

# Let's Talk Politics

## A Naive Approach for Measuring Political Sophistication

Patrick W. Kraft

University of Barcelona

February 20<sup>th</sup> 2020



# Content

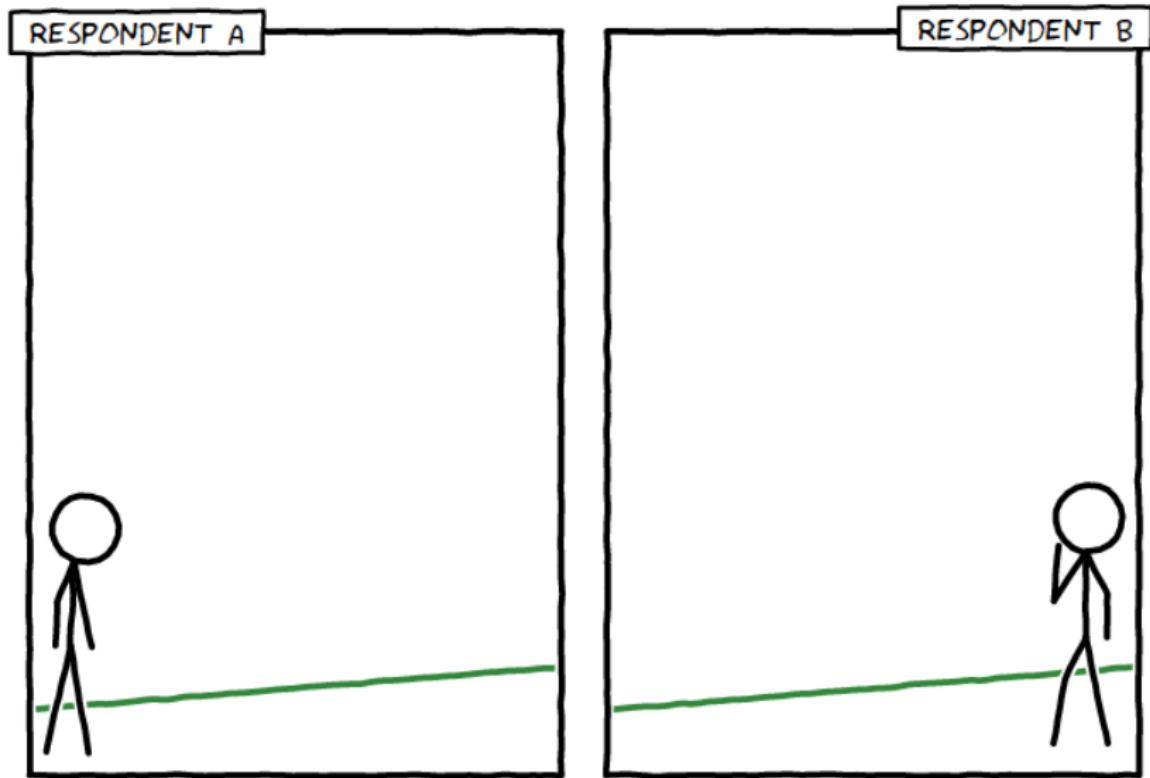
Theoretical Introduction

Validation: Discursive Sophistication and Political Competence

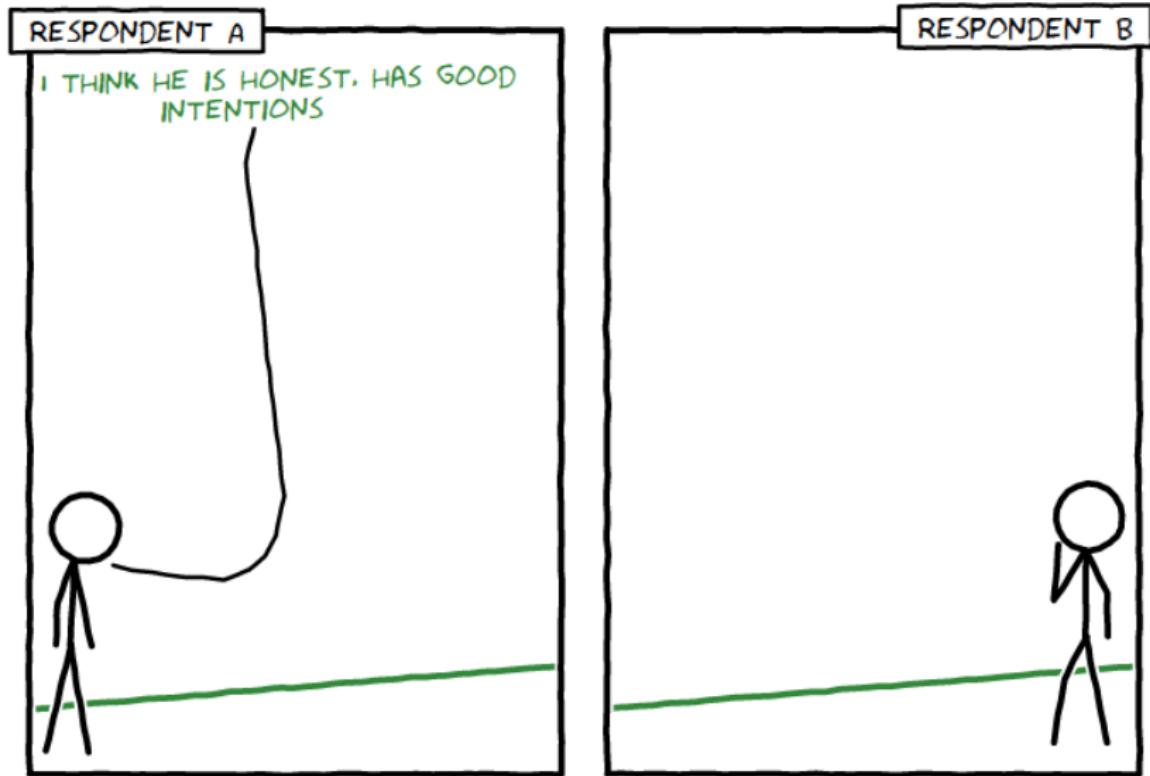
Application: Assessing the Gender Gap

Conclusion

# Who scores higher on political knowledge?



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# Who scores higher on political knowledge?

RESPONDENT A

I THINK HE IS HONEST, HAS GOOD  
INTENTIONS

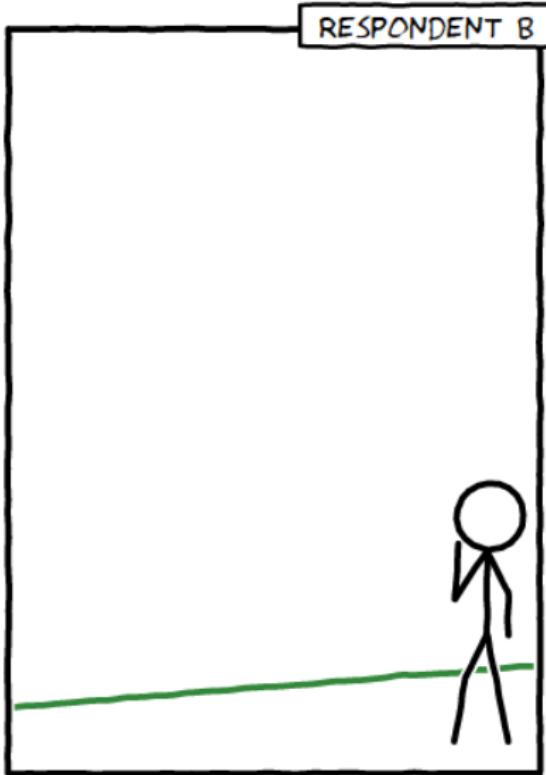
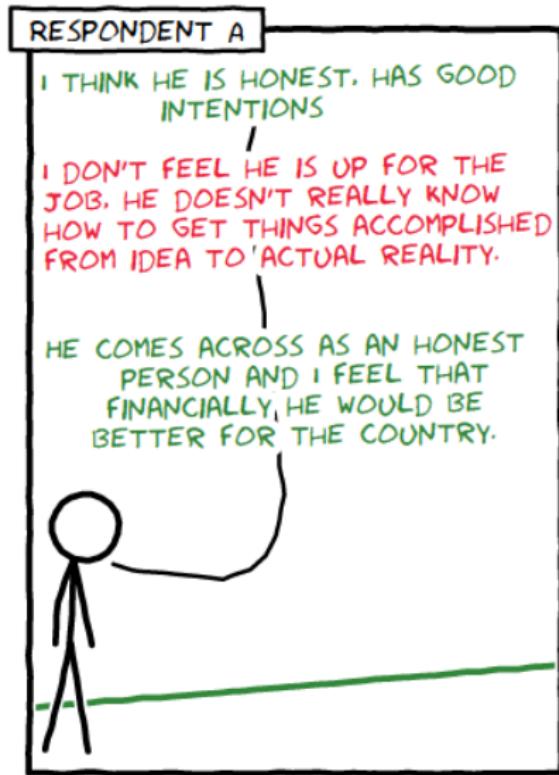
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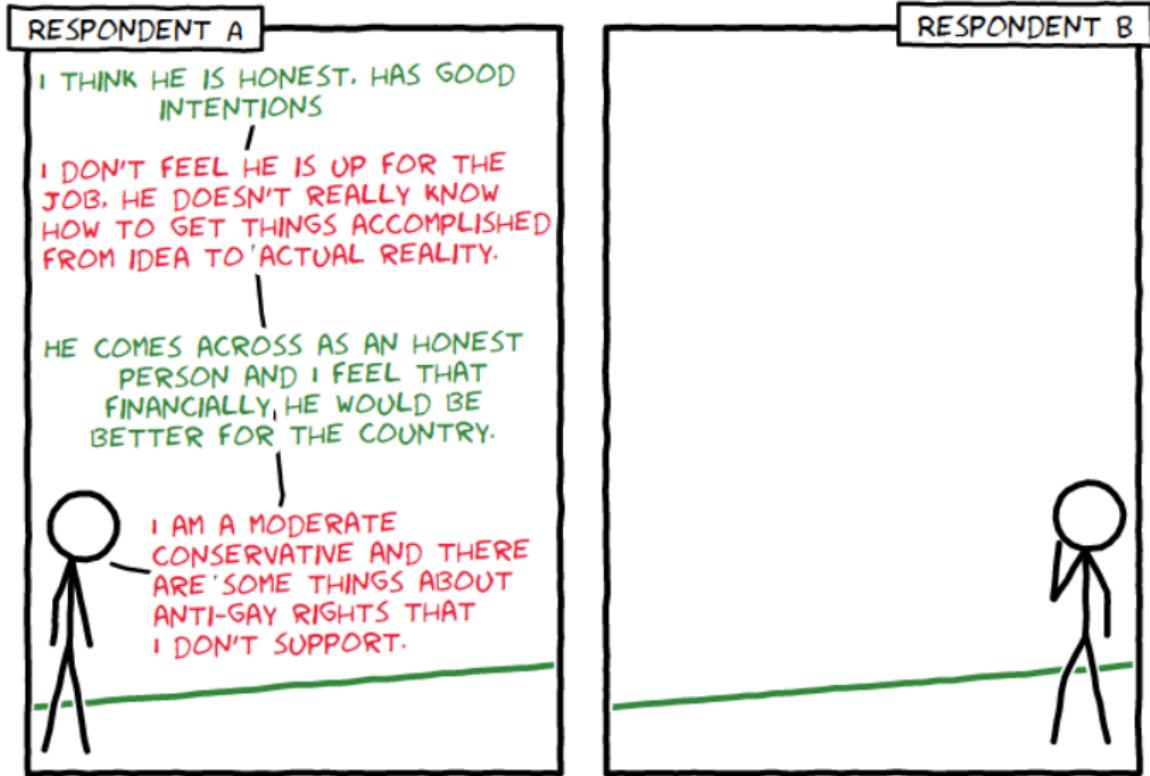
RESPONDENT B



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HE COMES ACROSS AS AN HONEST PERSON AND I FEEL THAT FINANCIALLY, HE WOULD BE BETTER FOR THE COUNTRY.

I AM A MODERATE CONSERVATIVE AND THERE ARE SOME THINGS ABOUT ANTI-GAY RIGHTS THAT I DON'T SUPPORT.



RESPONDENT B

HE'S GOT A HOT WIFE. SOUND MIND. BILL CLINTON, THE BEST PRESIDENT WE EVER HAD. IS VOTING FOR HIM. HE'S NOT IN ANY TYPE OF SCANDAL AND IS THE PERFECT PRESIDENT FOR US NOW.



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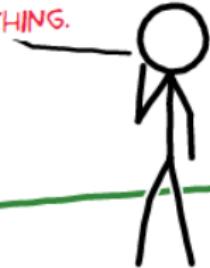


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EVERYTHING.



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Both respondents scored  
**equally**

on the conventional political knowledge measure  
in the 2012 ANES!

EVERYTHING.



## Conventional Measures of Political Knowledge

Definition: “The range of factual information about politics that is stored in long-term memory.” (Delli Carpini and Keeter, 1996, 10)

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Caveat 1: Measurement issues

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Caveat 1: Measurement issues

Caveat 2: Theoretical relevance

# Discursive Sophistication and Competence

Verbatim political attitude expression:

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→ A Naive Approach for Measuring Sophistication

RESPONDENT A

RESPONDENT B

## Measuring Discursive Sophistication



## Discursive Sophistication – Components

RESPONDENT A

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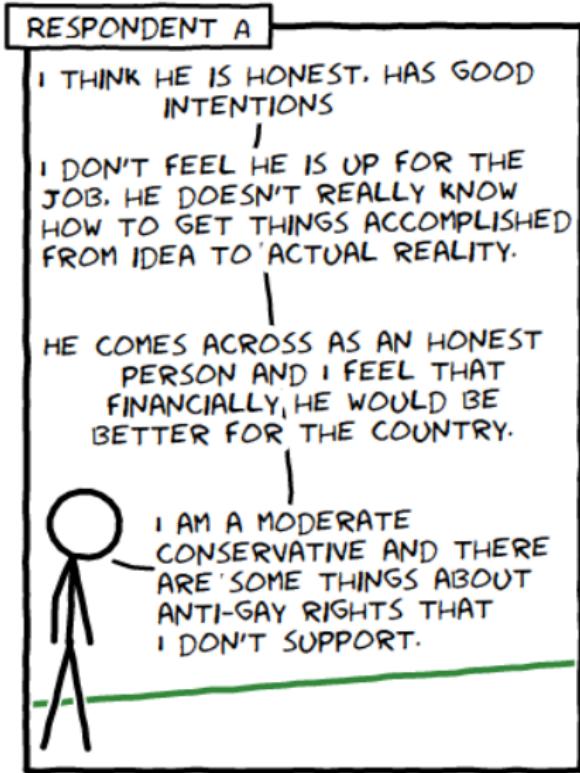
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# Discursive Sophistication – Components



## ► Opinionation

Does a respondent discuss all questions?

# Discursive Sophistication – Components



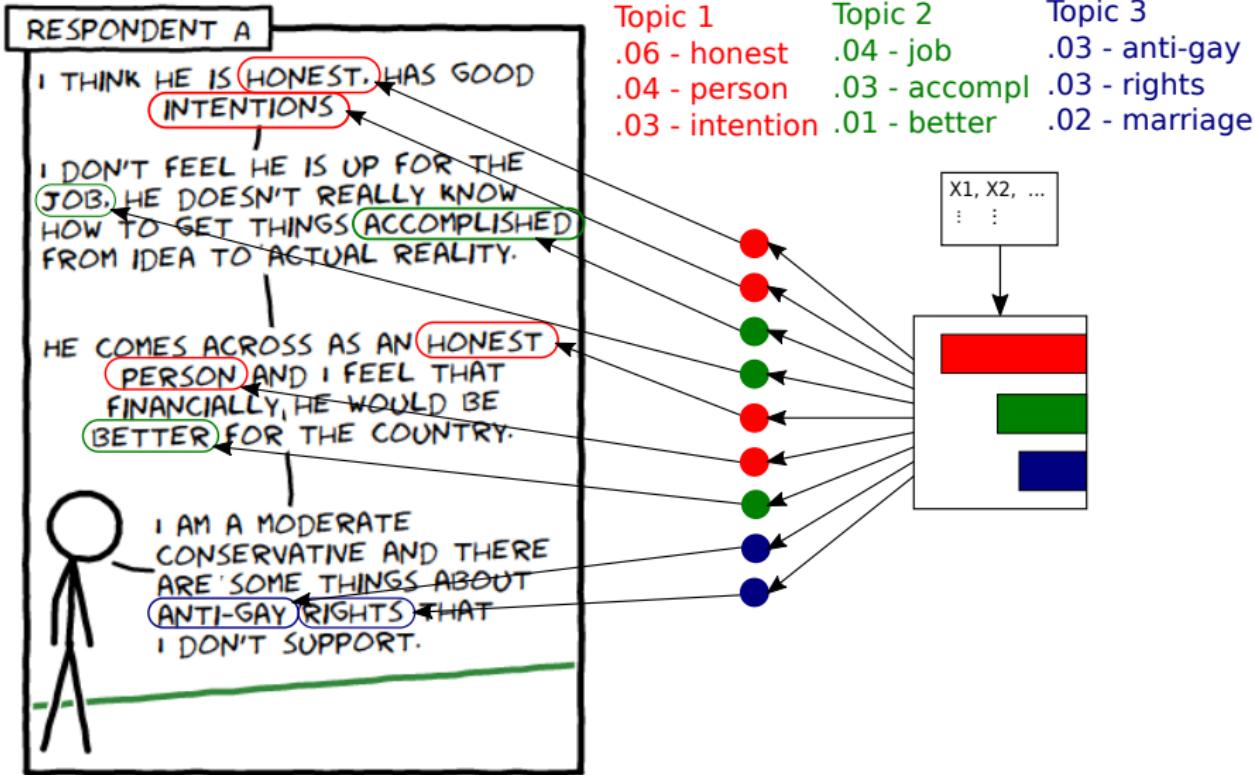
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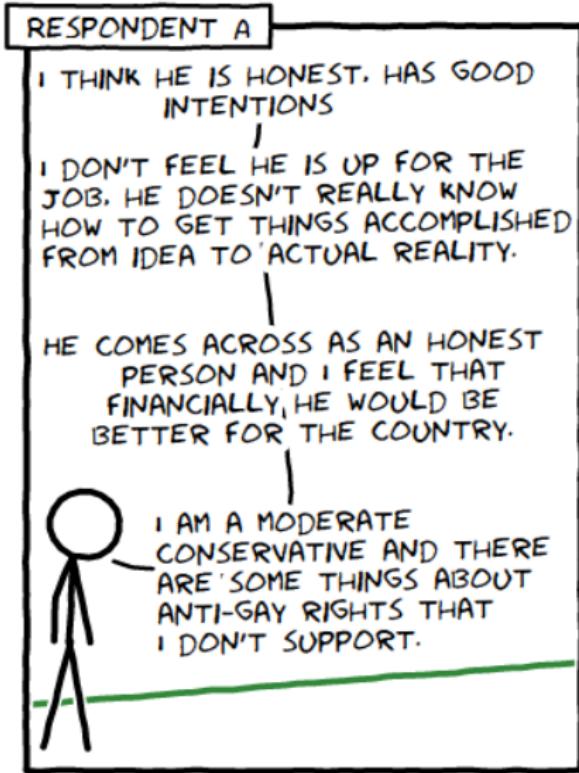
## ► Considerations

How many topics are mentioned?

# Discursive Sophistication – Structural Topic Model



# Discursive Sophistication – Components



## ► Opinionation

Does a respondent discuss all questions?

## ► Considerations:

How many topics are mentioned?

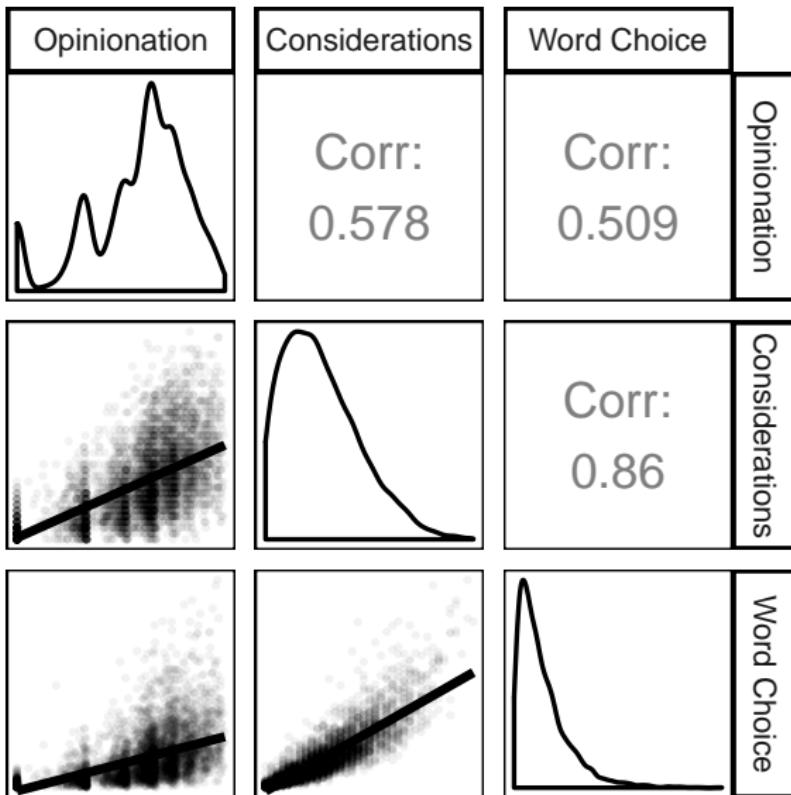
## ► Word Choice:

Are terms highly descriptive of topics?

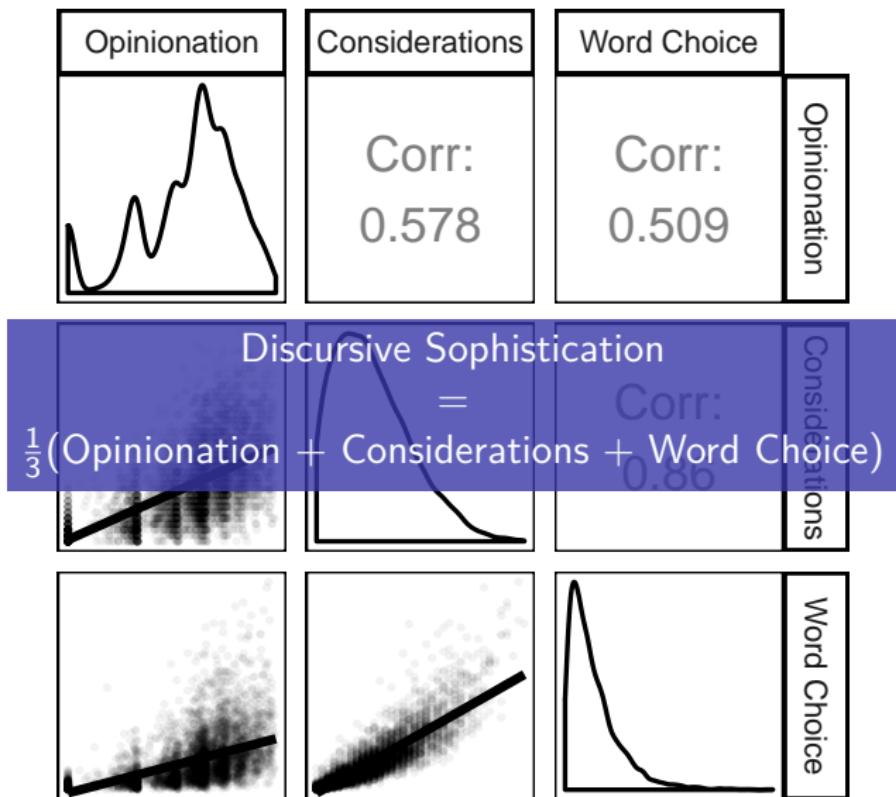
## Discursive Sophistication – Components (2012 ANES)

Opinionation	Considerations	Word Choice	Opinionation
			Considerations
			Word Choice

## Discursive Sophistication – Components (2012 ANES)



## Discursive Sophistication – Components (2012 ANES)



RESPONDENT A

RESPONDENT B



RESPONDENT A

RESPONDENT B



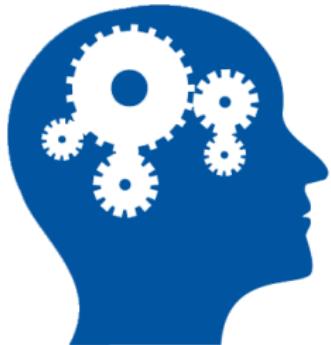
RESPONDENT A

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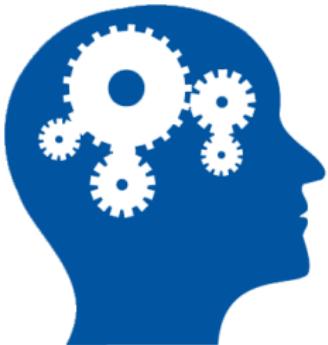
RESPONDENT B



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RESPONDENT B



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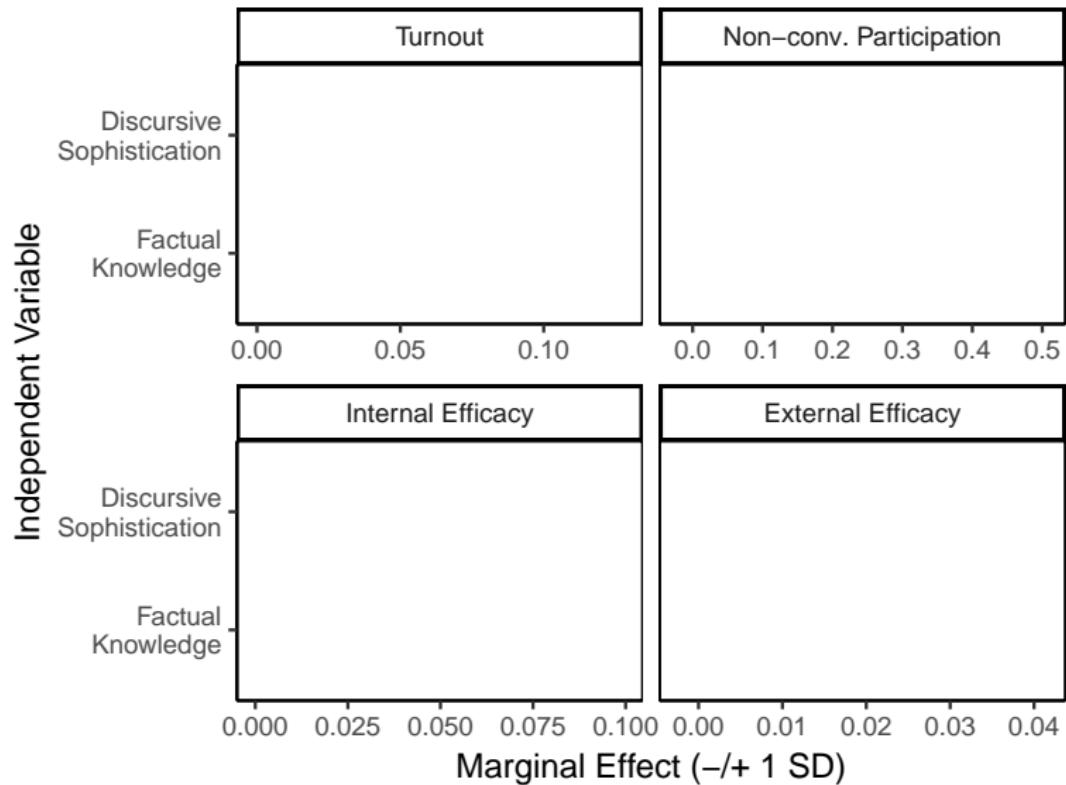


Validation 1  
2012 American National Election Study

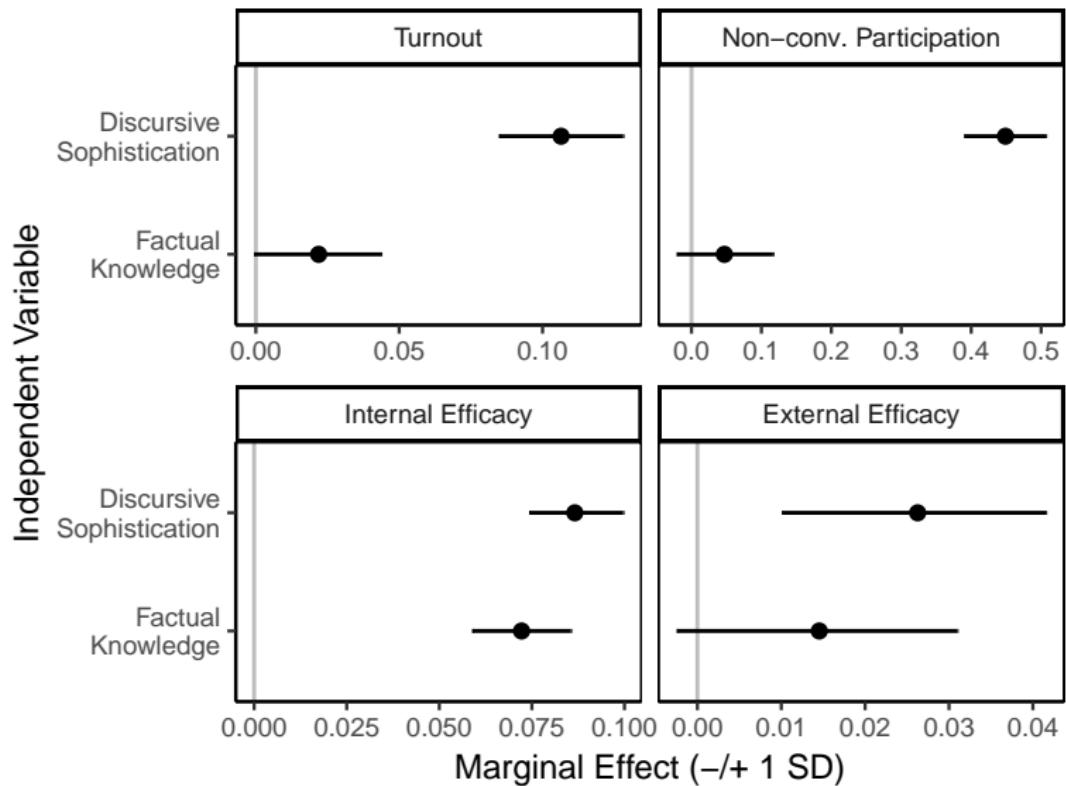
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# Engagement and Participation



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RESPONDENT A

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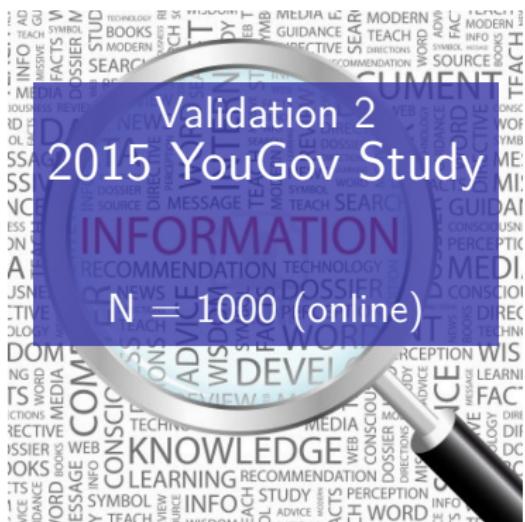
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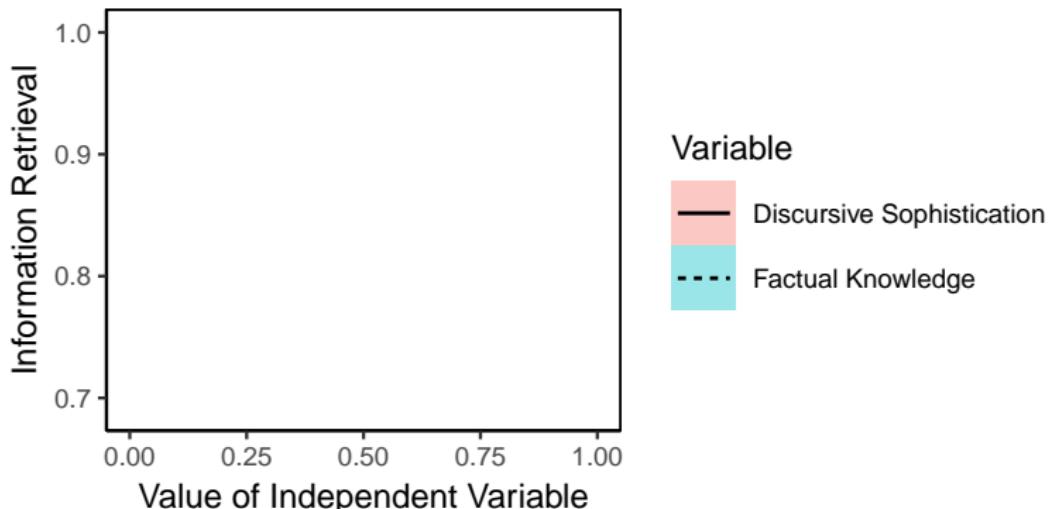
## RESPONDENT A

## **RESPONDENT B**

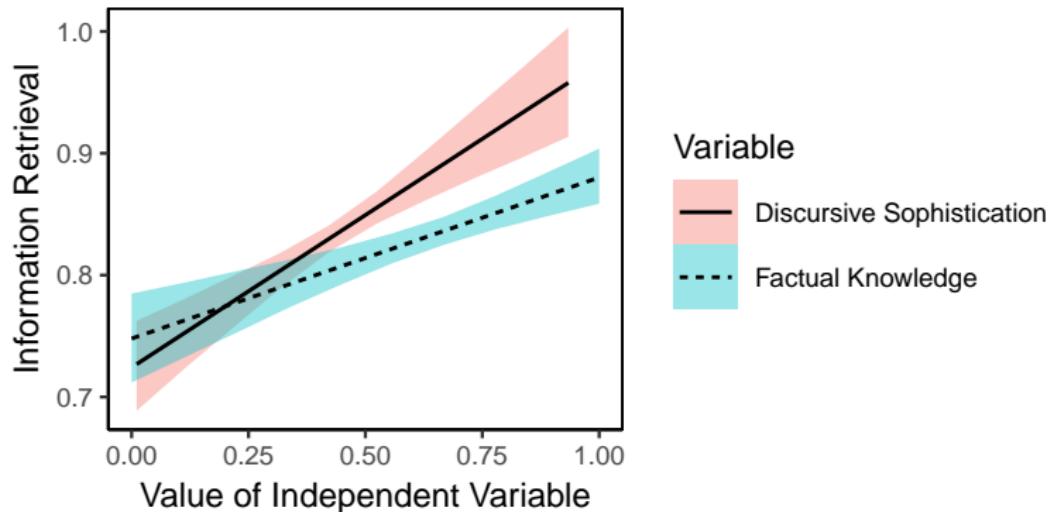


Content / Appendix

# Accurate Information Retrieval



# Accurate Information Retrieval



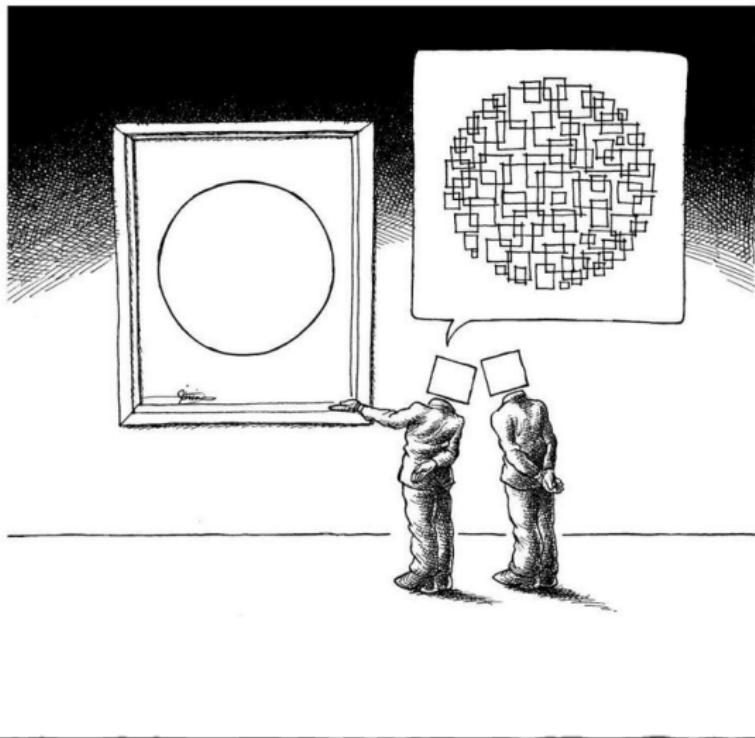
RESPONDENT A

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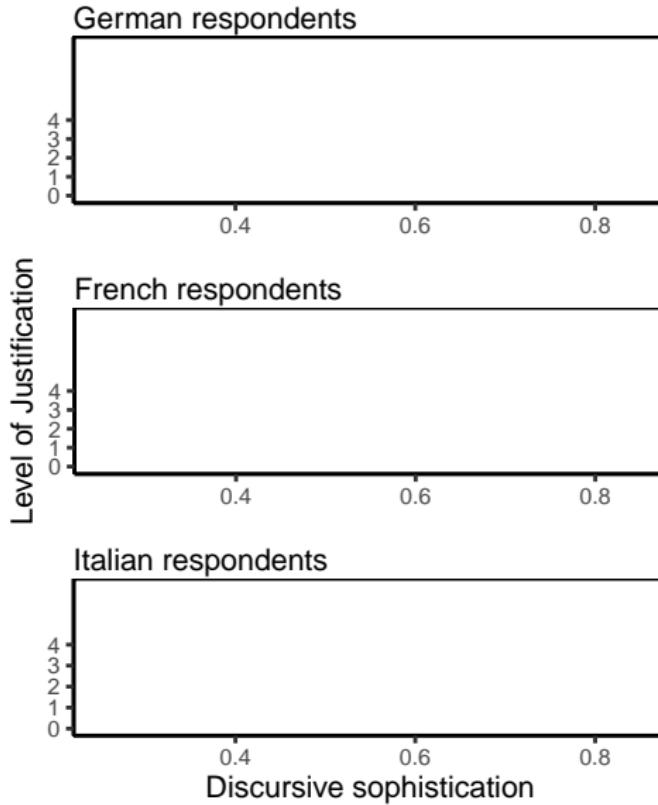


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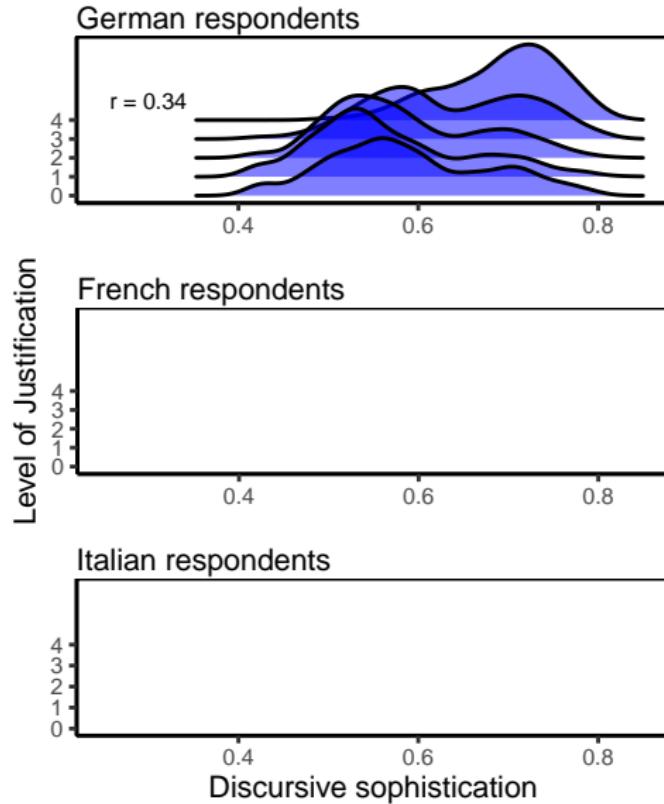
RESPONDENT B



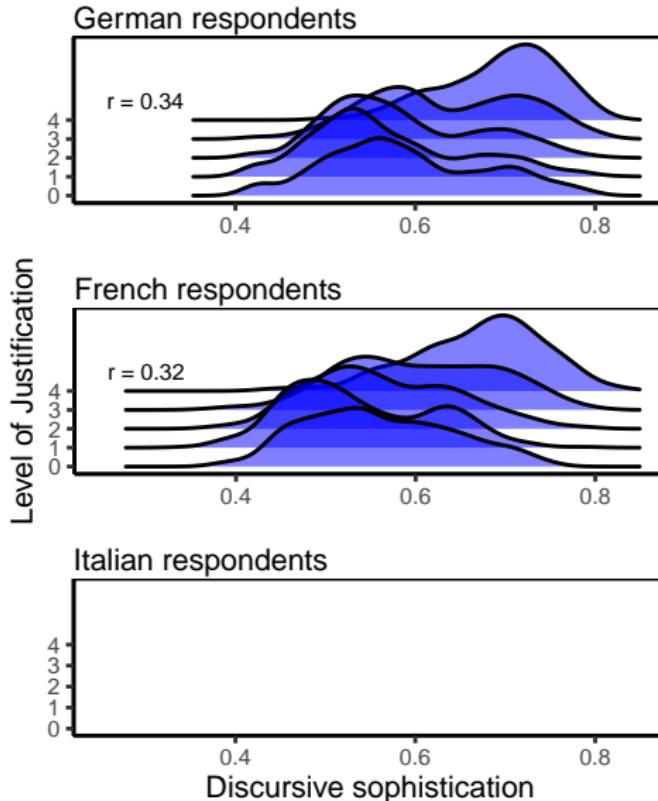
# Comparison with Manually Coded Levels of Justification



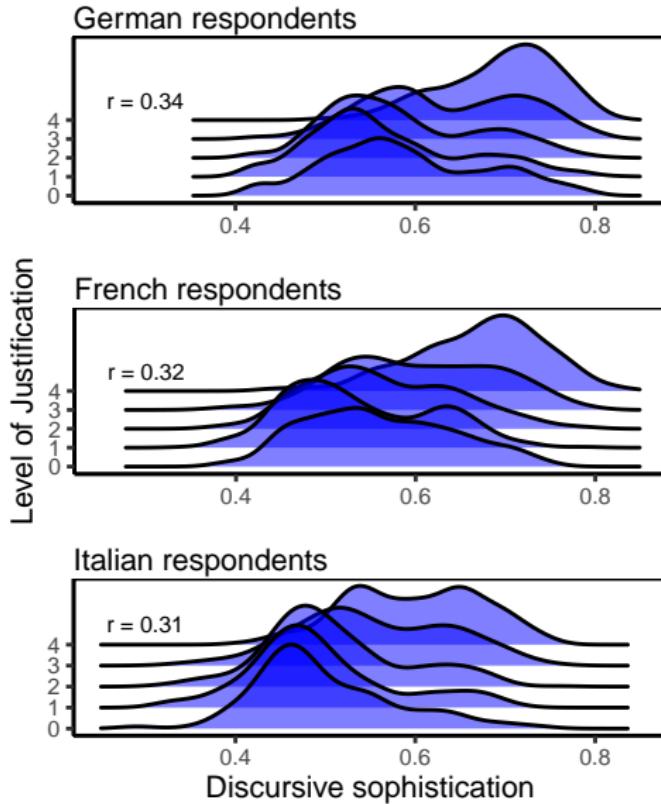
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## Previous Research on Gender Differences in Knowledge

General finding: Women score lower than men on conventional measures of political knowledge

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Explanation 1: Personality characteristics

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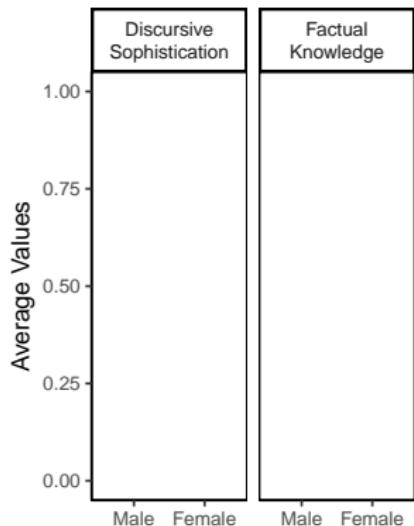
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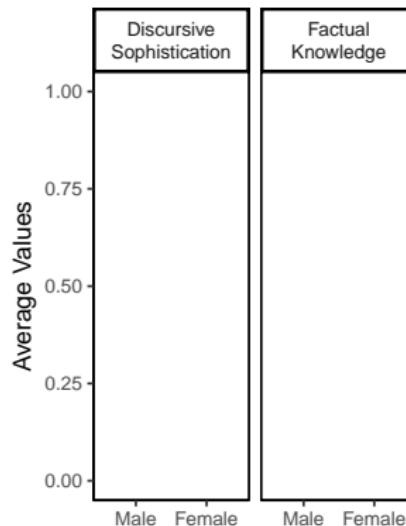
Explanation 2: Question content / gender-relevant knowledge

# Gender Differences in Sophistication

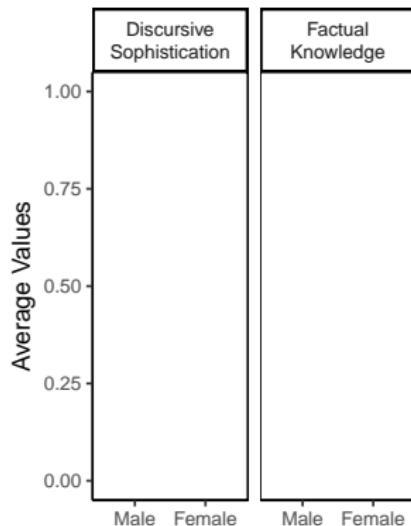
2012 ANES



2016 ANES

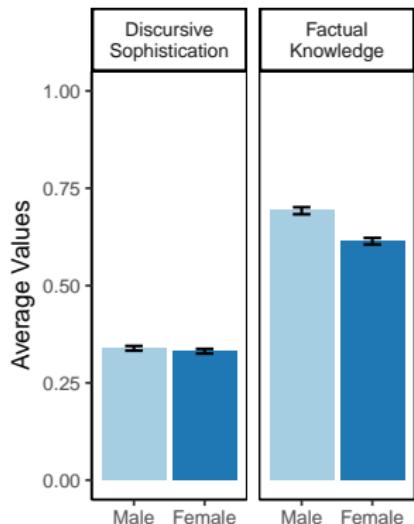


2015 YouGov Survey

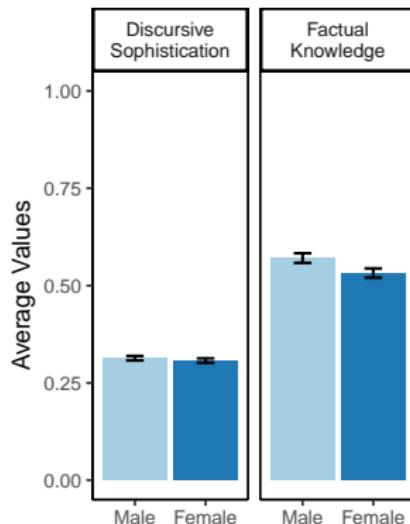


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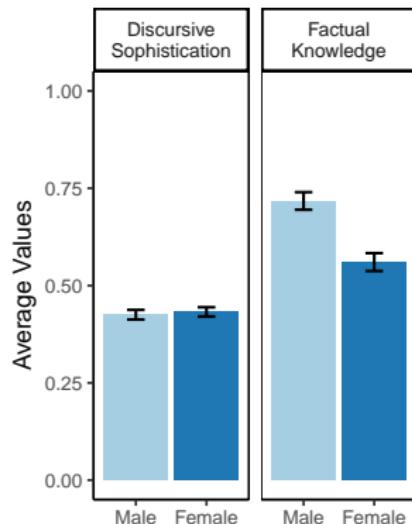
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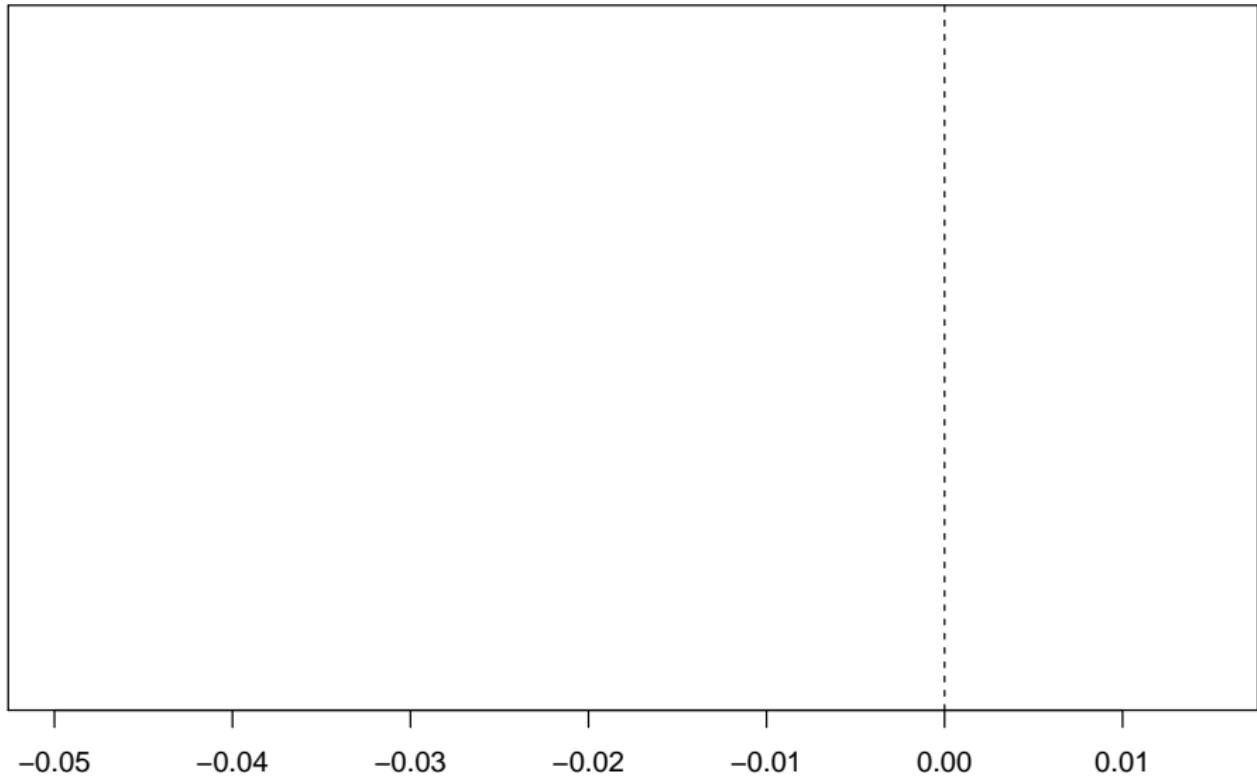


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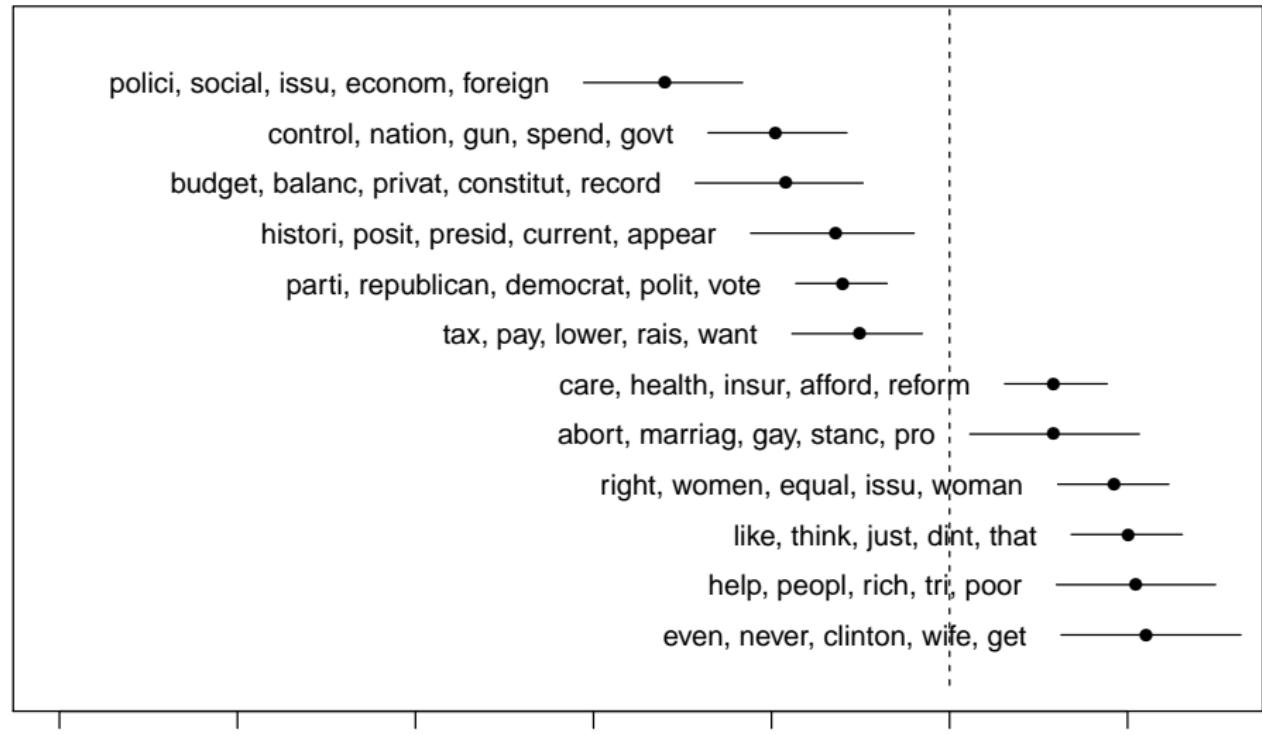
# Explaining the Gender Gap in Political Knowledge

## Gender Differences in Topic Proportions (2012 ANES)



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RESPONDENT A

RESPONDENT B

## Conclusion



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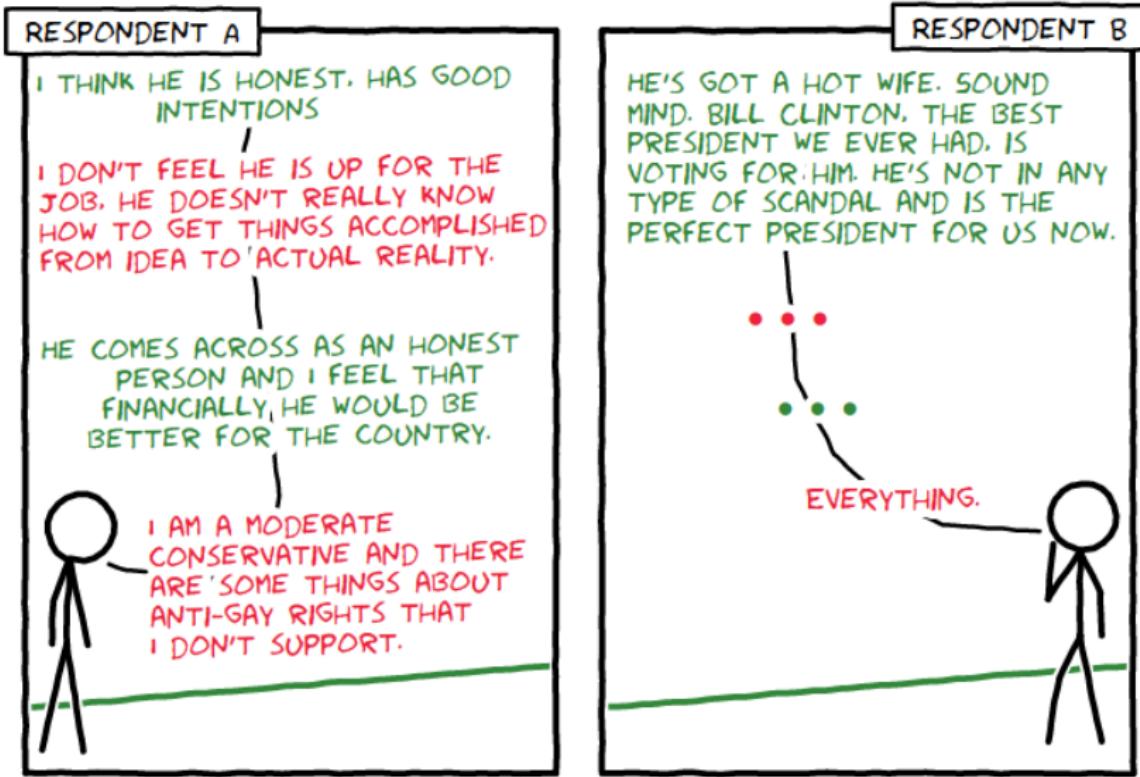
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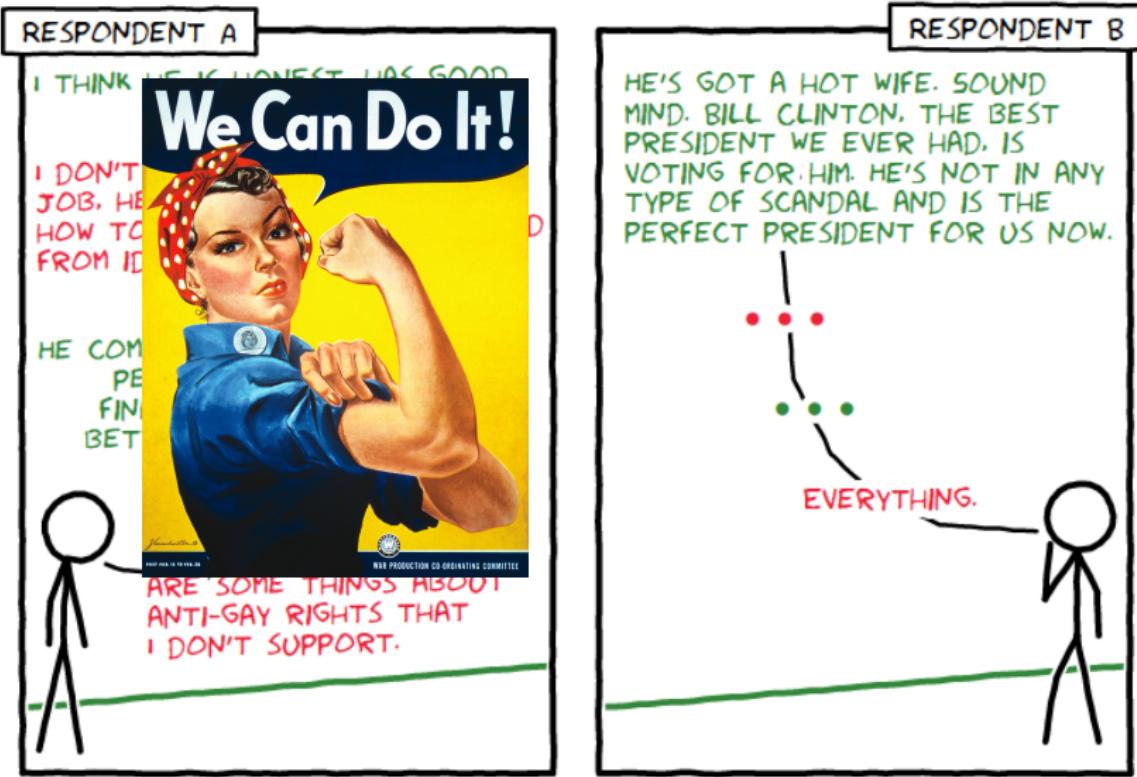
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- ▶ Women might score lower than men on factual knowledge about political institutions, but there are no differences in the sophistication of expressed political attitudes.

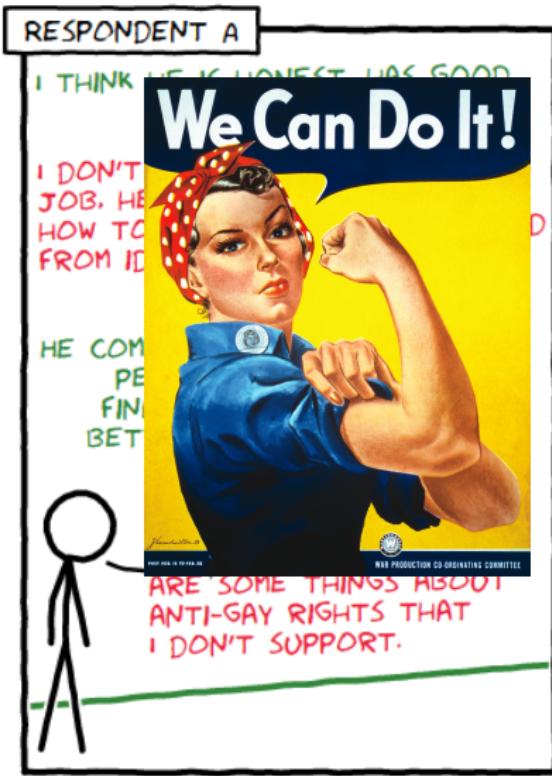
## Illustration – Who scores higher on political knowledge?



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Thank you very much for your attention!

Manuscript and code available at:

<https://github.com/pwkraft/knowledge>

Comments, questions?

✉ [kraftp@uwm.edu](mailto:kraftp@uwm.edu)

 [pkraft.github.io](https://github.com/pwkraft)

 [@patrickwkraft](https://twitter.com/patrickwkraft)

# Content

## Theoretical Introduction

Knowledge, Sophistication, and Competence

Measuring Discursive Sophistication

## Validation: Discursive Sophistication and Political Competence

2012 ANES

2015 YouGov Study

2008–2012 Swiss Referendum Survey

## Application: Assessing the Gender Gap

Previous Research on Gender Differences in Knowledge

Gender Differences in Sophistication

## Conclusion

General Discussion

# Appendix Content

## Measuring Discursive Sophistication

Item Wording

Opinionation

Considerations

Word Choice

## Additional Results & Robustness Checks

Comparison with Conventional Measures

Choosing the Number of Topics

Topic Proportions – 2012 & 2016 ANES

Control for Word Count

Control for Personality

Determinants of Sophistication

## Factual Knowledge Questions

- ▶ [Carpini and Keeter \(1993\)](#): House majority, veto override percent, party ideological location, judicial review, identifying the vice president
- ▶ [2012 ANES](#): Number of times president can be elected, size of federal deficit, full term of senator, meaning of medicare, federal government spending
- ▶ [2015 YouGov](#): Speaker of the House, TTIP, Chair of Federal Reserve Board, unemployment rate, veto override percent, common core, largest electricity source, Senate majority

## Open-Ended Items: 2012 ANES

- ▶ Is there anything in particular about [CANDIDATE] that might make you want to vote for him? [...] What is that?
- ▶ Is there anything in particular about [CANDIDATE] that might make you want to vote against him? [...] What is that?
- ▶ Is there anything in particular that you like about [PARTY]? [...] What is that?
- ▶ Is there anything in particular that you don't like about [PARTY]? [...] What is that?

## Open-Ended Items: 2015 YouGov

- ▶ Do you favor or oppose stricter gun control laws? [...] Still thinking about the question you just answered, what thoughts came to mind while you were answering that question? Please try to list everything that came to mind.
- ▶ Thinking about the mass shootings that have occurred in the U.S. in the last few years, what factors do you think are responsible for the shootings?
- ▶ Do you support or oppose the health care law passed by the President and Congress in 2010? [...] Still thinking about the question you just answered, what thoughts came to mind while you were answering that question? Please try to list everything that came to mind.
- ▶ For decades, experts have observed that the United States spends far more per person on health care than any other country. However, the U.S. falls behind on most measures of health care outcomes, such as life expectancy. What factors do you think are responsible for the state of our health care system?

## Open-Ended Items: 2008–2012 Swiss Referenda

- ▶ Which are your main reasons for accepting/rejecting the proposal [X]?
- ▶ What are additional reasons for accepting/rejecting the proposal [X]?

# Opinionation

$$\text{Opinionation}_i = \frac{-\sum_{j=1}^J p_{ij} \ln p_{ij}}{\ln J}$$

---

$i$	Respondent
$j \in \{1, \dots, J\}$	Open-ended items
$p_{ij}$	Proportion of words in the response of individual $i$ to question $j$ relative to the overall size of the individual's response

# Considerations

$$\text{Considerations}_i = \frac{|\mathcal{T}_i^*|}{\max |\mathcal{T}_i^*|}$$

---

$i$	Respondent
$\mathcal{T}_i^*$	Topic representation of response set $\mathcal{W}_i$ , such that $w \rightarrow t^* \forall w \in \mathcal{W}_i$
$w \in \mathcal{W}_i$	Individual word $w$ in response set $\mathcal{W}_i$
$t^* \in \{1, \dots, T\}$	Topic $t^*$ out of total number of topics $T$ assigned to $w$ such that $P(t^* w, X_i) > P(t w, X_i) \forall t \neq t^*$ $P(t w, X_i) = \frac{P(w t)P(t X_i)}{P(w X_i)}$
$X_i$	Covariates used in structural topic model

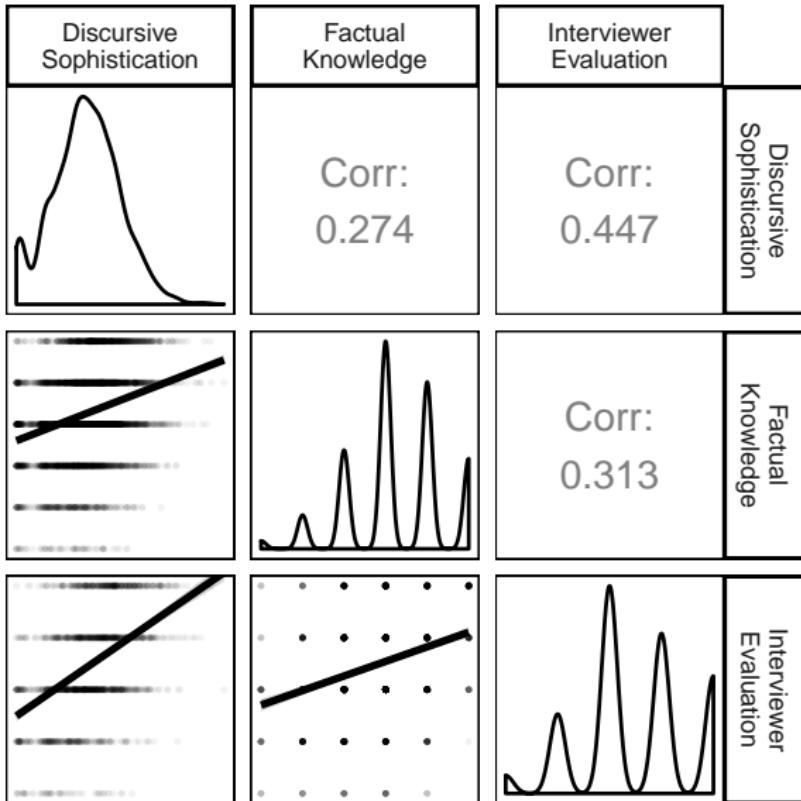
## Word Choice

$$\text{Word Choice}_i = \frac{\log \sum_{\mathcal{W}_i} P(w|t^*)}{\max \left[ \log \sum_{\mathcal{W}_i} P(w|t^*) \right]}$$

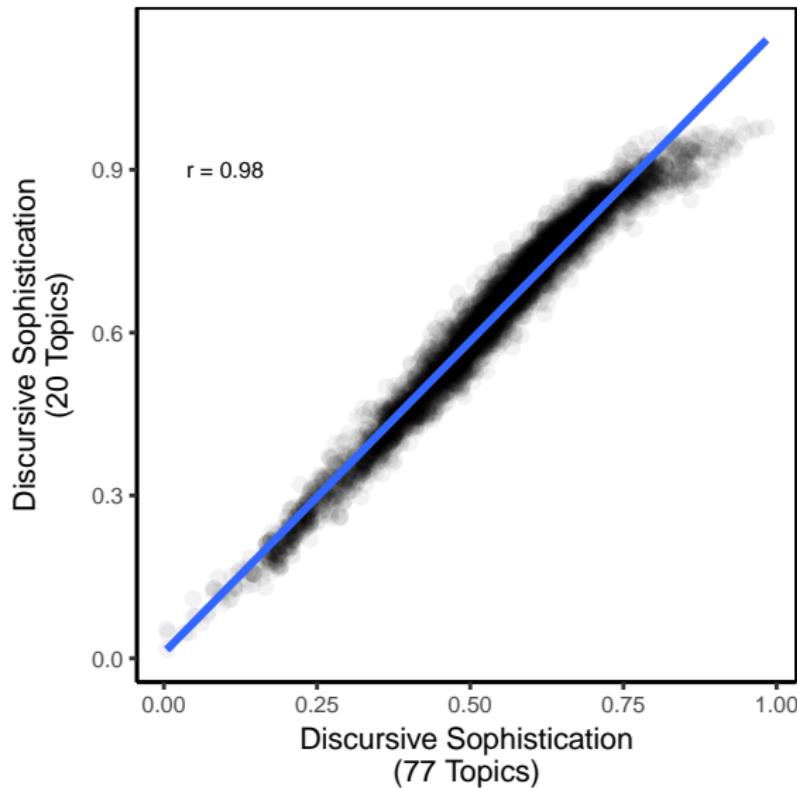
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# Comparison with Conventional Measures – 2012 ANES



## Choosing the Number of Topics (2012 ANES)



# Topic Proportions – 2012 & 2016 ANES

2012 ANES (k = 49)



Expected Topic Proportions

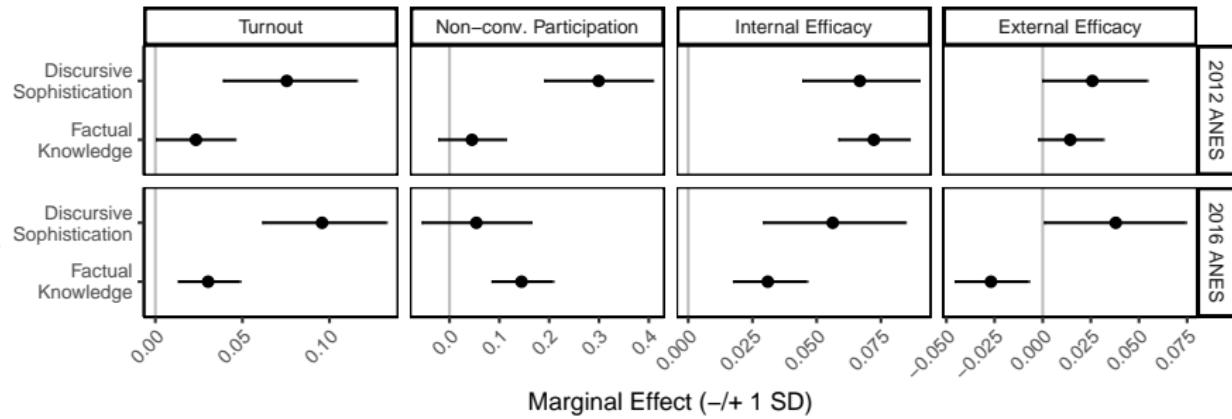
2016 ANES (k = 47)



Expected Topic Proportions

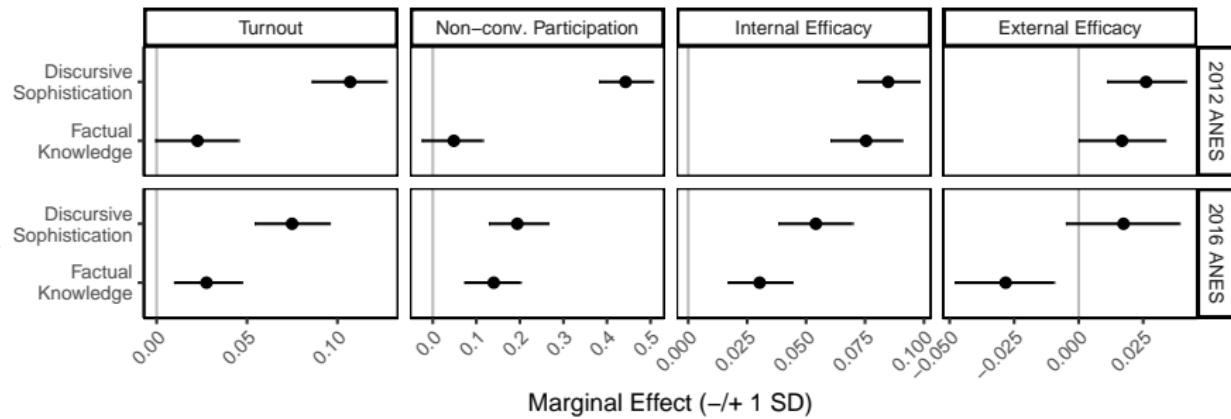
# Engagement and Participation – Control for Word Count

Independent Variable

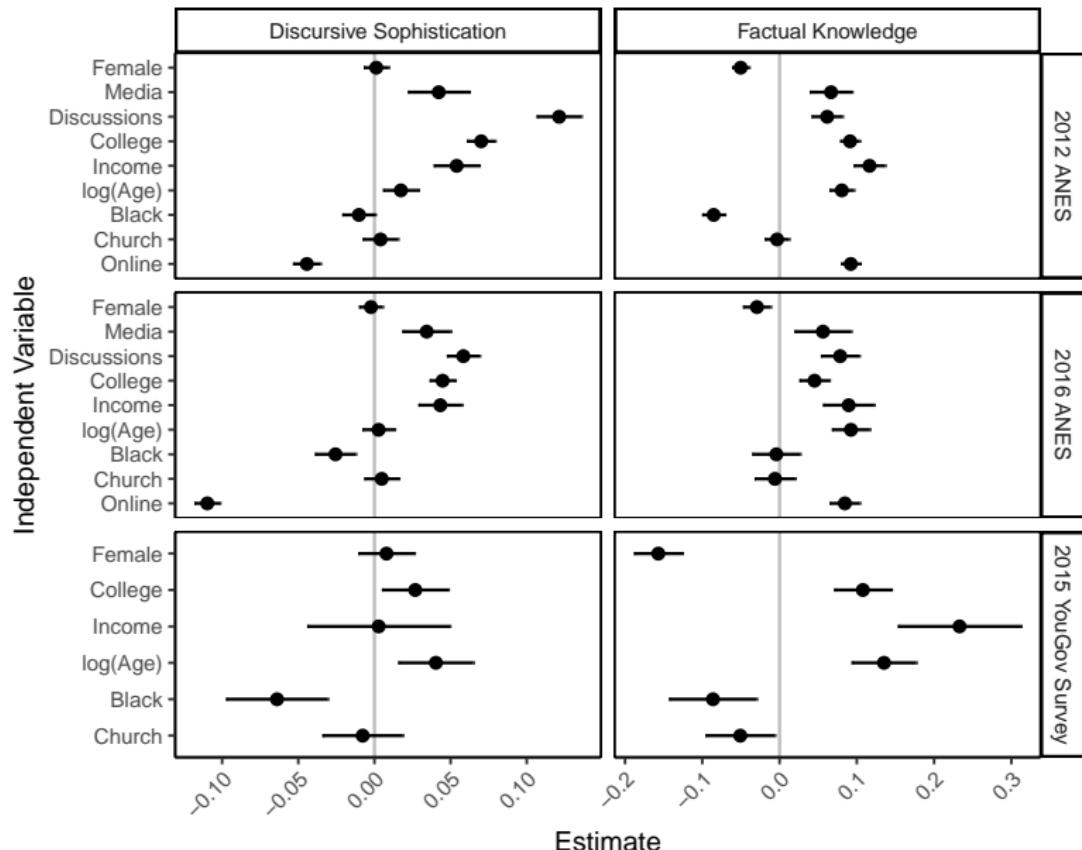


# Engagement and Participation – Control for Personality

Independent Variable



# Determinants of Sophistication



## References

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