

Independent Variable

Discursive  
Sophistication

Factual  
Knowledge

Mitt  
Romney

Barack  
Obama

Donald  
Trump

Hillary  
Clinton

Discursive  
Sophistication

Factual  
Knowledge

-0.6 -0.4 -0.2 0.0

-0.6 -0.4 -0.2 0.0

Error Variance Reduction (Max – Min)