

**Table S.1 (r)** Cluster DESCRIPTION.

REGISTER	DESCRIPTION	
<b>Encyclopedia</b>	fertilité	fertility
<b>How-to/Instructions</b>		
<b>Interactive discussion</b>	bon	good; nice
<b>Informational persuasion</b>	beauté charme idéale bergère originales neuilly boulogne	beauty charme ideal shepherdess original [pl] neuilly boulogne beaches
		stränder
<b>Narrative blogs</b>	petit petite gros bon bonne beau belle belles joli jolie gentil superbe superbes magnifique magnifiques impressionnant	lilla fin(a) small; little small; little big good; nice good; nice beautiful beautiful beautiful [pl] pretty pretty nice; kind excellent excellent [pl] magnificent magnificent [pl] impressive
<b>News</b>	tricolore	tricolor
<b>Opinion</b>	bon mauvais	good; nice bad