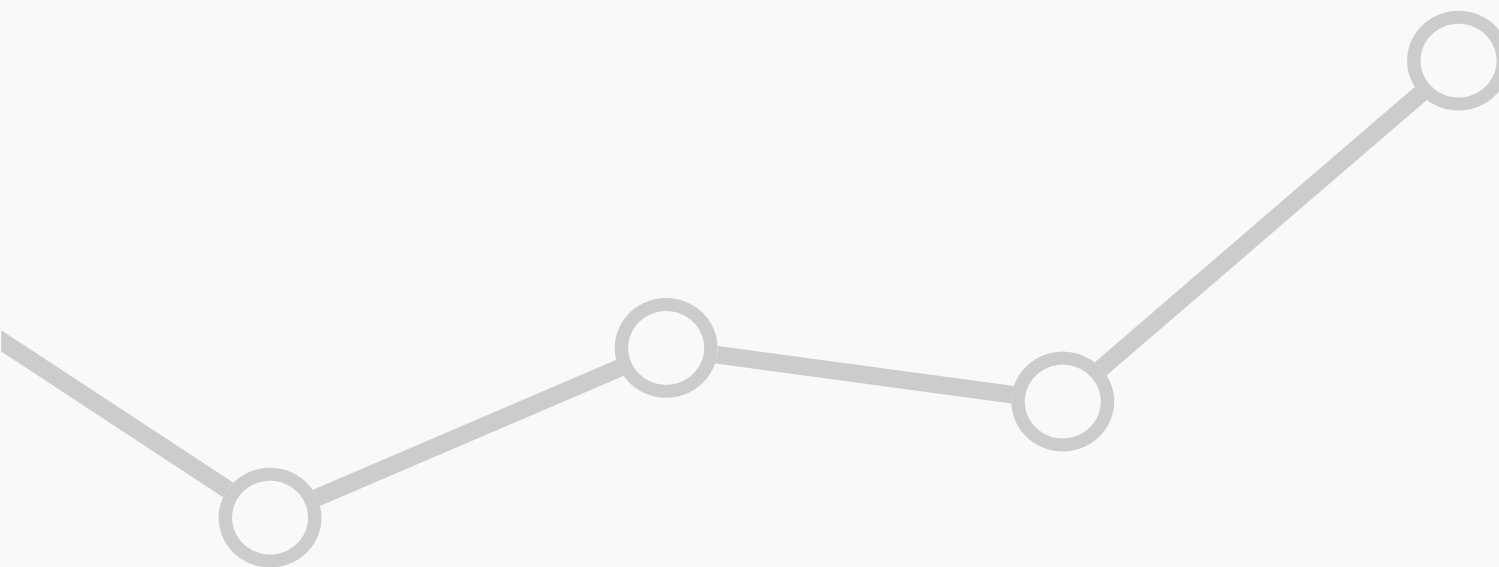


Legitimacy of inequalities and its consequences

Filip Červenka



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1. Motivation (problem statement)
2. Research questions
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Motivation

- people generally prefer equality
 - nearly no inequality in lab experiments (e.g. Shaw & Olson, 2012)
 - limited or low inequality in surveys (e.g. Norton & Ariely, 2011)
- but empirical evidence for redistribution preferences are weak
 - mixed results in survey experiments (e.g. Albacete et al., 2022)
 - low public demands (Kenworthy & McCall, 2008)
- can we explain the contradiction with perceived legitimacy?
 - inequality roots are crucial for their acceptance as fair (Davidai, 2022)
 - people prefer „deservingness“ above equality (Starmans et al., 2017)

Research questions

Scientific goals & measurable outcomes

- Main RQ:

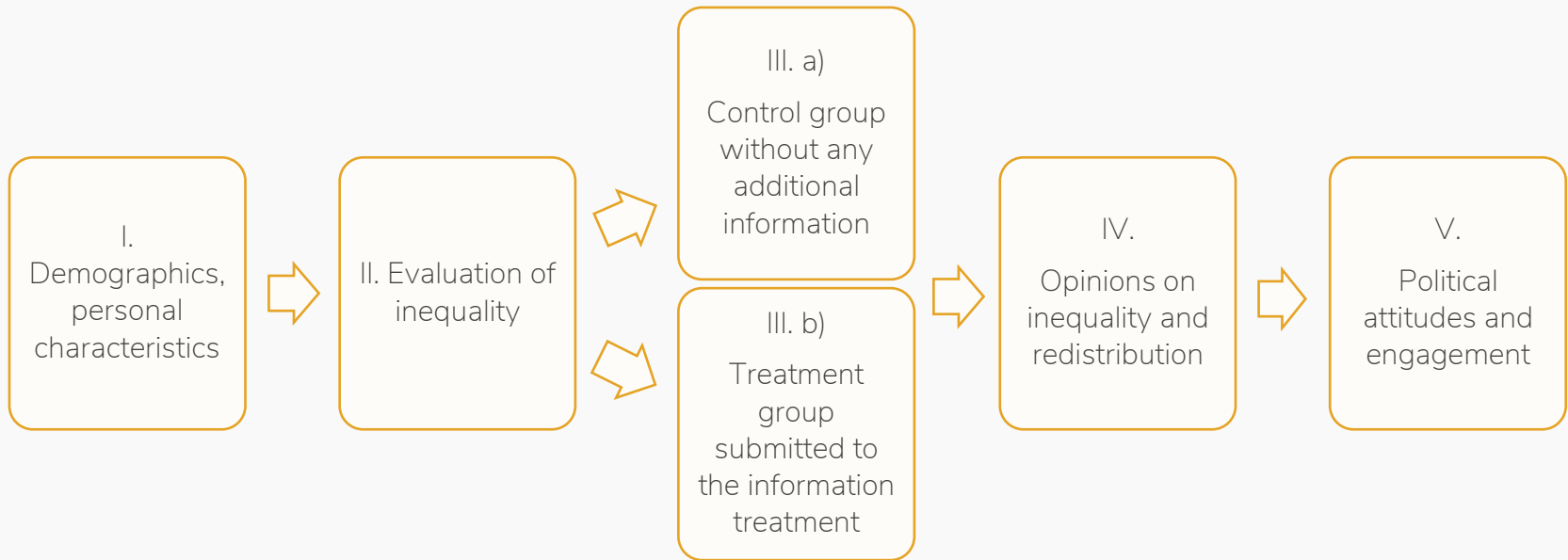
Does the perceived fairness of wealth distribution lead to increased demands for redistribution and stronger preferences for robust social security?

- Sub-RQs:

1. Are people unaware of the actual distribution (as suggested by literature)?
2. Does corrective information about the level of inequality change laypeople's views on inequality?
3. Does priming on different sources of wealth about the level of inequality change laypeople's views on inequality?

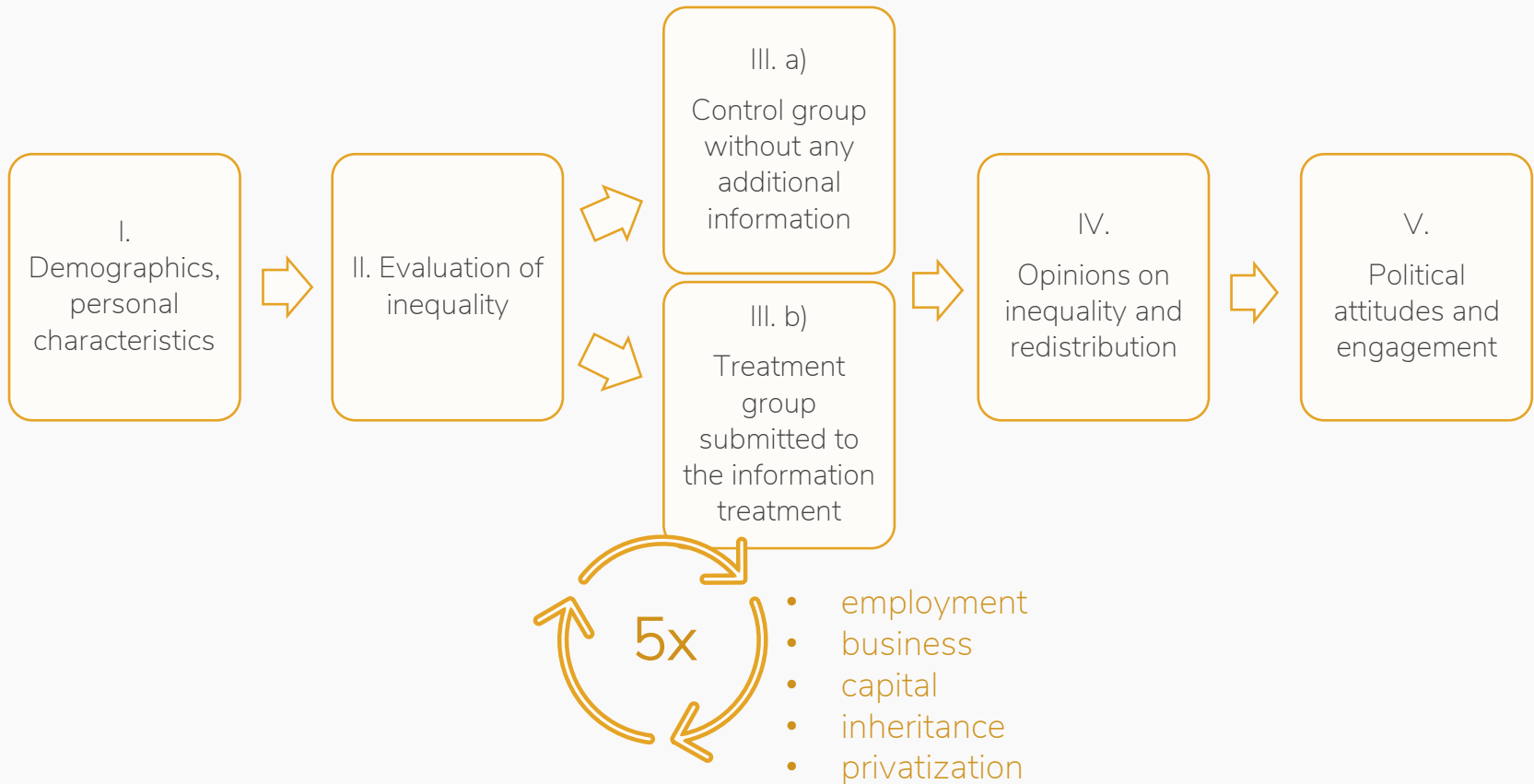
Experimental design

Pilot (basic)



Experimental design

Extended (final)



Information treatment and its attributes

1. low cognitive demands (Boudreau & MacKenzie, 2018)
⇒ time dimension
2. specification of reference group (Jachimowicz et al., 2023)
⇒ the 1% of wealthiest
3. personalization (Hauser & Norton, 2017)
⇒ „people in your income group“
4. compatibility with priming strategy (*technical reasons*)
⇒ origins of wealth
5. underestimation (*technical reasons*)
⇒ wealth concentration

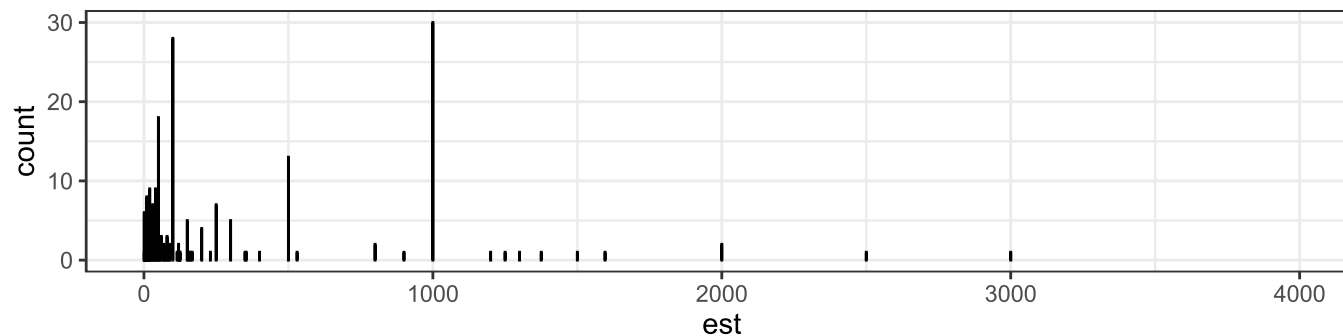
Pilot results

Descriptive statistics

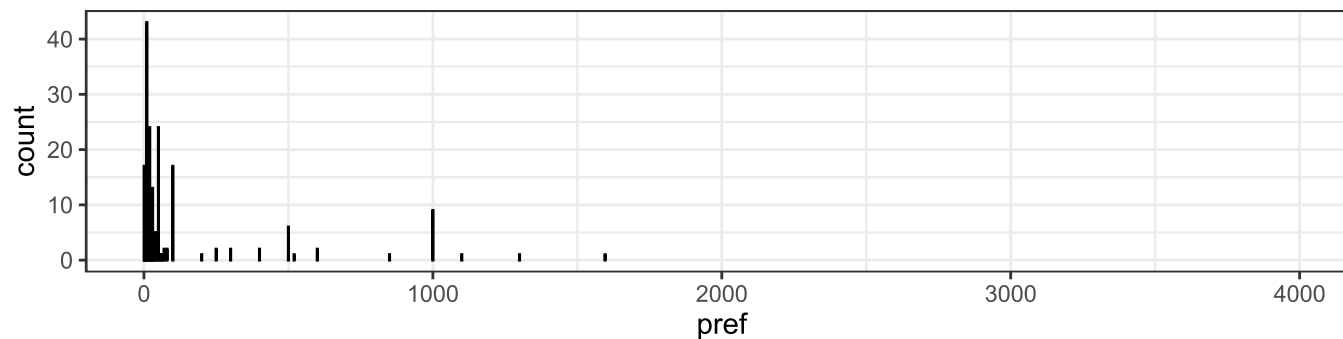
- data collection: students, social media, N = 257
- biased sample, but balanced across groups
 - Age (mean): 35,3
 - < 30: 45 %
 - >= 30: 55 %
 - Sex (mean; 2 = women & 1 = men): 1,6
 - men: 39 %
 - women: 61 %
 - Educ (mean; elementary = 1 ... college = 4): 3,42
 - elementary: 2 %
 - secondary without graduation: 9 %
 - secondary with graduation: 38 %
 - college: 52 %

Pilot results

Estimates and preferences



ESTIMATES
max = 0,1 bil.
min = 1
median = 121



PREFERENCES
max = 1 bil.
min = 1
median = 20

- *estimated inequality < actual inequality* 63,4 %
- *preferred inequality < actual inequality* 84,4 %
- *preferred inequality < estimated inequality* 82,3 %

Pilot results

Legitimacy of inequalities

question	origin	test	control	p-values
deserved	employment	4,14	4,47	0,0553*
deserved	business	4,04	4,63	0,0016***
deserved	capital	3,61	3,95	0,0466**
deserved	inherited	3,21	3,50	0,0833*
deserved	privatized	2,52	2,86	0,0607*
fair	employment	4,48	4,62	0,1909
fair	business	4,17	4,41	0,0637*
fair	capital	3,89	4,08	0,1544
fair	inherited	4,04	3,93	0,7363
fair	privatized	2,63	2,97	0,0564*

Note: *p < 0.10, **p < 0.05, ***p < 0.01

Pilot results

Redistribution preferences

type	test	control	p-values
„tax the wealthy more“	2,89	2,65	0,0503*
„tax the capital more“	2,39	2,39	0,5000
„tax the low income less“	2,86	2,94	0,7004

Note: * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$

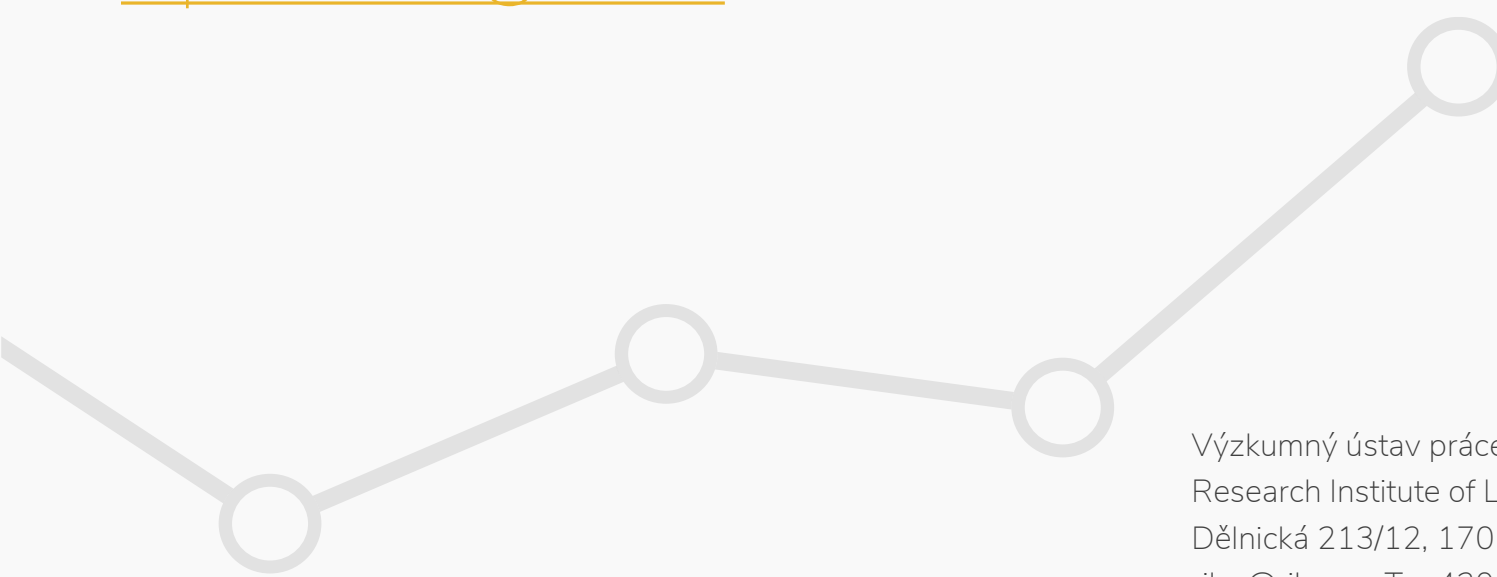
Discussion

Alternative information treatments and other observations

- Treatment cognitively demanding
 - „What is your net worth?“ -> „How many households with such wealth...“
 - alternatively -> keep the time dimension, but rephrase (?)
 - „What is average wealth of top Czech businessmen?“
- Other observations
 - deserved X fair too complicated -> only deserved (?)
 - „tax the wealth more“ too specific -> „should inequalities decrease?“ (?)
 - simplify emotion-related questions (?)
 - add question to measure inclination to populist attitudes (?)
 - focus solely of legitimacy (?)

Thank you for your attention, I look forward to your feedback!

filip.cervenka@rilsa.cz



Výzkumný ústav práce a sociálních věcí, v. v. i.
Research Institute of Labour and Social Affairs
Dělnická 213/12, 170 00 Praha 7
rilsa@rilsa.cz, T: +420 211 152 711
www.rilsa.cz

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Appendix A: Pilot results

Emotional reaction & political engagement

type of emotions	test	control	p-values
anger	3,19	3,33	0,7276
frustration	3,44	3,51	0,6184

Note: * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$

type of engagement	test	control	p-values
share	2,76	2,76	0,4986
petition	2,82	2,95	0,8387
demonstration	2,29	2,20	0,2696

Note: * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$

Appendix B: Typical information treatment

