

# Radiating Truthiness: Authenticity performances in politics in Brazil and the United States

## Abstract

Political authenticity, as the perceived degree to which politicians appear to remain true to themselves, is connected to higher levels of political trust from electorates and can influence political outcomes. Despite this, authenticity is frequently overlooked as a determinant factor for electoral behavior due to its perceived vagueness. When authenticity is considered, discussions of how authenticity appears and changes in politics typically remain at the theoretical level and are rarely comparative. This article develops an innovative framework to identify and compare how authenticity is performed in political discourses over time, across settings, and by politicians. To investigate performances of authenticity in political discourses, 21496 political texts from campaign remarks, debates, interviews, and official speeches for presidents and presidential candidates since 1988 were scraped for Brazil and the United States, where authenticity in politics has drawn increased attention. The findings indicate that authenticity performances are not more prevalent during election years. Authenticity is generally performed more frequently and more diverse ways in Brazil than in the US.

**Keywords:** authenticity, performance, text analysis, populism, Brazil, United States

**Word Count:** 9000 (includes text, tables, figures, and notes)

## 1 Introduction

## 2 Theory

### 2.1 Performance and authenticity in politics

### 2.2 Authenticity performances, a framework

Table 1: Authenticity Performances, Displays, and Mechanisms

Authenticity Performance	Type	Displays	Mechanism
<b>Truth Telling</b>	Individual	Mentions truthfulness, sincerity, and honesty when describing oneself. Examples: 'the truth is', 'this is the truth', 'am not lying', 'is/are/am honest', 'honesty', 'is/are/am sincere', 'is/are true'	Speaker appears to be telling the truth regarding their beliefs or facts
<b>Lie Accusations</b>	Individual	Mentions dishonesty, untruthfulness, and insincerity when used to describe others. Examples: 'not the truth', 'not true', 'untruthful', 'is/are lying', 'is/are liars', 'is/are dishonest', 'is/are fake', 'is/are a hypocrite'	Speaker appears more sincere vis-a-vis others
<b>Consistency</b>	Individual	Mentions career consistency, responsibility, accountability for individual. Examples: 'I/we delivered', 'check and see', 'keep my word', 'keep promises', 'I am/we are responsible', 'I/we take responsibility', 'I/we guarantee'	Speaker appears consistent regarding pledges
<b>Finger Pointing</b>	Individual	Mentions lack of accountability, inconsistency and/or blame others for mistakes. Examples: 'are/is inconsistent', 'are/is irresponsible', 'their fault', 'not my fault', 'they left us with', 'are/is responsible', 'costed us', 'false/fake/broken promises'	Speaker appears not accountable for previous undesirable outcomes
<b>Origins</b>	Collective	Alludes to birthplace, origins, and roots to describe background, values, and tell their story. Examples: 'I was born in', 'I come from', 'I/we grew up in', 'my family', 'I was raised', 'my background', 'I was thought', 'my hometown/community/city'	Speaker seems culturally connected to the nation
<b>Common Sense</b>	Collective	Alludes to common sense, reason, and logic to describe choices or preferences. Examples: 'is/are common sense', 'everyone/everybody knows', 'it is undeniable', 'stating the obvious', 'everyone agrees', 'we all know', 'no one disagrees that', 'we have all learned that'	Speaker seems to make choices consistent with what others in society would do
<b>Territory</b>	Collective	Alludes to sub-portions of the territory known and/or visited. Examples: 'have seen in', 'have been to', 'I/we/have visited', 'came all the way to', 'came/came back from', 'saw/see first-hand in', 'I/we were hosted', 'my/our time in'	Speaker seems territorially connected to sub-regions, regions, or nation
<b>Anti-PC</b>	Collective	Alludes to PC language negatively, employs politically incorrect language, or claims to speak what one thinks without filters. Examples: 'not politically correct', 'political correctness', 'speak/speaking my mind', 'say/saying what everyone thinks', 'colored/oriental/fat/handicapped people'	Speaker seems to be saying what they think on culturally contested themes

## 3 Methodology

### 3.1 Case selection: Brazil and the US

### 3.2 Data and Operationalization

Country	Setting	Observations
US	Speeches	12866
	Campaign	1545
	Debates	24
	Interviews	829
	Speeches	5782
Brazil	Campaign	175
	Interviews	258
	Debates	17

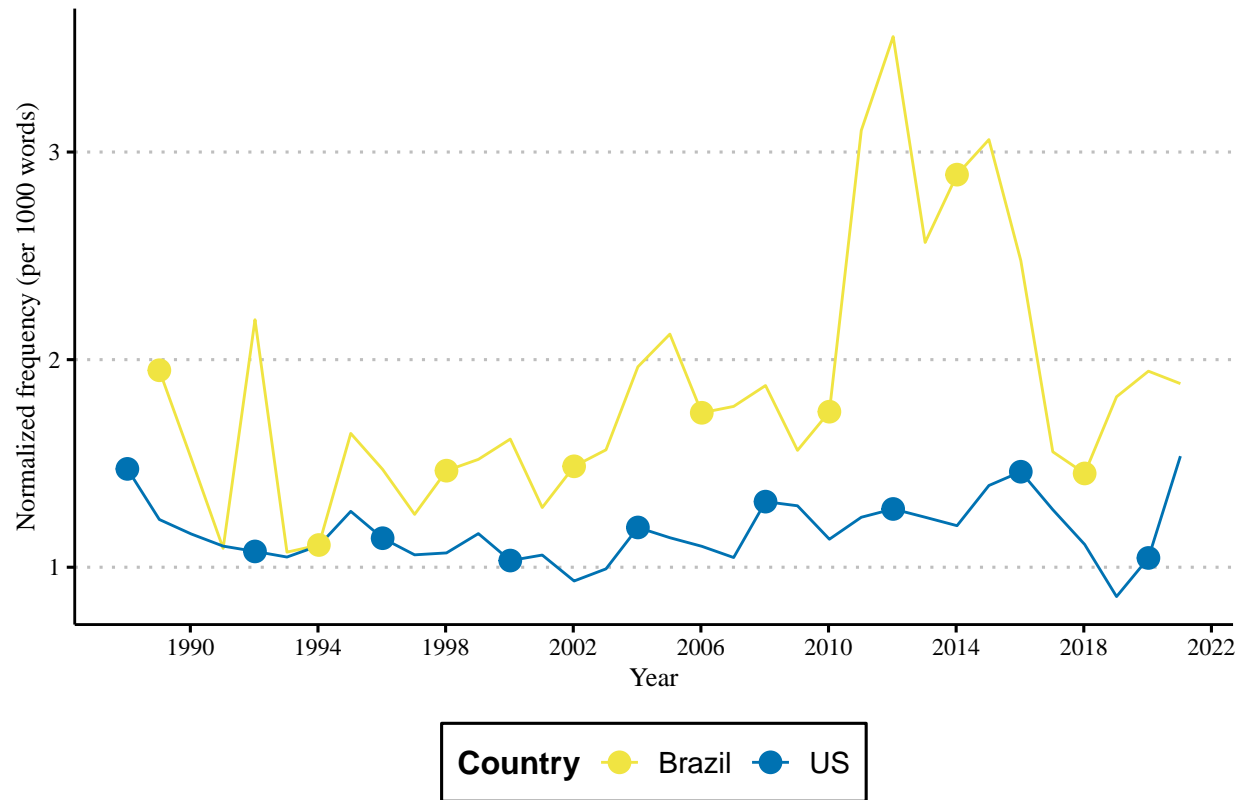
Table 2: Text Data for Brazil and the US

### 3.3. Limitations

## 4 Analysis

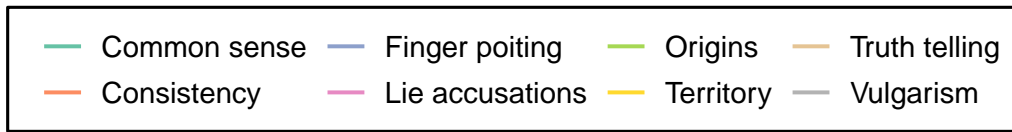
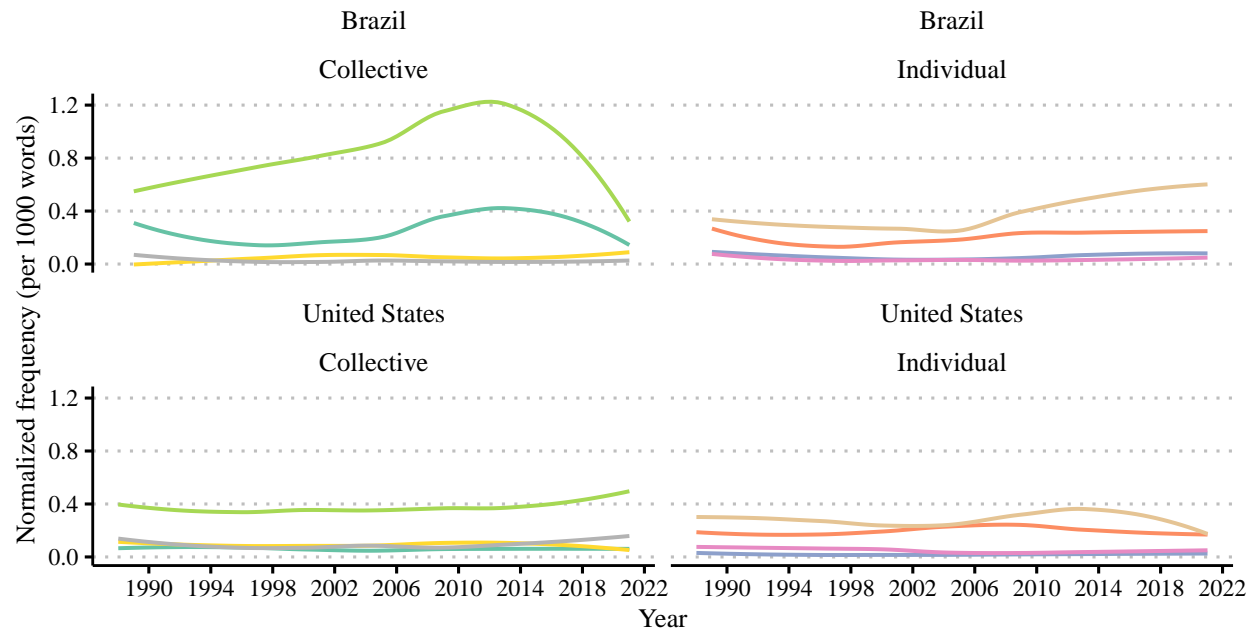
### 4.1 Authenticity Performances over time

Figure 1: Authenticity Performances Over Time in Brazil and the US



Dots mark election years in respective country.

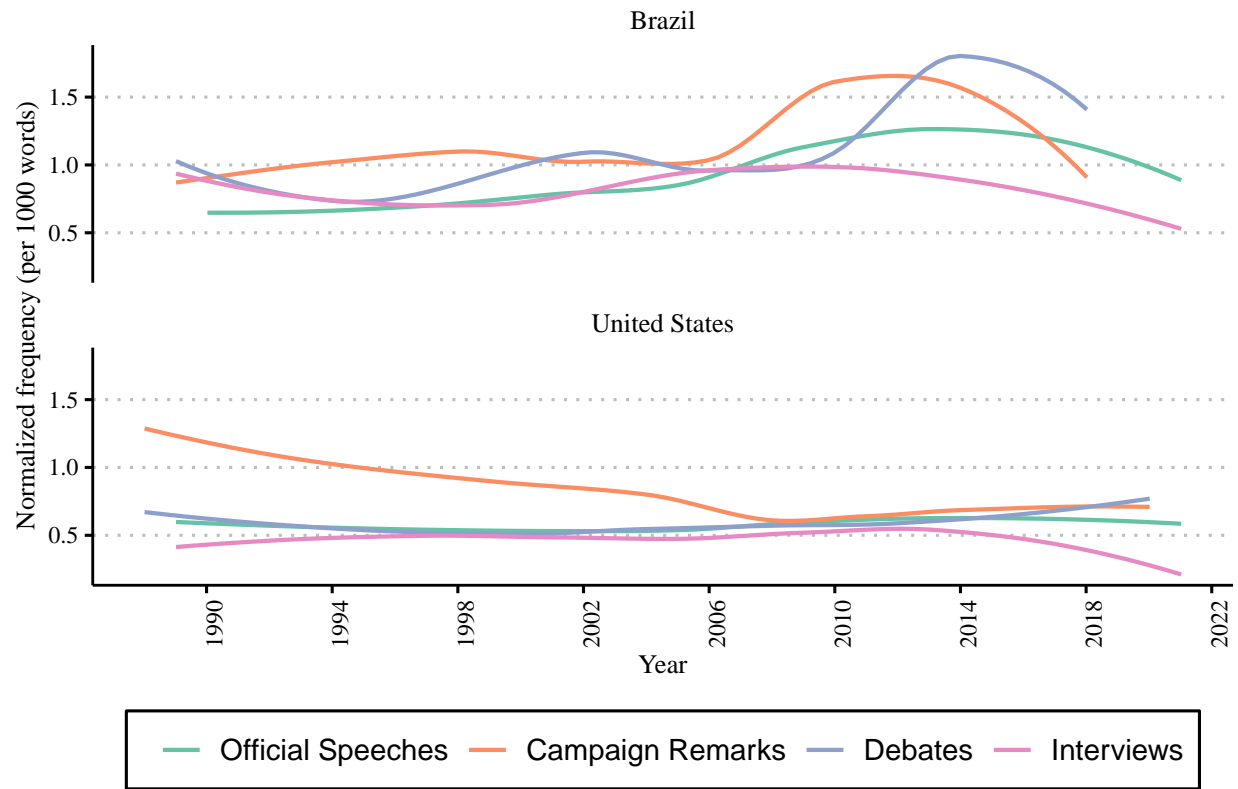
Figure 2: Self and Belong Authenticity Performances Over Time in Brazil and the US



Averages lines are smoothed line using loess method

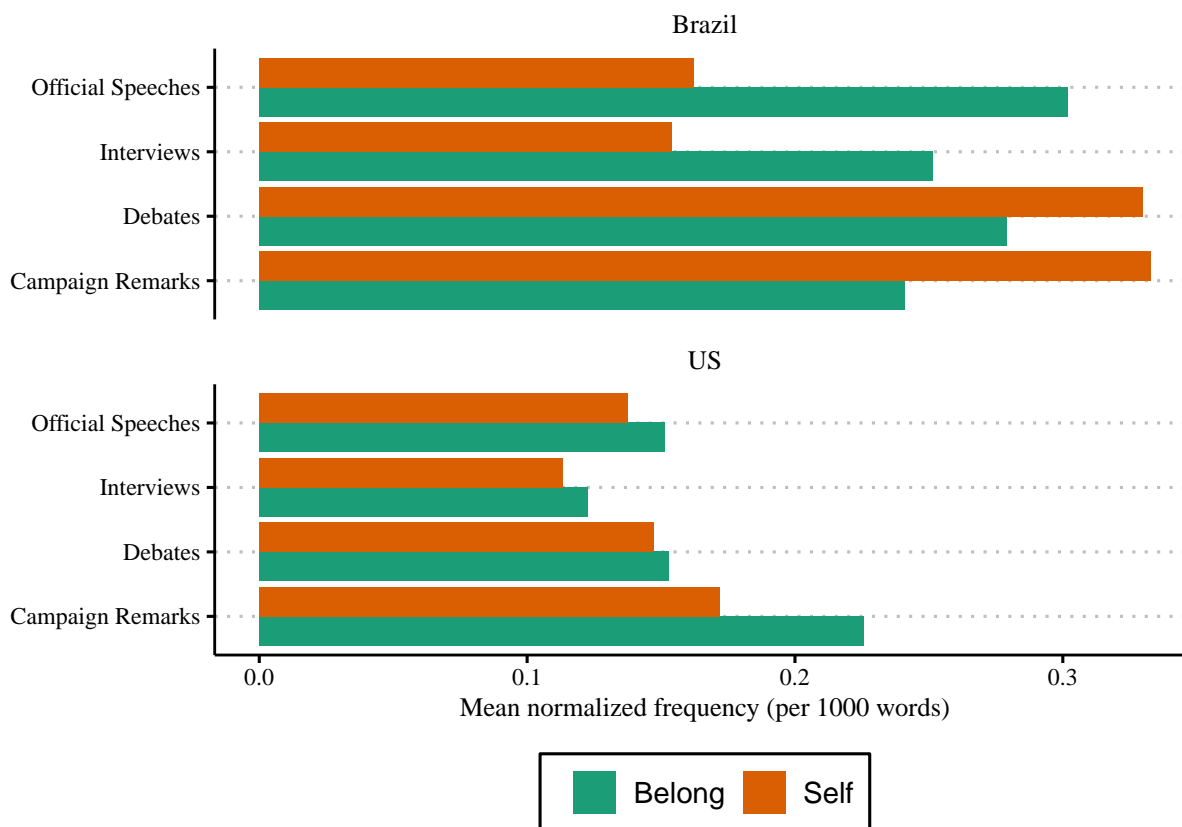
## 4.2 Authenticity Performances across settings

Figure 3: Authenticity Performances by Setting Over Time in Brazil and the US



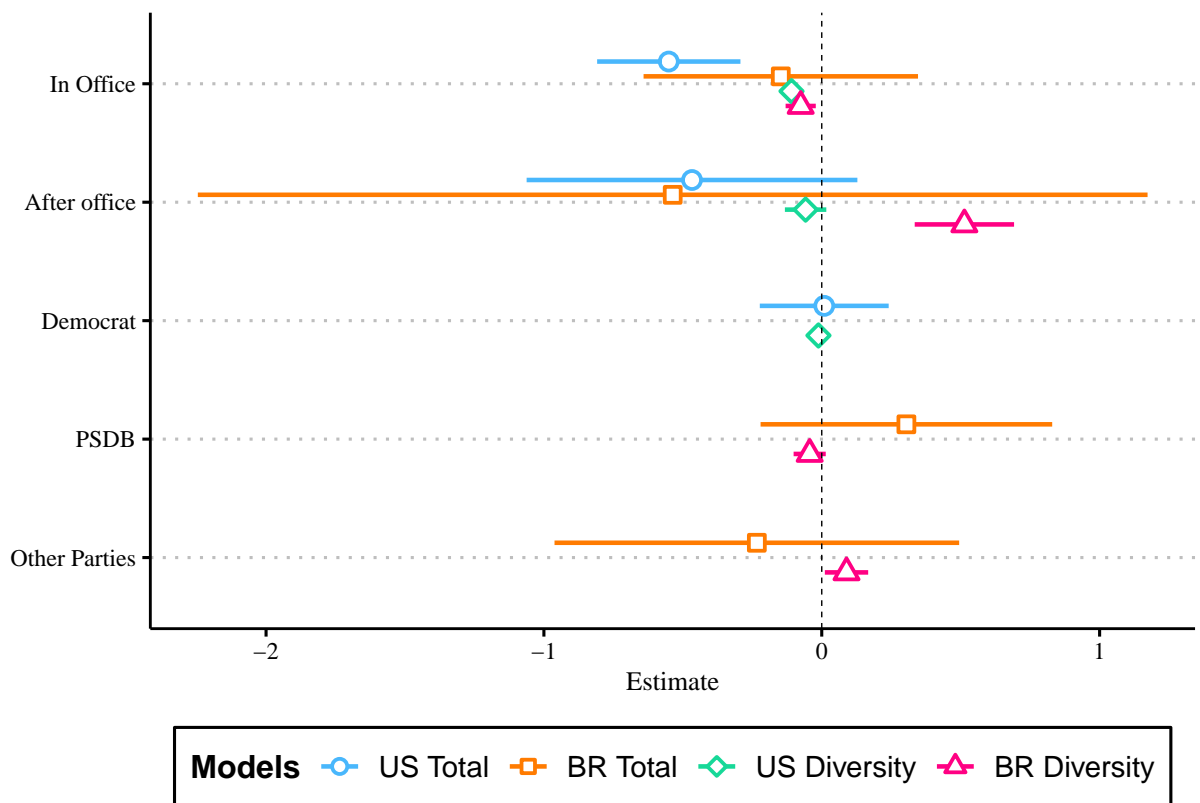
Curves in the plot are smoothed using loess method.

Figure 4: Authenticity Performances by Category and Setting in Brazil and the US



### 4.3 Authenticity Performances by Politicians

Figure 5: Authenticity Performances and Politicians' Role in Brazil and the US - Fixed-Effects by year



Fixed-Effects models indexed by year

## 5 Conclusion

## References

## Appendix



Table 3: Authenticity Performances Codebook

Authenticity Performance	Lexicon English	Lexicon Portuguese
<b>Truth Telling</b>	am telling the truth, are telling the truth, is telling the truth, the truth is, this is the truth, not lying, not lies, no lies, not telling you lies, is honest, am honest, is being honest, are being honest, are honest, honesty, is sincere, are sincere, am sincere, is being sincere, are being sincere, is true, are true, not a liar, bottom of my heart, I swear, I reassure, we reassure, I assure, we assure, be assured, is truthful, are truthful, am truthful, is being truthful, are being truthful, I know that, is evident, are evident, I am sure, trust me, am frank, are frank, is frank, being frank, is upfront, are upfront, am upfront, being upfront, will come clean, am coming clean, are coming clean, is straightforward, are straightforward, being straightforward, believe me, I am certain, no bullshit, not bullshitting	a verdade e, esta e a verdade, digo a verdade, dizemos a verdade, pura verdade, n<U+00E3>o e mentira, n<U+00E3>o estou mentindo, e honesto, sou honesto, somos honesto, sendo honesto, a honestidade, ser sincero, e sincero, com sinceridade, e verdade, s<U+00E3>o verdadeiras, n<U+00E3>o sou mentiroso, n<U+00E3>o minto, fundo do meu
<b>Lie accusations</b>	not truth, not the truth, not true, aren<U+2019>t true, isn<U+2019>t true, being untruthful, is lying, are lying, is a liar, are liars, is dishonest, are dishonest, being dishonest, is fake, are fake, being fake, is corrupt, are corrupt, full of lies, not sincere, not being sincere, isn<U+2019>t sincere, aren<U+2019>t sincere, not honest, not being honest, is cheating, is a cheater, are cheaters, are cheating, are tricking, is tricking, be deceived, is deceiving, are deceiving, are a hypocrite, is a hypocrite, are being a hypocrite, is being a hypocrite, is crooked, are crooked, is misleading, are misleading, has double-standards, are sneaky, is sneaky, has two faces, two-faced, has double faces, double-faced, you are wrong, not correct, fooled by, do not believe, is misrepresenting, they misrepresent, is misrepresent, are misrepresent, pretends that, pretends to, is pretending, are pretending, keep pretending, breach your trust, breach of trust, is false, are false, being false, is misinforming, are misinforming, being misinformed, pretended, cut the crap, full of crap	cora<U+00E7><U+00E3>o, sou verdadeiro, somos verdadeiros, tenho certeza, certeza absoluta, confia em mim, confie em mim, pode confiar, sou franco, somos francos, fraqueza, falando a verdade, falo a verdade, falamos a verdade, acredite em mim, pode acreditar, podem acreditar, eu tenho certeza, isso e a verdade, somos honestos, com honestidade, toda a sinceridade, com sinceridade, toda a sinceridade, sou confi<U+00E1>vel, somos confi<U+00E1>veis, as coisas s<U+00E3>o assim, a realidade das coisas, juro por deus, com certeza, digo com precis<U+00E3>o, veracidade, premissa, afirmo para voc<U+00EA>s, isso e como aconteceu, falar umas verdades n<U+00E3>o e verdade, n<U+00E3>o e verdadeiro, e mentiroso, est<U+00E1> mentindo, s<U+00E3>o mentiroso, e mentira, de mentira, tudo mentira, e desonesto, mentiram, mentiu, um desonesto, esse desonesto, de desonesto, s<U+00E3>o desonesto, e falso, s<U+00E3>o falsos, s<U+00E3>o corruptos, e corrupto, de corrupto, todos corrupto, n<U+00E3>o s<U+00E3>o sincero, n<U+00E3>o e sincero, n<U+00E3>o s<U+00E3>o honestos, n<U+00E3>o e honesto, s<U+00E3>o trapaceiros, e trapaceiro, eles trapaceiam, trapaceou, e enganar, ser enganado, v<U+00E3>o enganar, sendo enganados, e hip<U+00F3>crita, e enganador, e engana<U+00E7><U+00E3>o, duas caras, enganado por, n<U+00E3>o acredite, eles finge, ele finge, e fingimento, ela finge, quebrou a sua confian<U+00E7>a , quebra de confian<U+00E7>a, e falso, s<U+00E3>o falsos, falsidade, e fic<U+00E7><U+00E3>o, hist<U+00F3>ria para boi dormir, historinha para boi dormir, e calunia, s<U+00E3>o calunias, difama<U+00E7><U+00E3>o, difamar, uma inverdade, s<U+00E3>o inverdades, e inverdade, isso e inven<U+00E7><U+00E3>o, essas s<U+00E3>o inven<U+00E7><U+00F5>es, isso e uma lenda, essas s<U+00E3>o ledas, tenta iludir, tentando iludir, uma farsa, tramoia, mal intencionado, mas inten<U+00E7><U+00F5>es, falta de informa<U+00E7><U+00E3>o, esta mal-informado, est<U+00E3>o mal-informados

Table 3: Authenticity Performances Codebook (*continued*)

Authenticity Performance	Lexicon English	Lexicon Portuguese
<b>Consistency</b>	<p>we delivered, I delivered, check and see, I keep my word, we keep our word, I kept my word, we kept our word, I keep my promise, I kept my promise, we keep our promise, as promised, we kept our promise, am responsible, I take responsibility, we take responsibility, we assume responsibility, we are accountable, we are responsible, our duty, my duty, give my word, giving my word, own up my, owning up my, accept responsibility, accept the blame, recognize my mistakes, admit I was wrong, I made mistakes, I guarantee, we guarantee, I can guarantee, we can guarantee, I promise, we promise, we can prove, I can prove, we proved, I proved, am reliable, rely on me, rely on us, be reassured, you can hold me accountable, you can hold us accountable, see with your own eyes, vote of confidence, our mission, my mission, my commitment, our commitment, during our government, during my government, while I was in charge</p>	<p>n&lt;U+00F3&gt;s entregamos, eu entreguei, veja com seus pr&lt;U+00F3&gt;prios olhos, cumpro minhas palavras, cumprimos nossas palavra, cumpri minha palavra, cumpro minhas promessas, nossas promessa, um compromisso, meu compromisso, tenho um compromisso com, eu sou respons&lt;U+00E1&gt;vel, eu assumo a responsabilidade, n&lt;U+00F3&gt;s somos respons&lt;U+00E1&gt;veis, n&lt;U+00F3&gt;s assumimos a responsabilidade, nosso dever, meu dever, dou minha palavra, fa&lt;U+00E7&gt;o uma promessa, fazer uma promessa, aceitar a responsabilidade, aceito a responsabilidade, aceitamos a responsabilidade, aceitar a culpa, meus erros, que errei, eu errei, eu garanto, eu posso garantir, eu prometo, podemos provar, posso provar, provaremos, eu provei, voto de confian&lt;U+00E7&gt;a, encarrego pessoalmente, encarreguei pessoalmente, estou comprometido, meu comprometimento, comprometimento com, o comprometimento, fazer o poss&lt;U+00ED&gt;vel, minha supervis&lt;U+00E3&gt;o, minha miss&lt;U+00E3&gt;o, nossa miss&lt;U+00E3&gt;o, no meu governo, no nosso governo, durante nosso governo, eu era encarregado, eu era o encarregado, fomos encarregados de</p>

Table 3: Authenticity Performances Codebook (*continued*)

Authenticity Performance	Lexicon English	Lexicon Portuguese
<b>Finger Pointing</b>	are inconsistent, is inconsistent, being inconsistent, are irresponsible, is irresponsible, being irresponsible, their fault, not my fault, not our fault, they left us with, they are responsible, are not responsible, aren't responsible, isn't responsible, is not responsible, false promises, lack accountability, lacking accountability, not kept their word, not kept his word, not kept her word, not kept promises, not kept the, not kept his, not kept her, not kept their, not keep their word, not keep his word, not keep her word, not keep the, didn't keep the, didn't keep her, didn't keep his, hasn't kept her, not recognize, he made mistakes, she made mistakes, they made mistakes, not our mistake, not my mistake, not take responsibility, not my responsibility, not accountable, him accountable, them accountable, her accountable, blame them, blame him, blame his, blame her, their blame, break promises, broken promises, has betrayed, they betrayed, betraying, will betray, has tricked, has lied, not deliver, didn't deliver, hasn't deliver, failed your obligations, failed in your obligations, failed his obligations, failed her obligations, failed in his duty, failed in her duty, failed his duty, failed her duty, failed your duties, stabbed in the back	e inconsistente, s' inconsistente, e irresponsavel, s' irresponsavel, culpa deles, a culpa n' e minha, n' e minha culpa, eles n' deixaram, s' irresponsavel, e responsavel, n' custou, falsas promessas, falta de presta' de contas, falharam, falhou, n' cumpriu, n' cumpriram, n' reconheceu, n' reconheceram, errou, erraram, n' se responsabiliza, n' me responsabilizo, culpa e sua, sua culpa, quebrar promessas, promessas quebradas, quebra de promessas, fala uma coisa e faz outra, fala uma coisa aqui e faz outra, falsas promessas, s' trapaceiros, cometeu erros, cometeram erros, n' reconhece, n' reconheceu, assumiu a responsabilidade, promete uma coisa, promete o mundo, traiu a confian'a, traiu a sua confian'a, quebraram sua confian'a, e falcaturia, foi falcaturia, cheio de falcaturia, houve fraude, houveram fraudes, fraudulento, uma negociata, facada nas costas, faltou com respeito, n' faz o que promete, n' fez o que promete, promessas em v' o, palavras em v' o, falta de comprometimento, falta de compromisso, houveram desvio, houve desvio, a culpa e do, cheio de promessas, a conta n' fecha, n' terminaram
<b>Origins</b>	I was born, I come from, we come from, I grew up, growing up in, my parents, my mom, my mother, my father, my dad, my family, raised me, I was raised, we were raised, we grew up, my background, being surrounded by, being exposed to, my siblings, going to school in, our local church, Sunday mass, Saturday mass, family tradition, tradition in my house, in our house, growing up, back in the day, my grandparents, in my town, in my state, in my region, our community, in my community, our town, our state, my hometown, our hometown, my home state, our home state, back home, our house, my house, our neighbourhood, in my district, I lived in, we lived in, we used to play, I used to play, I was thought	Eu nasci, Eu vim de, eu venho de, viemos de, cresci, n' s' crescemos, meus pais, minha m' e, minha m' e, minha fam' lia, fui criado, fomos criados, minhas origens, meus irm' os, meu irm' o, minha irm' , tradi' familiar, tradi' em casa, crescendo, antigamente, meu av' , minha av' , meus av' s, na minha cidade, no meu estado, na minha regi' o, nossa comunidade, na minha comunidade, nossa cidade, nosso estado, cidade natal, estado de origem, minha casa, nossa casa, l' em casa, nosso bairro, no meu bairro, eu morava, viv' amos, na minha terra, de onde eu venho, missa de domingo, missa toda semana, brincava, eram outros tempos, fui educado, mor' vamos, eu morei, n' s' moramos, de onde venho, eram tempos diferentes

Table 3: Authenticity Performances Codebook (*continued*)

Authenticity Performance	Lexicon English	Lexicon Portuguese
<b>Common Sense</b>	is common sense, are common sense, everyone knows, it is undeniable, stating the obvious, say the obvious, everyone agrees, we all know, common wisdom, the people know, popular knowledge, from experience, it is my experience, sound judgment, practical solution, practical choice, practical answer, pragmatic solution, pragmatic answer, pragmatic choice, realistic answer, let me tell you about, is obvious, are obvious, obvious answer, obvious solution, as we all learned, we have all learned that, do not need to tell you that, the reality is, there is no logic, it does not make sense, it doesn't make sense, we know it does not work, no one disagrees that, no person disagrees, there is not a person, there is not a human being, there is not a family, there is not an American, there is no single citizen, there is not one single person, there is not one single human being, there is not one single family, there is not one single American, there is not one single citizen, there is not one single person, there is not one human being, there is not one family, there is not one American	senso comum, bom senso, todos sabem, afirmando o <U+00F3>bvio, todos concordam, todos sabemos, sabemos todos, todos <U+00F3>s sabemos, sabedoria popular, por experi<U+00EA>ncia, e minha experi<U+00EA>ncia, sou pr<U+00E1>tico, tem que ser pr<U+00E1>tico, devemos ser pr<U+00E1>tico, sendo pr<U+00E1>tico, sou pragm<U+00E1>tico, tem que ser pragm<U+00E1>tico, devemos ser pragm<U+00E1>tico, sendo pragm<U+00E1>tico, sou realista, sendo realista, sejamos realista, realisticamente falando, e <U+00F3>bvio, como todos <U+00F3>s aprendemos, como sabemos, n<U+00E3>o preciso te dizer, o povo sabe, agente aprendeu, n<U+00F3>s aprendemos, n<U+00F3>s sabemos, n<U+00E3>o tem logica, como aprendemos, n<U+00E3>o faz sentido, n<U+00E3>o fazem sentido, estamos cansados de saber, sabemos que n<U+00E3>o funciona, ningu<U+00E9>m discorda que, n<U+00E3>o tem uma pessoa, n<U+00E3>o existe uma pessoa, n<U+00E3>o h<U+00E1> uma pessoa, n<U+00E3>o existe um ser humano, n<U+00E3>o tem um ser humano, n<U+00E3>o h<U+00E1> um ser humano, n<U+00E3>o tem uma fam<U+00ED>lia, n<U+00E3>o existe uma fam<U+00ED>lia, n<U+00E3>o h<U+00E1> uma fam<U+00ED>lia, n<U+00E3>o tem um brasileiro, n<U+00E3>o h<U+00E1> um Brasileiro, n<U+00E3>o existe um brasileiro, n<U+00E3>o tem uma brasileira, n<U+00E3>o h<U+00E1> uma Brasileira, n<U+00E3>o existe uma brasileira politicamente correto, falar francamente, falando francamente, falar o que penso, falo o que penso, falando o que penso, dizer o que penso, papas na l<U+00ED>ngua, n<U+00E3>o vou fingir, n<U+00E3>o estou aqui para agradar, falar o que voc<U+00EA> pensa, o que voc<U+00EA> quer ouvir, n<U+00E3>o adulterar, n<U+00E3>o rodeio, n<U+00E3>o dou rodeio, direto ao ponto, dizer o que todos pensam, dizendo o que penso, dizendo o que todos pensam, dizer o que todos est<U+00E3>o pensando, n<U+00E3>o vou amaciar, n<U+00E3>o d<U+00E1> para amaciar, gordos, retardado, retardada, veado, popula<U+00E7><U+00E3>o preta, os pretos, as pretas, terceiro mundo, viciado em drogas, b<U+00EA>bado, drogado, sem cultura, pervertidos, prom<U+00ED>scuo, imbecil, estúpido, aleijado, defeituoso, incapacitado, inv<U+00E1>lido, mongoloide, deficiente mental, defici<U+00EA>ncia mental, o incapacitado, a incapacitada, travesti, homossexualismo
<b>Vulgarism</b>	politically correct, political correctness, PC, plain speaking, speaking my mind, speak my mind, say what I think, saying what I think, not going to pretend, not pretend, speak what you think, not what you want to hear, not butter up, not beat around the bush, cut to the chase, just being real, saying what everyone thinks, say what everyone is thinking, speaking plainly, colored people, negro, retarded, nigger, third world, oriental people, crippled people, is crippled, culturally deprived, drug addict, junkie, drunk, fat people, fat person, fat population, handicapped, homosexual faggot, deviant, perverted, illegals, illegal immigrants, illegal alien, Jew, non-white, prostitutes, promiscuous, stupid, tribe, underdeveloped	

Table 3: Authenticity Performances Codebook (*continued*)

Authenticity Performance	Lexicon English	Lexicon Portuguese
<b>Territory</b>	have been to, have visited, came all the way to, back from, will visit, saw first-hand, see first-hand, we visited, I visited, we visited, traveled to, traveling to, spend a few days in, spent some time in, spent time in, met great people in, we were hosted, I was hosted, our time in, my time in, our visit, spent a lot of time in, were many times in, got to know the whole country, got to know all the states	estive em, visitei, voltou de, voltei de, voltando de, voltamos de, estive em, estivemos em, visitar<U+00E1>, visitarei, vi em primeira m<U+00E3>o, ver em primeira m<U+00E3>o, visitamos, viajei para, passei alguns dias em, passei algum tempo em, passei um tempo, conheci <U+00F3>timas pessoas, conhecemos <U+00F3>timas pessoas em, fomos hospedados, minha passagem, nossa passagem, nossa visita, fui muitas vezes para, estive muitas vezes em, passei muito tempo em, meu tempo em, estive por todo o Brasil, de norte a sul do pais, conhe<U+00E7>o todo o pais, conheci todo o pais, conheci todo o Brasil, conhe<U+00E7>o todo o Brasil

	<i>Dependent variable:</i>
	value
Election Year	−0.043 (0.124)
United States	−0.688*** (0.108)
Constant	1.870*** (0.083)
Observations	67
R <sup>2</sup>	0.390
Adjusted R <sup>2</sup>	0.371
Residual Std. Error	0.441 (df = 64)
F Statistic	20.471*** (df = 2; 64)
<i>Note:</i>	*p<0.1; **p<0.05; ***p<0.01

Table 4: Authenticity Performances and Election Years in Brazil and the US

The linear regression above that correlates election years, as factors, to the total of authenticity performances for each case. The coefficients show that for both cases the relationship between election years and the frequency of authenticity performances is negative (i.e. elections year correlate with a decrease in the total of authenticity performances). This relationship is statistically significant for the US.

	<i>Dependent variable:</i>
	value
cycleCardoso (1995-2002)	−0.415 (0.299)
cycleCollor/Franco (1989-1994)	−0.394 (0.313)
cycleLula (2003-2010)	−0.088 (0.299)
cycleRousseff/Temer (2011-2018)	0.699** (0.299)
Constant	1.883*** (0.255)
Observations	33
R <sup>2</sup>	0.534
Adjusted R <sup>2</sup>	0.467
Residual Std. Error	0.442 (df = 28)
F Statistic	8.019*** (df = 4; 28)
<i>Note:</i>	*p<0.1; **p<0.05; ***p<0.01

Table 5: Authenticity Performances by year in Brazil - Linear Model

The linear regression, above, correlates the total of authenticity performances to election cycles in Brazil and confirms statistically significant increases for the cycle when Rousseff was president.

Authenticity Performance	Average US	Average Brazil
<b>Truth Telling</b>	0.33	0.35
<b>Lie Accusations</b>	0.04	0.03
<b>Consistency</b>	0.19	0.20
<b>Finger Pointing</b>	0.02	0.06
<b>Origins</b>	0.34	0.85
<b>Common Sense</b>	0.06	0.25
<b>Territorial</b>	0.10	0.05
<b>Anti-PC</b>	0.09	0.03

Table 6: Average Normalized Proportion of Authenticity Performances in Brazil and the US (per 1000 words)



	<i>Dependent variable:</i>	
	Total Frequency	
	Brazil (1)	US (2)
SettingCampaign Remarks	−0.204 (0.203)	0.288*** (0.073)
SettingDebates	−0.034 (0.214)	−0.017 (0.105)
SettingInterviews	−0.216* (0.125)	−0.116* (0.065)
TypeSelf	−0.559*** (0.118)	−0.055 (0.065)
SettingCampaign Remarks:TypeSelf	0.926*** (0.263)	−0.160 (0.101)
SettingDebates:TypeSelf	0.761*** (0.278)	0.033 (0.140)
SettingInterviews:TypeSelf	0.169 (0.172)	0.017 (0.092)
Observations	150	194
R <sup>2</sup>	0.298	0.222
Adjusted R <sup>2</sup>	0.050	0.019
F Statistic	6.681*** (df = 7; 110)	6.244*** (df = 7; 153)

*Note:*

\*p<0.1; \*\*p<0.05; \*\*\*p<0.01

Table 7: Authenticity Performances by Type and Setting in Brazil and the US - Fixed-Effects by Year

The relationship between the average frequencies of authenticity performances category and setting is investigated employing fixed-effects models, above. The correlation between the frequencies of authenticity performances and campaign settings for the US, in comparison to official speeches (reference category), is positive and highly statistically significant. Interviews also appear to correlate positively with authenticity performances in the US, in comparison to official speeches. In the case of Brazil, both campaign and debate settings correlate positively with authenticity performances in relation to official speeches.

	<i>Dependent variable:</i>			
	Total Normalized Frequency		Diversity Score	
	US	Brazil	US	Brazil
	(1)	(2)	(3)	(4)
statusIn Office	−0.551*** (0.132)	−0.147 (0.252)	−0.109*** (0.016)	−0.076*** (0.028)
statusAfter office	−0.467 (0.304)	−0.536 (0.872)	−0.058 (0.038)	0.513*** (0.091)
partyDemocratic	0.009 (0.118)		−0.012 (0.015)	
partyPSDB		0.305 (0.268)		−0.043 (0.029)
partyOther		−0.234 (0.372)		0.089** (0.040)
Observations	139	113	139	110
R <sup>2</sup>	0.147	0.038	0.315	0.391
Adjusted R <sup>2</sup>	−0.154	−0.418	0.073	0.090
F Statistic	5.866*** (df = 3; 102)	0.749 (df = 4; 76)	15.639*** (df = 3; 102)	11.693*** (df = 4; 73)
<i>Note:</i>			*p<0.1; **p<0.05; ***p<0.01	

Table 8: Authenticity Performances by Setting, Type, Status, and Party in Brazil and the US - Fixed-Effects by Year

The same models were also run controlling for settings and add interactions between status and the category of authenticity performances. However, there were not many statistically significant relationships and the significance or the direction of the relationships displayed in the model above remained similar.