

“Strategic Discrimination”

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Treatment groups, dependent variables, and hypotheses

Treatment groups:

1. Control
2. Subjects are asked to estimate the percentage of voters in swing states who would not vote for a woman or a black person to be president.
3. Subjects are primed with a statement that says winning over white, rural voters is the path to winning key swing states and beating Donald Trump in 2020.
4. Subjects are primed with a statement that says turning out black voters is the path to winning key swing states and beating Donald Trump in 2020.
5. Subjects are primed with a statement that says keeping female voters energized and engaged is the path to winning key swing states and beating Donald Trump in 2020.
6. Subjects are primed with a statement that says winning over male voters is the path to winning key swing states and beating Donald Trump in 2020.

Dependent variables:

- 1. Subjects are asked to rank the top three candidates with the best chance of beating Donald Trump in 2020.**
 - DV 1a is a dichotomous measure of whether their top-ranked candidate is a man.
 - DV 1b is a dichotomous measure of whether their top-ranked candidate identifies as white.
 - DV 1c is a dichotomous measure of whether their top-ranked candidate identifies as fully or partly black.
 - DV 1d is the number of women included in the top-3 ranking for “best chance” of beating Donald Trump in 2020.
 - DV 1e is the number of white candidates included in the top-3 ranking for “best chance” of beating Donald Trump in 2020.
 - DV 1f is the number of black candidates included in the top-3 ranking for “best chance” of beating Donald Trump in 2020.
- 2. Subjects are asked to rank the top three candidates they most support to be the 2020 Democratic presidential nominee.**
 - DV 2a is a dichotomous measure of whether their top-ranked candidate is a man.
 - DV 2b is a dichotomous measure of whether their top-ranked candidate identifies as white.
 - DV 2c is a dichotomous measure of whether their top-ranked candidate identifies as fully or partly black.

- DV 2d is the number of women included in the top-3 ranking.
- DV 2e is the number of white candidates included in the top-3 ranking.
- DV 2f is the number of black candidates included in the top-3 ranking.

Hypotheses:

H1a: When prompted to think strategically about gender and racial discrimination by swing states voters, subjects will increase their support for white, male candidates.

Operationalization: Compare dependent variables 2a, 2b, 2d, and 2e across Groups 1 (control) and 2 (treatment).

H1b: When prompted to think strategically about gender and racial discrimination by swing states voters, subjects will see white, male candidates as more capable of beating Trump in 2020.

Operationalization: Compare dependent variables 2a, 2b, 2d, and 2e across Group 1 (control) and Group 2 (treatment).

H2a: When told that winning over white, rural voters is key to beating Donald Trump in 2020, subjects will increase their support for white candidates to be the 2020 Democratic nominee.

Operationalization: Compare dependent variables 2b and 2e across Group 1 (control) and Group 3 (treatment).

H2b: When told that winning over white, rural voters is key to beating Donald Trump in 2020, subjects will see white candidates as most capable of beating Trump in 2020.

Operationalization: Compare dependent variables 1b and 1e across Group 1 (control) and Group 3 (treatment).

H3a: When told that winning over male voters is key to beating Donald Trump in 2020, subjects will increase their support for male candidates to be the 2020 Democratic nominee.

Operationalization: Compare dependent variables 2a and 2d across Group 1 (control) and Group 6 (treatment).

H3b: When told that winning over male voters is key to beating Donald Trump in 2020, subjects will see male candidates as most capable of beating Trump in 2020.

Operationalization: Compare dependent variables 1a and 1d across Group 1 (control) and Group 6 (treatment).

H4a: When told that high turnout among women voters is key to beating Donald Trump in 2020, subjects will increase their support for female candidates to be the 2020 Democratic nominee.

Operationalization: Compare dependent variables 2a and 2d across Group 1 (control) and Group 5 (treatment).

H4b: When told that high turnout among women voters is key to beating Donald Trump in 2020, subjects will see female candidates as most capable of beating Trump in 2020.

Operationalization: Compare dependent variables 1a and 1d across Group 1 (control) and Group 5 (treatment).

H5a: When told that high turnout among black voters is key to beating Donald Trump in 2020, subjects will increase their support for black candidates to be the 2020 Democratic nominee.

Operationalization: Compare dependent variable 2c and 2f across Group 1 (control) and Group 4 (treatment).

H5b: When told that high turnout among black voters is key to beating Donald Trump in 2020, subjects will see black candidates as most capable of beating Trump in 2020.

Operationalization: Compare dependent variables 1c and 1f across Group 1 (control) and Group 4 (treatment).