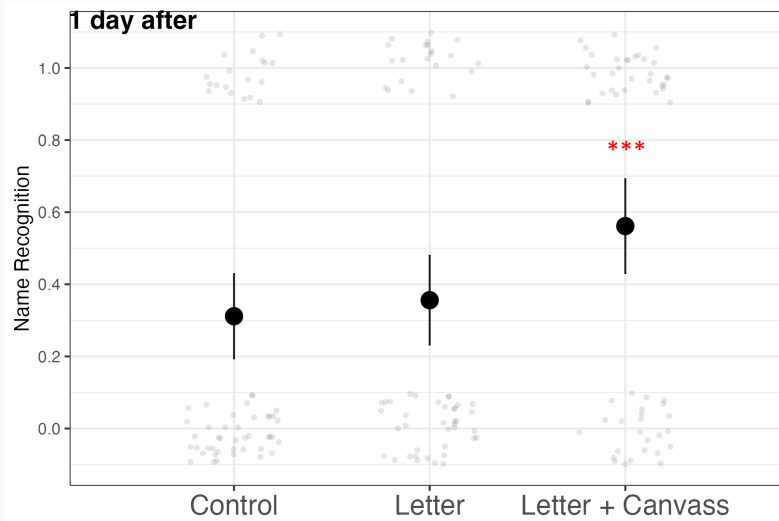
Results

Name Recognition

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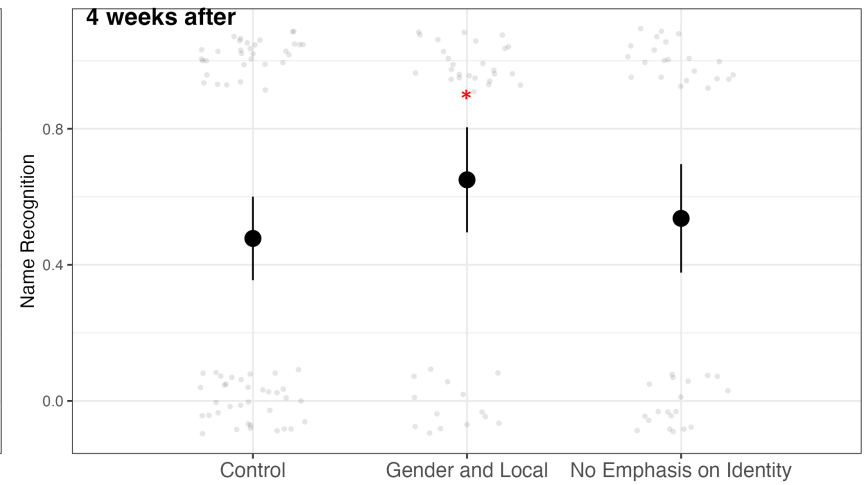
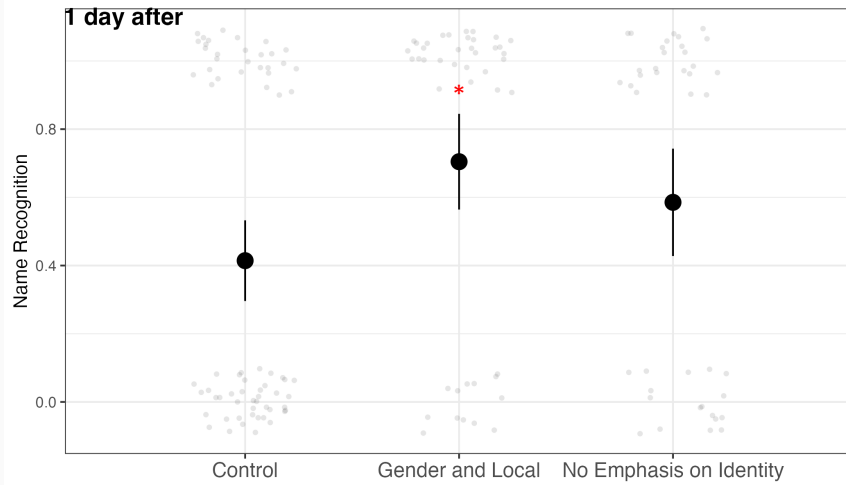
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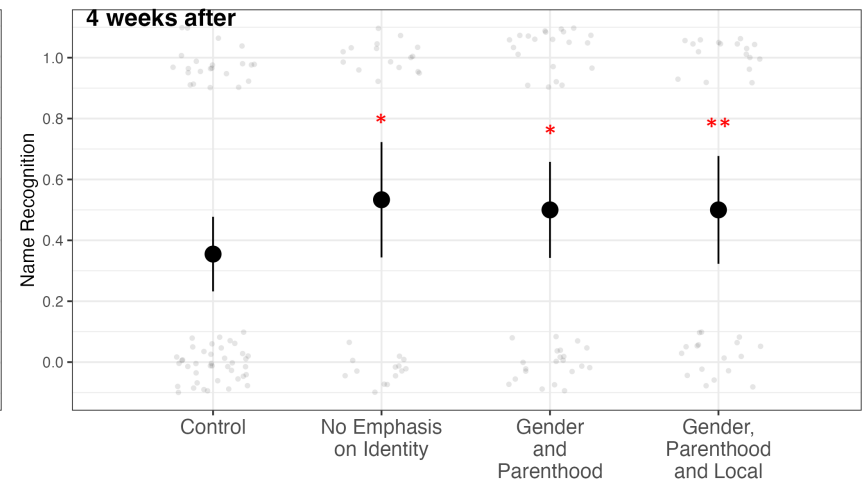
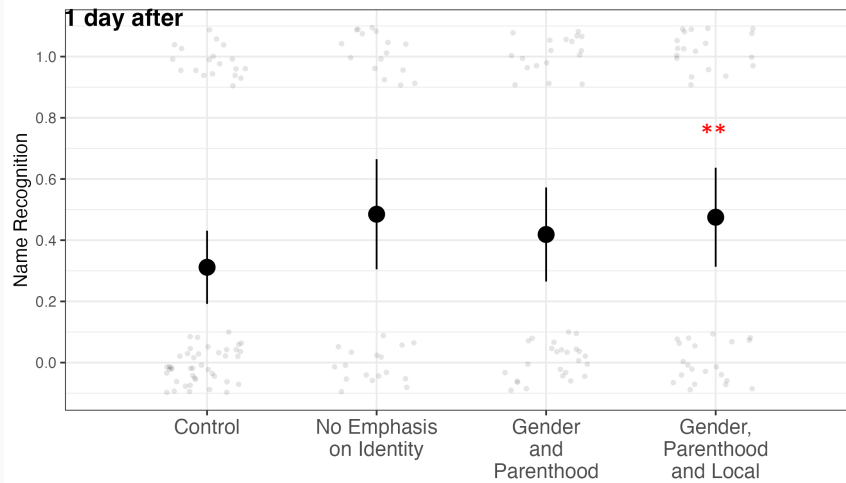
Results

Name Recognition - Identity Emphasis

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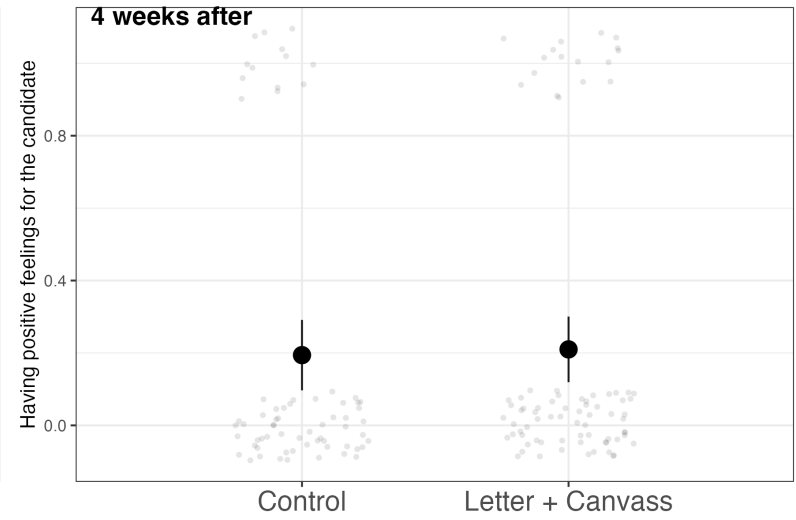
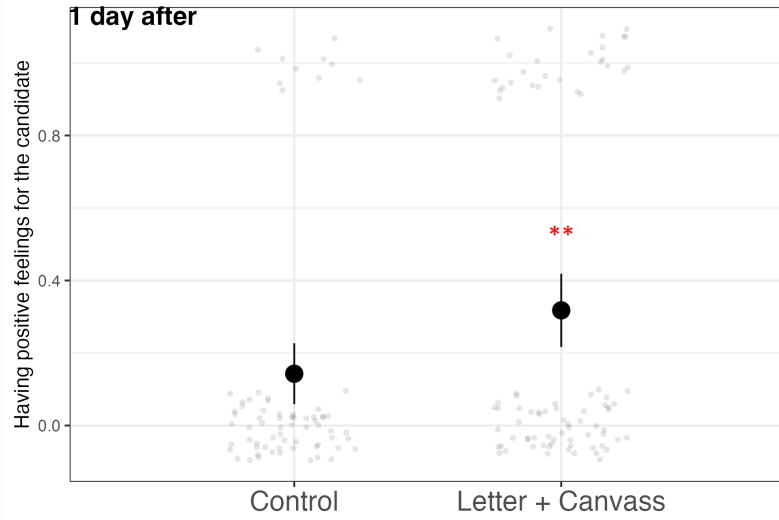
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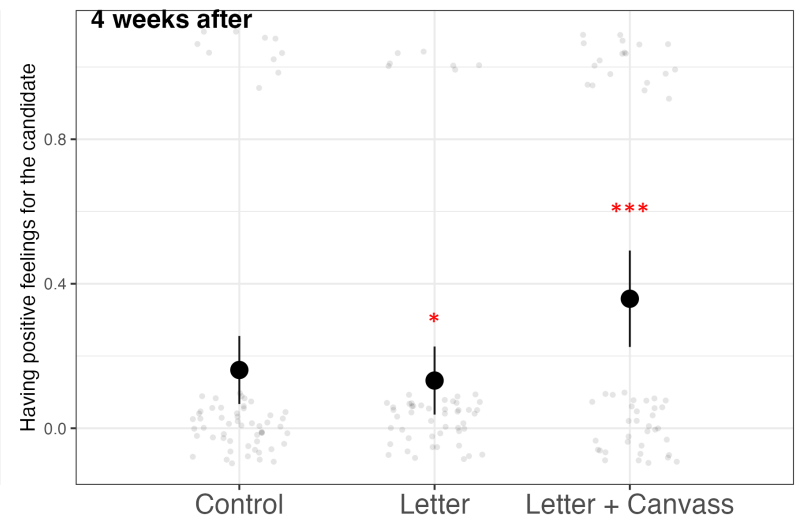
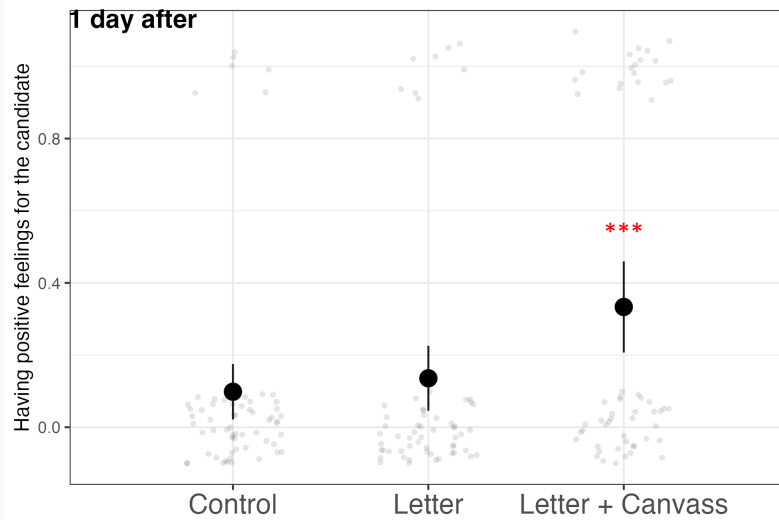
Results

Feeling

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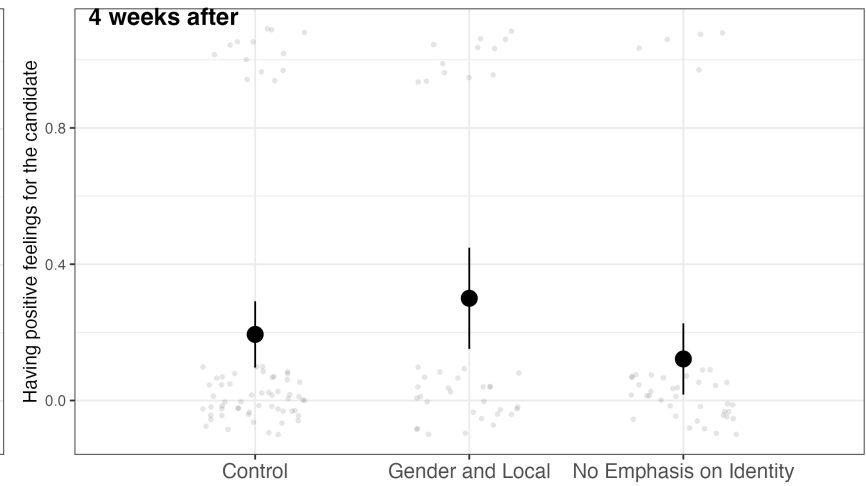
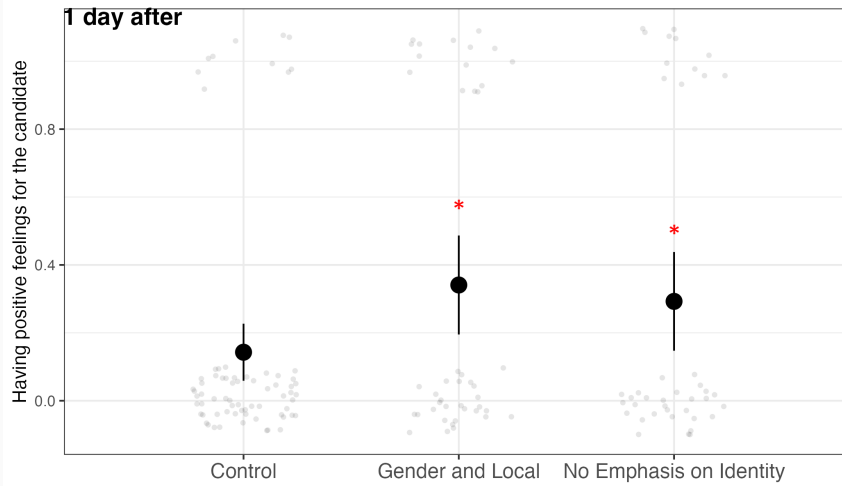
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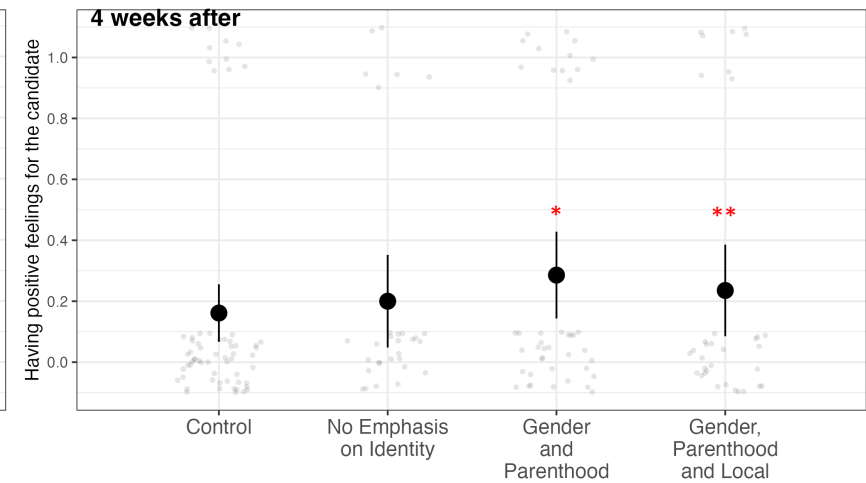
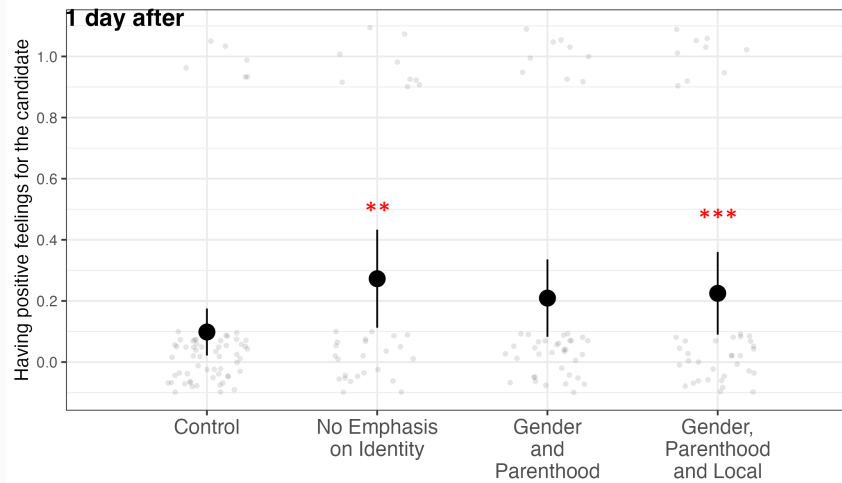
Results

Feeling - Identity Emphasis

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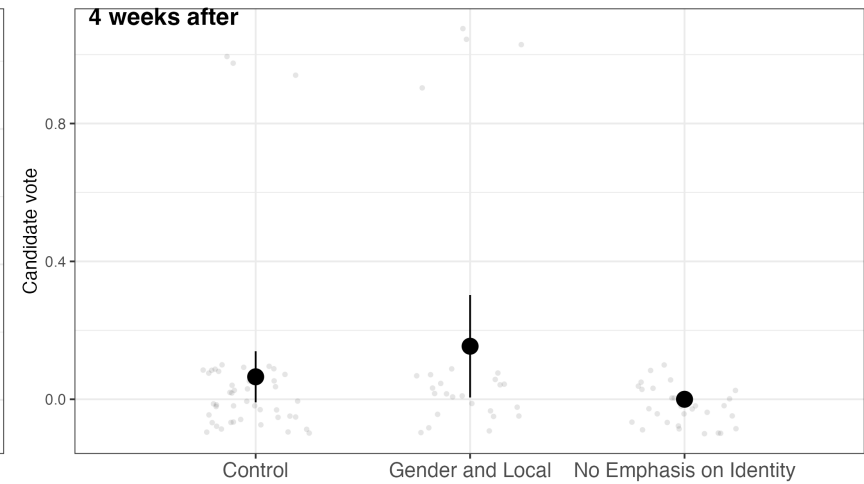
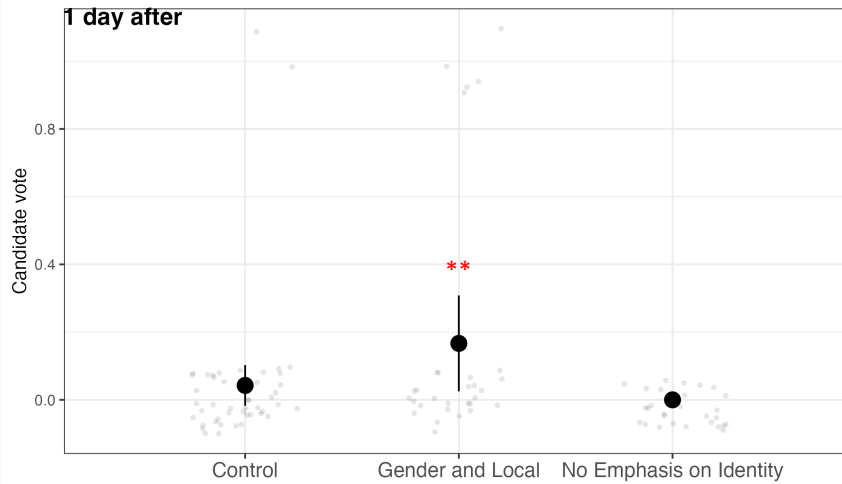
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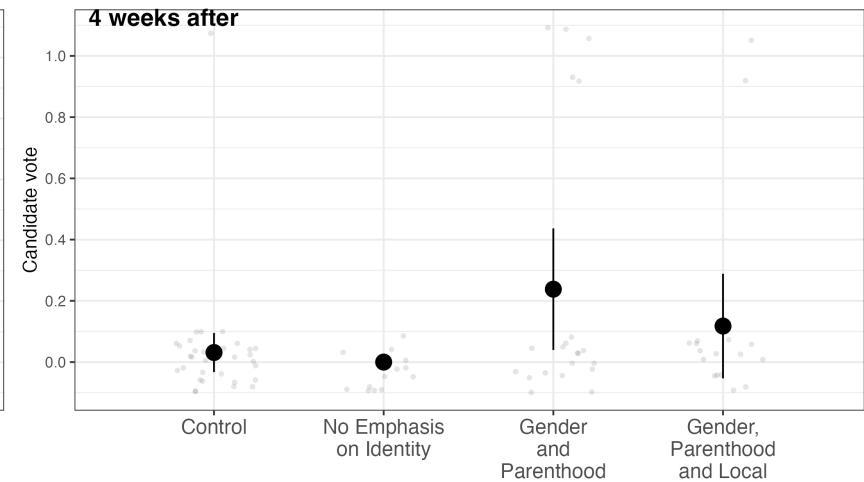
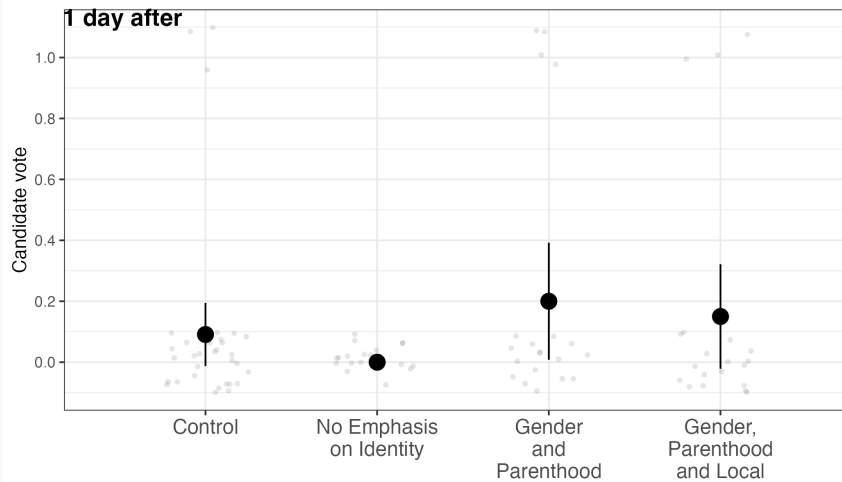
Results

Vote - Identity Emphasis

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Conclusion

- Panel-designs are an effective and efficient method to measure field-experimental outcomes in non-US settings.
- Women candidates as persuaders can influence voter evaluations to their benefit.
- Emphasising women candidates' intersectional identities can be an effective message.
- We do not find consistent evidence that aligned identities moderate these campaign effects.



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Thank you for listening.

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