

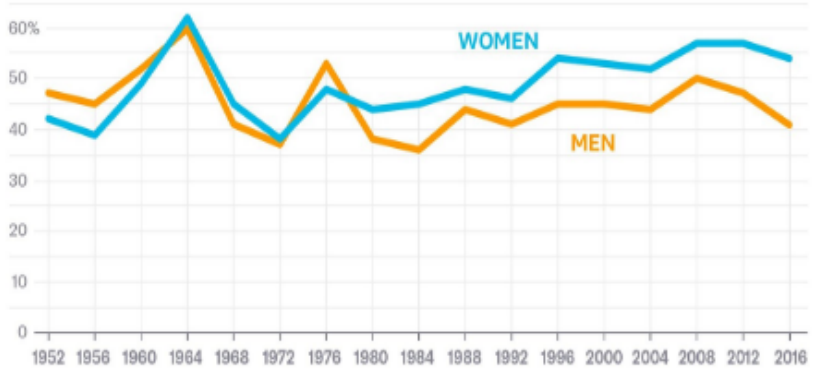
Hegemonic Masculinity and the Partisan Gender Gap: Implications for American Democracy

Emily Pascale

Men and women have diverged in their partisanship and voting behavior since 1980, why is this?

Gender Gap in U.S. Presidential Elections

Percentage voting for the Democratic presidential candidate in each election



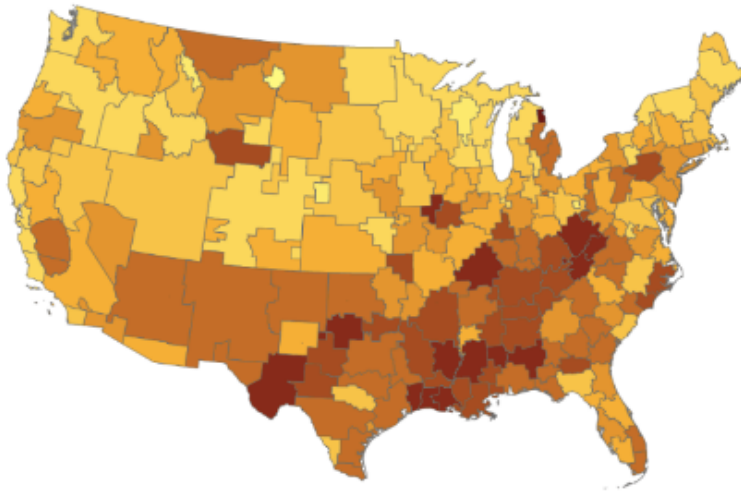
Sources: Gallup Polls (1952-2012); Edison Research for the National Election Pool (preliminary 2016)

BloombergQuickTake

Thesis: Masculine ethos have been embraced by the Republican party beginning in the late 1970s in response to dynamic social changes that threaten the patriarchal structure.

- Republicans embrace of masculinity disparately genders the images of each party (Democrats=feminine, Republicans=masculine) and reinforces the partisan gap
- Hegemonic masculinity exludes those who are nonwhite, female, and queer

Prevalence of Google searches in U.S. media markets for "erectile dysfunction," "hair loss," "how to get girls," "penis enlargement," "penis size," "steroids," "testosterone," and "Viagra."



Darker areas indicate a higher volume of search activity. Source: Google Trends

- Because manhood is precarious and needs to be validated, Trump's strongman image appeals to those with fragile masculinity
- These google searches indicate a higher presence of those with fragile masculinity in areas where Trump won in the 2016 presidential election

Implications for American democracy: Gendered party images have increased party sorting, with males more likely to vote Republican and females more like to vote Democrat. Not only does this sorting increase polarization, but it drives citizens further away from making rational political choices.

Images retrieved from:
<https://www.washingtonpost.com/news/monkey-cage/wp/2018/11/29/how-donald-trump-appeals-to-men-secretly-insecure-about-their-manhood/>
https://www.washingtonpost.com/business/how-women-vote/2020/03/08/ac53aca8-617b-11ea-8a8e-5c5336b32760_story.html

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