Introduction

- I utilized the American National Election Cumulative Study Time Series dataset to determine the affects of Anger, Fear, Hope and Pride on political participation. Specifically, how these emotions affected women's participation, and how women differed from each other in this regard.

- I disaggregated these tests by race, education level and occupation status as to determine how emotions affect the political participation of various demographics of women.

- As emotion continues to be a relevant topic of conversation and criticism for women in politics, it is all the more important to highlight the differences of women instead of glossing over them.

Literature

- Valentino, N.A., et al (2011): Researchers determined that anger and anxiety can be useful in mobilizing participation, but not in all cases.

- Salerno, J.M., Peter-Hagene, L.C., & Jay, A.C.V. (2019): Research showed that the display of anger diminished the influence of women and African-Americans in a group setting while anger increased the influence of white men.

- Alexander-Floyd, N.G. (2019): The author argues that too often women are placed into a generic group. This is harmful as it forces the women within that group to be misrepresented.

- Frasure-Yokley, L. (2018): There is evidence that overgeneralizing women leads to the misrepresentation of data.

Layered CrossTabs

By Race:
Hope and Pride toward the Dem. Candidate and participation was more strongly associated among Black women than Hispanic and white women.

By Education:
Anger and Fear toward the Dem. Candidate is effective in motivating women with high school and some college education but not for women with a college degree. But the same emotions toward the Rep. Candidate was effective for all three categories.
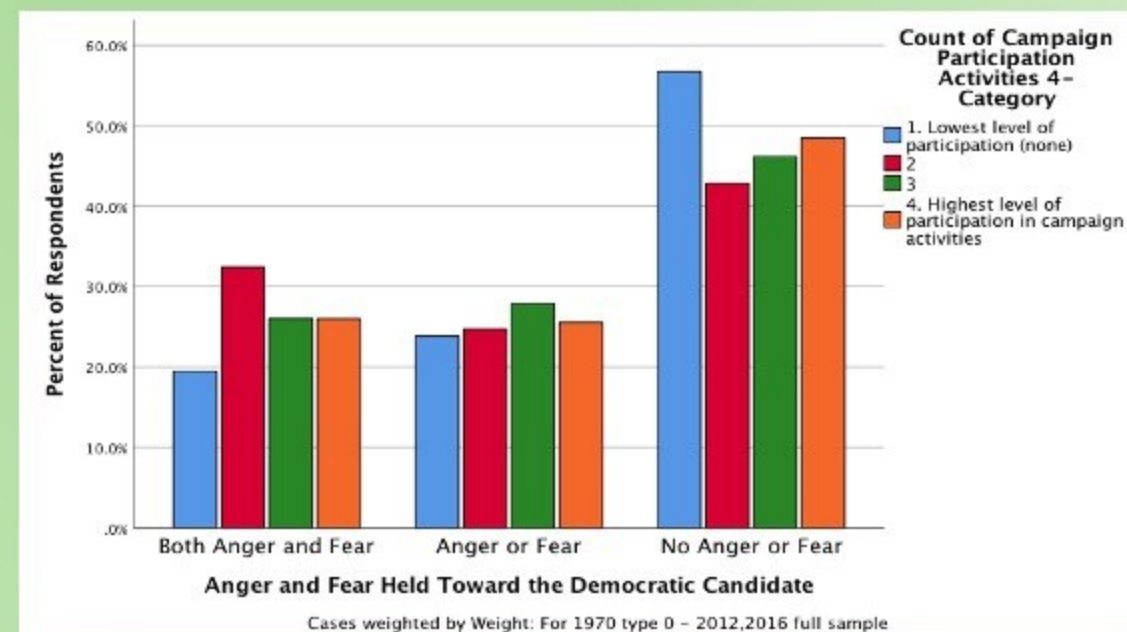
By Occupation Status:
Anger and Fear for both the Rep. and Dem. Candidates motivated women of all occupation status' more effectively than Hope and Pride.
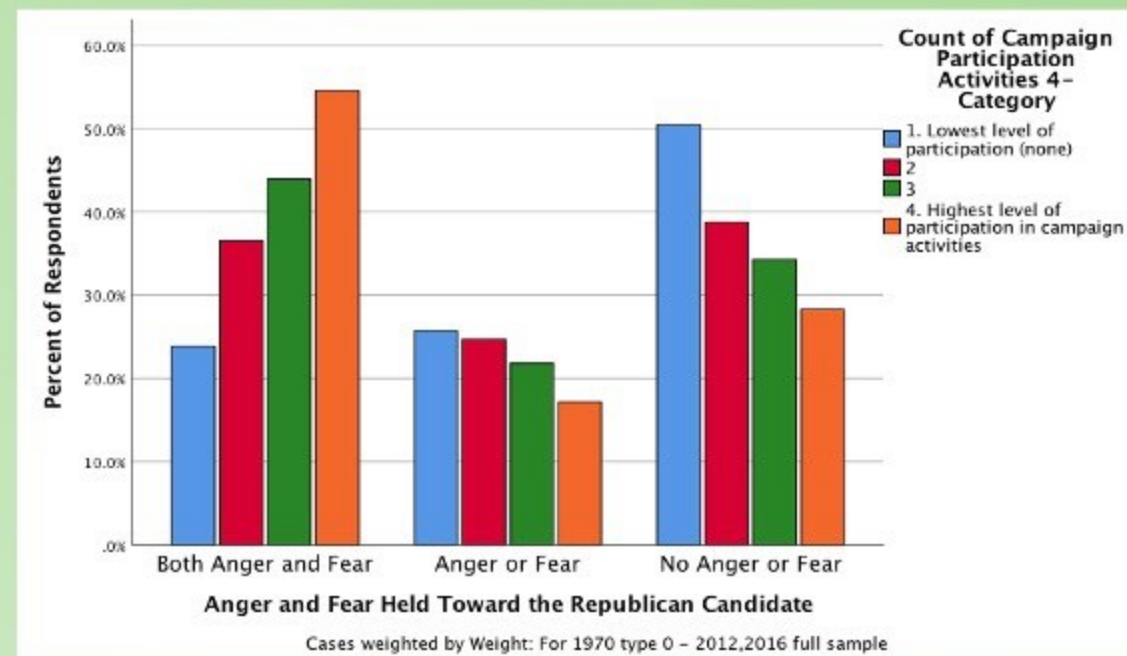
Hope and Pride toward the Rep. Candidate had a strong association among homemakers, but the same emotions toward the Dem. Candidate had no significance for the same group.
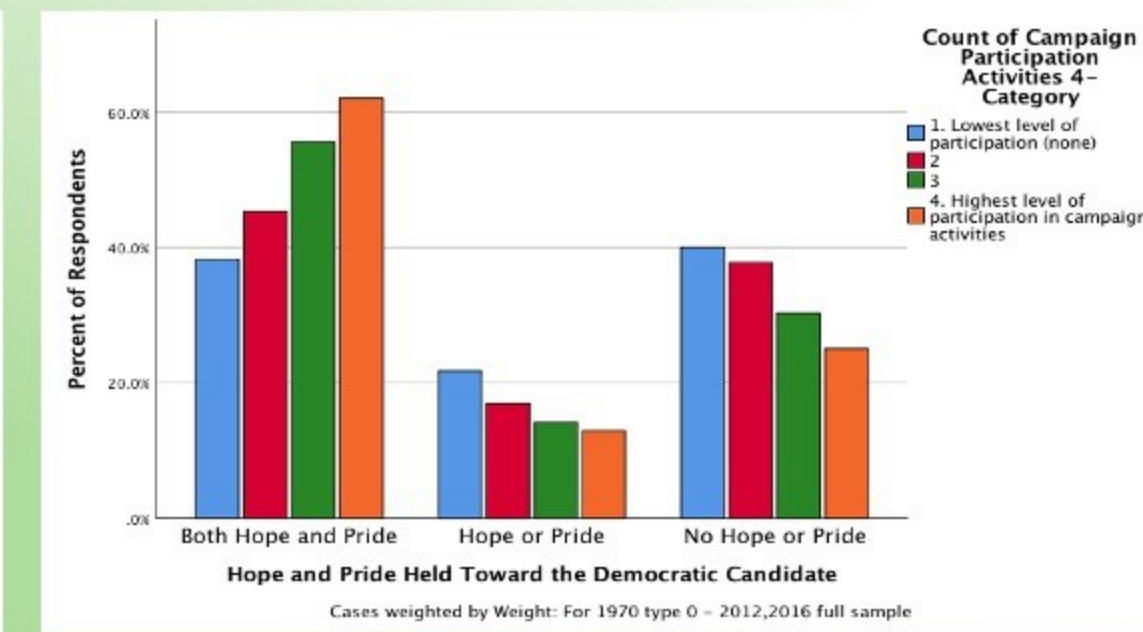
Hypothesis and Analysis

Hypothesis One: Those presenting with more anger and fear towards the Democratic candidate will be more likely to participate in political activities. (Chi = 285.728, P < .000*. Phi and Cramer's V = .154)

Hypothesis Two: Those presenting with Hope and Pride towards the Democratic candidate will be more likely to participate in political activities. (Chi = 139.651, P < .000*. Phi and Cramer's V = .108)
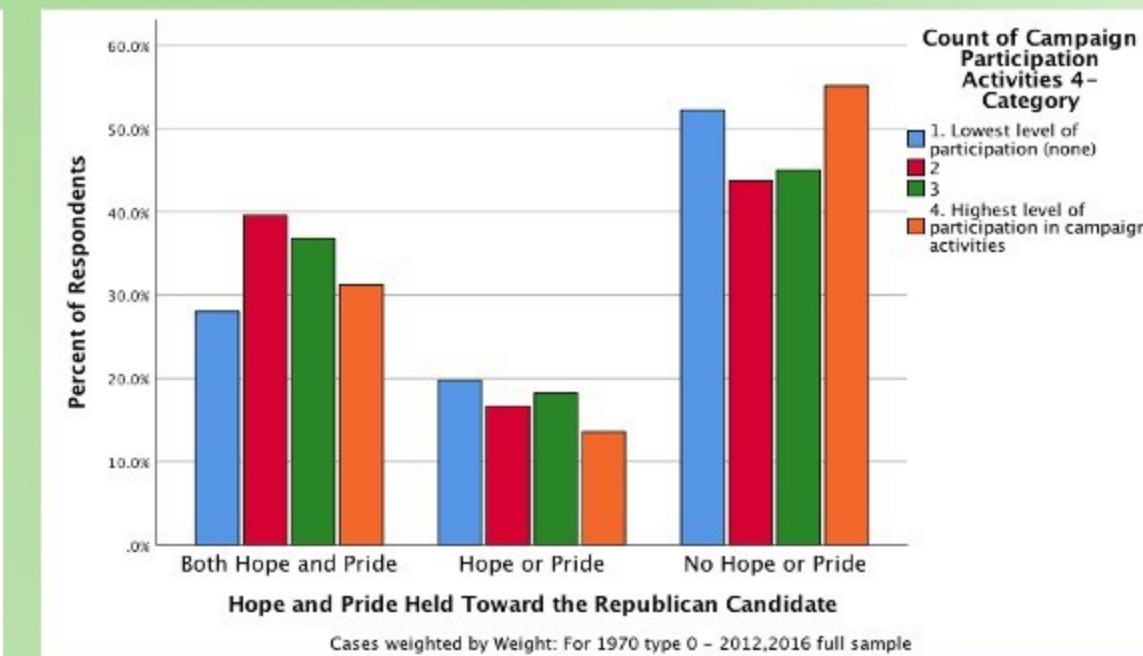

Hypothesis Three: Those presenting with more anger and fear towards the Republican candidate will be more likely to participate in political activities. (Chi = 335.176, P < .000*. Phi and Cramer's V = .167)

Hypothesis Four: Those presenting with more hope and pride towards the Republican candidate will be more likely to participate in political activities. (Chi = 165.329, P < .000*. Phi and Cramer's V = .117)

Results and Implications

- Anger, Fear, Hope and Pride are all effective in mobilizing women to participate in politics.
- Anger and Fear are more strongly associated overall in mobilizing participation than Hope and Pride.
- It is evident that emotion motivates women to participate in politics differently, as shown by the disaggregated results.

Emotional Motivation: How Anger, Fear, Hope and Pride Impact Women's Political Participation
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