

Appendix A: Fictitious Candidates Experiment

(1) Stereotypic candidates

Cheyenne - The campaign trail heated up yesterday as both Michael Sanders and Catherine Buckley, the major party contenders for the U.S. Senate seat, criss-crossed the city attending meetings and rallies. The candidates, both seasoned competitors with considerable government experience, were drumming up support in what many expect will be a close contest for the open seat.

Michael Sanders got a terrific response at a gathering of the Cheyenne Police. There he argued forcefully for aggressive patrolling and stiffer sentences for criminals. "I will crack down on those who prey on our communities," he told the packed assembly of local law enforcement officials. "Once I get started, those predators won't know what hit them."

"He'd be a force to reckon with in the Senate," said Chief of Police, Peter Wilson. "Sanders has always got exactly what he wanted."

Across town Catherine Buckley, Sanders' main opponent, spoke passionately at a meeting of Healthy Start clinicians about her various plans to champion the cause of universal health care coverage. This was greeted by rousing applause. "No family, irrespective of their means, should be forced to stand by and watch a sick child suffer," she told the crowd of community health care workers. "I will seek equal access for all."

"Buckley has always shown compassion for the less advantaged," said Healthy Start local chief, Kevin Newton. "She'd bring a new ethos of caring to the Senate."

Tomorrow the candidates are off but resume campaigning next Monday in Dobbs County.

(2) Counter-stereotypic candidates

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(3) Both candidates masculine

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Across town Catherine Buckley, Sanders' main opponent, spoke knowledgeably to the Chamber of Commerce about her plans to attract industry with a variety of incentives and subsidies. This was greeted by rousing applause. "Economic development is a matter of thinking through the solutions, and then pulling the resources together," she told the crowd of local business people and officials. "I will find smarter ways to help us prosper."

"Buckley has always had a good head on her shoulders," said Chamber of Commerce President, Kevin Newton. "She'd bring some real know-how to the Senate."

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(4) Both candidates feminine

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Across town Catherine Buckley, Sanders' main opponent, got a terrific response at a gathering of School District 4 teachers and principals. There she earnestly described her proposals to enhance the learning of the least capable students. "We betray our children when we call them 'lost causes'," she told the packed assembly of local educators. "Any child that wants to learn, I promise they'll get that chance."

"She'd be true to her word in the Senate," said School District Superintendent, Peter Wilson. "Buckley has always been someone we can trust."

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