Description: Why do people participate in politics? In this project, we consider whether cultural influences—specifically, religious teachings communicated in sermons—can shed light on this question. We document the current diversity of sermon content in contemporary Christian houses of worship in sub-Saharan Africa and then use a combination of laboratory experiments, observational survey data, and case comparisons to interrogate both the impact of sermon exposure on political participation and the longevity of that impact. Our research leverages the pluralism of sermons in sub-Saharan Africa to gain insight into the content of cultural influences and their consequences for how ordinary citizens participate in politics.

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