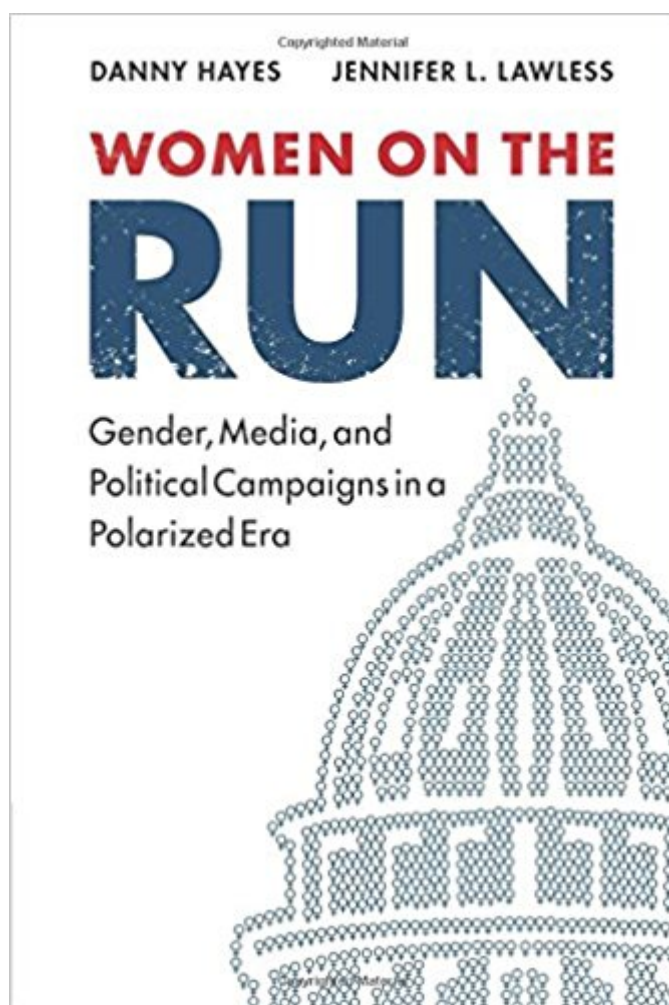


The book was found

Women On The Run: Gender, Media, And Political Campaigns In A Polarized Era



Synopsis

Claims of bias against female candidates abound in American politics. From superficial media coverage to gender stereotypes held by voters, the conventional wisdom is that women routinely encounter a formidable series of obstacles that complicate their path to elective office. *Women on the Run* challenges that prevailing view and argues that the declining novelty of women in politics, coupled with the polarization of the Republican and Democratic parties, has left little space for the sex of a candidate to influence modern campaigns. The book includes in-depth analyses of the 2010 and 2014 congressional elections, which reveal that male and female House candidates communicate similar messages on the campaign trail, receive similar coverage in the local press, and garner similar evaluations from voters in their districts. When they run for office, male and female candidates not only perform equally well on Election Day - they also face a very similar electoral landscape.

Book Information

Paperback: 196 pages

Publisher: Cambridge University Press; Reprint edition (May 3, 2016)

Language: English

ISBN-10: 1107535867

ISBN-13: 978-1107535862

Product Dimensions: 6 x 0.5 x 9 inches

Shipping Weight: 9.6 ounces (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars 6 customer reviews

Best Sellers Rank: #362,057 in Books (See Top 100 in Books) #80 in [Books > Politics & Social Sciences > Politics & Government > Specific Topics > Women in Politics](#) #500 in [Books > Politics & Social Sciences > Politics & Government > Elections & Political Process > Elections](#) #3065 in [Books > Politics & Social Sciences > Politics & Government > United States](#)

Customer Reviews

"Hayes and Lawless tackle the conventional wisdom about bias against females in political campaigns and find that women actually do as well as men when they run. The problem is getting them to seek office because when they run, female candidates are very successful at raising money, conducting professional campaigns, getting media attention, and attracting votes. This is a smart and carefully researched analysis by two leading scholars of American elections." Darrell M. West, The Brookings Institution

Relying on new data and careful analysis, Hayes and Lawless

demonstrate the gap between perception and reality and make convincing arguments about the sources of that gap. Anyone who wants to understand the impact of candidate sex and gender in US elections needs to read this book." Kathleen Dolan, Professor and Chair, Department of Political Science, University of Wisconsin, Milwaukee"A lot of what we think we know about gender and electoral politics in the US is based on intuition. In *Women on the Run*, Hayes and Lawless provide a welcome corrective. Relying on a variety of novel empirical data sets, the authors craft a thoughtful, engaging, and compelling story of (dare we say it?) gender equity: female candidates fare about as well as their male counterparts in recent American elections. Polarized politics and the declining novelty of female candidates have created the level-playing field we usually dismiss as out of reach. In telling this story, Hayes and Lawless do what political scientists everywhere aspire to but rarely achieve: they tell us something we don't know about relevant political questions." Daron Shaw, Distinguished Teaching Professor and Frank C. Erwin, Jr, Chair of State Politics, University of Texas, Austin"As the president of a national organization dedicated to recruiting and training Democratic women to run for office, I have spoken with countless women who are hesitant to run because they fear harsh media scrutiny. Finally, we have an important and thoroughly researched book which demonstrates that the 'novelty' of female politicians, as well as party polarization, have significantly leveled the playing field. When we encourage women to run for office, we can now say with confidence that the media will not treat them any better or worse than their male counterparts. Eliminating this psychological obstacle can have a tremendous impact on women who are considering a potential bid for political office." Andrea Dew Steele, President and Founder, Emerge America'Using rich data, including newspaper coverage, television ads, and Twitter posts, they explain how women have changed the narrative from gender to issues. Their work is essential reading for anyone studying campaigns and elections, women and politics, party leaders and activists, and pundits and reporters ... Summing Up: Essential. Lower-division undergraduates through professionals.' M. J. Blumberg, Choice'Overall, *Women on the Run* provides a clear framework for assessing media communications and print media coverage of candidates, one that can be easily replicated for different election years and offices (e.g., gubernatorial, senatorial races). ... This study goes a long way in demonstrating that print media are not biased against women who run for the House, and academics should take the initiative to spread the word.' Meredith Conroy, Congress and the Presidency

The book revisits - and corrects - the conventional wisdom about what happens when women run for office in the USA, finding that female candidates face little bias from the media or voters. It is

aimed at upper-level undergraduates, graduate students and researchers in political science, gender studies, electoral politics and mass media.

This book is a great analysis of how women are treated when they run for office. Once we can help women understand that many of the perceived barriers to running for office are not as prevalent as thought we'll be able to increase parity in our government.

I'm finding this book very interesting. I can't wait to read more!

A very informative book that is extremely relevant, especially after the 2016 Presidential Election. It debunks a lot of normative thought and serves as a reality check to many. It's not saying that gender bias does not exist, rather that there are nuances to the argument. Lastly, it touches on a point that I thought was very interesting; that the presence of women running for office in the House is less novel. However, it does not say that gender bias does not exist at all. A really great read!

Debunks the myths of women who run--while it doesn't say that the media isn't sexist, it does point out the dangers of pointing to the episodes of sexism as systematic sexism. I highly recommend this book for a better, more educated, understanding of sexism in US politics.

A counterintuitive but important reality check for women who may consider or have ever thought about running for Congress. The more we dispel myths surrounding sexism while running, and the more accessible we make running, the more women we can get in government. Great read!

I found this book completely unbelievable especially in the wake of the 2016 presidential campaign. Suggesting that media, political campaigns, and politics in general can be navigated the same for women as it is for men is a dangerous thought.

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