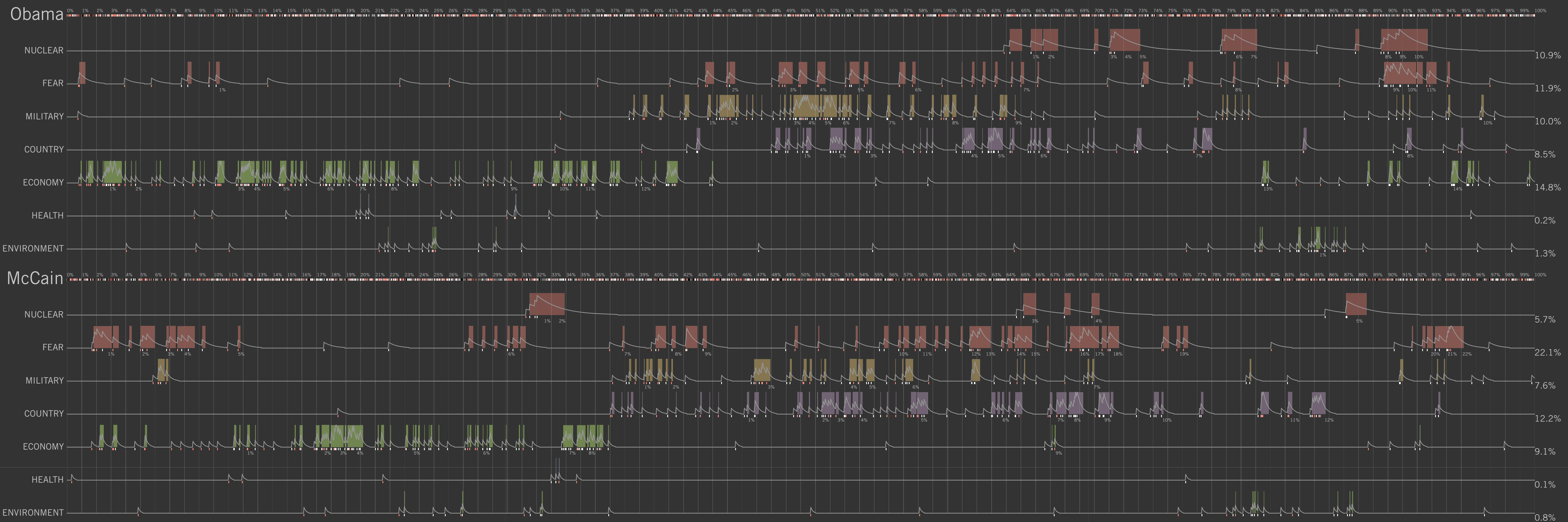


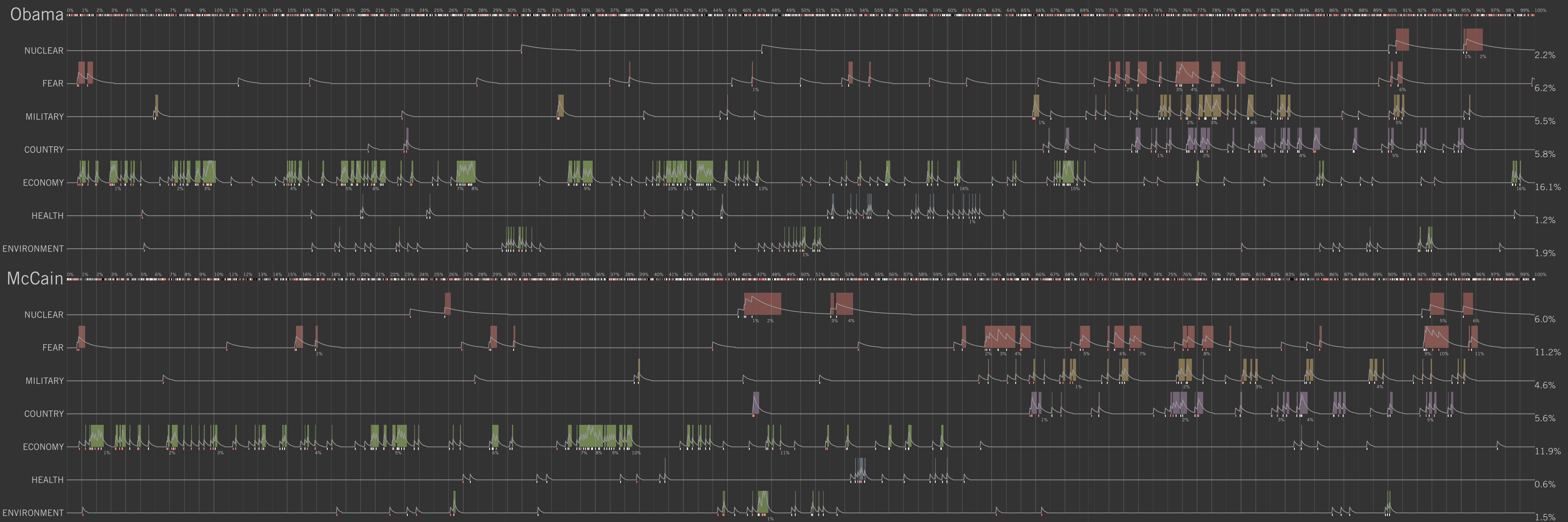
THEMATIC PROFILES OF 2008 US PRESIDENTIAL DEBATES BETWEEN BARACK OBAMA AND JOHN MCCAIN

nuclear // fear // military // foreign places // economy // health // environment

FIRST DEBATE



SECOND DEBATE



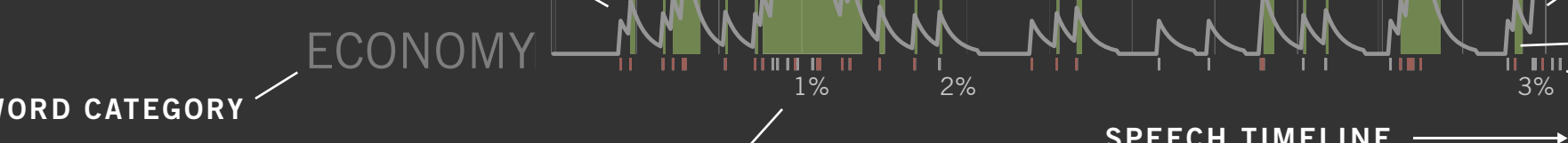
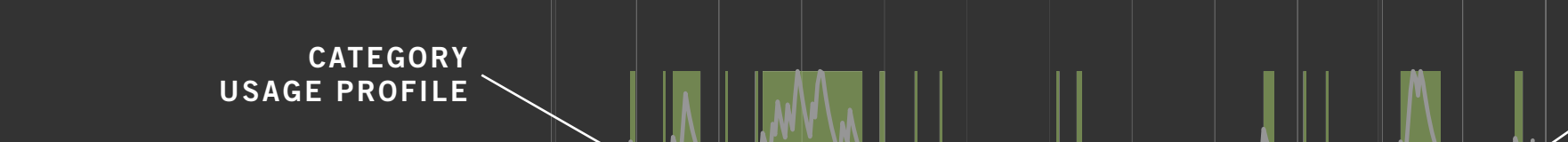
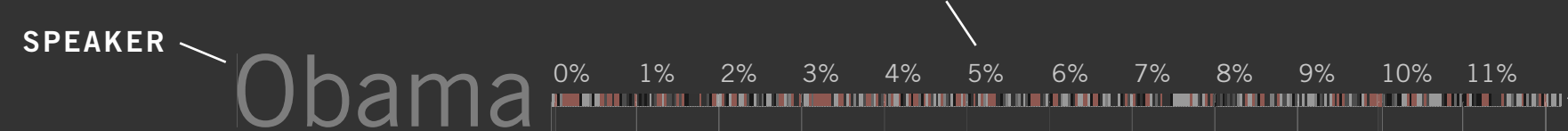
THIRD DEBATE



WORD CATEGORIES

- NUCLEAR** The words *nuclear* and *nuke*.
- FEAR** Words related to fear.
e.g., *fright afraid evil kill torture extinction genocide holocaust lethal*
- MILITARY** Military terms.
e.g., *invasion war army security victory insurgency violence troop commander*
- COUNTRY** Geographical places outside US.
e.g., *Afghanistan Iraq Iran Baghdad Pakistan Bosnia Brazil French Peru Somalia Canada*
- ECONOMY** Words related to money, finance and the economy.
e.g., *money job finance tax depression savings billion trillion market bank foreclosure*
- HEALTH** Health and health care terms.
e.g., *hospital disease cure cancer patient medical abortion surgery nutrition doctor nurse*
- ENVIRONMENT** Words about energy, environment and sustainability.
e.g., *environment energy sustainability climate agriculture coal emission ethanol hybrid*

FRACTION OF NON-STOP WORDS SPOKEN



FREQUENCY OF WORD



CATEGORY TRACKER
 $y_0 = 0, y_i = y_{i-1} + 1$ if word, belongs to category
 highlighted if $y_i > 1$

INCIDENCE OF WORD IN CATEGORY
 first mention | subsequent usage

CATEGORY DECAY, k

- NUCLEAR 0.02
- FEAR 0.05
- MILITARY 0.10
- COUNTRY 0.10
- ECONOMY 0.15
- HEALTH 0.20
- ENVIRONMENT 0.20