

'Role model effects' & women's political engagement

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Gender gaps

- political engagement
- political efficacy
- political knowledge
- (Dolan, 2011; Wolbrecht & Campbell, 2007)

Literature overview

- Stereotype threat
- Role model effects
- Social identity

Stereotype threat

- Racial context (Steele & Aronson, 1995)
- Performance anxiety in testing
- Effects on women's performance on political knowledge test (McGlone et. al., 2006)

Role model effects

- Women's career efficacy (e.g. Shapiro & Williams, 2012; Dasgupta et. al., 2015)
- Beaman et. al. (2012) natural experiment
- Women's leadership aspirations (Latu et. al., 2013)
- Political engagement?

Role model effects from (numerical) representation

- Put the original idea into experimental context
- Wolbrecht and Campbell, 2007
- Is it women's visibility?
- At what numerical advantage?
- What about impacts on men?

Adverse role model effects?

- Social identity literature
- Increasing social distance
- Unattainable achievements
- No identification with female politicians

Research design

- Online experiment
- Exposure to political discussion groups: picture viewing/rating task
- Randomised across 4 groups: varying numerical balance
- Survey of political efficacy, political knowledge, confidence about performance (and political values)



Overview of sample

##	treat	woman	N
## 1:	ST1	0	41
## 2:	ST1	1	51
## 3:	ST2	0	41
## 4:	ST2	1	39
## 5:	ST3	0	40
## 6:	ST3	1	47
## 7:	ST4	0	38
## 8:	ST4	1	32

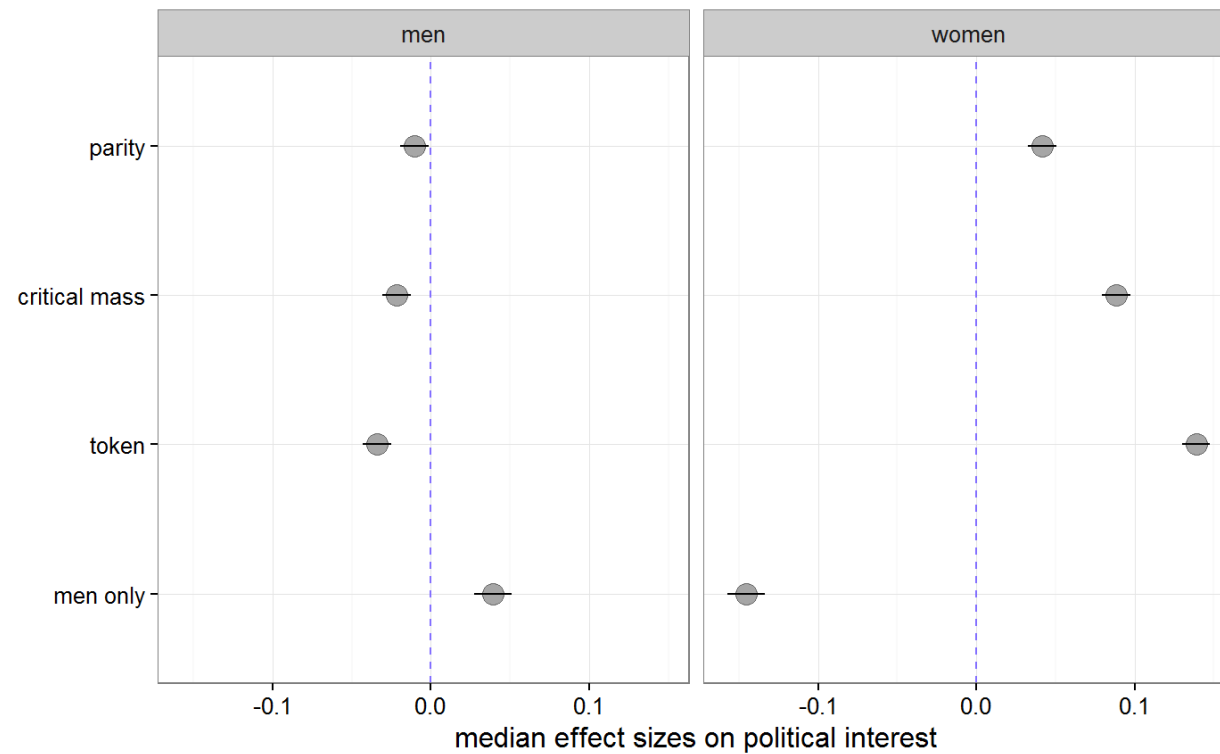
##	woman	sample	N
## 1:	0	CF	68
## 2:	1	CF	57
## 3:	0	PA	92
## 4:	1	PA	112

Political Interest / model

$$y_{ij} = \beta_0 + \beta_{ij}^{age} + \beta_{ij}^{edu.} + \beta_{ij}^{race} + \beta_{ij}^{sample} + u_{j[i]}^{gender} + u_{ij}^{treatment} + \epsilon_{ij}$$

```
##      treatST2   treatST3   treatST4 (Intercept)   samplePA      age
## 0 -0.03431853 -0.02182598 -0.01027174    2.614204 -0.1059047 0.01096964
## 1  0.13879587  0.08827174  0.04154242    2.434214 -0.1059047 0.01096964
##      uni1   white1
## 0 0.1851511 -0.127867
## 1 0.1851511 -0.127867
```

Political Interest / simulations



Political Efficacy / model

- item level model, with multiple nesting:
- within individuals,
- efficacy measures,
- efficacy types (internal vs. external), and
- gender/treatment

$$Pr(y_i = 1) = \text{logit}^{-1}(\beta_0 + \beta_{ij}^{age} + \beta_{ij}^{edu.} + \beta_{ij}^{race} + \beta_{ij}^{sample} + \\ + u_{j[i]}^{gender*treatment} + u_{ij}^{eff.type} + u_{j[i]}^{item} + u_{j[i]}^{participant} + \epsilon_{ij})$$

Political Efficacy / internal vs external

- I have a pretty good understanding of the important political issues facing our country.
- It takes too much time and effort to be active in politics and public affairs.
- It is often difficult for me to understand what is going on in government and politics.
- Politicians don't care what people like me think.
- Going to vote is a lot of effort.
- Voting is an enjoyable experience.
- People who vote for small parties are throwing away their vote.
- People should vote for the party they like the most, even if it's not likely to win.
- It doesn't matter which political party is in power.

Political Efficacy / internal vs external

- search algorithm
- computes scalability coefficients

```
##
## SCALE 1
##
## Item:  eff3          Scale 1  H =  0.6
## Item:  eff1          Scale 1  H =  0.6
## Item:  eff2          Scale 1  H =  0.46
## Scale 1  is completed. No items left such that Hi > 0.3 .
##
## SCALE 2
##
## Item:  eff9          Scale 2  H =  0.43
## Item:  eff5          Scale 2  H =  0.43
## Scale 2  is completed. No items left such that Hi > 0.3 .
##
## SCALE 3
##
## Scale 3  could not be formed due to H < 0.3 . PROCEDURE STOPS

## [1] 1
```

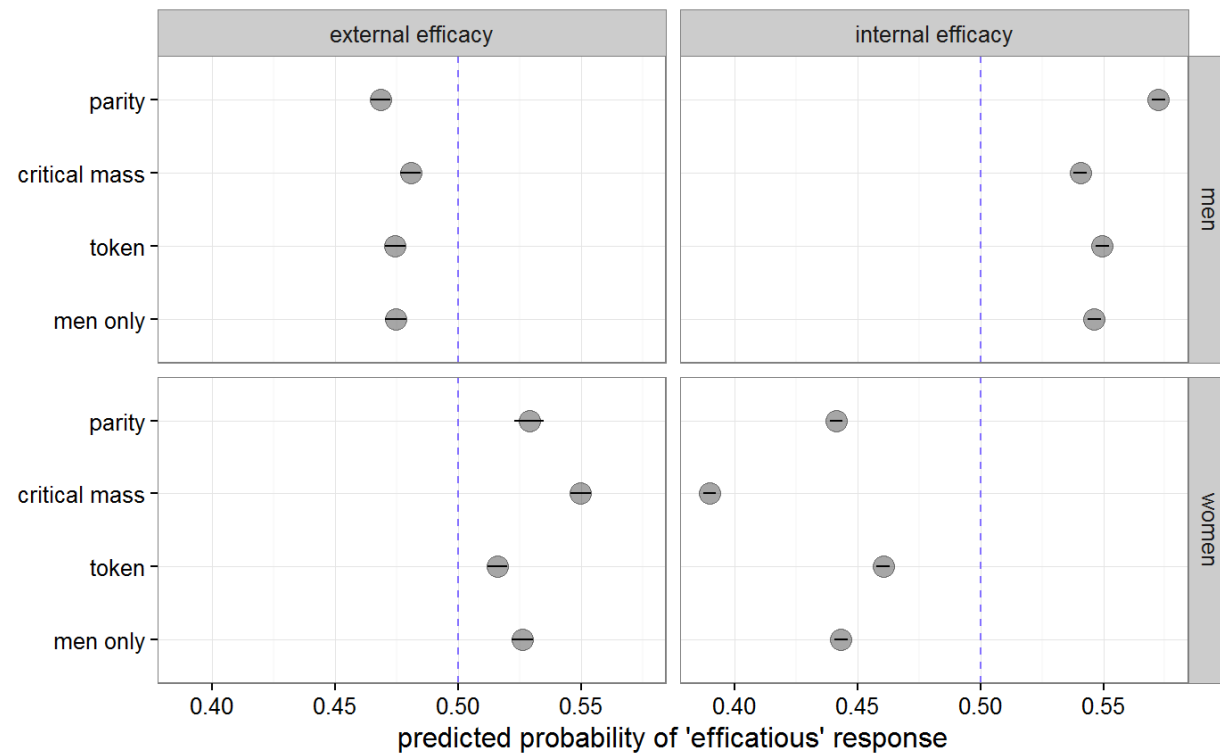
Political Efficacy / internal vs external

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- Going to vote is a lot of effort.
- It doesn't matter which political party is in power.

Political Efficacy / model fit

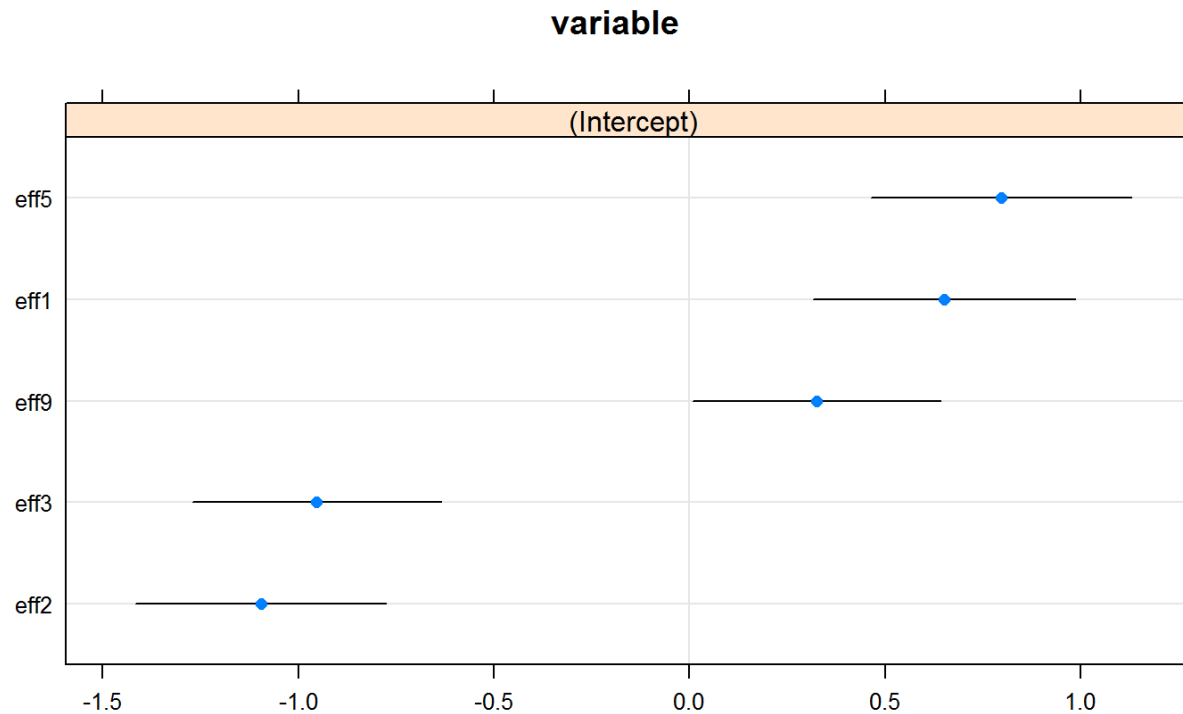
```
## Generalized linear mixed model fit by maximum likelihood (Laplace
## Approximation) [glmerMod]
## Family: binomial ( logit )
## Formula: eff ~ (1 | id) + (1 + itype | treat.o:woman) + (1 | variable) +
## sample + age + uni + white
## Data: eff.m
##      AIC      BIC    logLik deviance df.resid
## 1872.5409 1926.1927 -926.2705 1852.5409     1570
## Random effects:
## Groups      Name          Std.Dev. Corr
## id          (Intercept)    1.3384
## treat.o:woman (Intercept)  0.1759
##             itypeinternal 0.3892  -1.00
## variable    (Intercept)  0.9099
## Number of obs: 1580, groups: id, 316; treat.o:woman, 8; variable, 5
## Fixed Effects:
## (Intercept)  samplePA      age      uni1      white1
##    -0.74645    0.10539    0.01935    0.47278    0.24006
```

Political Efficacy / simulations



Political Efficacy / check on scale items

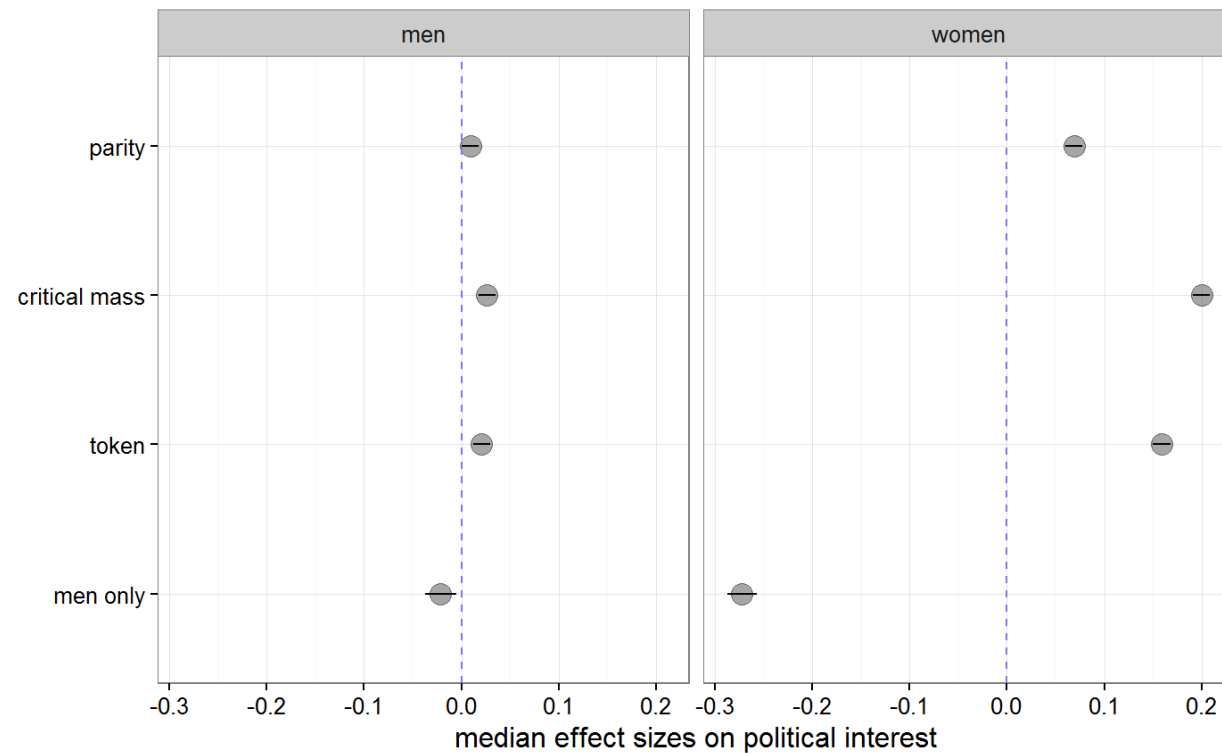
```
## $variable
```



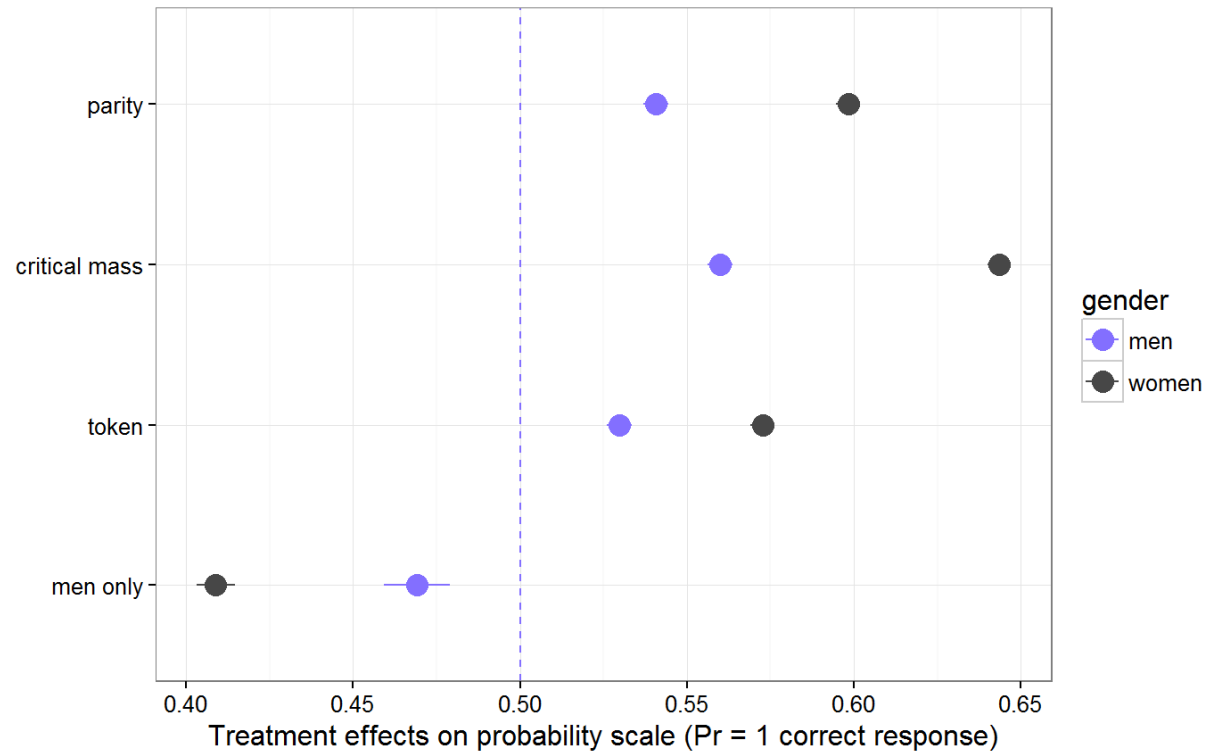
Political Knowledge / two models

- self report
- test score model: of 6 true/false selected items

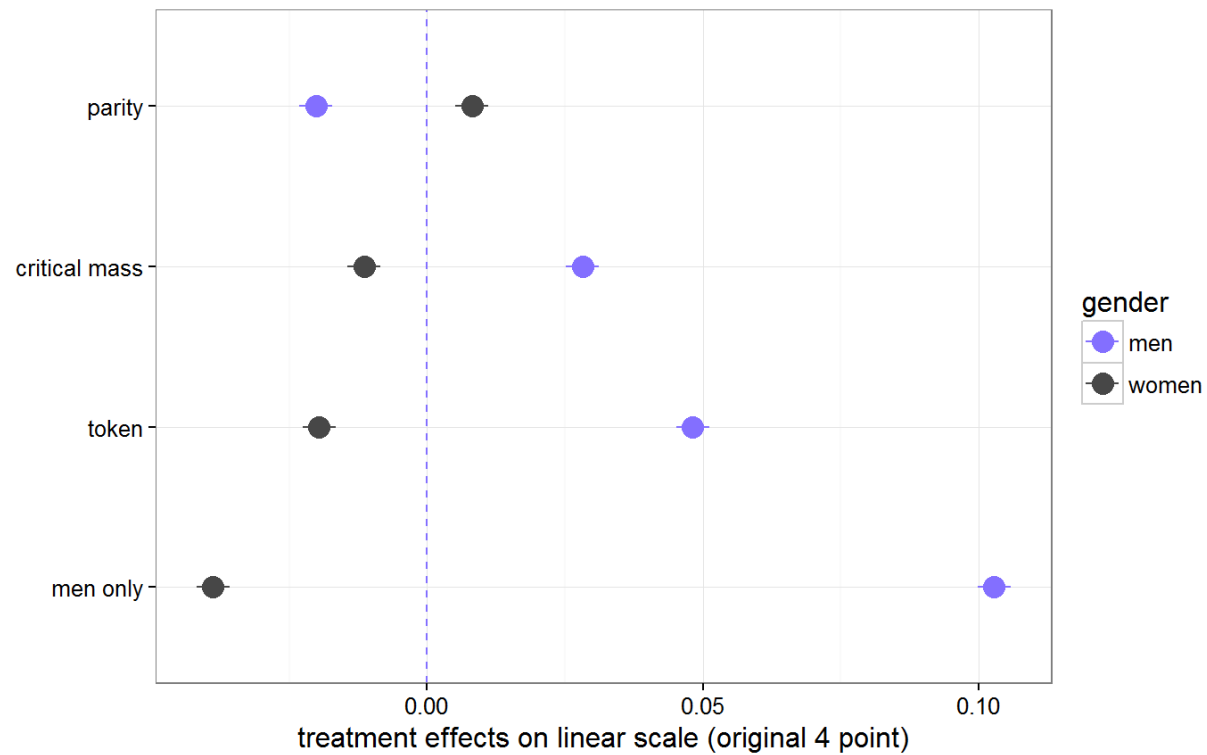
Political Knowledge / self report, simulation



Political Knowledge / test scores, simulation



Confidence about political knowledge



Preliminary conclusions

- non-linear treatment effects
- effects typically kick-off trends at token presence
- tokenism: impacts on men's efficacy and confidence

Next step

- pit findings against observational data: Media in Context GE 2015

(we have more data)

- lab experiment: attentional bias to female members (same pictures)
- analysing political values
- analysing voting propensities

Thank you!