

Exploring Gender Gap in White Identity

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Abstract

White identity has received considerable scholarly attention over the last few years. However, we do not yet know about the gendered dimensions of White identity. We hypothesize that White women are more likely to associate themselves with their racial identity than White men. We find support for our hypothesis using the 2016 and 2020 American National Election Study (ANES). We propose the causal mechanism that White women are more likely to be swayed by the racial undertones of in-group messaging than White men. Furthermore, liberal White women are more likely to respond positively to messages emphasizing White victimhood, while conservative White women are more likely to respond to messages emphasizing racial animus. We present an experimental research design to explore these connections. By exploring gendered undertones, these findings will present new insights into our understanding of White identity.