

Replication Document for "Gender Differences in the Choice of Major: The Importance of Female Role Models"

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February 5, 2021

Table 1: Balance Tests

	Control classes 2015 (untreated)	Treatment classes 2015 (untreated)	p-value diff.	Control classes 2016 (untreated)	Treatment classes 2016 (treated)	p-value dif
American student	92.95	94.51	(0.57)	92.09	79.23	(0.00)
In-state student	22.44	24.39	(0.68)	20.34	21.54	(0.80)
Freshman	83.97	85.37	(0.73)	83.05	95.38	(0.00)
Cumulative GPA	3.44	3.41	(0.52)	3.48	3.39	(0.07)
Belongs to sorority ^a	65.08	65.00	(0.99)	67.46	58.72	(0.17)
Took econ in high school ^a	53.97	61.87	(0.19)	59.06	55.96	(0.63)
Athlete ^a	7.14	5.71	(0.64)	6.40	10.09	(0.31)

Figure 1: Outcomes before and after Treatment

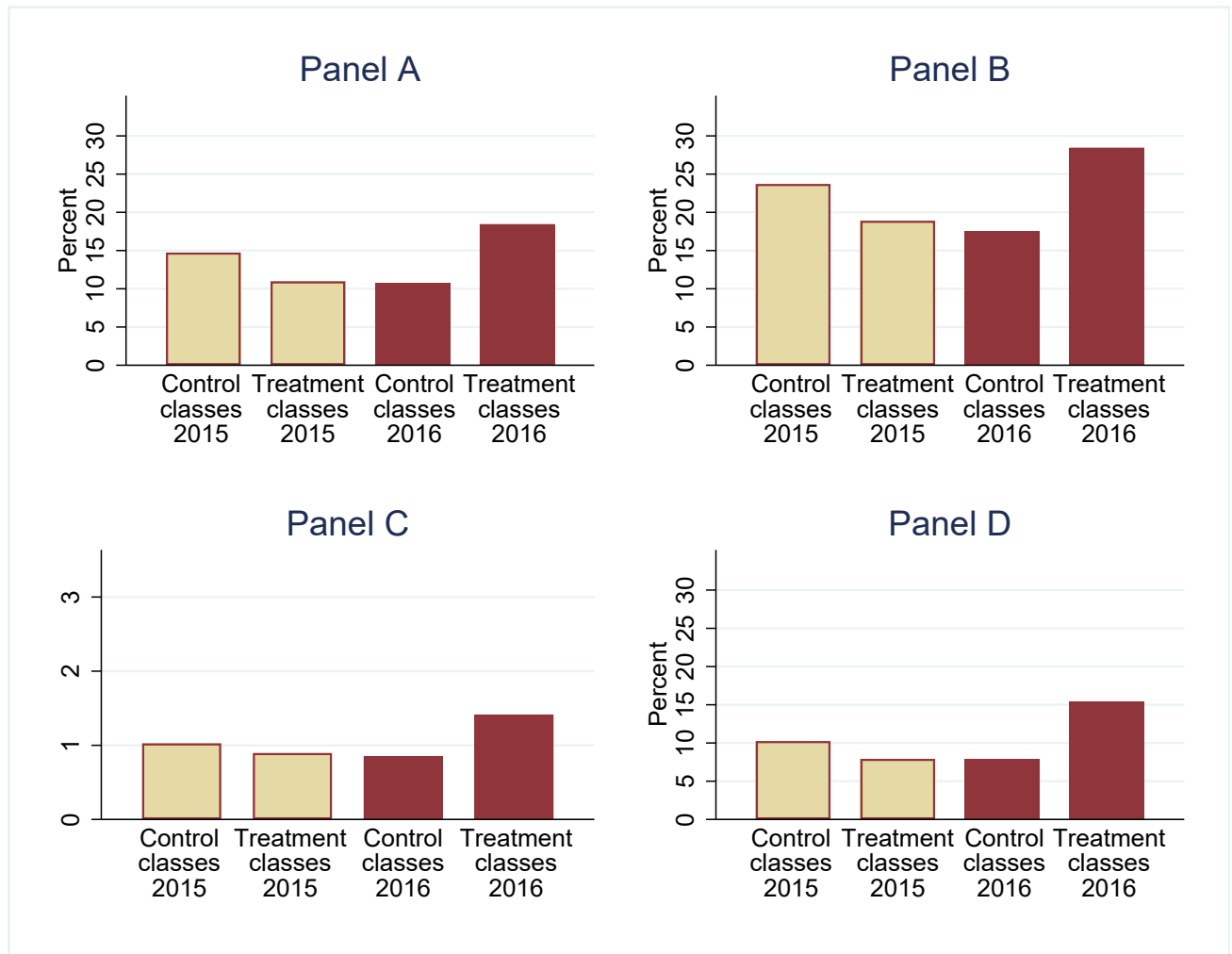


Table 2: Outcome Variables by Treatment Class and Year

	Control classes 2015 (untreated)	Treatment classes 2015 (untreated)	p-value diff.	Control classes 2016 (untreated)	Treatment classes 2016 (treated)	p-value dif
Took Intermediate Micro within year	14.74	10.98	(0.32)	10.73	18.46	(0.06)
Took another econ class	23.72	18.90	(0.30)	17.51	28.46	(0.03)
Number of further econ classes taken	1.03	0.90	(0.66)	0.85	1.42	(0.09)
Majored in economics	10.26	7.93	(0.47)	7.91	15.38	(0.05)

Table 3: Treatment Effects on Intermediate Outcomes

	Took Micro within year	Took Micro within year	Took another econ class	Took another econ class
Treatment class \times 2016	0.115 (0.004) [0.041, 0.217]	0.112 (0.002) [0.028, 0.214]	0.158 (0.025) [0.029, 0.258]	0.139 (0.032) [0.013, 0.251]
Year 2016	-0.040 (0.215) [-0.123, 0.031]	-0.049 (0.213) [-0.146, 0.031]	-0.062 (0.003) [-0.124, -0.038]	-0.067 (0.062) [-0.135, 0.007]
Treatment class (in 2015)	-0.038 (0.192) [-0.106, 0.019]	-0.047 (0.013) [-0.098, -0.013]	-0.048 (0.071) [-0.090, 0.006]	-0.061 (0.036) [-0.094, -0.007]
Constant	0.147 (0.001) [0.116, 0.203]	0.372 (0.003) [0.140, 0.624]	0.237 (0.000) [0.167, 0.271]	0.803 (0.001) [0.394, 1.250]
Controls	No	Yes	No	Yes
Observations	627	627	627	627

Table 4: Treatment Effects on Final Outcomes

	Number of econ classes taken	Number of econ classes taken	Major in economics	Major in economics
Treatment class \times 2016	0.692 (0.037) [0.060, 1.157]	0.522 (0.092) [-0.100, 1.068]	0.098 (0.022) [0.020, 0.164]	0.080 (0.075) [-0.011, 0.160]
Year 2016	-0.173 (0.298) [-0.520, 0.182]	-0.189 (0.464) [-0.772, 0.358]	-0.023 (0.355) [-0.072, 0.043]	-0.028 (0.505) [-0.110, 0.094]
Treatment class (in 2015)	-0.129 (0.483) [-0.660, 0.275]	-0.206 (0.425) [-0.740, 0.404]	-0.023 (0.415) [-0.098, 0.034]	-0.030 (0.351) [-0.094, 0.054]
Constant	1.026 (0.001) [0.633, 1.330]	5.804 (0.001) [2.570, 8.792]	0.103 (0.005) [0.065, 0.127]	0.510 (0.007) [0.139, 0.934]
Controls	No	Yes	No	Yes
Observations	627	627	627	627

Figure 2: Major in Other High-Earning Fields before and after Treatment

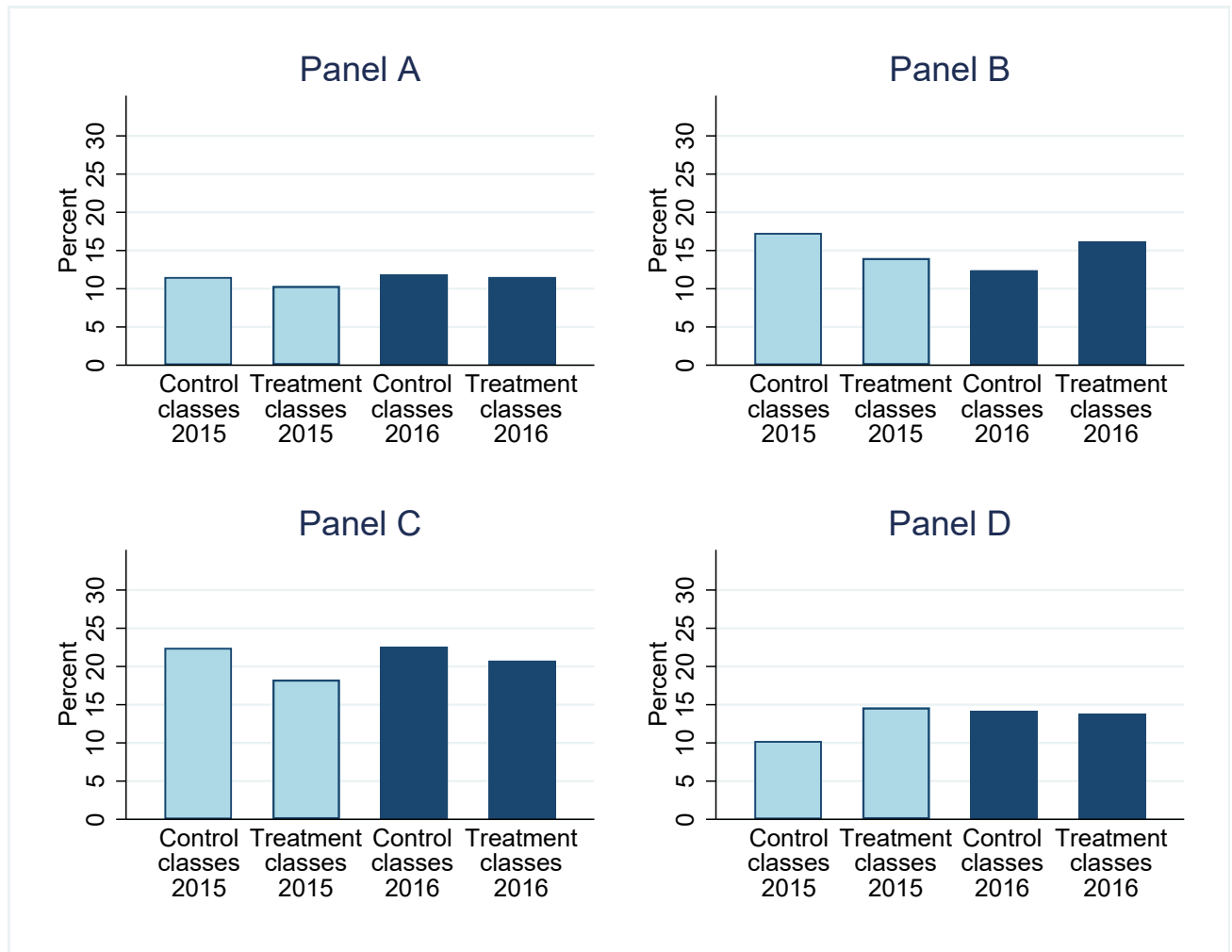


Figure 3: Major in Lower-Earning Fields before and after Treatment

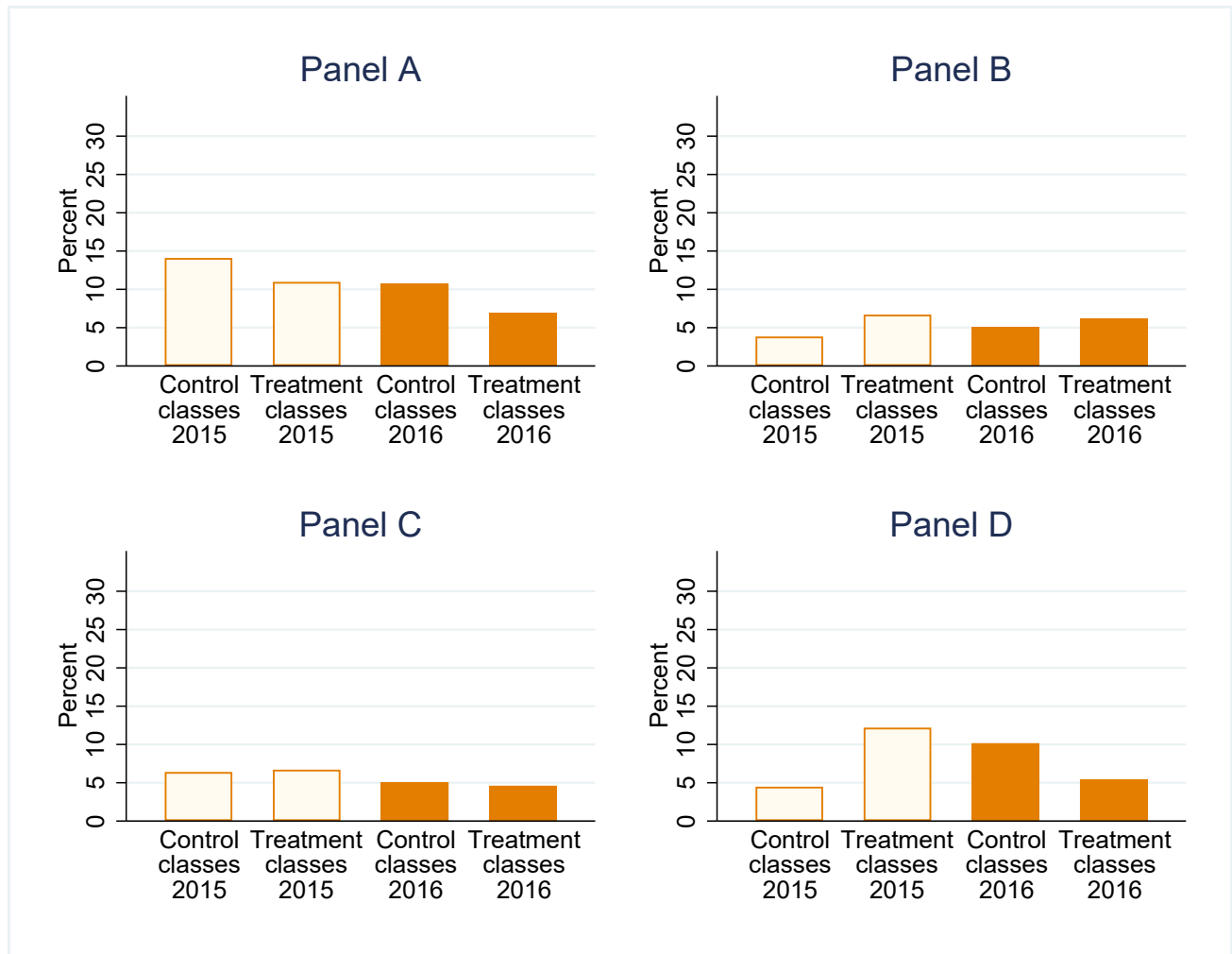


Table 5: Treatment Effects on Other High-Earning Majors

	Major STEM	Major finance	Major business	Major marketing
Treatment class \times 2016	0.013 (0.874) [-0.193, 0.186]	0.078 (0.227) [-0.098, 0.200]	0.026 (0.724) [-0.158, 0.174]	-0.018 (0.848) [-0.186, 0.155]
Year 2016	0.003 (0.961) [-0.071, 0.182]	-0.057 (0.066) [-0.206, 0.004]	-0.005 (0.940) [-0.145, 0.132]	0.029 (0.478) [-0.067, 0.117]
Treatment class (in 2015)	-0.005 (0.919) [-0.118, 0.158]	-0.037 (0.457) [-0.164, 0.099]	-0.030 (0.396) [-0.116, 0.046]	0.037 (0.443) [-0.054, 0.133]
Constant	0.245 (0.174) [-0.095, 0.580]	-0.319 (0.071) [-0.733, 0.025]	-0.154 (0.487) [-0.647, 0.395]	-0.255 (0.010) [-0.476, -0.035]
Controls	Yes	Yes	Yes	Yes
Observations	627	627	627	627

Table 6: Treatment Effects on Low-Earning Majors

	Major social sciences	Major arts	Major communication	Major humanities
Treatment class \times 2016	-0.006 (0.918) [-0.111, 0.144]	-0.031 (0.430) [-0.109, 0.073]	-0.012 (0.690) [-0.074, 0.040]	-0.141 (0.000) [-0.199, -0.071]
Year 2016	-0.023 (0.579) [-0.159, 0.059]	0.018 (0.159) [-0.011, 0.044]	-0.008 (0.790) [-0.052, 0.077]	0.067 (0.015) [0.027, 0.128]
Treatment class (in 2015)	-0.037 (0.372) [-0.141, 0.043]	0.035 (0.149) [-0.013, 0.096]	-0.002 (0.919) [-0.035, 0.056]	0.083 (0.040) [0.003, 0.162]
Constant	0.624 (0.000) [0.312, 1.199]	0.050 (0.508) [-0.092, 0.238]	0.146 (0.069) [-0.019, 0.345]	0.140 (0.373) [-0.139, 0.389]
Controls	Yes	Yes	Yes	Yes
Observations	627	627	627	627

Table 7: Performance in Intermediate Microeconomics by Treatment Class and Year

	Control classes 2015 (untreated)	Treatment classes 2015 (untreated)	p-value diff.	Control classes 2016 (untreated)	Treatment classes 2016 (treated)	p-value dif
Average grade	3.32	3.36	(0.84)	3.02	3.24	(0.49)
Core exam score	0.62	0.61	(0.74)	0.59	0.68	(0.24)

Figure 4: Common Trends

Table 8: Robustness: Treatment Effects on Grade in Principles Class

	Grade Principles	Grade Principles	Grade Principles	Grade Principles
Treatment class \times 2016	-0.244 (0.385) [-0.717, 0.393]	-0.142 (0.401) [-0.448, 0.244]	-0.093 (0.654) [-0.568, 0.468]	-0.075 (0.685) [-0.415, 0.307]
Year 2016	0.090 (0.715) [-0.419, 0.483]	0.046 (0.749) [-0.329, 0.371]	-0.066 (0.840) [-0.536, 0.390]	-0.026 (0.923) [-0.382, 0.589]
Treatment class (in 2015)	-0.009 (0.972) [-0.465, 0.437]	0.067 (0.551) [-0.210, 0.231]		
Constant	3.019 (0.002) [2.631, 3.328]	-1.890 (0.014) [-2.743,-0.306]	2.682 (0.006) [1.738, 2.934]	-1.858 (0.011) [-2.871,-0.337]
Controls	No	Yes	No	Yes
Class fixed effects	No	No	Yes	Yes
Observations	627	627	570	570

Table 9: Robustness: Including Class Fixed Effects

	Took Micro	Took another	Number of econ classes	Major economics
<i>Panel A. No controls</i>				
Treatment class \times 2016	0.097 (0.069) [-0.004, 0.202]	0.142 (0.039) [0.011, 0.258]	0.540 (0.075) [-0.088, 1.102]	0.096 (0.033) [0.010, 0.173]
Year 2016	-0.011 (0.704) [-0.186, 0.059]	-0.036 (0.167) [-0.212, 0.046]	0.036 (0.824) [-0.599, 0.351]	-0.011 (0.699) [-0.100, 0.107]
Constant	0.066 (0.513) [-0.535, 0.442]	0.199 (0.194) [-0.460, 0.849]	1.000 (0.135) [-0.611, 3.798]	0.067 (0.448) [-0.048, 0.473]
Observations	570	570	570	570
<i>Panel B. Including controls</i>				
Treatment class \times 2016	0.091 (0.087) [-0.009, 0.193]	0.127 (0.045) [0.004, 0.247]	0.433 (0.176) [-0.188, 1.011]	0.080 (0.108) [-0.018, 0.165]
Year 2016	-0.017 (0.556) [-0.198, 0.047]	-0.050 (0.070) [-0.220, 0.010]	-0.061 (0.801) [-1.128, 0.297]	-0.023 (0.534) [-0.115, 0.126]
Constant	0.312 (0.051) [-0.002, 0.634]	0.799 (0.012) [0.240, 1.374]	5.840 (0.005) [1.354, 9.183]	0.487 (0.051) [-0.001, 1.029]
Observations	570	570	570	570

Figure 5: Male Students: Outcomes before and after Treatment

