

Globalization and Political Protests: The Role of Motion Picture Import

Lu Sun & Quan Li

Texas A&M University

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Motivation

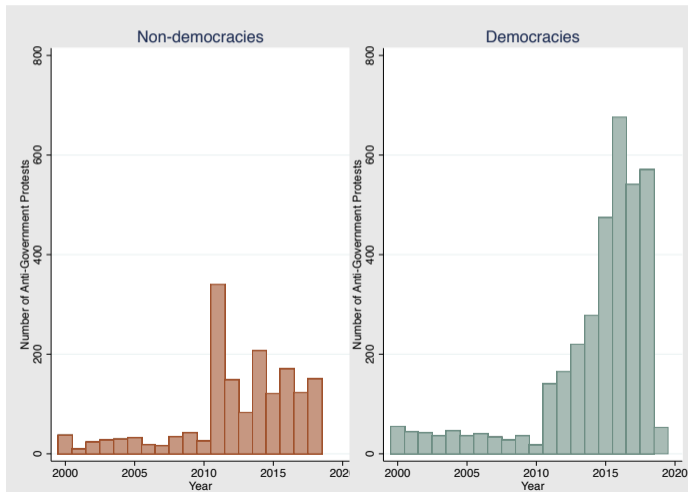
- Globalization: spread of activities, people, culture, and ideas across borders and around globe (e.g. Frieden, 2016; Feenstra and Taylor, 2014; Baylis, 2020)
- When studying effects of globalization, scholars focus on goods, investment, money, people: Democratic Governance (Gleditsch and Ward, 2006; Simmons, Dobbin and Garrett, 2008); Human and Labor Rights (Greenhill, Mosley and Prakash, 2009; Hafner-Burton, 2005; Greenhill, 2010; Mosley and Uno, 2007); Legal System (Kelemen and Sibbitt, 2004; Kagan, 2007)
- Spread of Culture Ignored:
 - Global Movie Industry:
 - Entertainment Market Size Reached \$90.92 billion in 2021
- Impact on Domestic Politics:
 - Political Protest

Research Questions

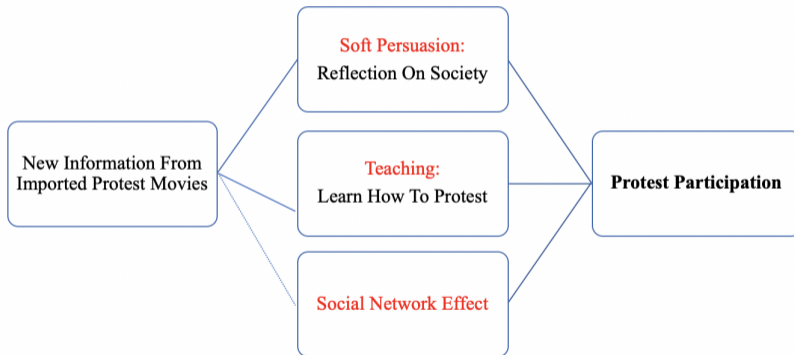
- Do imported political protest movies affect political protests in the importing country?
- We analyze democracies and non-democracies separately because of their systematic differences in civil liberties and access to information.

Motivation

Political Protests, 2000-2018



Theory



Theory

Hypothesis 1: Public consumption of political protest movies imported from democracies encourages anti-government demonstrations in non-democratic countries.

Theory

Democracies:

- Already grants civil liberties
- Domestically produced political protest movies are common

Hypothesis 2: Public consumption of political protest movies imported from other democracies has no significant impact on anti-government demonstrations in democracies.

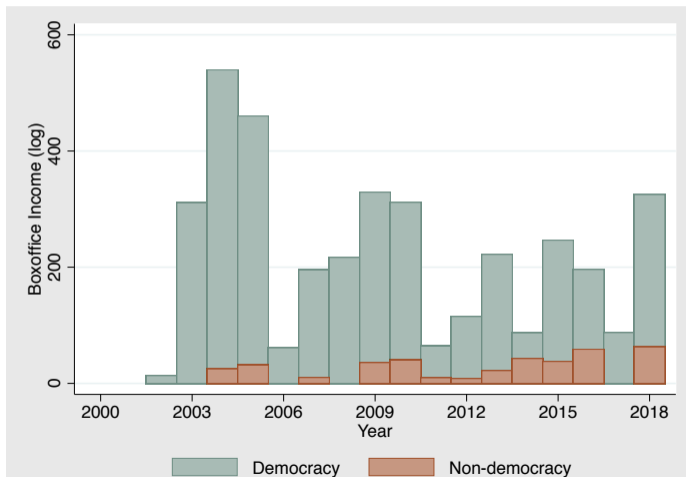
New Movie Data

- 68 Protest Movies produced or re-released by democracies¹ during 2000-2018
- Producing Country; Release Year; Release Location; Release Format; **Box Office**; Rating; Language
- Average Transmission: 33.6 Countries
- Median box office: \$214,600
- 87 Family Romance Movies

¹Autocracies produced only one protest movie in the period

New Movie Data

Boxoffice of Imported Protest Movies, 2000-2018



Data and Method

$$Protest_{it} = \beta_1 boxoffice_{it-1}(\log) + \omega_{it-1} + \pi_i + \pi_t + \epsilon_{it}$$

- $Protest_{it}$: number of anti-government demonstrations (Cross-National Time-Series Data Archive)
- $\beta_1 boxoffice_{it-1}$: total box office of imported protests movies in importing country (Hand collected from IMDBPro.com)
- ω_{it-1} : **Media Censorship**; Neighbor's Protests; Domestic Movie Boxoffice; GDP per capita (log); GDP Growth; College Enrollment (log); Population (log)
- π_t, π_i : Year-FE; Country-FE
- Poisson pseudo maximum likelihood (PPML)
- Samples: 2000-2018, 24 non-democratic countries, 65 democracies

Main Results

VARIABLES	(1)	(2)	(3)	(4)
	Non-democracy	Non-democracy	Democracy	Democracy
BoxOffice (log)	0.026 (0.72)	0.074*** (2.91)	0.011 (0.93)	0.005 (0.53)
Domestic boxoffice (log)				0.026** (2.13)
Media Censorship		-0.436* (-1.81)		0.110 (0.98)
Neighbor's Protests		0.008*** (3.15)		0.001 (0.34)
GDP per capita (log)		-0.027 (-0.07)		0.881 (0.92)
GDP Growth		0.027 (1.21)		-0.027 (-1.02)
College Enrollment per capita (log)		-0.440** (-2.13)		0.287 (0.71)
Population (log)		6.722** (2.31)		-1.331 (-1.04)
Constant	1.994*** (30.71)	-71.243** (-2.36)	2.307*** (67.20)	7.269 (0.40)
Observations	336	298	1,128	1,078
Year FEs	Yes	Yes	Yes	Yes
Country FEs	Yes	Yes	Yes	Yes
Pseudo R-squared	0.574	0.649	0.692	0.713

Notes: Poisson pseudo-maximum likelihood coefficient estimates, with robust standard errors clustered by country. Robust z-statistics in parentheses. *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$.

Two Robustness Test

- 1 Audience: Large > Small/No
 - Number of Movie Releases With Boxoffice (+) vs. Number of Movie Releases Without Boxoffice (X)
- 2 Content: Protest > Family Romance
 - Protest Movie Boxoffice (+) vs. Family Romance Movie Boxoffice (X)

Robustness Test

Table 3: Robustness Tests for Effect of Imported Protest Movies on Anti-Government Protests, 2000-2018

	(1)	(2)	(3)	(4)
	Non-Democracy	Non-Democracy	Democracy	Democracy
Movie Releases With Boxoffice	0.692** (2.39)		0.090 (1.41)	
Movie Releases Without Boxoffice	0.061 (0.40)		0.080 (1.21)	
Coefficient Equality Test	2.88*		0.01	
Boxoffice (log)		0.073*** (2.89)		0.005 (0.49)
Romance Movie Boxoffice (log)		0.005 (0.28)		-0.017* (-1.86)
Coefficient Equality Test		4.38**		2.42

Placebo Tests for Non-Democracies

Effect of Protest Movies Imported in Year t on Protests in Year $t - 1$ (X)

Placebo Tests for Non-Democracies

Placebo Tests: Protest Movies and Anti-Government Protests Preceding Movie Importation in Non-Democracies, 2000-2019

VARIABLES	(1) Non-democracy	(2) Non- democracy	(3) Non- democracy
BoxOffice(log)	0.001 (0.03)		0.000 (0.01)
Romantic Movies' Boxoffice(log)			-0.004 (-0.41)
Movies With Boxoffice		-0.043 (-0.24)	
Movies Without Boxoffice		-0.152 (-1.38)	

Conclusion

- We examine whether the importation of protest movies encourages political protests in the importing country
- We find that public consumption of imported protest movies promotes mass anti-government demonstrations in non-democracies.
- Imported movies without a large audience or without political protest content fail to impact protest behaviors in non-democracies.
- Foreign protest movies have no impact on protest activities in democracies.

Contribution

- Globalization of culture and ideas impacts citizens' political behaviors.
 - Democratic Governance (Gleditsch and Ward, 2006; Simmons, Dobbin and Garrett, 2008); Human and Labor Rights (Greenhill, Mosley and Prakash, 2009; Hafner-Burton, 2005; Greenhill, 2010; Mosley and Uno, 2007); Legal System (Kelemen and Sibbitt, 2004; Kagan, 2007)
- Service trade influences not just economic but also political environments.
 - Costs (Miroudot, Sauvage and Shepherd, 2013; Borchert, Gootiiz and Mattoo, 2013) and Firms (Breinlich and Criscuolo, 2011)

Contribution

- Foreign culture influences protest activities.
 - Economic Development(Lipset, 1959; Boix, 2011; Epstein et al., 2006; Korotayev, Sawyer and Romanov, 2021); Citizne's Propensity(Klandermans, 1984; Arian and Bloom, 2019; Rüdiger and Karyotis, 2014); Diffusion of Protests(Li Donni, Marino and Welzel, 2021; Rüdiger and Karyotis, 2014; Kleiner, 2018; Gleditsch and Rivera, 2017)

Thank You!