

Seeing is Believing: The Effect of Television on the Identity and Lives of Hispanic People

Andrew Kao
University of Chicago

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Motivation

- ▶ 50% of Hispanics watch satellite or broadcast TV
- ▶ Large literature on how TV and identity interact (Yanigazawa-Drott 2014;)
- ▶ What is the impact of exposure to individuals of foreign descent on natives' views and behavior toward them?

This paper:

Can we find a similar effect in firms and schools?

- ▶ Measure attitudes towards foreigners across US counties using novel data on implicit associations and donations to foreign countries.
- ▶ Use instruments for the ancestry composition of US counties to estimate the causal effect of long-term inter-group contact.