

Independent Variable

Text-based
Sophistication

Factual
Knowledge

Mitt
Romney

Barack
Obama

Republican
Party

Democratic
Party

Text-based
Sophistication

Factual
Knowledge

-2.0

-1.5

-1.0

-0.5

0.0

Error Variance Reduction (Max – Min)

-2.0

-1.5

-1.0

-0.5

0.0