

Bridging the Gender Gap in Political Ambition: Experimental Evidence

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Outline

Motivation

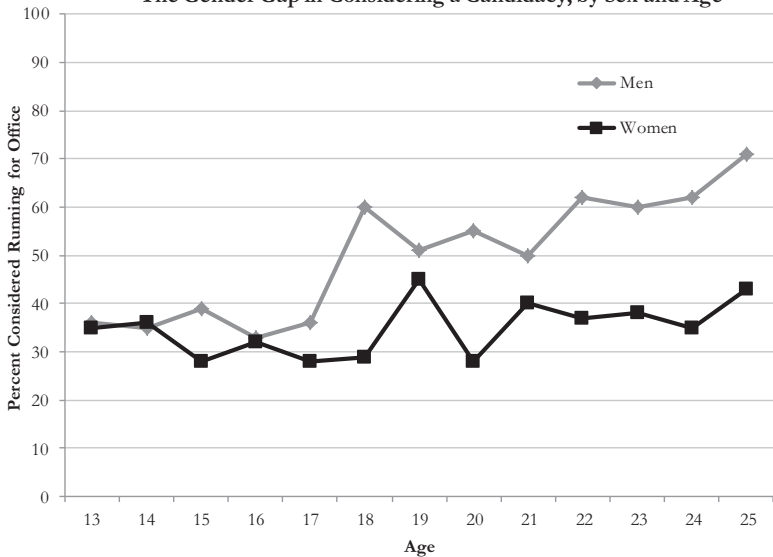
Arguments

Research design

Results

Implications

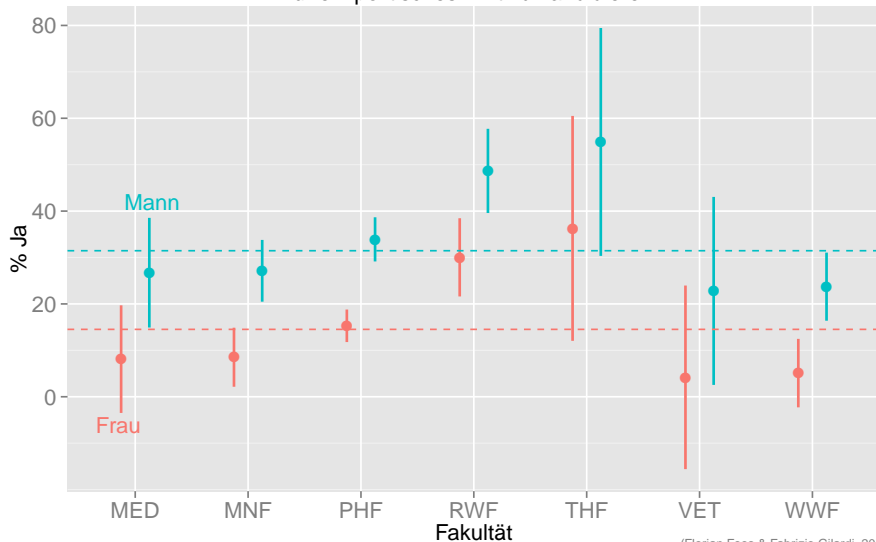
The Gender Gap in Considering a Candidacy, by Sex and Age



(Fox and Lawless 2014)

Gender gap in political ambition at the University of Zurich

"Ich könnte mir vorstellen, in ein paar Jahren für ein politisches Amt zu kandidieren"



(Florian Foos & Fabrizio Gilardi, 2015)

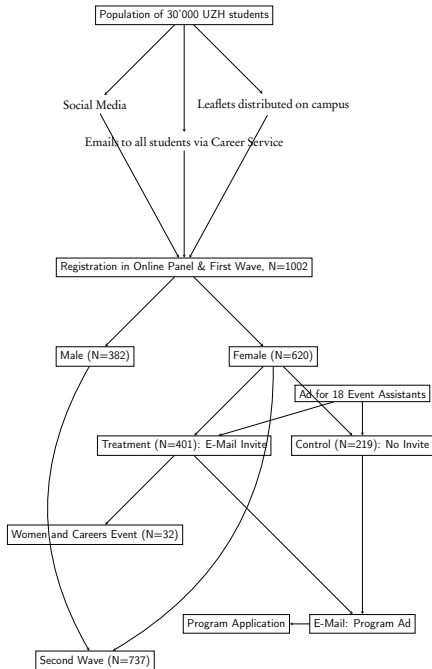
Gender gap in political ambition: why?

Many factors. We focus on:

1. **Role models** (Wolbrecht and Campbell 2007; Fridkin and Kenney 2014; Beaman, Chattopadhyay, Duflo, Pande, and Topalova 2009; Beaman, Duflo, Pande, and Topalova 2012; Gilardi 2015)
2. **(Electoral) competition** (Niederle and Vesterlund 2011; Kanthak and Woon 2015)
3. **Work-life balance** (Silbermann 2015)



“O.K., now—on three, I’m going to toss a second job in there!”



Field experiment: Role models

Treatment

Participation in event with role models

Outcomes

- ▶ Behavioral: application to mentoring program
- ▶ Attitudinal: “could see myself running for office in a few years”

Frauen und Karriere jenseits der Glasdecke

Donnerstag,
8. Oktober 2015
18.00 Uhr

Universität Zürich



Universität
Zürich

Career Services
Institut für Politikwissenschaft und
Gleichstellung



FRAUENZENTRALE
ZÜRICH

Wie plane ich meine Karriere?

Welches sind die grössten Herausforderungen? Wie kann ich meinen beruflichen Einstieg erleichtern? Wie bringe ich Familie und Beruf unter einen Hut? Politikerinnen und Politiker berichten in Workshops über ihren beruflichen und politischen Werdegang und beraten Studentinnen bei der Karriereplanung mit konkreten Tipps.

Datum:	Donnerstag, 8. Oktober 2015, 18.00 Uhr
Ort:	Universität Zürich, Aula
18.00 Uhr	Begrüssung, Ziele der Veranstaltung Inputreferat: Heliane Canepa, Unternehmerin, Delegierte des Verwaltungsrates FC Zürich
19.00 Uhr	Workshops
20.00 Uhr	Apéro im Lichthof

Organisiert wird der Anlass vom Institut für Politikwissenschaft, der Frauenzentrale Zürich, dem Career Services (CS) und der Gleichstellungscommission UZH.

LEITUNG WORKSHOPS

- Angèle Bärle (SP), Kantonsrat
- Barbara Steinherrn (SVP), Kantonsrätin
- Beat Wälti (FDP), Nationalrat
- Beatrix Frey-Eigenmann (FDP), Kantonsrätin
- Corinne Theuret-Bürki (CVP), Kantonsrätin
- Esther Guyer (Grüne), Kantonsrätin
- Esther Straub (SP), Kantonsrätin
- Jacqueline Badran (SP), Nationalrätin
- Judith Sauer (AL), Kantonsrätin
- Kathy Kälin (CVP), Nationalrätin
- Maria Rothwiler-Lischer (Grüne), Kantonsrätin
- Markus Bischoff (AL), Kantonsrat
- Michael Zengim (glp), Kantonsrat
- Nik Gugger (SVP), Kantonsrat
- Regine Sauer (SVP), Kantonsrätin
- Regula Ryser (Grüne), Nationalrätin
- Rosmarie Quadroni (SVP), Nationalrätin
- Thomas Hardegger (SP), Nationalrat
- Tiana Moser (glp), Nationalrätin



Survey experiment #1: Election vs. random selection

Die Wahlergebnisse 2015 sind da!

Sämtliche Resultate können dem [offiziellen Wahlprotokoll](#) entnommen werden.

Vom 3. bis 24. April 2015 haben die Studierenden der Universität Zürich den Rat des VSUZH neu gewählt. Dies geschah erst zum zweiten Mal seit der Neugründung der Studierendenschaft vor zwei Jahren.

Aus zwölf Wahllisten mit insgesamt 158 Kandidierenden wurden mittels elektronischer Stimmabgabe die 74 Sitze für die Legislatur der nächsten zwei Jahre ermittelt. 2'273 Wählerinnen und Wähler haben ihre Stimme abgegeben, was einer Wahlbeteiligung von 8.84% entspricht.

(<http://vsuzh.ch/vsuzh/wahl/w2015/>)

(Replication of Kanthak and Woon 2015)

Survey experiment # 2: Work-life balance

	NR	KR	
Commute	90 Min.	90 Min.	Condition A
Workload	60%	30%	
Salary	133k Fr./year	23k Fr./Jahr	
Commute	90 Min.	15 Min.	Condition B
Workload	60%	30%	
Salary	133k Fr./year	23k Fr./Jahr	

(Replication of Silbermann 2015)

Field experiment: Behavioral outcome

	ITT	ITT	CACE	CACE
Control prop.	0.02			
Effect of invitation	-0.01 [-0.03, 0.01]	-0.01 [-0.03, 0.01]		
Attendance rate			0.07	0.07
Effect of attendance			-0.16 [-0.48, 0.17]	-0.15 [-0.47, 0.17]
Blocks	Yes	Yes	Yes	Yes
Covariate adjustment	No	Yes	No	Yes
Estimator	GDE	GDE	2SLS	2SLS
N	604	604	604	604

Applied to mentoring program, 1 = yes, 0 = no

Generalized difference estimate, 95% confidence intervals in brackets.

*** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$

Field experiment: Attitudinal outcomes

	ITT	ITT	CACE	CACE
Control mean	0.36			
Effect of invitation	-0.18 [-0.38, 0.05]	-0.14 [-0.30, 0.02]		
Attendance rate			0.07	0.07
Effect of attendance			-2.10 [-4.99, 0.78]	-1.50 [-3.46, 0.45]
Blocks	Yes	Yes	Yes	Yes
Covariate adjustment	No	Yes	No	Yes
Estimator	GDE	GDE	2SLS	2SLS
N	448	448	448	448

"Could see myself running for office in a few years", 0–4 scale.

Generalized difference estimate, 95% confidence intervals in brackets.

*** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$

Field experiment: Attitudinal outcomes

	ITT	ITT	CACE	CACE
Control mean	0.64			
Effect of invitation	-0.08 [-0.40, 0.25]	-0.05 [-0.36, 0.26]		
Attendance rate			0.07	0.07
Effect of attendance			-1.08 [-5.80, 3.64]	-0.86 [-7.61, 5.89]
Blocks	Yes	Yes	Yes	Yes
Covariate adjustment	No	Yes	No	Yes
Estimator	GDE	GDE	2SLS	2SLS
N	448	448	448	448

"After ... well prepared and qualified to run for office?", 0-4 scale.

Generalized difference estimate, 95% confidence intervals in brackets.

*** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$

Field experiment: Information-seeking

	Traditional Media ITT		Online ITT	
Control mean	2.86		1.03	
Effect of invitation	0.19 [-0.08, 0.46]	0.32 [0.07, 0.58]	0.01 [-0.16, 0.19]	0.09 [-0.09, 0.25]
	CACE		CACE	
Attendance rate	0.08		0.08	
Effect of attendance	0.18 [-2.06, 2.43]	1.02 [-1.05, 3.09]	2.27 [-0.94, 5.49]	3.43 [0.46, 6.40]
Blocks	Yes	Yes	Yes	Yes
Covariate adjustment	No	Yes	No	Yes
Estimator	GDE	GDE	2SLS	2SLS
N	448		448	

‘How often have you followed the news about the election campaign’, 0–6 scale.

‘How frequently have you followed the campaign online?’, 0–4 scale.

Generalized difference estimate, 95% confidence intervals in brackets.

*** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$

Survey experiment #1: Work-life balance

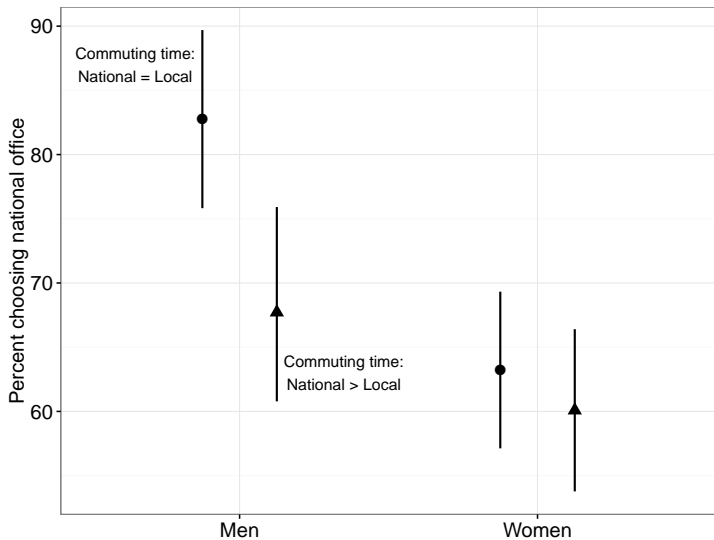
	All	Women	Men
Control prop.	0.69	0.63	0.83
Unadjusted	-0.07** [-0.13, -0.01]	-0.03 [-0.10, 0.05]	-0.15** [-0.24, -0.07]
Covariate-adjusted	-0.06** [-0.12, -0.00]	-0.01 [-0.08, 0.07]	-0.13** [-0.23, -0.05]
N	723	475	248

Effect of longer commute on ambition (1 = national office, 0 = local office).

Generalized difference estimate, 95% confidence intervals in brackets.

*** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$

Survey experiment #1: Work-life balance



Survey experiment #2: Competition

	All	Women	Men
Control mean	1.17	1.14	1.26
Unadjusted	0.16** [0.02, 0.30]	0.12 [-0.04, 0.29]	0.20 [-0.04, 0.46]
Covariate-adjusted	0.14* [-0.03, 0.30]	0.13 [-0.05, 0.31]	0.08 [-0.20, 0.35]
N	723	475	248

“Could see myself becoming a students’ representative”, 0–4 scale

Generalized difference estimates, 95% confidence intervals in brackets.

*** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$

Implications

- ▶ Interventions targeting specific causes of the gender gap are unlikely to work \Rightarrow consistent with many studies
- ▶ Problematic, because targeted interventions politically more realistic
- ▶ If applied, ineffectiveness of targeted interventions might undermine support more comprehensive reforms

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