Faculti Summary

This video is a transcript of a discussion on the impact of local identities, specifically the "Scouts identity" associated with the people of Liverpool, on voting behavior. The conversation takes place on July 23rd, at 1:00 PM London time, and involves a researcher, David, discussing his findings related to how local and national identities shape political behavior.

Key points from the discussion include:

1. **Scouts Identity**: This video identity is linked to those from Liverpool and surrounding areas, shaping how individuals interpret political information and ideologies. David notes that different interpretations of British identity exist across the UK, influencing voting patterns, especially during events like the EU referendum.

2. **Research Aim**: David's research seeks to explore not only national identities but also local identities, which have been under-researched. He identifies the Scouts identity as a significant area of interest due to its unique characteristics and lack of academic attention.

3. **Research Questions**: David outlines four main questions guiding his research:
- Relationship between Scouts identity and party choice.
- Relationship of the Scouts identity to EU referendum choices.
- Variations of the Scouts identity and its political relevance across Merseyside.
- Interaction of the Scouts identity with other national identities.

4. **Methodology**: Funded by the University of Liverpool, David conducted a survey of around 600 people across Merseyside. He compared the data with the British Election Study to identify patterns in political behavior among those identifying as Scouts.

5. **Findings**:
- A majority of participants identified as both Scouts and English, contrary to the notion of Scouts being non-English.
- Scouts in Liverpool showed a strong likelihood of voting for the Labour Party, a trend not replicated across other boroughs in Merseyside.
- There is significant anti-conservative sentiment among those identifying as Scouts, which extends beyond Liverpool.
- Scouts in Liverpool were less likely to vote for the Green Party, highlighting the strong association of Scouts with the Labour identity.

6. **Conclusions**: The research emphasizes the importance of local identities in political behavior and suggests further exploration of other local identities across different regions. David aims to understand whether other local identities have similar political significance as the Scouts identity and the implications of his findings for understanding voting behavior.

Overall, the conversation highlights the complex relationship between local identity and political engagement, with a specific focus on the context of Liverpool.