



Figure 7a. Summary of Principal Component 1 in Study 7 (Clinton Campaigning vs. Opponents). The two rows illustrate the two poles of principal component 1 and the different rhetorical profiles they represent (Information on the top row and Involvement on the bottom). Each row has 3 panels: left, center, and right. The left panel in each row displays the top 20 speeches ranked by PC scores, with each speech represented by a dot in the plot and separated by Clinton campaigning and her opponents. Our selection of speeches in the main text are drawn from this panel. The center and right panels of each row compare Clinton and her opponents' use of Information (top) and Involvement (bottom) across their speeches on core-variables (center panel) and non-core variables (right panel).