Study 2

Abstain < Oppose < Support

Difficult Language (rev.)

Easy to Understand

Easy to Read

1.00*** (0.02) [0.96, 1.04]

1.01*** (0.02) [0.97, 1.04]

1.00 —

Mediation

Direct Effect: -.36*** (.07) [-.50, -.23]

Indirect Effect: .09*** (.02) [.05, .12]

Total Effect: -.27*** (.07) [-.41, -.14]

Prop. Mediated: -.32** (.11) [-.53, -.12]

Vote Choice Thresholds

compared to abstain (0):

Oppose (1): 0.58 (0.42) [-0.26, 1.41]

Support (2): 1.96*** (0.40) [1.18, 2.75]

Fluency

$R^2 = .31$

0.27*** (0.04) [0.19, 0.34]

0.33*** (0.04) [0.25, 0.41]

Ballot NGram

$R^2 = .11$

-0.36*** (0.07) [-0.50, -0.23]

Vote Choice

$R^2 = .09$

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Pre-Test Familiarity

Pre-Test Interest

Pre-Test Importance

Controls

Model Fit

AIC: 36,698.90

BIC: 36,847.99