

Changing the Dialogue: Descriptive Candidacies & Position-Taking in Campaigns for the U.S. House of Representatives

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Research Objective

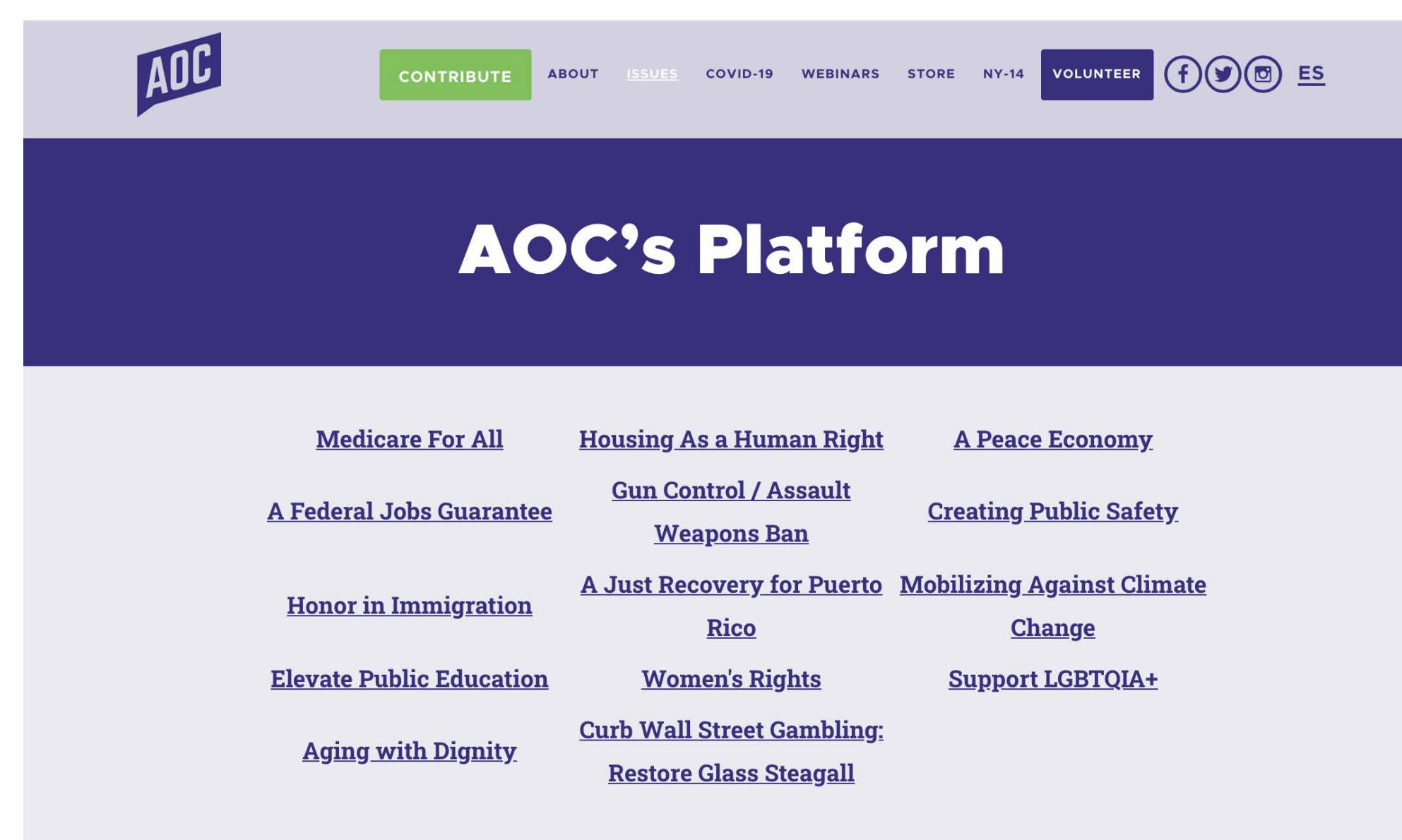
Do non-descriptive candidates take up issues related to their descriptively diverse primary election competitors' unique qualities and characteristics?

Entropy Balancing

- Data preprocessing method for estimating observational weights
- Unit of Analysis:** Non-descriptive candidate campaign platform text
- Treatment:** Presence of descriptively diverse candidate in primary election
- Factual:** Platform issues of candidates who ran against a descriptive opponent
- Counterfactual:** Platform issues for candidates who did not run against a descriptive opponent
- Binary outcome (issue coverage) expressed as a function of treatment, district-level, and individual-level covariates in logistic regression

Data

- "Issues" pages (i.e. platform) for all 2018 primary election candidates who had an official campaign website (N = 1,344)



Republican Civilian Coverage of Veteran's Issues (*CV4America*) Treatment = Military Vet in Race; Control = No Military Vet in Race

Candidate Type	Simulated Predicted Probability of Issue Coverage		
	No Treatment	Treatment	Difference [95% CI]
Civilian Republicans, Political Experience	0.57	0.80	+ 0.23 [0.07, 0.42]
Civilian Republicans, Political Amateur	0.56	0.55	- 0.01 [-0.20, 0.18]

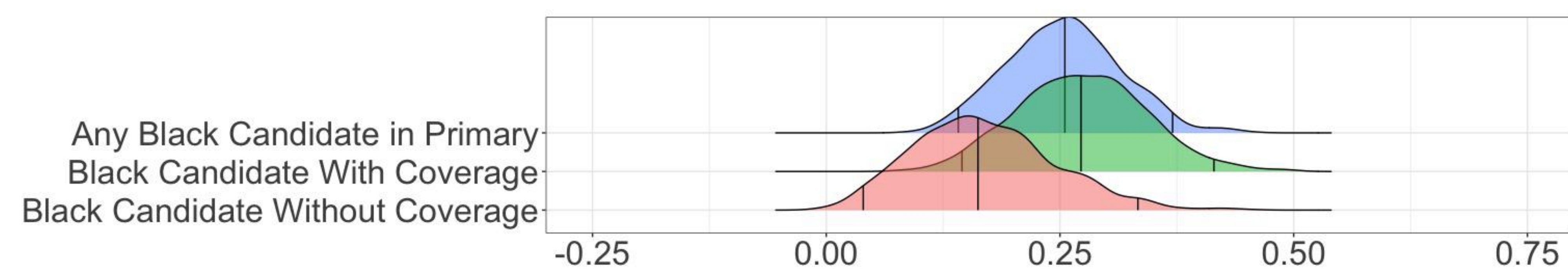
Example Issues: Defense Authorizations; Suicide Awareness; Equipping the Military; Veteran's Healthcare

Democrat White Candidate Coverage of *Black Lives Matter* Issues Treatment = Black Candidate in Race; Control = No Black Candidate in Race

Candidate Type	Simulated Predicted Probability of Issue Coverage		
	No Treatment	Treatment	Difference [95% CI]
White Democrats, Political Experience	0.32	0.55	+ 0.23 [0.08, 0.38]
White Democrats, Political Amateur	0.34	0.61	+ 0.28 [0.10, 0.44]

Example Issues: Criminal Justice Reform; Black Lives Matter; Police Brutality; Voter Suppression

Does Black Candidate Coverage of *Black Lives Matter* Issues Impact Treatment Effect on White Candidates?
First Differences in Simulated Predicted Probabilities

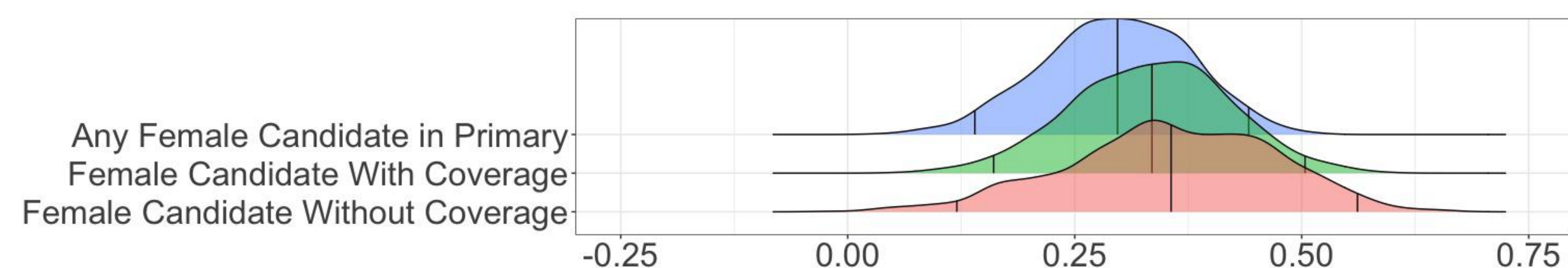


Democrat Male Candidate Coverage of *Women's March* Issues Treatment = Female Candidate in Race; Control = No Female Candidate in Race

Candidate Type	Simulated Predicted Probability of Issue Coverage		
	No Treatment	Treatment	Difference [95% CI]
Male Democrats, Political Experience	0.33	0.63	+ 0.30 [0.14, 0.44]
Male Democrats, Political Amateur	0.41	0.37	- 0.03 [-0.29, 0.24]

Example Issues: Wage Gap; Reproductive Rights; Defend Planned Parenthood; #MeToo; Paid Family Leave

Does Female Candidate Coverage of *Women's March* Issues Impact Treatment Effect on Male Candidates?
First Differences in Simulated Predicted Probabilities



Structural Topic Model: Mean Differences in Campaign Platform Topical Coverage

