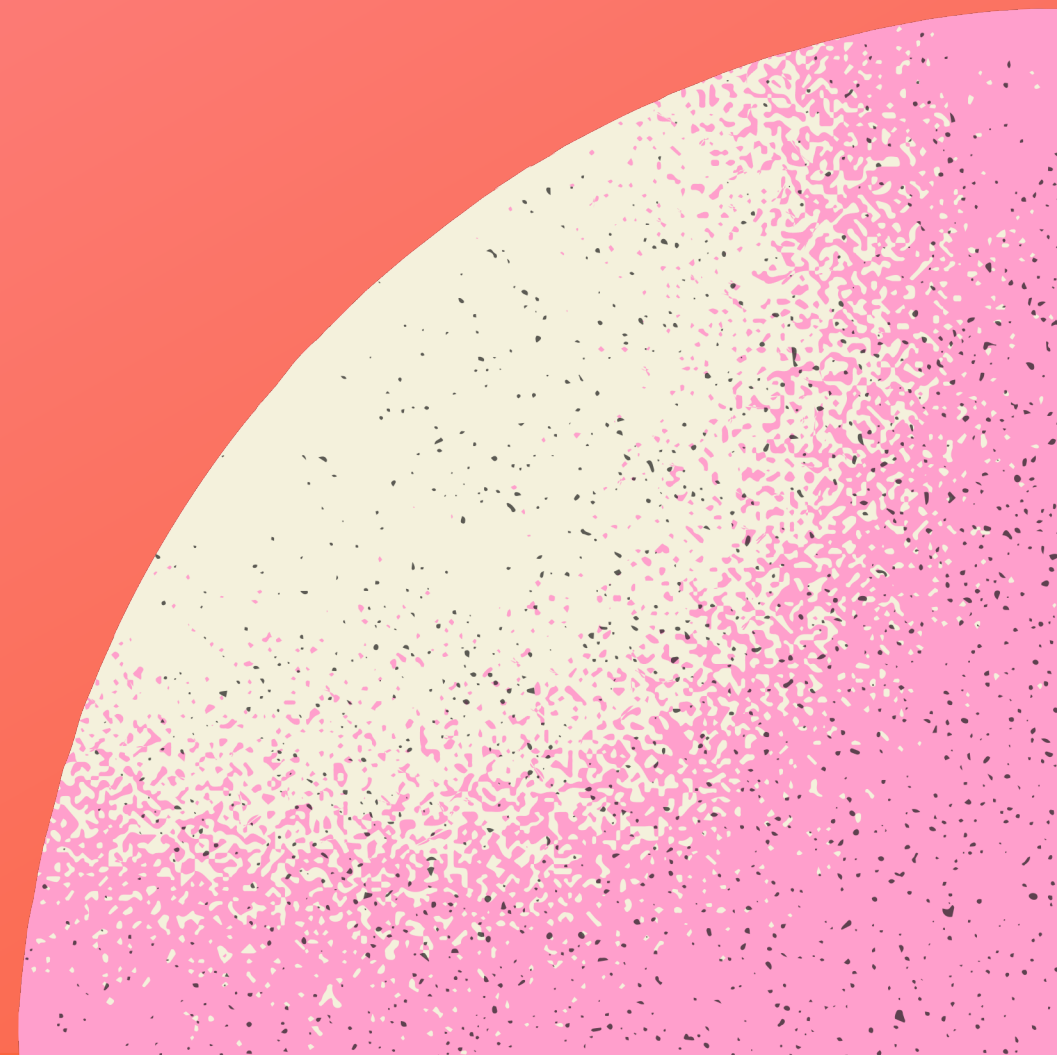


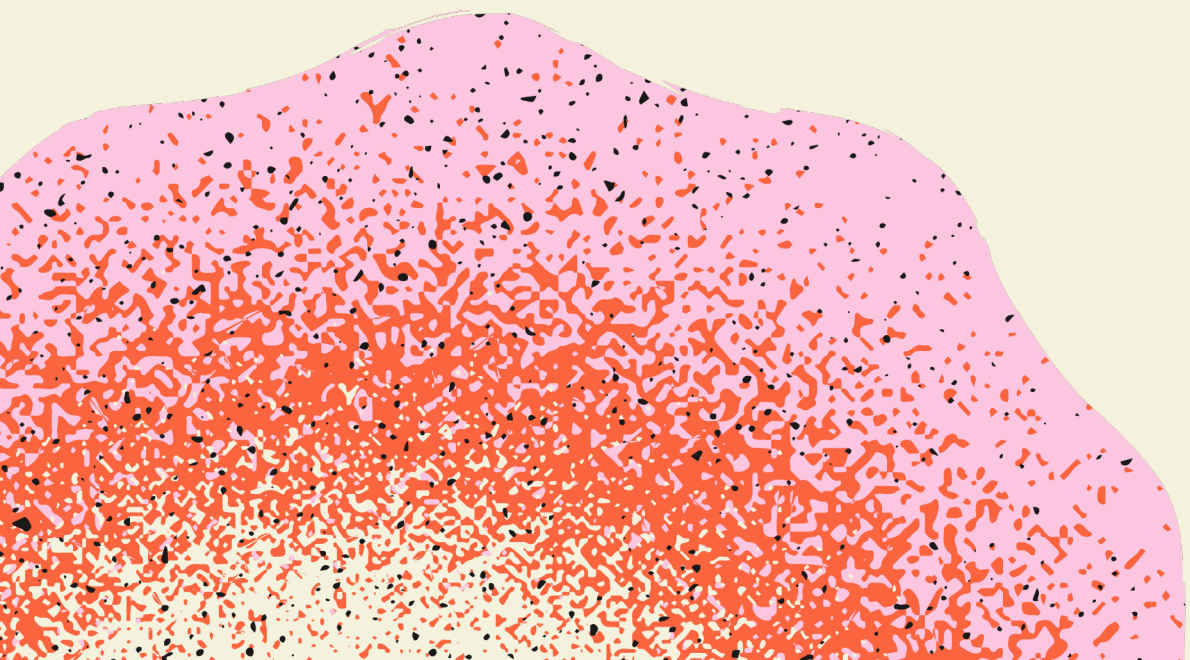
The Perception of Female Congressional Candidates by Voting- Aged Americans

GRACE HARSCHE



My Project

- POLITICAL SCIENCE
- SURVEY-BASED RESEARCH



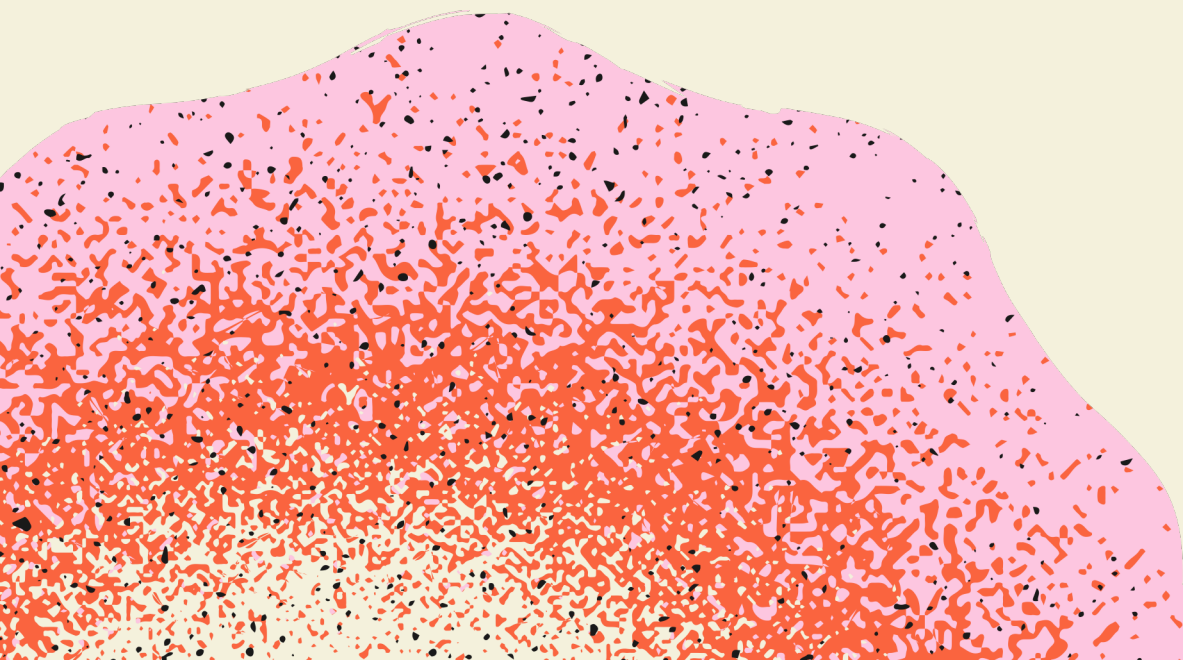
Research Questions:

What is the perception of female congressional candidates by voting-aged Americans? Does the typical voter think that a female candidate is qualified for political office? Do gendered traits affect voter's perception of congressional candidates?

Gendered Traits

Gender: socially constructed identities (male or female) that have associated characteristics

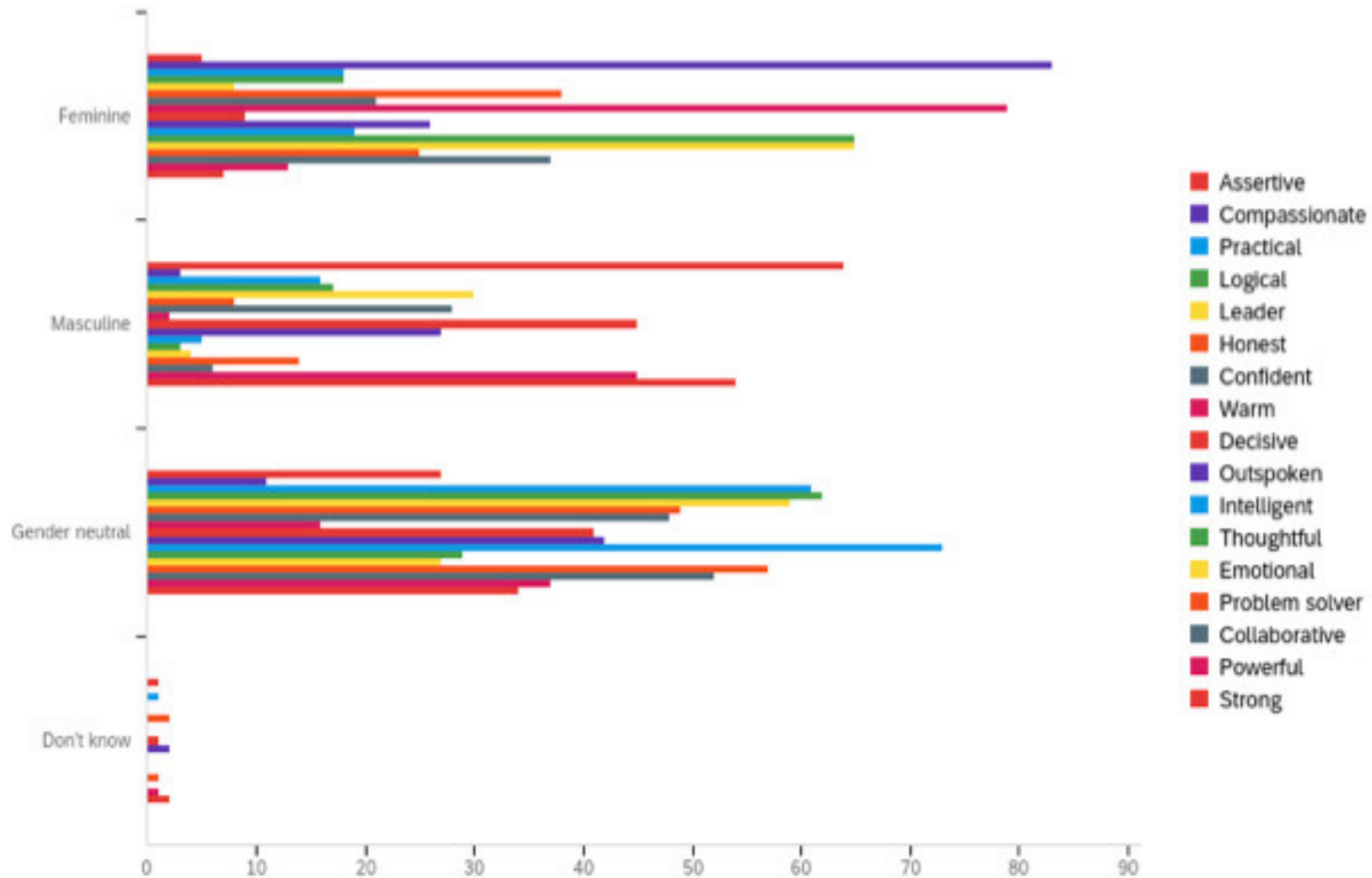
Gendered Traits: the traits that we think of when referring to either male or female



The Design

- PRE-TEST OF TRAITS
- CANDIDATE BIOGRAPHIES
- SURVEY EXPERIMENT

Q1 - For each of the following adjectives, please indicate if you think the word is feminine, masculine, or gender neutral.



Q1 - For each of the following adjectives, please indicate if you think the word is feminine, masculine, or gender neutral.

#	Question	Feminine		Masculine		Gender neutral		Don't know
1	Assertive	5.15%	5	65.98%	64	27.84%	27	1.03%
2	Compassionate	85.57%	83	3.09%	3	11.34%	11	0.00%
3	Practical	18.75%	18	16.67%	16	63.54%	61	1.04%
4	Logical	18.56%	18	17.53%	17	63.92%	62	0.00%
5	Leader	8.25%	8	30.93%	30	60.82%	59	0.00%
6	Honest	39.18%	38	8.25%	8	50.52%	49	2.06%
7	Confident	21.65%	21	28.87%	28	49.48%	48	0.00%
8	Warm	81.44%	79	2.06%	2	16.49%	16	0.00%
9	Decisive	9.38%	9	46.88%	45	42.71%	41	1.04%
10	Outspoken	26.80%	26	27.84%	27	43.30%	42	2.06%
11	Intelligent	19.59%	19	5.15%	5	75.26%	73	0.00%

Q1 - For each of the following adjectives, please indicate if you think the word is feminine, masculine, or gender neutral.

#	Question	Feminine		Masculine		Gender neutral		Don't know
12	Thoughtful	67.01%	65	3.09%	3	29.90%	29	0.00%
13	Emotional	67.71%	65	4.17%	4	28.13%	27	0.00%
14	Problem solver	25.77%	25	14.43%	14	58.76%	57	1.03%
15	Collaborative	38.95%	37	6.32%	6	54.74%	52	0.00%
16	Powerful	13.54%	13	46.88%	45	38.54%	37	1.04%
17	Strong	7.22%	7	55.67%	54	35.05%	34	2.06%

The Design

- PRE-TEST OF TRAITS
- CANDIDATE BIOGRAPHIES
- SURVEY EXPERIMENT

Example Candidate Biography

Jennifer White is a Democratic Congressional candidate. White is the loving and compassionate mother to two young boys and the wife of her husband, George. Before her career in politics, White received her nursing degree and had a career as a nurse for twenty years. Her warm demeanor made her successful and well-liked in her field. For the past ten years, White has been engaged in local politics beginning with her role as a member of the school board. White is passionate about the issue of gun control and it is one of the main pillars of her platform. If elected, White plans to introduce legislation to restrict the purchase of firearms nationally.

The Design

- PRE-TEST OF TRAITS
- CANDIDATE BIOGRAPHIES
- SURVEY EXPERIMENT

Survey Questions

1. Is this candidate qualified for the position that they are running for?
2. Does this candidate reflect the traits of a political leader?
3. Would you vote for this candidate?
4. Provide a one-sentence explanation with your reasoning.
(optional)

In the Future

- Hear back from the IRB
- Distribute survey
- Do future work in this area with an intersectional framework
- Present my findings at a conference

The background is a solid light pink color. In the top-left and bottom-right corners, there are decorative wavy lines. These lines are composed of many small, overlapping circles in various shades of pink, purple, and light blue, creating a shimmering, textured effect.

Thank you!