Introduction

* China Shock influencing domestic politics
* But salience of the trade topic is different in geographic region
* How would presidential candidates manipulate trade rhetoric so that voters cast more votes on them?

Literature Review

* Literature on Trade and Presidential Election
* Literature on Trade and Partisanship
* Literature on Presidential Campaign Strategy

Theory

* Presidential candidates make campaign speeches considering the regional characteristics of the location where they delivery speech.

Hypotheses

* H1: Presidential candidates talk trade as an act of economic transactions in speeches of rust belt regions.
* H2: Presidential candidates link trade with national security in speeches of non-rustbelt regions.
* H3-2: Within rust belt regions, if the regions are swing states, presidential candidates talk more about threatened job security due to import competition.
* H3-2: Within rust belt regions, if the regions are swing states, Democrats link threatened job security with domestic words (worker, manufactur, labor, plant, union) , while Republicans link threatened job security with foreign or international words (agreement, nafta, china, deal).
* H4: Within non-rust belt regions, if the regions are swing states, presidential candidates talk more about threatened national security due to globalization.

Empirical Strategy

* Structural Topic Model
* OLS Regression
* DV: Unigram frequency (of trade-related documents extracted from the stm, subset to rustbelt & swing state)
* IV: Partisanship of the author
* Controls: year-fixed, state-level unemployment, candidate-fixed, candidate from incumbent party vs. opposing party, the partisan similarity of the author and the local governor (1= same, 0 = different)

Result

* STM Word Clustering Table

|  |  |  |
| --- | --- | --- |
|  | Rust-belt | Non-rust belt |
| Swing | China (Job Security) | Islam, African American (Immigration) |
| Non-Swing | Korea (FTA) | Cuba, Columbia (FTA, Embargo) |

* US Map on swing + rustbelt word frequency (topic 36), with the border line of rustbelt region
* Regression Table
* Graph with the vote margin on x axis, word frequency in the y axis, dot with the text name, color by partisanship

Conclusion