

Pols 602 Presentation

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Research Question & Goal

- **RQ:** Does the use of a minority language in political communication by a party not historically affiliated with that group impact the group's perception of the party?

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- **RQ:** Does the use of a minority language in political communication by a party not historically affiliated with that group impact the group's perception of the party?
- **Goal:** To identify the causal effect of minority-language political communication by a historically nonaffiliated party on minority perceptions of that party.

Definitions

- **Majority Language** Typically the official language, spoken by the majority of the population, typically used in official state capacity

Definitions

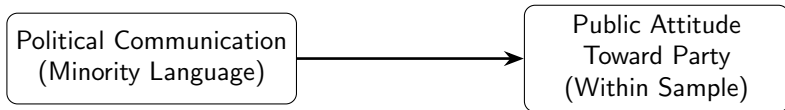
- **Majority Language** Typically the official language, spoken by the majority of the population, typically used in official state capacity
- **Minority Language** Typically spoken by a minority population, not always recognized or supported by the state

Literature Review

- Cultural politics and minority language media (Cormack 2005)
- Linguistic minorities and political participation in Europe (Sandovici **and** Listhaug 2010)
- Minority language recognition and trust under authoritarian regimes (Öztürk **and** Öztürk 2024)

- **IV:** Political communication in minority language

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- **DV:** Public attitude towards political party behind the communication



Hypothesis

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- H_1 : Receiving political communication in the minority language will affect opinion of the minority language speaker towards the historically non-affiliated political party
- H_0 : Receiving political communication in the minority language will have no affect on the opinion of the minority language speaker towards the historically non-affiliated political party

Estimands and Identification Strategy

- **Theoretical Estimand:** The change in opinion caused by political communication in a minority language to that group by a historically non-affiliated political party

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- **Empirical Estimand:** The difference in means between the feeling thermometer score by the minority group pre and post treatment

Estimands and Identification Strategy

- **Theoretical Estimand:** The change in opinion caused by political communication in a minority language to that group by a historically non-affiliated political party
- **Empirical Estimand:** The difference in means between the feeling thermometer score by the minority group pre and post treatment
- **Identification Strategy:** Randomized Experiment

Experimental Design Part 1

- **Sample:** Minority language speakers, all in districts where minority language speakers are less than a quarter of the population
- **Randomization:** All participants are randomly selected from the existing speakers and randomly assigned to control & treatment groups.
- **Pre-Treatment Survey:** Feeling thermometer for minority language speakers towards the historically non-affiliated political party (i.e. Irish speakers' existing feelings towards the DUP)

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- **Sample:** Minority language speakers, all in districts where minority language speakers are less than a quarter of the population
- **Randomization:** All participants are randomly selected from the existing speakers and randomly assigned to control & treatment groups.
- **Pre-Treatment Survey:** Feeling thermometer for minority language speakers towards the historically non-affiliated political party (i.e. Irish speakers' existing feelings towards the DUP)
- **Post-Treatment Survey:** Lagged second wave feeling thermometer of minority language speakers after receiving the political communication or control condition

Experimental Design Part 2

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- **Control Group 2:** Receives multiple (3) of the majority language mailer over time
- **Treatment Group 1:** Receives a single mailer in the minority language from the historically non-affiliated party
- **Treatment Group 2:** Receives multiple (3) mailers in a minority language from the non-affiliated party

Limitations

- **Incumbent Party**

- Whether the non-affiliated party is incumbent or not could account for baseline assessment—outside of language

- **Possible Issues Generalizing**

- i.e. Post-colonial contexts might carry different weight towards languages regardless of minority/majority status

- **Environment**

- Difficult to manipulate other political communication during experiment

- **Identifying Speakers**

- Difficult to gather accurate data