
Do Missile Launches Reduce Support for Female Candidates? Stirring Up Anxiety and the Activation of Stereotypes

Yuya Endo
Osaka University

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ABSTRACT

Recently, various incidents have heightened voter anxiety in areas traditionally associated with male leadership. If these anxieties activate voters' gender stereotypes, they may negatively affect female candidates. In this paper, we examine the impact of information that incites anxiety, especially that which activates masculine stereotypes, on voters' evaluations of female candidates. In our conjoint experiment, we found that voters who received information that incited anxiety about missile launches were less likely to support female candidates than those who did not. This effect is particularly pronounced among male voters, who are significantly less willing to vote for female candidates after receiving such information. Conversely, female voters' support for female candidates remained unchanged under similar conditions. These results suggest that exposure to information that activates gender stereotypes, even if unrelated to the candidate, influences voter behavior.

Dolan, 2014; Endo & Ono,

2023

Bauer, 2015

Bauer & Carpinella, 2018; Ono & Yamada,
2020; Saha & Weeks, 2022

Little et
al., 2007; Spisak et al., 2012

e.g., Alexander &
Andersen, 1993; Dolan, 2014

1

e.g., Alexander &
Andersen 1993; Dolan 2014

e.g., Alexander & Andersen 1993;
Dolan 2014

1

CNN

2017 10 17
<https://www.nikkei.com/article/DGXMZO22352940X11C17A0FF2000> 2023 10 8

1993; Dolan 2014² e.g., Alexander & Andersen Lawless (2004)
9.11

Holman et al.(2022) 2017

Cassese & Holman, 2018; Dolan & Lynch, 2014 Glauber & Lesschaeve, 2023
Hadzic & Tavits (2021)

Barnes & Beaulieu, 2014;
Herrnson et al., 2003; Iyengar & Valentino, 1997

Ditonto, 2017; Schneider & Bos, 2014

Ono & Yamada, 2020; Saha & Weeks, 2022

² Endo & Ono (2023)

Alexander & Andersen, 1993; Dolan, 2014

Endo & Ono, 2023

theory of stereotype activation and application

Kunda & Spencer (2003)

Blair & Banaji, 1996

Barnes & Beaulieu,

2014 1980

Kundra & Sinclair, 1999; Lepore &
Brown, 1997

Deal & Stevenson,
1998; Schein, 1975 1990

Kuklinski & Chong, 2001

Deal & Stevenson, 1998

e.g.,

	n = 823	n = 814	n = 790
	63.06	62.29	62.28
	36.94	37.71	37.72
10	0.97	0.61	0.63
20	8.87	9.09	8.1
30	20.9	21.99	21.9
40	35.97	36.98	37.09
50	23.69	23.1	23.29
60	6.68	6.51	7.72
70	2.92	1.72	1.27
/	1.34	1.6	0.76
	22.11	24.2	23.54
/	20.41	20.02	20.38
	48.85	48.4	48.35
	7.29	5.77	6.96

4.1

Yahoo!

3 2019 11 26 2019
11 30
18

s a t i s f i c e r

Steele & Ambady, 2006

Cunningham & Macrae, 2011

, 2015

Instructional

Manipulation Checks IMC

4

3,000 573 satisficer
2,427

5

3

2019-042

4

IMC

5

= 44.97, = 11.45 = 44.55, = 10.97 = 44.71, = 10.93

北朝鮮の核の脅威 不安の声高まる

周知の通り北朝鮮は、核ミサイルの開発と発射実験を続けている。ミサイル発射に関して、大多数の国民から不安の声が上がっている。このミサイルは日本の主要都市を射程にいられているといい、ミサイルが都市に着弾すれば莫大な損害が出ると予測されている。例えば、アメリカのある調査サイト（NUKEMAP）のシミュレーションによると、新宿駅に核ミサイルが落ちた場合、死者数は約 30 万人ほど、負傷者数は約 82 万人ほどだと予測されている。

日本経済の停滞 不安の声高まる

周知の通り世界経済は、米中の貿易摩擦や資源価格の高騰などで停滞しつつある。経済の停滞に関して、大多数の国民から不安の声が上がっている。この停滞の影響は日本経済にも深刻な影響を与えられ、日本の今年の GDP もゼロ成長に近いと予測されている。例えば、みずほ総合研究所のシミュレーションによると、日本の GDP 成長率は 10 月～12 月期には前年比マイナス 2 パーセントほどだとされており、日本経済の停滞は避けられないと予想されている。

⁶ e.g., Alexander & Andersen 1993;

Dolan, 2014; Endo & Ono, 2023

e.g., Alexander & Andersen

1993; Dolan, 2014; Endo & Ono, 2023

GDP 2019 10 12

8

NUKEMAP⁷

4.2

⁶ Endo & Ono, 2023

⁷ NUKEMAP <https://nuclearsecrecy.com/nukemap/> 2023 10 8

⁸ 2019 2020

https://www.mizuho-ri.co.jp/publication/research/pdf/forecast/outlook_190610.pdf 2023 10 8

	Anderson et al.,
	2011; Dolan & Lynch, 2014
	e.g.,
	Kirkland & Coppock, 2018; Rahn, 1993
Mo, 2015	

Hainmueller et al., 2014; Horiuchi et al.,
2022

9

10

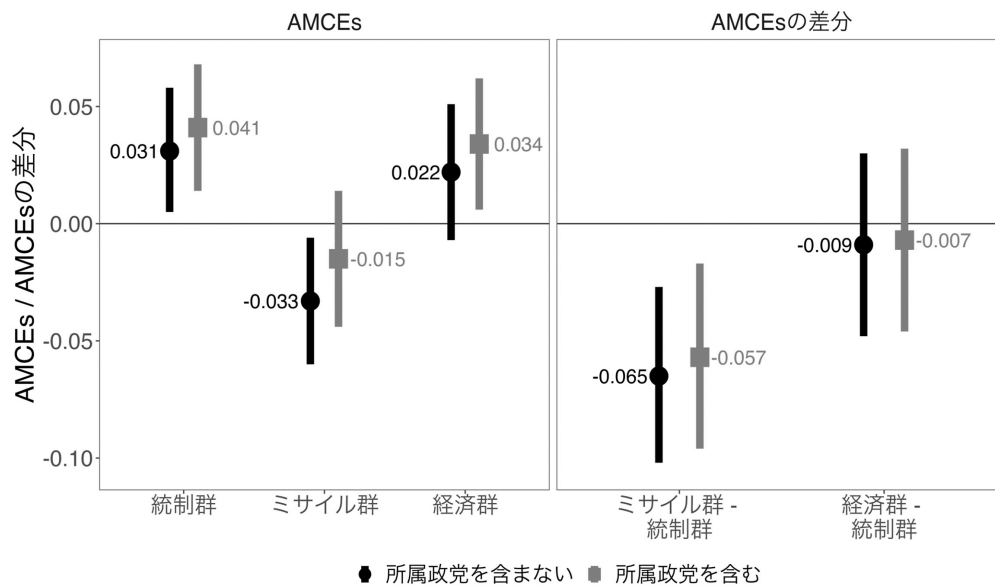
Average Marginal Component Effects (AMCEs)

	30	40	50	60
	0	1	2	3

9

10

Horiuchi et al. (2020) (2018)



95

AMCEs
AMCEs

11

AMCEs

AMCEs

AMCEs 0.031 5%

3.1

AMCEs -0.033

3.3

AMCEs

0.022

AMCEs

AMCEs

12

95

AMCEs

5%

11

Marginal Means MMs

Clayton

et al., 2021; Leeper et al., 2020

AMCEs

Kage et al., 2019; Leeper et al., 2020; Ono & Yamada, 2020

Bauer, 2015; Bauer

et al., 2022; Ono & Yamada, 2020

AMCEs

12

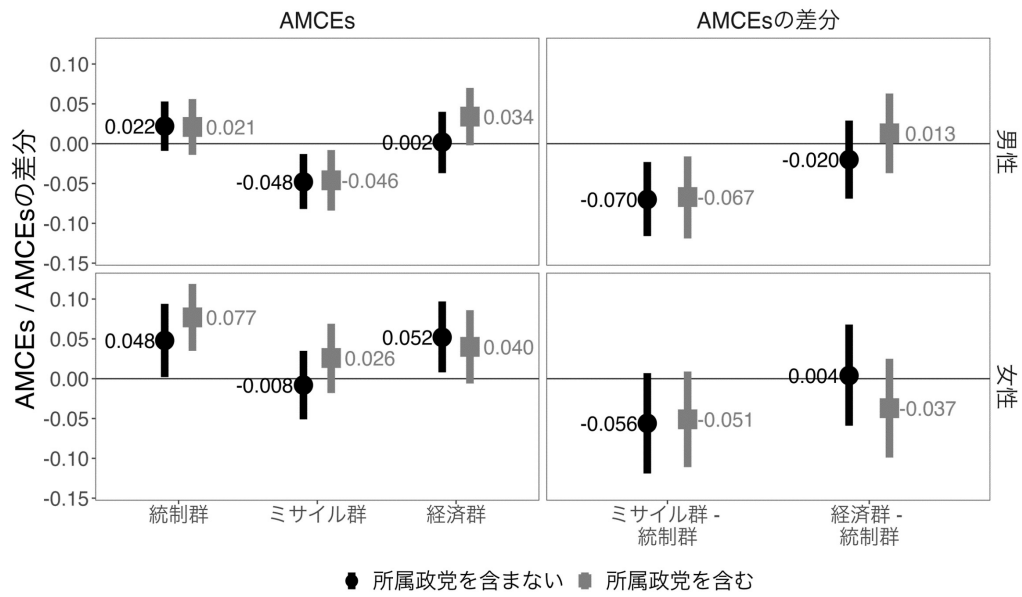
6.5

AMCEs

Little et al., 2007; Spisak et al., 2012

13

Cassese & Holman,
2018; Dolan & Lynch, 2014



95

AMCEs

AMCEs

AMCEs

2009

-0.70

5%

-0.67

AMCEs

Carpinella & Bauer, 2021; Jenson,

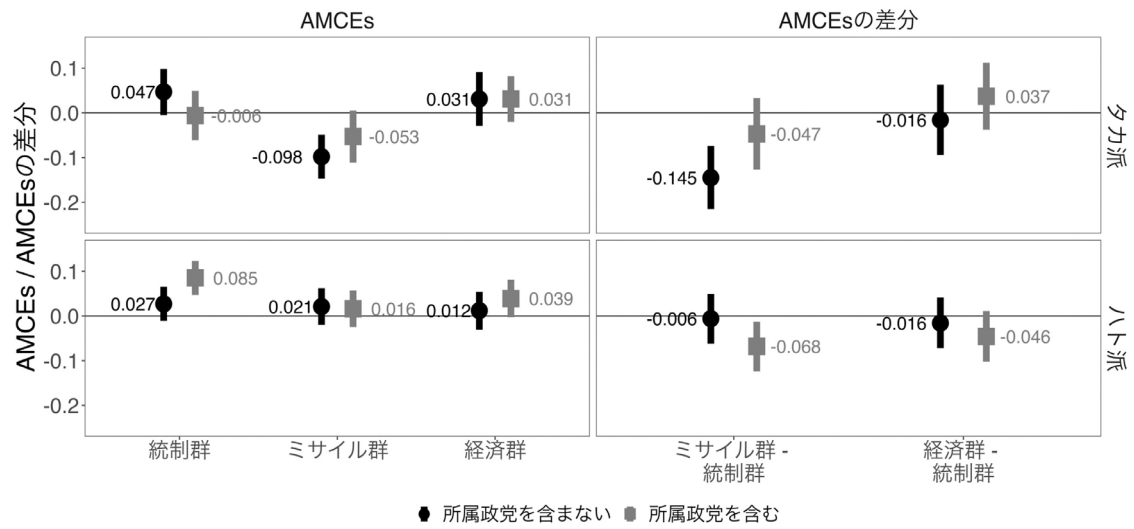
Eichenberg,

2018; Saha & Weeks, 2022

2003, 2019

Eichenberg, 2019; Wood & Ramirez, 2017

Duriesmith, 2016; Eichenberg, 2019; Yablon,



95

AMCEs

AMCEs

AMCEs

-0.145 5%

Kim & Kang,

2022

,

Landau et al., 2004;

Nail et al., 2009

Bauer & Carpinella, 2018; Bauer et al.,
2022; Kahn, 1994; Kim & Kweon, 2022

Ono & Yamada 2020

Achen & Bartels, 2016

Lupia, 2016

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