



Figure 8a. Summary of Principal Component 1 in Study 8 (Clinton in Campaigning). 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 speeches given by Clinton against different opponents. Our selection of speeches in the main text are drawn from this panel. The center and right panels of each row compare Clinton's use of Involvement (top) and Information (bottom) across her full corpus of campaigning speeches against different opponents on core-variables (center panel) and non-core variables (right panel).