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

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