

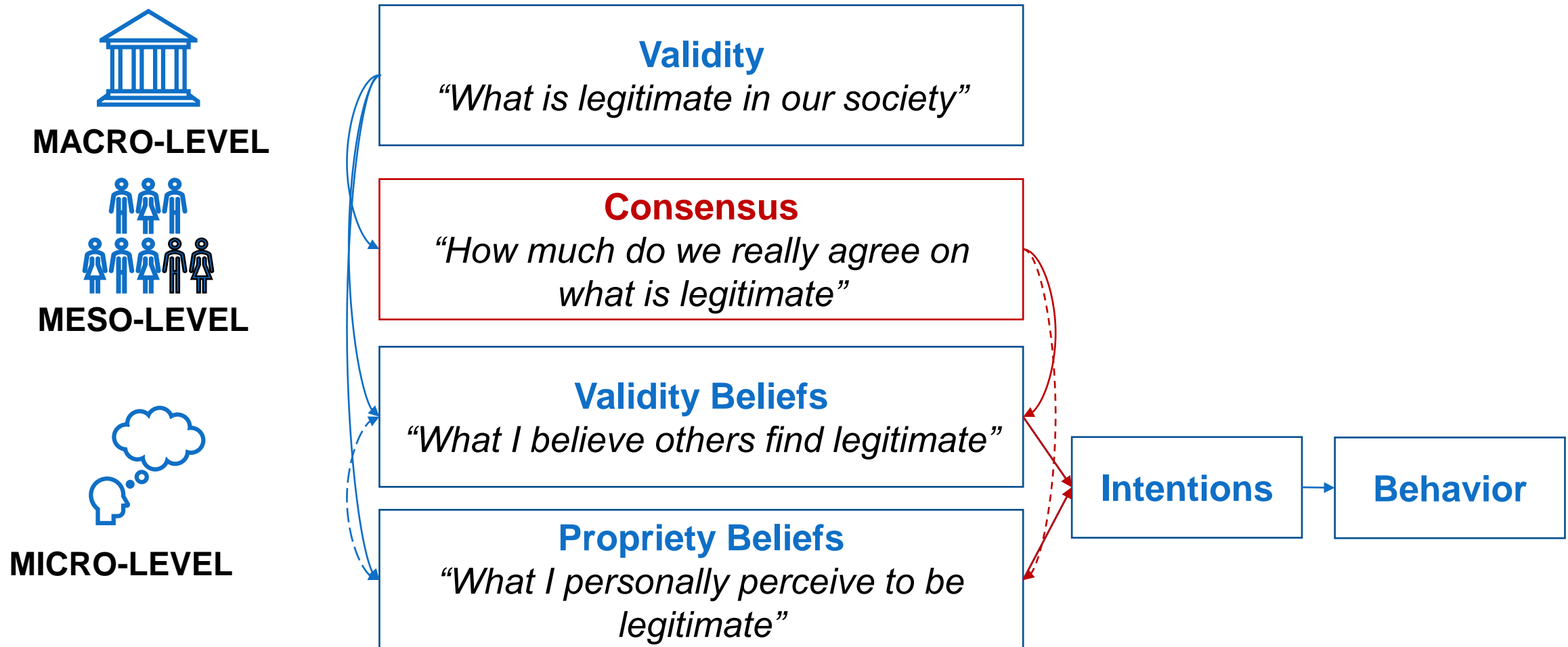
Deliberative Experiments: A Dialogical Approach

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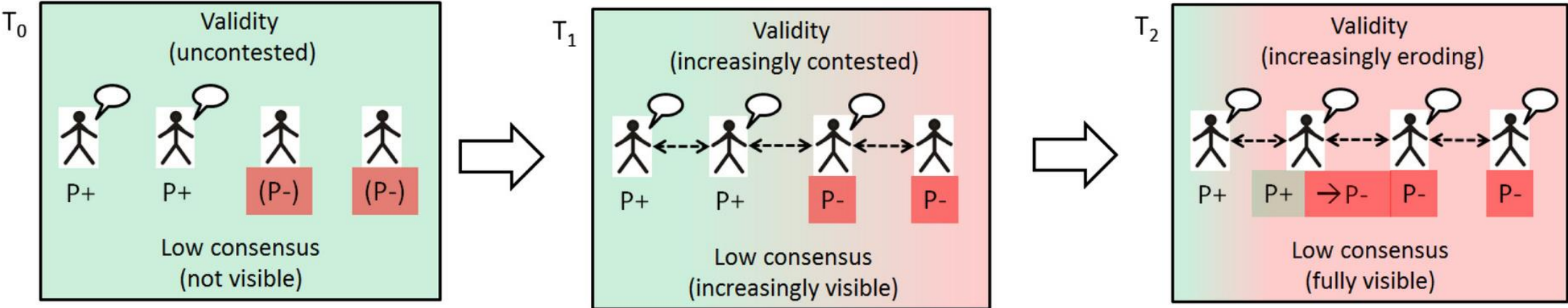


A Multilevel Model of Legitimacy (Bitektine & Haack, 2015)

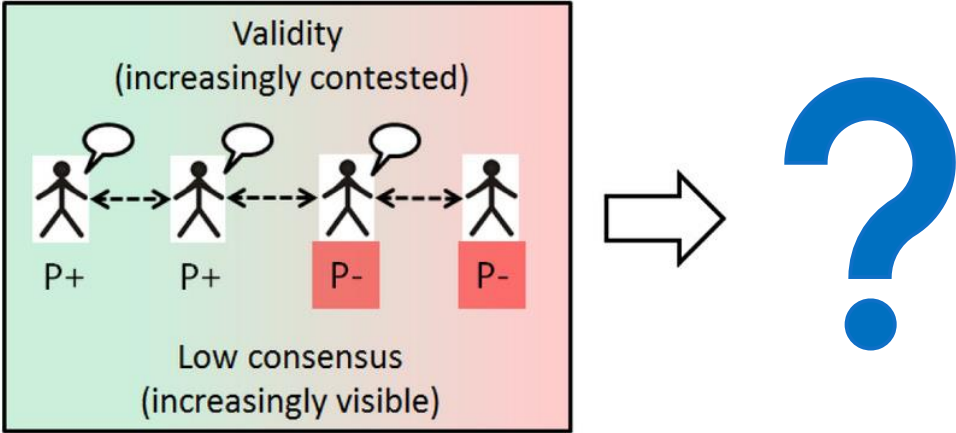
Role of Consensus for Legitimacy (Haack et al., 2021)



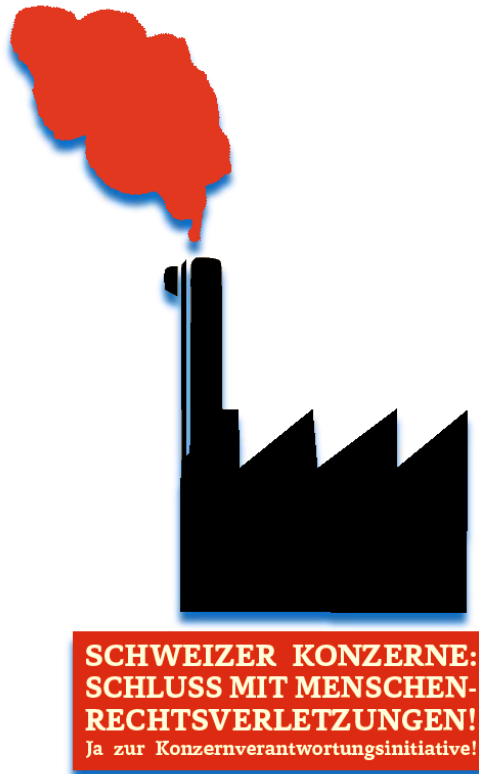
Role of consensus for objects of uncontested validity (Haack et al., 2021)



Role of consensus for objects of contested validity (Siraz et al., 2022)



Context: Swiss Responsible Business Initiative



- High visibility in 2020
- Initiative demanded due diligence and liability for human rights abuses and environmental violations caused by Swiss firms abroad
- Questioned the status-quo of irresponsible business practices and provided a clear alternative

Theory-Method Fit

Prerequisite to test the effect of consensus on individual beliefs and intentions:



Measurement of **individual- and group-level** legitimacy constructs



Admit **dialogical process** of belief formation (external validity)



Causality testing of effects (internal validity)



Deliberative Experiment (Esterling, 2018)

Deliberative Experiment - Study Design



T1) Pre-study: online survey (ca. 10 min, N = 407)

- Availability to participate in group deliberation
- Propriety and validity beliefs, voting intentions
- Demographic data



T2) Online deliberation (ca. 1 hr, N = 178, 38 groups)

- Online deliberation about the Responsible Business Initiative
- Groups of 3-5 participants + trained moderator
- Standardized videos to introduce topics and main arguments

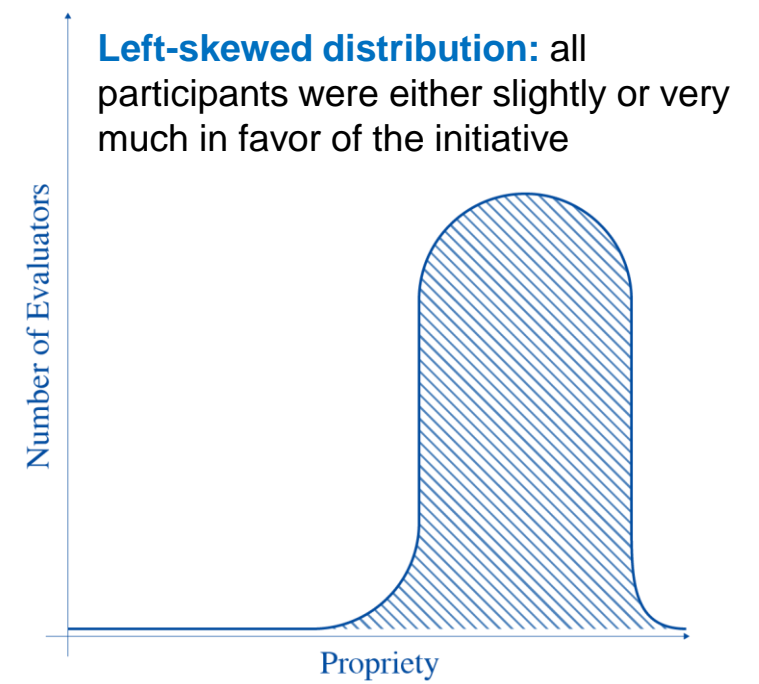
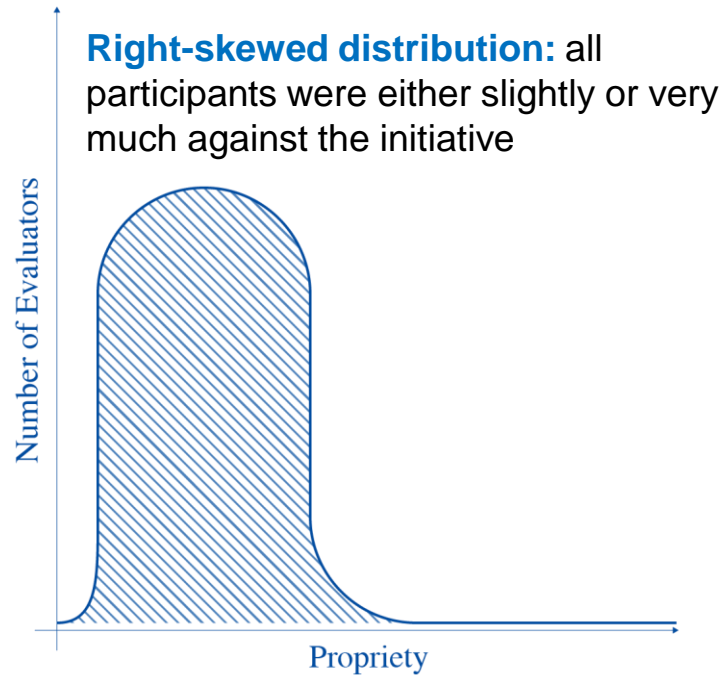


T3) Post-study: online survey (ca. 7 min, N = 178)

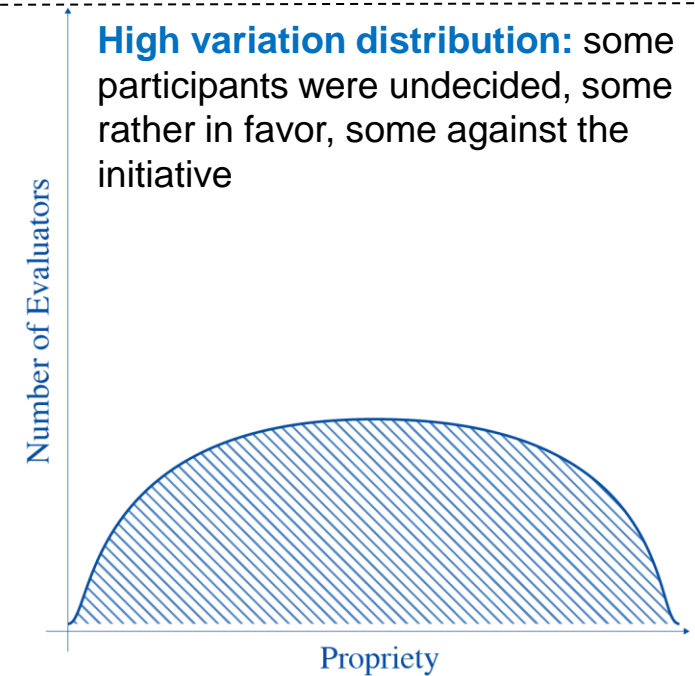
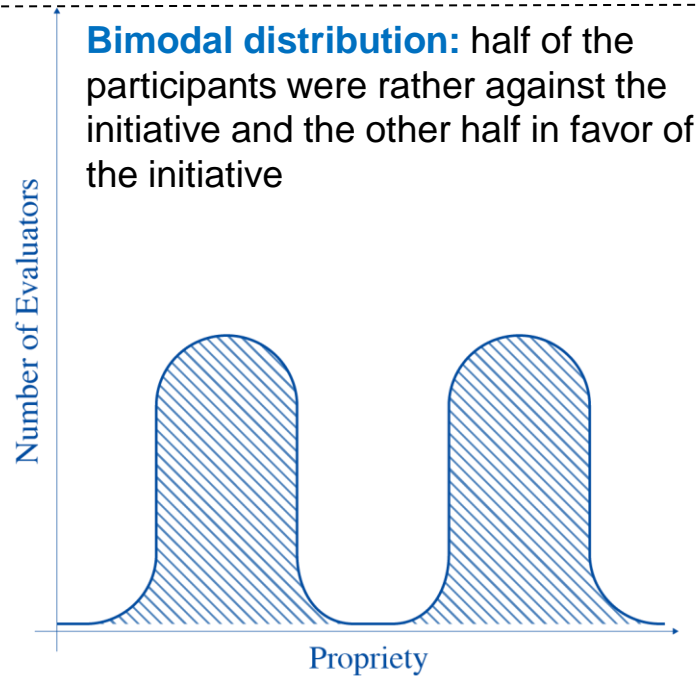
- Propriety and validity beliefs, voting intentions
- End of project and transfer of 50 CHF to each participant

Consensus Manipulation

High consensus conditions
($N = 78$
18 groups)



Low consensus conditions
($N = 93$
20 groups)



Benefits of Deliberative Experiments



Better fit with the multilevel model: Measurement of **individual- and group-level** legitimacy constructs (initial and change)



External validity: Dialogical process of belief formation (i.e., natural communication for belief formation)



Internal validity: Experimental manipulation to test causality (e.g., consensus, validity cues, type of deliberation, content/context of deliberation)



Quantitative and qualitative analysis possible

Limitations of Deliberative Experiments



Financial and human resources are relatively high (duration of deliberation, group size, moderators, etc.)



Dialogical process adds complexity and might limit internal validity



Beliefs vs. behaviors



Online (video, chat) vs. face-to-face deliberation

Thank you!