

LIWC Dimension	Min %	Avg %	Max %	Description*
Summary Dimensions				
Dictionary Words	9.52	31.11	51.35	Percent of words captured by LIWC
Analytical Thinking	1	34.86	99	Metric of logical, formal thinking
Clout	1	55.41	99	Language of leadership, status
Authentic	1	66.93	99	Perceived honesty, genuineness
Emotional Tone	1	65.12	99	Degree of positive (negative) tone
Affect				
Positive tone	0	1.64	11.76	Words that index a positive sentiment towards the subject. Ex. good, well, new, love
Negative tone	0	0.08	11.11	Words that index a negative sentiment towards the subject. Ex. bad, wrong, too much, hate
Positive emotion	0	0.28	11.11	Words that index positive emotional states. good, love, happy, hope
Negative emotion	0	0.01	2.38	Words that index negative emotional states. Ex. bad, hate, hurt, tired
States				
Need	0	0.08	8.7	Words that index a specific action to ensure the speaker's wellbeing and survival. Ex. have to, need, had to, must
Want	0	0.21	5.56	Words that index a desire or preference. Ex. want, hope, wanted, wish
Acquire	0	0.22	9.09	Words indexing a search for, finding, or obtaining something that serves one's needs or wants. Ex. get, got, take, getting
Lack	0	0.02	4.88	Words that express missing something associated with a speaker's needs, wants, or goals. Ex., don't have, didn't have, *less, hungry
Fulfill	0	0.006	2.44	Words that express a state of satisfaction, satiation, or psychological state of completion. Ex., enough, full, complete, extra
Fatigue	0	0.01	2.38	Words that reflect exhaustion, boredom, or expended effort. Ex., tired, bored, don't care, boring
Motive				
Reward	0	0.005	1.72	Words related to incentives and the potential for positive outcomes or fulfillment. Ex., opportun*, win, gain*, benefit*
Risk	0	0.03	2.86	Words related to incentives and the potential for negative outcomes. secur*, protect*, pain, risk*
Curiosity	0	1.41	26.32	Words indexing a search for or interest in new knowledge or experiences. Ex., scien*, look* for, research*, wonder
Allure	0	14.35	31.03	Words indexing successful persuasive communication (often in ads). Ex., have, like, out, know