Would you rather have Candidate X or Candidate Y as your next state judge?
The Role of Gender & Race Cues in Nonpartisan State Judicial Elections

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Roadmap

- Background
- The Experiment
- Results
- Implications
Background

- State judicial selection
- Humans as Cognitive Miser
  - Shortcuts through cues
  - Stereotypes
  - In-groups & Out-groups
The Experiment

- The survey
- Hypotheses:
  - 1: Voters will perceive male candidates as more qualified than female candidates.
  - 2: Voters will perceive white candidates as more qualified than African American candidates.
Table 1: Difference of Means for Race and Gender

<table>
<thead>
<tr>
<th></th>
<th>Candidate Ideology</th>
<th>Candidate Competency</th>
<th>Candidate Not Trustworthy</th>
<th>Candidate Approachability</th>
<th>Candidate Not Likeable</th>
<th>Candidate Deserves Position</th>
<th>Participant’s Likelihood Vote for Candidate</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American</td>
<td>3</td>
<td>4.3</td>
<td>1.9</td>
<td><strong>3.7</strong></td>
<td>2.4</td>
<td>4.6</td>
<td>4.7</td>
</tr>
<tr>
<td>White Candidate</td>
<td>3.1</td>
<td>4.4</td>
<td>1.8</td>
<td><strong>4.2</strong></td>
<td>2.1</td>
<td>4.8</td>
<td>4.4</td>
</tr>
<tr>
<td>Female Candidate</td>
<td>3</td>
<td><strong>4.6</strong></td>
<td>1.8</td>
<td>4.0</td>
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<td>4.8</td>
<td>4.7</td>
</tr>
<tr>
<td>Male Candidate</td>
<td>3.1</td>
<td><strong>4.0</strong></td>
<td>1.9</td>
<td>4.0</td>
<td>2.3</td>
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</tr>
</tbody>
</table>
Implications

- What it means for nonpartisan elections
- Possible Changes