Table 7. Principal Component Analysis for Sentiment Ratings

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| **Item** | **Question** | **F1** | **F2** | **F3** | **F4** |
| Q10 | Does this comment attempt to put down X because of [insert identities]: | 0.88 | - | - | - |
| Q12 | Does this comment attempt to humiliate, degrade, or abuse the target? | 0.80 | - | - | - |
| Q11 | Does the comment suggest that the group is superior or inferior to other groups? | - | 0.79 | - | - |
| Q13 | Is the sentiment motivated by hostility toward the target? | - | 0.87 | - | - |
| Q15 | Does this comment expression prejudice toward the target? | - | 0.71 | - | - |
| Q16 | Does this comment express contempt for the target? | - | 0.69 | - | - |
| Q14 | Does the comment suggest or threaten that the group that it is about is going to face harassment? | - | - | 0.84 | - |
| Q17 | Does the comment suggest or threaten that the group that it is about is going to face violence? | - | - | 0.83 | - |

*Notes*. Response options: Yes, No, I Don’t Know