

How to Run for Political Office (as a Woman) During a Pandemic

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Turning Gendered Weaknesses into Strengths

Normal Times

- Voters want candidates with masculine traits & qualities and assume women don't have these qualities
- Voters do not want candidates with feminine traits and qualities

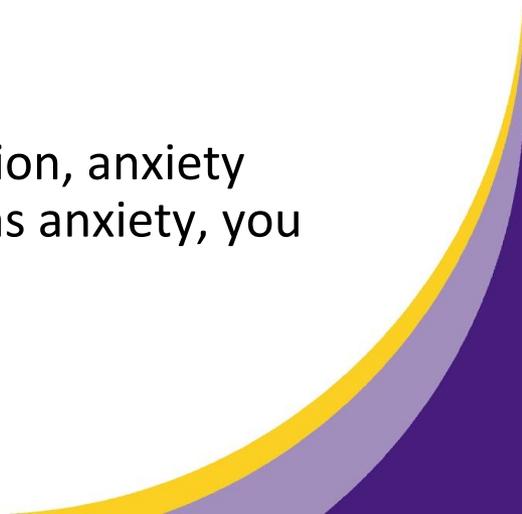
Covid Times

- Women can *show* they have masculine/leadership competencies through actions that play on women's strengths as leaders

Constituent / Voter Outreach

- Constituent Service is a stereotypic strength of women politicians
 - As a candidate help connect constituents with resources they need from the community and from local governments such as:
 1. Medical Care
 2. Food Banks, School meal pick-ups
 3. Voter registration, absentee ballot requests
 4. Whatever else you can think of!
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Giving Communities What They Need

1. Show proficiency at producing desirable outcomes from government
 2. Demonstrate experience, knowledge, competency – these are all qualities that the average voters assumes the average woman candidate lacks
 3. Alleviate anxiety by giving individuals helpful information, anxiety triggers a search for negative information that confirms anxiety, you can stop this
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Possibly Useful Academic Articles

- Nichole M. Bauer. 2015. “Emotional, Sensitive, and Unfit for Office: Stereotype Activation and Support for Female Candidates.” *Political Psychology* 36(6): 691-708.
- Nichole M. Bauer. forthcoming. “A Feminine Advantage: Delineating the Effects of Feminine Trait and Feminine Issue Messages on Evaluations of Female Candidates.” *Politics & Gender* doi.org/10.1017/S1743923X19000084.
- Fulton, S. A. (2012). Running backwards and in high heels: The gendered quality gap and incumbent electoral success. *Political Science Quarterly*, 65(2), 303–314.
- Lowande, Kenneth, Ritchie, Melinda, Lauterbach, Erinn. 2019. “Descriptive and Substantive Representation in Congress: Evidence from 80,000 Congressional Inquiries,” *American Journal of Political Science*.
- Ditonto, Tessa M. forthcoming. “Direct and indirect effects of prejudice: sexism, information, and voting behavior in political campaigns.” *Political Behavior*

*Please note that many of these articles are behind a paywall. If you contact the authors, they are more than happy to share the research with you.