

Online appendix for “Women Politicians’ Role Model Effects: The Influence of Shared Identities Beyond Gender”

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A Supplemental information on Study 1

A.1 Conjoint profiles and outcomes

Table A1 displays the levels of each attribute in the conjoint profiles.

Tab. A1. Levels of conjoint attributes

Attribute	Levels
Gender	Man Woman
Race/ethnicity	Describes [himself/herself] as White Describes [himself/herself] as Black
Age	29 years/30 years 49 years/50 years 69 years/70 years
Political party	Republican Democrat
Social class	Describes himself/herself as working class Describes himself/herself as middle class
Political experience	0 years 2 years/3 years 8 years/9 years

All attributes were randomized with an equal probability to all levels. The wording of himself/herself depended on the gender of the profile. Within the age category, for instance, 29/30 years indicates that either 29 years or 30 years was shown as the profile age. This is done to make the different profiles vary slightly more and thereby avoid identical profiles.

Table A2 shows the descriptive statistics of the three outcomes in the con-

joint experiment. ‘Perceived relatable’ was measured with the question, ‘To what extent are you able to relate to each of the politicians described above?’ The response scale went from ‘Can not relate at all’ (0) to ‘Can relate very much’ (10). ‘Perceived inspiring’ was measured with a rating question: ‘How inspiring do you find each of the politicians described above?’ The response scale went from ‘Not at all inspiring’ (0) to ‘Very inspiring’ (10). Last, ‘Perceived inspiring’ was also measured with a choice question: ‘Which of the two politicians is the most inspiring to you?’ Answer options were ‘Politician A’, ‘Politician B’, and ‘Neither’. All outcomes are recoded to 0 to 1 with 1 indicating very relatable, very inspiring, or chosen as the most inspiring.

Tab. A2. Summary statistics of conjoint outcomes

	Mean	Standard deviation	Min	Max
Perceived relatable	0.46	0.30	0	1
Perceived inspiring (rating)	0.48	0.31	0	1
Perceived inspiring (choice)	0.33	0.47	0	1

A.2 Supplementary conjoint results

Tables A3 and A4 show the average marginal component effects and the marginal means of shared identities on the three outcomes. These tables include the precise estimates that are plotted in Figures 1 and 2 in the article as well as the estimates of the last attribute in the conjoint experiment: political experience.

Tab. A3. Average marginal component effects

	(1) Relatable (rating)	(2) Inspiring (rating)	(3) Inspiring (choice)
Shared gender	0.054*** (0.00)	0.044*** (0.00)	0.085*** (0.01)
Shared race	0.054*** (0.00)	0.030*** (0.00)	0.049*** (0.01)
Shared age	0.031*** (0.00)	0.015** (0.00)	0.027*** (0.01)
Shared party	0.212*** (0.01)	0.211*** (0.01)	0.338*** (0.01)
Shared class	0.010* (0.00)	0.006 (0.00)	0.018** (0.01)
Political experience 0 years	Ref.	Ref.	Ref.
2/3 years	0.028*** (0.01)	0.043*** (0.01)	0.060*** (0.01)
8/9 years	0.045*** (0.01)	0.060*** (0.01)	0.109*** (0.01)
Constant	0.259*** (0.01)	0.290*** (0.01)	0.042*** (0.01)
Observations	16898	16669	18368
Adjusted R^2	0.144	0.133	0.145

Unstandardized OLS coefficients with cluster robust standard errors (clustered by individuals) in parentheses. * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Tab. A4. Marginal means

	(1) Rating relatable	(2) Rating inspiring	(3) Choice inspiring
Not shared gender	0.432*** (0.00)	0.453*** (0.00)	0.308*** (0.00)
Shared gender	0.486*** (0.00)	0.497*** (0.00)	0.393*** (0.01)
Not shared party	0.352*** (0.01)	0.369*** (0.01)	0.181*** (0.00)
Shared party	0.565*** (0.00)	0.580*** (0.00)	0.519*** (0.01)
Not shared race	0.432*** (0.00)	0.460*** (0.00)	0.326*** (0.00)
Shared race	0.486*** (0.00)	0.490*** (0.00)	0.374*** (0.01)
Not shared age	0.449*** (0.00)	0.470*** (0.00)	0.341*** (0.00)
Shared age	0.480*** (0.00)	0.486*** (0.01)	0.368*** (0.01)
Not shared class	0.455*** (0.00)	0.473*** (0.00)	0.343*** (0.00)
Shared class	0.465*** (0.00)	0.479*** (0.00)	0.360*** (0.01)
Political experience			
0 years	0.435*** (0.01)	0.441*** (0.01)	0.294*** (0.01)
2/3 years	0.463*** (0.00)	0.484*** (0.01)	0.354*** (0.01)
8/9 years	0.480*** (0.01)	0.501*** (0.01)	0.403*** (0.01)
Observations	16898	16669	18368

Cluster robust standard errors (clustered on individuals) in parentheses

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

A.3 Different effects of shared identity between Black and White women

Table A5 provides an interaction analysis of the shared identities and the respondent's race. The analysis tests whether the shared identities have significantly different effects for Black and White women. The analysis was pre-registered as a supplementary exploratory analysis, and the interaction analysis is well-powered. The analysis shows that shared racial identity has a significantly stronger effect on perceiving a politician as relatable and inspiring among Black women than White women. Among White women, shared racial identity does not have a significant effect on how inspiring a politician is perceived to be, whereas there is a strong effect among Black women. Likewise, the effect of shared racial identity on how relatable a politician is perceived to be is substantially stronger among Black women than White women. Shared gender, shared partisan identity, shared age, and shared social class do not have significantly different effects for Black and White women. Thus, shared race is the only shared identity that has different effects for Black and White women.

Tab. A5. Test of different effects of shared identities between Black and White women

	(1) Rating relatable	(2) Rating inspiring	(3) Choice inspiring
Shared gender	0.059*** (0.00)	0.042*** (0.00)	0.085*** (0.01)
Race identity (Black)	0.027* (0.01)	-0.002 (0.01)	-0.040** (0.01)
Shared gender $\times$ Race identity (Black)	-0.010 (0.01)	0.004 (0.01)	0.001 (0.01)
Shared race	0.024*** (0.00)	-0.015** (0.00)	-0.023* (0.01)
Shared race $\times$ Race identity (Black)	0.062*** (0.01)	0.093*** (0.01)	0.150*** (0.01)
Shared party	0.215*** (0.01)	0.218*** (0.01)	0.348*** (0.01)
Shared party $\times$ Race identity (Black)	-0.007 (0.01)	-0.015 (0.01)	-0.021 (0.02)
Shared age	0.035*** (0.01)	0.014* (0.01)	0.030** (0.01)
Shared age $\times$ Race identity (Black)	-0.011 (0.01)	0.001 (0.01)	-0.006 (0.01)
Shared class	0.018** (0.01)	0.014* (0.01)	0.018 (0.01)
Shared class $\times$ Race identity (Black)	-0.015 (0.01)	-0.016 (0.01)	-0.000 (0.01)
Political experience 0 years	Ref.	Ref.	Ref.
2/3 years	0.028*** (0.01)	0.042*** (0.01)	0.059*** (0.01)
8/9 years	0.044*** (0.01)	0.058*** (0.01)	0.107*** (0.01)
Constant	0.247*** (0.01)	0.292*** (0.01)	0.062*** (0.01)
Observations	16898	16669	18368
Adjusted R^2	0.151	0.142	0.152

Unstandardized OLS coefficients with cluster robust standard errors (clustered by individuals) in parentheses. * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

A.4 Different effects depending on identity strength

One would expect that shared identity is more influential among individuals who identify strongly with that identity (Tajfel and Turner 1979; Morgenroth, Ryan, and Peters 2015), in this case implying that shared partisan identity is more influential among strong partisan identifiers, that shared gender identity is more influential among women who identify strongly with their gender, and that shared racial identity is more influential among women who identify strongly with their racial identity when evaluating how relatable and inspiring politicians are.

Table A6 provides an interaction analysis of shared identities and identity strength. This analysis tests whether shared identities are more influential among women who identify strongly with that identity. The analysis was pre-registered as a supplementary, exploratory analysis. I measure strength of gender identity with the question, ‘How important is being a woman to your identity?’ Answer categories are a 5-point scale from ‘Not at all important’ (coded as 0) to ‘Extremely important’ (coded as 1). I measure strength of racial identity with the question, ‘How important is being [White]/[Black or African American] to your identity?’ and strength of partisan identity with the question, ‘How important is being a [Republican]/[Democrat] to your identity?’ Answer categories and coding are similar to the measure for the strength of gender identity.

The analysis shows that similar gender has an equally strong influence on perceiving a politician as relatable and inspiring regardless of the strength of women’s gender identity. On the other hand, similar party has a statistically significantly stronger influence among strong partisan identifiers, and likewise,

similar race also has a statistically significantly stronger influence among women who identify strongly with their race. The non-significant interaction effect between similar gender and gender identity strength could be due to low variation in gender identity strength in the sample. The average gender identity strength is significantly higher than partisan and race identity strength in the sample, and the variation in gender identity strength is low.

Tab. A6. Different effects of shared identities depending on identity strength

	(1) Rating relatable	(2) Rating inspiring	(3) Choice inspiring
Shared gender	0.071*** (0.01)	0.028* (0.01)	0.045* (0.02)
Gender identity strength	0.021 (0.02)	0.012 (0.02)	-0.029 (0.02)
Shared gender × Gender identity strength	-0.022 (0.01)	0.018 (0.01)	0.049 (0.03)
Shared party	0.117*** (0.01)	0.100*** (0.01)	0.219*** (0.02)
Partisan identity strength	0.034* (0.02)	0.029 (0.02)	0.024 (0.01)
Shared party × Party identity strength	0.156*** (0.02)	0.180*** (0.02)	0.197*** (0.02)
Shared race	0.004 (0.01)	-0.047*** (0.01)	-0.085*** (0.01)
Race identity strength	0.029* (0.01)	-0.002 (0.01)	-0.062*** (0.01)
Shared race × Race identity strength	0.075*** (0.01)	0.118*** (0.01)	0.206*** (0.02)
Shared age	0.027*** (0.00)	0.012** (0.00)	0.023** (0.01)
Shared class	0.010* (0.00)	0.005 (0.00)	0.018* (0.01)
Political experience 0 years	Ref.	Ref.	Ref.
2/3 years	0.026*** (0.01)	0.041*** (0.01)	0.058*** (0.01)
8/9 years	0.041*** (0.01)	0.057*** (0.01)	0.108*** (0.01)
Constant	0.209*** (0.02)	0.270*** (0.02)	0.097*** (0.02)
Observations	16133	15924	17416
Adjusted R^2	0.180	0.175	0.164

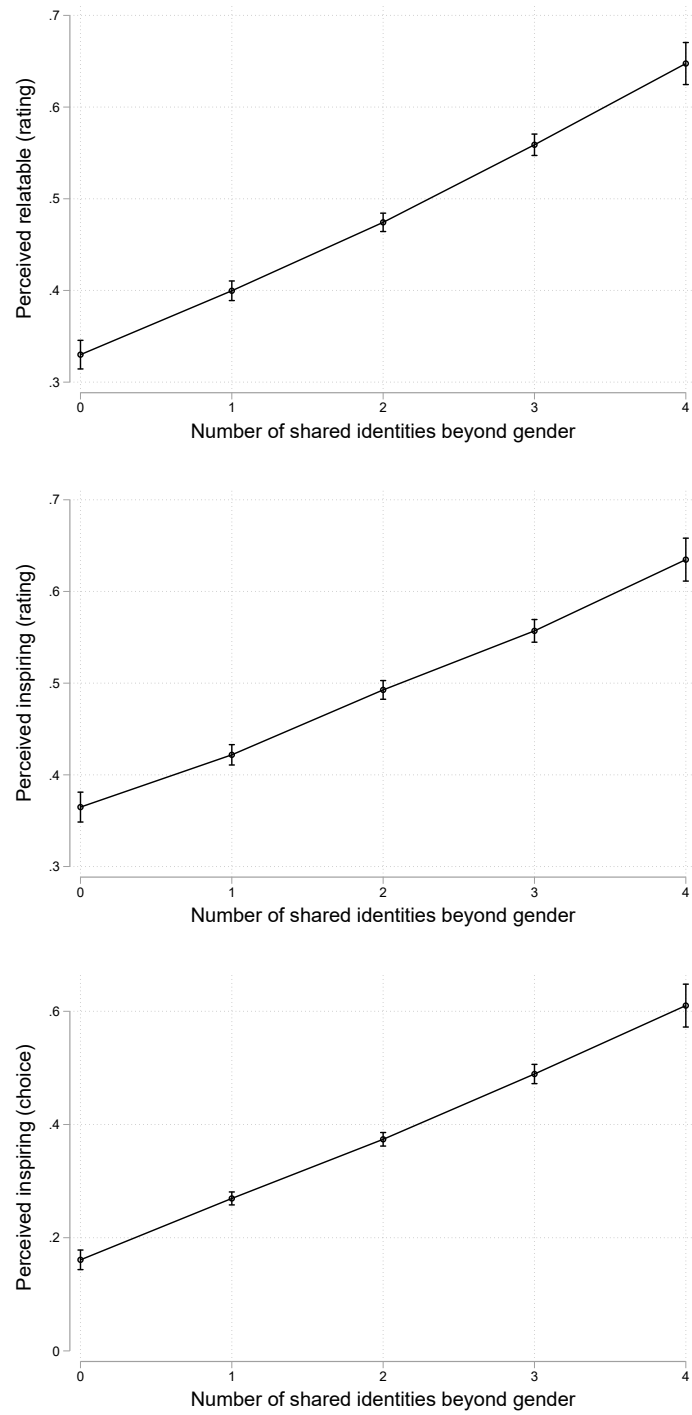
Unstandardized OLS coefficients with cluster robust standard errors (clustered by individuals) in parentheses. * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

A.5 Number of more shared identities beyond gender

In this section of the appendix, I add an exploratory analysis examining whether the presence of additional shared identities beyond gender has a linear effect on perceiving a woman politician as more relatable and inspiring. Figure A1 shows that the effect of more shared identities is linear. There is no premium of a certain number of additional shared identities beyond gender on perceiving a woman politician as more inspiring and relatable. The figures plot the predictions from regressing the number of shared identities beyond gender (a categorical variable counting the number of shared identities with the political profile in the conjoint experiment beyond gender, scaled from 0 to 4) on the outcomes perceiving the politician as relatable or inspiring for the profiles of women politicians in the conjoint experiment.

Elaborating on this, another exploratory analysis in Table A7 shows that the number of shared identities beyond gender does not interact with shared gender. This implies that shared gender has the same effect on perceiving a politician as relatable and inspiring regardless of the number of additional shared identities. The effect of shared gender does not become stronger at a certain number of additional shared identities.

Fig. A1. Number of shared identities beyond gender



Tab. A7. Test of number of more shared identities interacted with shared gender

	(1) Rating relatable	(2) Rating inspiring	(3) Choice inspiring
Shared gender	0.047*** (0.01)	0.041** (0.01)	0.081*** (0.02)
<i>Count of more shared identities</i>			
No additional shared identities	Ref.	Ref.	Ref.
1 additional shared identity	0.074*** (0.01)	0.061*** (0.01)	0.114*** (0.01)
2 additional shared identities	0.139*** (0.01)	0.123*** (0.01)	0.210*** (0.01)
3 additional shared identities	0.222*** (0.01)	0.192*** (0.01)	0.323*** (0.02)
4 additional shared identities	0.294*** (0.02)	0.255*** (0.02)	0.458*** (0.03)
<i>Count of more shared identities × shared gender</i>			
1 additional shared identity × Shared gender	-0.006 (0.02)	-0.006 (0.02)	-0.007 (0.02)
2 additional shared identities × Shared gender	0.012 (0.02)	0.010 (0.02)	0.008 (0.02)
3 additional shared identities × Shared gender	0.016 (0.02)	0.002 (0.02)	0.016 (0.02)
4 additional shared identities × Shared gender	0.049* (0.02)	0.030 (0.03)	-0.015 (0.04)
Constant	0.306*** (0.01)	0.343*** (0.01)	0.119*** (0.01)
Observations	16898	16669	18368
Adjusted R^2	0.073	0.051	0.059

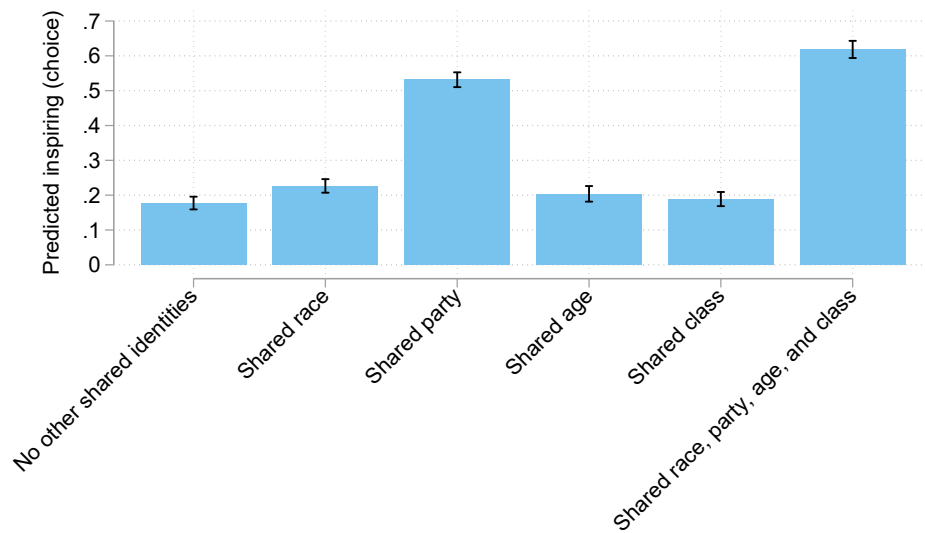
Unstandardized OLS coefficients with cluster robust standard errors (clustered by individuals) in parentheses.

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

A.6 Perceived inspiring depending on more shared identities

In this section of the appendix, I supplement Figure 3 from the main text with an equivalent figure showing the effects of additional shared identities on the perceived inspiring choice outcome. The results are similar and support the conclusion from the main text.

Fig. A2. Perceived inspiring depending on additional shared identities



B Supplemental information on Study 2

B.1 Results on White and Black respondents separately

In this section, I provide the precise estimates for the results of the video experiment for Black and White respondents separately (Tables B9-B12). Figure 6 in the main text is based on these estimates. In addition, Table B8 formally tests whether the treatment effects are different for White and Black women. These analyses were pre-registered.

Tab. B8. Difference in ATE between White and Black respondents

	(1) Political interest	(2) Political efficacy	(3) Nascent political ambition	(4) Clicked to learn about running
Control	Ref.	Ref.	Ref.	Ref.
Woman politician w. no other shared identities	-0.017 (0.02)	0.045* (0.02)	0.028 (0.02)	0.007 (0.01)
Woman politician w. more shared identities	-0.038* (0.02)	0.049* (0.02)	0.017 (0.02)	0.006 (0.01)
Race identity (Black)	0.009 (0.02)	0.070** (0.02)	0.071*** (0.02)	0.064*** (0.02)
Treatment dissimilar × Race identity (Black)	-0.085** (0.03)	-0.090** (0.03)	-0.063* (0.03)	-0.064** (0.02)
Treatment similar × Race identity (Black)	-0.055* (0.03)	-0.091** (0.03)	-0.036 (0.03)	-0.040 (0.02)
Constant	0.737*** (0.01)	0.526*** (0.02)	0.353*** (0.01)	0.023** (0.01)
Observations	2285	2226	2243	2296
Adjusted R^2	0.019	0.003	0.004	0.010

All entities are unstandardized OLS coefficients with robust standard errors in parentheses. All variables range between 0 and 1. The control group is the reference category to the treatment effects.

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Tab. B9. ATE on political interest (1-3) and internal political efficacy (4-6) among White women

	(1)	(2)	(3)	(4)	(5)	(6)
Control	Ref.	Ref.	Ref.	Ref.	Ref.	Ref.
Woman politician w. no other shared identities	-0.017 (0.02)	-0.014 (0.01)	-0.011 (0.01)	0.045* (0.02)	0.041* (0.02)	0.045* (0.02)
Woman politician w. more shared identities	-0.038* (0.02)	-0.021 (0.01)	-0.022 (0.01)	0.049* (0.02)	0.057** (0.02)	0.055** (0.02)
Pre political interest		0.628*** (0.03)	0.634*** (0.03)			
Pre political efficacy					0.616*** (0.03)	0.596*** (0.03)
Partisan identity (democrat)			-0.009 (0.01)			0.019 (0.01)
Age			-0.086*** (0.02)			-0.133*** (0.03)
Social class			0.066** (0.02)			0.111*** (0.03)
Constant	0.737*** (0.01)	0.231*** (0.03)	0.237*** (0.03)	0.526*** (0.02)	0.126*** (0.02)	0.137*** (0.03)
Observations	1189	1188	1188	1156	1153	1153
Adjusted R^2	0.002	0.386	0.396	0.004	0.318	0.337

All entities are unstandardized OLS coefficients with robust standard errors in parentheses. All variables range between 0 and 1. The control group is the reference category to the treatment effects.

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Tab. B10. ATE on nascent political ambition (1-3) and clicked to learn about running (4-6) among White women

	(1)	(2)	(3)	(4)	(5)	(6)
Control	Ref.	Ref.	Ref.	Ref.	Ref.	Ref.
Woman politician w. no other shared identities	0.028 (0.02)	0.031* (0.02)	0.034* (0.01)	0.007 (0.01)	0.007 (0.01)	0.008 (0.01)
Woman politician w. more shared identities	0.017 (0.02)	0.015 (0.02)	0.015 (0.02)	0.006 (0.01)	0.005 (0.01)	0.006 (0.01)
Pre political ambition		0.671*** (0.03)	0.648*** (0.03)		0.043* (0.02)	0.044 (0.02)
Partisan identity (democrat)			0.042*** (0.01)			0.008 (0.01)
Age			-0.022 (0.03)			0.011 (0.02)
Social class			0.105*** (0.03)			0.012 (0.02)
Constant	0.353*** (0.01)	0.263*** (0.01)	0.203*** (0.02)	0.023** (0.01)	0.017* (0.01)	0.001 (0.01)
Observations	1168	1168	1168	1192	1192	1192
Adjusted R^2	-0.000	0.409	0.423	-0.001	0.003	0.002

All entities are unstandardized OLS coefficients with robust standard errors in parentheses. All variables range between 0 and 1. The control group is the reference category to the treatment effects.

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Tab. B11. ATE on political interest (1-3) and internal political efficacy (4-6) among Black women

	(1)	(2)	(3)	(4)	(5)	(6)
Control	Ref.	Ref.	Ref.	Ref.	Ref.	Ref.
Woman politician w. no other shared identities	-0.102*** (0.02)	-0.065*** (0.02)	-0.066*** (0.02)	-0.045* (0.02)	-0.002 (0.02)	-0.005 (0.02)
Woman politician w. more shared identities	-0.093*** (0.02)	-0.062*** (0.02)	-0.061*** (0.02)	-0.042 (0.02)	-0.010 (0.02)	-0.009 (0.02)
Pre political interest		0.708*** (0.03)	0.705*** (0.03)			
Pre political efficacy					0.561*** (0.03)	0.540*** (0.03)
Partisan identity (democrat)			0.007 (0.02)			-0.034 (0.02)
Age			-0.042 (0.03)			-0.003 (0.04)
Social class			0.049 (0.03)			0.107** (0.04)
Constant	0.746*** (0.01)	0.181*** (0.03)	0.176*** (0.03)	0.596*** (0.02)	0.244*** (0.02)	0.245*** (0.04)
Observations	1096	1095	1095	1070	1060	1060
Adjusted R^2	0.024	0.371	0.372	0.003	0.269	0.276

All entities are unstandardized OLS coefficients with robust standard errors in parentheses. All variables range between 0 and 1. The control group is the reference category to the treatment effects.

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Tab. B12. ATE on nascent political ambition (1-3) and clicked to learn about running (4-6) among Black women

	(1)	(2)	(3)	(4)	(5)	(6)
Control	Ref.	Ref.	Ref.	Ref.	Ref.	Ref.
Woman politician w. no other shared identities	-0.035 (0.02)	-0.042* (0.02)	-0.042* (0.02)	-0.056** (0.02)	-0.057*** (0.02)	-0.057*** (0.02)
Woman politician w. more shared identities	-0.019 (0.02)	-0.012 (0.02)	-0.010 (0.02)	-0.034 (0.02)	-0.033 (0.02)	-0.034 (0.02)
Pre political ambition		0.526*** (0.03)	0.499*** (0.03)		0.062* (0.03)	0.080** (0.03)
Partisan identity (democrat)			-0.030 (0.02)			0.020 (0.02)
Age			-0.064 (0.04)			0.059 (0.04)
Social class			0.098** (0.03)			0.006 (0.03)
Constant	0.424*** (0.02)	0.336*** (0.01)	0.356*** (0.03)	0.086*** (0.01)	0.076*** (0.01)	0.026 (0.03)
Observations	1075	1075	1075	1104	1104	1104
Adjusted R^2	0.001	0.276	0.284	0.008	0.014	0.015

All entities are unstandardized OLS coefficients with robust standard errors in parentheses. All variables range between 0 and 1. The control group is the reference category to the treatment effects.

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

B.2 Outcome items coded separately

In this section, I provide a pre-registered robustness check with the two internal political efficacy items and the two nascent political ambition items coded as single items rather than indices. The results are consistent with the main analyses.

Tab. B13. ATE on internal political efficacy (1-2) and nascent political ambition(3-4)

	(1)	(2)	(3)	(4)
Control	Ref.	Ref.	Ref.	Ref.
Woman politician w. no more shared identities	0.006 (0.02)	-0.003 (0.02)	0.014 (0.02)	-0.016 (0.02)
Woman politician w. more shared identities	0.015 (0.02)	-0.006 (0.02)	0.010 (0.02)	-0.011 (0.02)
Constant	0.549*** (0.01)	0.568*** (0.01)	0.250*** (0.01)	0.524*** (0.01)
Observations	2269	2244	2260	2270
Adjusted R^2	-0.001	-0.001	-0.001	-0.000

All entities are unstandardized OLS coefficients with robust standard errors in parentheses. All variables range between 0 and 1. Model 1 outcome is the internal political efficacy item 'I consider myself qualified to speak up at a public meeting held by my city council', model 2 outcome is the internal political efficacy item 'I feel that I could do as good a job in local office as most other people', model 3 outcome is the nascent political ambition item 'I could see myself running for local office one day', and model 4 outcome is the item 'I could see myself speaking to local media about a political issue if it was important to me'.

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

B.3 ATE among strong gender identifiers

In this section of the appendix, I examine whether the effect of the video treatment is stronger among women with a strong gender identity. One might expect that exposure to a women politician has a stronger role model effect on women whose gender identity is stronger. Researchers argue that the effects of group membership depend on identity strength, such that an identity is more consequential when an individual identifies strongly with it (Huddy 2001; Tajfel and Turner 1979). Furthermore, research on gender and race demonstrate important variations in group consciousness across groups ‘that impact the ways in which identity works as a political cue’ (Montoya et al. 2022, 487). Based on this expectation, I zoom in on women who identify strongly with their gender. I categorize only those who have answered ‘Extremely important’ to the question ‘How important is being a woman to your identity?’ as strong identifiers. Answer categories are a 5-point scale from ‘Not at all important’ to ‘Extremely important’. Table B14 shows the average treatment effect of the videos on women’s political engagement among women who identify strongly with their gender. The results clearly indicate that the treatment effect of the video treatments was the same among strong gender identifiers compared to the full sample (see results for the full sample in Table B22).

Tab. B14. ATE among women with a strong gender identity

	(1) Political interest	(2) Political efficacy	(3) Nascent political ambition	(4) Clicked to learn about running
Control	Ref.	Ref.	Ref.	Ref.
Woman politician w. no other shared identities	-0.073*** (0.02)	0.013 (0.02)	0.014 (0.02)	-0.036** (0.01)
Woman politician w. more shared identities	-0.066*** (0.02)	0.010 (0.02)	-0.000 (0.02)	-0.023 (0.01)
Constant	0.768*** (0.01)	0.576*** (0.02)	0.412*** (0.01)	0.058*** (0.01)
Observations	1240	1207	1219	1246
Adjusted R^2	0.014	-0.001	-0.001	0.004

All entities are unstandardized OLS coefficients with robust standard errors in parentheses. All variables range between 0 and 1. The control group is the reference category to the treatment effects. * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

B.4 ATE among strong race and partisan identifiers

In this section of the appendix, I exploratorily examine whether shared partisan identity and racial identity strengthen the role model effect on women's own political dispositions specifically for those who have strong racial and partisan identities. Examining the effect of shared race and partisan identity among those with strong racial and partisan identities tests a strong case for shared identity to magnify the role model effect. This is because shared identities matter the most for individuals who identify strongly with a group (Tajfel and Turner 1979; Morgenroth, Ryan, and Peters 2015). Research demonstrates that variations in identity within race and gender groups are consequential (Montoya et al. 2022; Bejarano et al. 2021). Likewise, studies of affective polarization have shown that shared partisan identity matters more for evaluations of other individuals among stronger partisan identifiers (Dias and Lelkes 2022). In this case, the expectation would be that shared partisan and racial identity influence identification with a politician more among strong racial and partisan identifiers. Following from this, one would also expect that a woman politician with more shared identities (in terms of race and partisan identity) also has a stronger effect on women's own political dispositions among strong racial and partisan identifiers.

Based on this expectation, I zoom in on the strong racial and partisan identifiers. I categorize only those who answered 'Extremely important' to the question, 'How important is being a [Republican]/[Democrat] to your identity?' as strong partisan identifiers. Answer categories are a 5-point scale from 'Not at all important' to 'Extremely important'. Likewise, I categorize those who answered 'Extremely important' to the question 'How important is being [White]/[Black or

African American] to your identity?’ as strong racial identifiers. This question had the same answer categories.

First, I analyze the effects of the two treatment conditions on perceived similarity and perceived relatability (the subjective manipulation checks) among the strong racial and partisan identifiers. The treatment with the woman politician with more shared identities had an even larger effect on perceiving oneself as similar to and being able to relate to the woman politician in the video among the strong racial and partisan identifiers compared to the full sample. Among all women in the full sample, the group that received the treatment with a woman politician with more shared identities perceived themselves as 11.6 percentage points more similar to the politician ($p < 0.001$) and were 11.3 percentage points more able to relate to the politician ($p < 0.001$). Among the strong partisan identifiers, the group that received the treatment with a woman politician with more shared identities perceived themselves as 21.6 percentage points more similar to the politician ($p < 0.001$) and stated that they were 18.4 percentage points more able to relate to the woman politician ($p < 0.001$) compared to the group that received the treatment with a woman politician with no other shared identities. The effect of the treatment with the woman politician with more shared identities on perceived similarity and perceived relatability is significantly stronger among strong partisan identifiers, as shown in Table B15.

Among strong racial identifiers, the group that received the treatment with the woman politician with more shared identities perceived themselves as 13.9 percentage points more similar to the politician ($p < 0.001$) and were 14.4 percentage points more able to relate to the woman politician ($p < 0.001$) compared to the group that received the treatment with a woman politician with no other

Tab. B15. Effect of similar treatment on subjective manipulation checks conditional on partisan identity strength

	(1) Perceived relatable	(2) Perceived similar
Woman politician w. no other shared identities	Ref.	Ref.
Woman politician w. more shared identities	0.033 (0.03)	0.018 (0.03)
Strength of partisan identity	0.095** (0.03)	0.066* (0.03)
Woman politician w. more shared identities $\times$ strength of partisan identity	0.125** (0.04)	0.155*** (0.04)
Constant	0.478*** (0.02)	0.361*** (0.02)
Observations	1496	1491
Adjusted R^2	0.072	0.069

All entities are unstandardized OLS coefficients with robust standard errors in parentheses. All variables range between 0 and 1. Treatment dissimilar is the reference category to the treatment similar effects.

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

shared identities. The effect of the treatment with the woman politician with more shared identities on perceived similarity and perceived relatability is not significantly stronger among strong racial identifiers, as shown in Table B16. However, the insignificant interaction between racial identity and the treatment effect could be due to low statistical power of the interaction.

Taken as a whole, the results indicate that shared racial and partisan identity increase the perception of a politician as relatable and similar to oneself more for strong racial and partisan identifiers. This is equivalent to the results from the conjoint experiment in Appendix A.4. Results from the conjoint experiment also show that shared race and shared partisan identity are more influential among strong racial and partisan identifiers when evaluating how relatable a politician

Tab. B16. Effect of similar treatment on subjective manipulation checks conditional on race identity strength

	(1) Perceived relatable	(2) Perceived similar
Woman politician w. no other shared identities	Ref.	Ref.
Woman politician w. more shared identities	0.084** (0.03)	0.083** (0.03)
Strength of race identity	0.070* (0.03)	0.029 (0.03)
Woman politician s. more shared identities $\times$ strength of race identity	0.044 (0.04)	0.050 (0.04)
Constant	0.492*** (0.02)	0.382*** (0.02)
Observations	1457	1453
Adjusted R^2	0.051	0.043

All entities are unstandardized OLS coefficients with robust standard errors in parentheses. All variables range between 0 and 1. Treatment dissimilar is the reference category to the treatment similar effects.

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

is.

Tables B17 and B18 show the average treatment effect of the video treatments on women's own dispositions to participate in politics among strong partisan identifiers and strong racial identifiers. The results among the strong racial and partisan identifiers clearly show that the different treatments have the same effects on women's political interest, internal efficacy, and nascent ambition. Even among the strongest racial and partisan identifiers, the effect of seeing a woman politician with shared racial and partisan identity is no stronger than the effect of seeing a woman politician who is different from oneself. This provides further support for the conclusion from the main analysis: Increased identification with a woman politician based on more shared identities is – even among strong

racial and partisan identifiers – not enough to magnify the role model effect on women’s own political dispositions.

Tab. B17. ATE among strong partisan identifiers

	(1) Political interest	(2) Political efficacy	(3) Nascent political ambition	(4) Clicked to learn about running
Control	Ref.	Ref.	Ref.	Ref.
Woman politician w. no other shared identities	-0.040 (0.02)	0.000 (0.03)	-0.026 (0.03)	0.022 (0.02)
Woman politician w. more shared identities	-0.062* (0.03)	-0.003 (0.03)	-0.023 (0.03)	0.026 (0.02)
Constant	0.829*** (0.02)	0.642*** (0.02)	0.502*** (0.02)	0.027* (0.01)
Observations	556	541	543	558
Adjusted R^2	0.008	-0.004	-0.002	-0.000

All entities are unstandardized OLS coefficients with robust standard errors in parentheses. All variables range between 0 and 1. The control group is the reference category to the treatment effects. * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Tab. B18. ATE among strong race identifiers

	(1) Political interest	(2) Political efficacy	(3) Nascent political ambition	(4) Clicked to learn about running
Control	Ref.	Ref.	Ref.	Ref.
Woman politician w. no other shared identities	-0.084*** (0.02)	-0.006 (0.03)	0.004 (0.03)	-0.041** (0.02)
Woman politician w. more shared identities	-0.065** (0.02)	-0.016 (0.03)	0.009 (0.03)	-0.021 (0.02)
Constant	0.772*** (0.01)	0.605*** (0.02)	0.435*** (0.02)	0.061*** (0.01)
Observations	909	883	891	914
Adjusted R^2	0.015	-0.002	-0.002	0.005

All entities are unstandardized OLS coefficients with robust standard errors in parentheses. All variables range between 0 and 1. The control group is the reference category to the treatment effects. * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

B.5 Different effects between Black and White women

This section of the appendix explores the different effects on Black and White women.

Based on Dowe (2023)’s work, I suggest in the main text that Black women react negatively to the video treatment since the woman politician in the video disappoints their expectations for political representatives. Black women expect their elected officials to serve the needs of the communities in which they reside, and the woman politician in the video does not deliver on this. Unfortunately, it is not possible to examine this directly with the data at hand. However, it is possible to examine the treatment effect across social class. In an exploratory analysis in subsection B.5.1 below, I find that social class moderates the treatment effect on political interest, such that the treatment has a stronger negative effect among lower-class women than among upper-class women. While by no means a direct test, this indirectly supports the interpretation that the effect of the video might depend on the role model engaging in a political issue that is personally relevant to the observer and addresses the needs of the communities in which the observer resides. Both People of color and those in low-income communities tend to have fewer park spaces than White and middle-class communities (Lee et al. 2023).

An alternative explanation for the negative effects among Black women could be low perceived attainability of the woman politician in the treatment video. It might be the case that Black women respond negatively to the video because they perceive the woman politician in the video as unattainable, whereas White women perceive the woman politician as more attainable and, therefore, react

more positively. Studies argue that role models fail to inspire change in women's own dispositions if they are seen as unattainable (Lockwood and Kunda 1997; Hoyt and Simon 2011; Foos and Gilardi 2020; Morgenroth, Ryan, and Peters 2015). The experiment does not allow for a direct test of this explanation. However, exploratory analyses do not indicate support for this explanation. Levels of perceiving the woman politician in the video as similar to oneself and relatable (the subjective manipulation checks) are not significantly lower among Black women, which one would expect if Black women perceived the woman politician as more unattainable than White women.

One could also wonder whether the negative effects among Black women could be explained by the fact that most Black women are Democratic. In subsection B.5.2 below, I analyze the treatment effects by race and partisan identity to exploratorily examine this possibility. The analysis is uncertain since it is both exploratory and underpowered (note that the sample includes only 144 Republican women). Therefore, one should be careful not to put too much emphasis on these results. Keeping this in mind, the analysis does not show a meaningful pattern in the differences in the effects across Democratic and Republican women. None of the treatment effects are significantly different between Democratic and Republican Black women, and among White women, the effects are also not significantly different across Democrats and Republicans on three of four outcomes. Setting aside statistical significance, the estimates do not show a meaningful pattern. Among White women, some outcomes indicate a potentially smaller positive effect among Democrats (although non-significant), whereas the clicked to learn about running outcome tells the opposite story. Among Black women, the non-significant estimates also point in both directions.

Therefore, based on the data, it does not seem that the predominantly Democratic party affiliation of Black women plays a center-stage role in explaining the negative effects among Black women.

B.5.1 The treatment effect moderated by social class

This section of the appendix provides an exploratory analysis of the average treatment effect moderated by social class. To this end, treatment is recoded as a dichotomous variable (control group coded as 0 and both treatment conditions coded as 1). Social class is coded from 0 (low social class) to 1 (upper social class) with four categories. Political interest is also coded from 0 to 1, with 1 indicating the highest level of political interest and 0 indicating the lowest level of interest. The results in Table B19 indicate that social class moderates the treatment effect, implying that the treatment videos have the strongest negative effect on political interest among low social class groups and a weaker effect on political interest among higher social class groups. Figure B3 plots Model 3 from Table B19 showing that among members of the upper social class, the treatment effect on political interest is no longer statistically significant. Please note that this analysis is exploratory and should not be taken as more than indicative evidence, as it is also statistically under-powered.

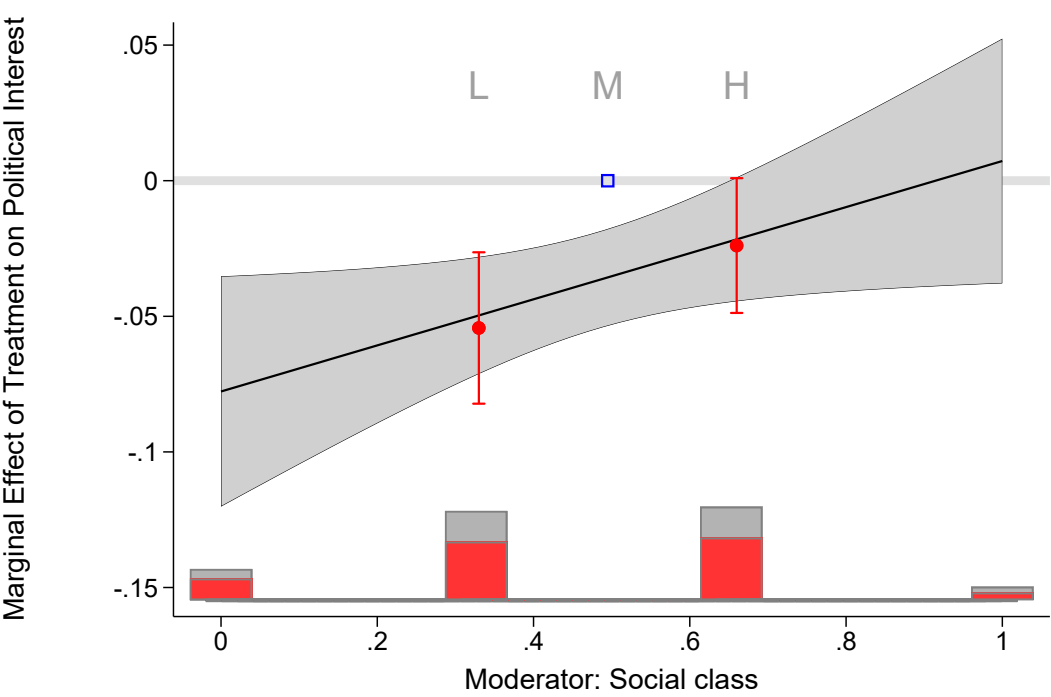
Tab. B19. ATE on political interest moderated by social class

	(1)	(2)	(3)
Treatment	-0.095*** (0.03)	-0.078*** (0.02)	-0.078*** (0.02)
Social class	0.127*** (0.04)	0.003 (0.03)	-0.001 (0.03)
Treatment $\times$ Social class	0.080 (0.05)	0.086* (0.04)	0.085* (0.04)
Pre political interest		0.658*** (0.02)	0.669*** (0.02)
Partisan identity (democrat)			-0.003 (0.01)
Age			-0.066*** (0.02)
Race identity (Black)			-0.013 (0.01)
Constant	0.684*** (0.02)	0.211*** (0.02)	0.243*** (0.03)
Observations	2285	2283	2283
Adjusted R^2	0.040	0.382	0.385

All entities are unstandardized OLS coefficients with robust standard errors in parentheses.

All variables range between 0 and 1. * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Fig. B3. ATE on political interest moderated by social class



B.5.2 ATE by race and party

Tab. B20. ATE interacted with partisan identity among White women

	(1) Political interest	(2) Political efficacy	(3) Political ambition	(4) Clicked to learn about running
Woman politician w. no more shared identities	-0.008 (0.03)	0.071* (0.03)	0.046 (0.03)	-0.021 (0.02)
Woman politician w. more shared identities	-0.046 (0.03)	0.051 (0.03)	0.031 (0.03)	-0.020 (0.02)
Partisan identity (democrat)	0.029 (0.02)	0.102*** (0.03)	0.086** (0.03)	-0.026 (0.01)
Woman politician w. no more shared identities × Partisan identity (democrat)	-0.017 (0.03)	-0.052 (0.04)	-0.035 (0.04)	0.055* (0.02)
Woman politician w. more shared identities × Partisan identity (democrat)	0.016 (0.03)	-0.003 (0.04)	-0.027 (0.04)	0.051* (0.02)
Constant	0.722*** (0.02)	0.474*** (0.02)	0.310*** (0.02)	0.036** (0.01)
Observations	1189	1156	1168	1192
Adjusted R^2	0.004	0.022	0.011	0.003

Robust standard errors in parentheses

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Tab. B21. ATE interacted with partisan identity among Black women

	(1) Political interest	(2) Political efficacy	(3) Political ambition	(4) Clicked to learn about running
Woman politician w. no more shared identities	-0.142** (0.05)	-0.044 (0.06)	0.061 (0.07)	-0.018 (0.04)
Woman politician w. more shared identities	-0.189** (0.06)	-0.146* (0.06)	-0.075 (0.07)	0.021 (0.04)
Partisan identity (democrat)	-0.051 (0.03)	-0.112** (0.04)	-0.112* (0.05)	0.053 (0.03)
Woman politician w. no more shared identities × Partisan identity (democrat)	0.046 (0.05)	-0.000 (0.06)	-0.107 (0.07)	-0.045 (0.04)
Woman politician w. more shared identities × Partisan identity (democrat)	0.111 (0.06)	0.121 (0.06)	0.066 (0.07)	-0.064 (0.05)
Constant	0.790*** (0.03)	0.692*** (0.04)	0.520*** (0.04)	0.040 (0.03)
Observations	1096	1070	1075	1104
Adjusted R^2	0.024	0.011	0.024	0.008

Robust standard errors in parentheses

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

B.6 Factual manipulation check and quasi pre-measures

Here, I report the specific question wordings of the factual manipulation checks in the video experiment and the quasi pre-measures of the outcomes.

Factual manipulation checks

After the treatment videos, respondents were asked to recall the story and answer five factual questions about the politician in the video to confirm their attentiveness to the treatment (Kane and Barabas 2019). The five questions were as follows:

1. 'What gender was the politician?' (99% correct answers)
2. 'Which political party was the politician a member of?' (89% correct answers)
3. 'What race was the politician?' (89% correct answers)
4. 'Which political office was the politician elected to?' (94% correct answers)
5. 'Has the politician always been interested in politics?' (92% correct answers).

The share of respondents who answered correctly on each item are given in parentheses.

Quasi pre-measures of outcomes

At the very beginning of the survey, I measured political interest, internal political efficacy, and nascent political ambition. I utilize these quasi pre-measures

of the outcomes to increase statistical precision in the analyses. The specific questions were as follows:

1. 'I am interested in information about what is going on in government and politics', answered on a 7-point scale from strongly agree to strongly disagree (political interest measure)
2. 'I think that I am better informed about politics and government than most people', answered on a 7-point scale from strongly agree to strongly disagree (a standard measure of internal political efficacy in the literature, see, e.g, Niemi, Craig, and Mattei 1991)
3. 'Which statement best characterizes your attitude toward running for political office in the future? 1) It is something I am unlikely to do; 2) I would not rule it out forever, but I currently have no interest; 3) It is something I might undertake if the opportunity presented itself; or 4) It is something I definitely would like to undertake in the future' (the standard question of the literature to measure nascent political ambition, see, e.g., Fox and Lawless 2005; Clayton, O'Brien, and Piscopo 2023).

Measuring quasi pre-measures of the outcomes risks introducing a pressure among respondents to respond consistently. Two measures were taken to minimize this risk:

1. The quasi pre measures of the outcomes were measured as the very first thing in the survey to maximize the distance between the pre and post questions in the survey. The survey session was, on average, just above 11 minutes long.

2. The wordings of the quasi pre measures were different from the outcome measures. The quasi pre measures were highly general, and the outcome measures were connected to local politics. For instance, the pre measure of political interest was “I am interested in information about what is going on in government and politics” and the outcome measure on political interest was “I am interested in political issues concerning my local area”.

Moreover, Clifford, Sheagley, and Piston (2021) finds that, contrary to common fears, experimental designs with pre measures of outcomes tend to yield the same results as experimental designs with only post measures of outcomes. Although the authors also note that they cannot be sure that their “findings would hold if the pretest measure of the dependent variable had to be placed immediately before the experiment.” (ibid. 1062).

B.7 Transcript of video treatments

In the animated video treatments, a voice-over tells the story of Alicia and how she became politically engaged. A transcript of the videos is provided below. Across treatment conditions, the political party and racial identity of Alicia was varied. The racial identity of Alicia was varied only through her appearance, and the political party was varied through the voice-over telling what party she joined. These were the only variations across treatment conditions. The treatment videos can be found on OSF (<https://osf.io/qsaze/overview>) and on the following links:

<https://youtu.be/tuMn-dbxwWM>

https://youtu.be/uOPRIZy_JoY

<https://youtu.be/XA9Qsj37nG4>

<https://youtu.be/oryudB4jeX8>

Transscript

Meet Alicia, who is a city council member. Alicia has not always been interested in politics. In fact, while growing up, she didn't really care about politics. Alicia's interest in local politics was sparked three years ago, when the location of a new park was highly debated in her local area. Due to high public interest, the city council held a public meeting. Alicia participated and spoke up during the meeting, where she felt heard and acknowledged. Encouraged by this experience, Alicia shared her opinion in the local media. Influenced by the citizen's statements, the city council ultimately changed the new park's location. The feeling of making a difference gave Alicia a taste for politics, and she decided to join

the [*Democratic Party/Republican Party*]. She started out by going to the party's events and meetings in her local district. Last year, Alicia took a leap of faith and ran for city council. She did so after experiencing that she had something to bring to the table. Even though she wouldn't have imagined herself running for office just three years ago, she now proudly serves as a council member and has plans to run for reelection in the next term.

B.8 ATE across pre-registered models

Table B22 shows the three pre-registered models. Across the different models, women politicians with and without additional shared identities have the same effect on political engagement. This is clear from the simple models without any covariates, the models controlling for quasi pre-treatment outcomes, and the models controlling for pre-treatment covariates. These different models provide a robustness check with the purpose of increasing precision.

Tab. B22. ATE on Political Interest (1-3), Internal Political Efficacy (4-6), Nascent Political Ambition (7-9), and Clicked to Learn About Running (10-12)

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)
Control	Ref.	Ref.	Ref.	Ref.	Ref.	Ref.	Ref.	Ref.	Ref.	Ref.	Ref.	Ref.
Woman politician w. no other shared identities	-0.058*** (0.01)	-0.039*** (0.01)	-0.039*** (0.01)	0.001 (0.02)	0.020 (0.01)	0.022 (0.01)	-0.002 (0.01)	-0.005 (0.01)	-0.004 (0.01)	-0.023* (0.01)	-0.023* (0.01)	-0.023* (0.01)
Woman politician w. more shared identities	-0.065*** (0.01)	-0.041*** (0.01)	-0.041*** (0.01)	0.005 (0.02)	0.025 (0.01)	0.025 (0.01)	0.000 (0.02)	0.003 (0.01)	0.004 (0.01)	-0.014 (0.01)	-0.013 (0.01)	-0.013 (0.01)
Race identity (Black)			-0.013 (0.01)			0.051*** (0.01)			0.018 (0.01)			0.023** (0.01)
Partisan identity (democrat)			-0.003 (0.01)			0.010 (0.01)			0.025* (0.01)			0.012 (0.01)
Age			-0.066*** (0.02)			-0.082*** (0.02)			-0.056* (0.03)			0.036 (0.02)
Social class			0.055** (0.02)			0.113*** (0.02)			0.106*** (0.02)			0.007 (0.02)
Pre political interest		0.670*** (0.02)	0.669*** (0.02)									
Pre political efficacy					0.581*** (0.02)	0.570*** (0.02)						
Pre political ambition								0.597*** (0.02)	0.572*** (0.02)		0.055** (0.02)	0.063** (0.02)
Constant	0.741*** (0.01)	0.203*** (0.02)	0.218*** (0.02)	0.560*** (0.01)	0.189*** (0.02)	0.152*** (0.02)	0.387*** (0.01)	0.298*** (0.01)	0.254*** (0.02)	0.053*** (0.01)	0.045*** (0.01)	0.004 (0.01)
Observations	2285	2283	2283	2226	2213	2213	2243	2243	2243	2296	2296	2296
Adjusted R^2	0.011	0.377	0.383	-0.001	0.287	0.304	-0.001	0.338	0.349	0.001	0.007	0.013

Note: All entities are unstandardized OLS coefficients with robust standard errors in parentheses. The control group is the reference category to the treatment effects. All variables range between 0 and 1. * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

C Supplemental information on Study 3

C.1 Study 3 data and measures

In this section of the appendix, I provide more information on Study 3, which triangulates the experimental results of study 2 with observational data.

The analysis in Study 3 uses data from the Cooperative Election Study to analyze whether women report a higher interest in politics and more political participation online when their women political representatives in Congress or their women governor also share their racial and partisan identity.

In the analyzes, I focus on members of Congress and governors since previous studies of women political role models argue that women politicians in these offices are particularly prominent and visible, and therefore, they are expected to have stronger role model effects than politicians in other offices (Ladam, Harden, and Windett 2018; Wolbrecht and Campbell 2017; Mariani, Marshall, and Mathews-Schultz 2015). I use data from the Cooperative Election Study (Schaffner et al. 2024), which has a very large, nationally representative sample of Americans and, fortunately for the purpose of this analysis, also includes a large sample of both Black and White women. I use CES data from 2023 to match the year of data collection for study 1 and study 2.

This article focuses on the role model effects on women's political interest, internal political efficacy, and nascent political ambition. In relation to these outcomes, CES has measures of political interest and online political participation. Political interest is measured with the question, "Some people seem to follow what's going on in government and public affairs most of the time, whether

there's an election going on or not. Others aren't that interested. Would you say you follow what's going on in government and public affairs..." Responses are recoded to a 0 to 1 scale, with 1 indicating the highest level of political interest and 0 indicating the lowest level of interest in politics. Online political participation is measured as a sum index counting whether a respondent answers yes to having done any of the following on social media (such as Facebook, Twitter, WhatsApp or YouTube) within their last 24 hours of being on social media: [1] Posted a story, photo, video or link about politics; [2] Posted a comment about politics; [3] Read a story or watched a video about politics; [4] Followed a political event; [5] Forwarded a story, photo, video or link about politics to friends. If the respondent has not been on social media within the last 24 hours, it is coded as 0.

The CES data contain the names and party affiliations of respondents' political representatives in Congress and their Governors. I coded the gender and race of the political representatives based on official records (<https://history.house.gov/People/Search> and <https://cawpdata.rutgers.edu/women-elected-officials/race-ethnicity>). Based on this, I then coded variables that count the number of a given respondent's political representatives (their governor and representatives in Congress) who are women and also share the respondent's racial or partisan identity. Shared racial and partisan identity are therefore variables that count the number of women political representatives with these identities shared in addition to gender. These variables vary from 0 to 4 (e.g., if both a respondent's Governor, Senator 1, Senator 2, and House representative share their racial identity and are all women, the value of shared racial identity is 4). In the analysis of the correlation between women's political interest and additional

shared racial and partisan identities with their women political representatives, I control for the race, birth year, education, partisan identity, partisan identity strength, political knowledge, and electoral district of the respondent. Political knowledge is measured as a sum index counting the number of correct answers to 8 factual questions about current politics, similar to other studies measuring political knowledge using CES data (Shino and Smith 2022). In the first 4 items, respondents are asked to recall correctly which party has the majority of seats in the U.S. House of Representatives, the U.S. Senate, the state senate, and in the state lower chamber. In the next 4 items, respondents are asked to identify the partisan affiliation of their governor, their senators, and their house representative. To measure partisan identity strength, I rely on the common folded measure of partisan identity strength, similar to how other studies have also measured it (Clifford 2017). In this measure, 0 represents a pure independent and three represents a strong partisan.

C.2 Supplementary results to Study 3

C.2.1 Alternative specification without control for political knowledge

In this section, I provide an alternative specification of the main analysis in Study 3 without control for political knowledge. I do this since including political knowledge as a control in the models explaining political interest can raise concerns about post treatment bias, as political knowledge is very closely related to political interest. The results in Table C23 are consistent with the finding of the main analysis: Also without control for political knowledge, shared racial and partisan identity with women political representatives is not correlated with

higher levels of political interest and online political participation.

Tab. C23. Correlations between additional shared racial and partisan identity with women political representatives and political interest and participation

	Black and White women		White women		Black women	
	Political interest	Online political participation	Political interest	Online political participation	Political interest	Online political participation
Shared racial identity	0.002 (0.01)	0.007 (0.01)	-0.076 (0.08)	-0.095 (0.16)	0.300 (0.16)	-0.198 (0.11)
Shared partisan identity	-0.010 (0.01)	0.000 (0.01)	-0.011 (0.01)	-0.004 (0.01)	-0.015 (0.03)	0.031 (0.02)
Race	-0.062*** (0.01)	-0.013 (0.01)				
Education	0.047*** (0.00)	0.023*** (0.00)	0.046*** (0.00)	0.021*** (0.00)	0.050*** (0.01)	0.030*** (0.01)
Birth Year	-0.005*** (0.00)	0.002*** (0.00)	-0.005*** (0.00)	0.002*** (0.00)	-0.003*** (0.00)	0.005*** (0.00)
Partisan identity Republican	Ref.	Ref.	Ref.	Ref.	Ref.	Ref.
Democrat	0.028*** (0.01)	0.010 (0.01)	0.044*** (0.01)	0.028*** (0.01)	-0.039 (0.03)	-0.076* (0.03)
Independent	-0.028 (0.02)	-0.011 (0.01)	-0.030 (0.02)	-0.004 (0.01)	-0.037 (0.05)	-0.066 (0.04)
Partisan identity strength	0.057*** (0.00)	0.030*** (0.00)	0.058*** (0.00)	0.029*** (0.00)	0.063*** (0.01)	0.038** (0.01)
Electoral district fixed effects	Yes	Yes	Yes	Yes	Yes	Yes
Constant	10.041*** (0.37)	-4.790*** (0.33)	11.314*** (0.42)	-3.304*** (0.47)	6.291*** (1.09)	-9.795*** (0.85)
Observations	9496	9766	7758	7915	1738	1851
Adjusted R^2	0.193	0.085	0.207	0.073	0.116	0.182

Robust standard errors in parentheses.

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

C.2.2 Vote registration outcome

The CES data also allows for examining the correlation between sharing racial and partisan identities with women political representatives and being registered to vote: Another type of political participation that can also be telling of any role model effects. Vote registration is measured with the question “Are you registered to vote?”. The answer ‘Yes’ is coded as 1, and ‘no’ and ‘Don’t know’ answers are coded as 0.

In Table C24, I examine the correlation between additional shared racial and partisan identity with women political representatives in Congress or governors and vote registration. The results with this participation measure are consistent with the results from the main text: Additional shared racial and partisan identity is not correlated with higher levels of political participation. 5 of 6 estimates are insignificant and substantially small or close to zero. Only one correlation is significant, indicating a negative correlation between sharing racial identity with women political representatives and being registered to vote among White women, which is opposite of the expected direction. In full, these results also clearly indicate that additional shared racial and partisan identity with women political representatives in Congress or governors is not correlated with higher levels of political participation.

Tab. C24. Correlations between additional racial and partisan identity with women political representatives and political participation

	(1) Black and White women	(2) White women	(3) Black women
Shared racial identity	0.005 (0.01)	-0.086** (0.03)	-0.003 (0.04)
Shared partisan identity	-0.008 (0.01)	-0.006 (0.01)	0.039 (0.02)
Race	0.023* (0.01)		
Education	0.028*** (0.00)	0.029*** (0.00)	0.026*** (0.01)
Birth Year	-0.001*** (0.00)	-0.001*** (0.00)	-0.002*** (0.00)
Partisan identity Republican	Ref.	Ref.	Ref.
Democrat	-0.005 (0.01)	-0.010 (0.01)	-0.012 (0.03)
Independent	-0.096*** (0.02)	-0.098*** (0.02)	-0.080 (0.05)
Partisan identity strength	0.030*** (0.00)	0.026*** (0.00)	0.046** (0.01)
Political knowledge	0.026*** (0.00)	0.028*** (0.00)	0.018*** (0.00)
Electoral district fixed effects	Yes	Yes	Yes
Constant	2.958*** (0.38)	2.786*** (0.42)	4.356*** (0.97)
Observations	9670	7838	1832
Adjusted R^2	0.178	0.178	0.225

Robust standard errors in parentheses.

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

C.2.3 Shared gender, race, and partisan identity

From a broader perspective, the CES data also allows examining the effect of shared gender, similar to how study 1 tested the effect of shared gender on perceptions of politicians. In Tables C26 and C25 below, I examine the correlations between political interest and shared gender, racial, and partisan identity with one's political representatives. I find that shared gender is also not correlated with higher levels of political interest. In Table C26, shared identities are coded as variables that count the number of one's political representatives (in Congress and governors) who share the given identity. In Table C25, the shared identities are recoded as dichotomous variables that count 0 representatives with a given shared identity or 1 or more representatives with a given shared identity. Both specifications indicate the same result. Figure C4 provides a descriptive overview of the distribution of the number of political representatives with shared gender, racial, and partisan identity among Black and White women.

Tab. C25. Correlations between shared identities with political representatives and political interest

	Black and White women	White women	Black women
Shared gender identity (0-1)	-0.062 (0.07)	-0.063 (0.07)	0.286 (0.20)
Shared racial identity (0-1)	-0.027 (0.02)	-0.358*** (0.10)	0.317 (0.18)
Shared partisan identity (0-1)	-0.000 (0.01)	0.005 (0.01)	0.026 (0.04)
Race	-0.058*** (0.01)		
Education	0.022*** (0.00)	0.020*** (0.00)	0.029*** (0.01)
Birth Year	-0.002*** (0.00)	-0.003*** (0.00)	-0.001 (0.00)
Respondent partisan identity			
Republican	Ref.	Ref.	Ref.
Democrat	0.012 (0.01)	0.024*** (0.01)	-0.073* (0.03)
Independent	0.010 (0.02)	0.015 (0.02)	-0.012 (0.05)
Partisan identity strength	0.043*** (0.00)	0.042*** (0.00)	0.056*** (0.01)
Political knowledge	0.056*** (0.00)	0.058*** (0.00)	0.048*** (0.00)
Electoral district fixed effects	Yes	Yes	Yes
Constant	4.515*** (0.37)	5.583*** (0.42)	1.954 (1.10)
Observations	9496	7758	1738
Adjusted R^2	0.331	0.354	0.214

Robust standard errors in parentheses.

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

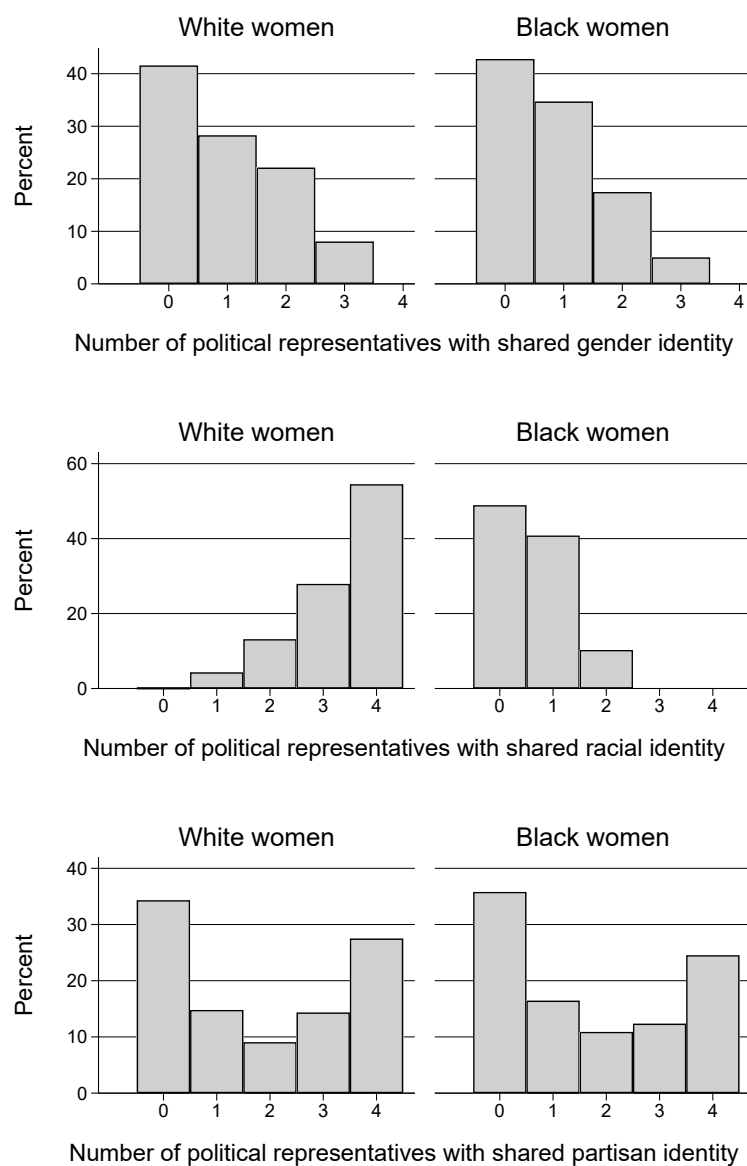
Tab. C26. Correlations between shared identities with political representatives and political interest

	Black and White women	White women	Black women
Shared gender identity	-0.269** (0.09)	-0.093 (0.10)	-0.210 (0.14)
Shared racial identity	-0.008 (0.01)	-0.044 (0.04)	0.128 (0.13)
Shared partisan identity	-0.002 (0.00)	-0.001 (0.00)	0.001 (0.01)
<i>Control variables</i>			
Race	-0.063*** (0.02)		
Education	0.022*** (0.00)	0.020*** (0.00)	0.029*** (0.01)
Birth Year	-0.002*** (0.00)	-0.003*** (0.00)	-0.001 (0.00)
Respondent partisan identity			
Republican	Ref.	Ref.	Ref.
Democrat	0.012 (0.01)	0.024*** (0.01)	-0.068* (0.03)
Independent	0.007 (0.01)	0.010 (0.02)	-0.026 (0.05)
Partisan identity strength	0.043*** (0.00)	0.042*** (0.00)	0.055*** (0.01)
Political knowledge	0.056*** (0.00)	0.058*** (0.00)	0.048*** (0.00)
Electoral district fixed effects	Yes	Yes	Yes
Constant	5.007*** (0.40)	5.530*** (0.43)	2.627* (1.08)
Observations	9496	7758	1738
Adjusted R^2	0.331	0.354	0.214

Robust standard errors in parentheses.

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Fig. C4. Distribution of shared identities with political representatives



C.2.4 Black women representatives and political interest

Table C27 examines the correlation between having Black women as political representatives and political interest. The analysis shows that having a Black woman political representative in Congress or a Black woman Governor is significantly correlated with higher levels of political interest among both White and Black women.

Tab. C27. Correlations between having Black women political representatives and political interest

	Black and White women	White women	Black women
Black women political representatives	0.278** (0.09)	0.225** (0.09)	0.342* (0.17)
Race	-0.042*** (0.01)		
Education	0.022*** (0.00)	0.020*** (0.00)	0.029*** (0.01)
Birth Year	-0.002*** (0.00)	-0.003*** (0.00)	-0.001 (0.00)
Respondent partisan identity			
Republican	Ref.	Ref.	Ref.
Democrat	0.012 (0.01)	0.024*** (0.01)	-0.067* (0.03)
Independent	0.011 (0.01)	0.011 (0.01)	-0.028 (0.05)
Partisan identity strength	0.042*** (0.00)	0.042*** (0.00)	0.055*** (0.01)
Political knowledge	0.056*** (0.00)	0.058*** (0.00)	0.048*** (0.00)
Electoral district fixed effects	Yes	Yes	Yes
Constant	4.404*** (0.37)	5.166*** (0.41)	2.207* (1.07)
Observations	9496	7758	1738
Adjusted R^2	0.331	0.354	0.214

Robust standard errors in parentheses.

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

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