

Discussion of Media Effects in the Weimar Republic and Nazi Germany

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Summary

- Looks at effect of Nazi radio propaganda on vote shares, Nazi party membership, Jewish deportations, and anti-Semitism in the 1930s
- Exploits
 - Rapid expansion of radio during 1920s and 1930s
 - Fact that radio was state monopoly, shifting from relatively apolitical in 20s to a propaganda tool for Nazi party in 1930s
- Instruments for radio availability using panel data on signal strength, which is calculated using transmitter locations, open dates, and terrain
- Findings
 - Radio has strong negative effect on Nazi vote share in 1930
 - Strong positive effect on Nazi vote share after radio politicized
 - Also evidence of positive effect on Nazi party memberships and Jewish deportations

Contributions

- First evidence of media effects of propaganda in Nazi Germany
- Looks at how media effects evolve over time
 - See a negative effect of radio on Nazi vote shares when Weimar in control
 - Positive effect on Nazi vote share after politicized by Nazis
- Looks at other outcomes apart from just effect on elections
 - Party membership
 - Deportations
 - Anti-semitism

Questions

- About slides
 - Why negative effect on vote share in 1930 but not 1928?
 - How big a part of overall propaganda operation was this? Is there a risk that areas with radio, which were more likely to vote against Nazi, specifically targeted by other types of propaganda as well?
 - Were all newspapers captured by 1933?
- Expansion
 - Look at other propaganda channels for effect?
 - Newspapers
 - Films
 - Long-term persistence: test for current levels of anti-Semitism?