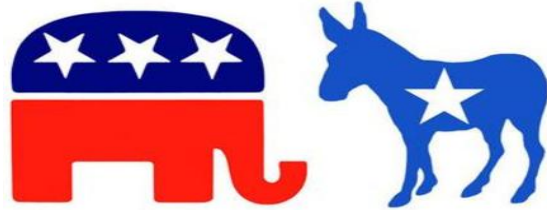


Your Neighbors Know Who You Are!



It is often said that you can tell a person's character by the company the person keeps. In some ways, "words" are pretty similar. The words that tend to occur most frequently with any given word tells you something about the word that you're looking at.

Of course, it all depends which words you're looking at - and who wrote (or in this case, said) those words. If we look at the 2008 political debates prior to the first elections, we can divide each candidate's responses to given questions into their own documents. In this way, we end up with hundreds of individual documents. All we then need to do is choose a word (e.g. **America** or **terror**) and then see

how frequently those words co-occur with other words in their neighborhood. The words that show up the most often tell us something about what that candidate associates with the words that we're looking at. Of course, very common words like "the" and "in" and "of" will always occur, so we ignore those words and concentrate on the most frequently occurring substantive words.

"America"

So the leading democrats are thinking in a similar way about **America**. Both see **America** and **health care** as being **important**. However, Obama also sees **taxes** as being important too.

For Clinton, the most commonly associated words are **people, president, health, American, Americans, country, senator, care, important, working, and Bush**.

For Obama, we have **people, American, health, tax, right, president, country, care, and important**

For Edwards we have, **people, health, fight, against, pay, nuclear, universal, personal, and poverty**.

Edwards uses the words **nuclear weapons** and **poverty** as both being important issues that effect **America** more than any other Democratic candidate.

For the Republicans, McCain has **people, American, tax, proud, and spending**. Perhaps there's something to worry the Conservatives in that list.

Huckabee has **people, American, tax, health, country, care, system,** and **fair**. No doubt Huckabee equates a **fair tax** as being as important to America as **health care**.

Romney has **people, health,** and then **Ronald Reagan. Washington** also gets into Romney's list.

For Giuliani we have **people, united, believe, health, illegal, New York, foreign, September, Islamic, money, country, and insurance**. Giuliani speaks a great deal about the eminent threat of terrorists from Islamic countries. He also tends to talk a lot about September 11th which has caught some of the media's attention lately.

"Terror"

For terror, Clinton tops her list with **nuclear,** and follows this up with **world, people, states, terrorists, and Bush!**

Obama tops his list with **Iraq, war, president, terrorist,** and **important**. **Iranian** is also high on Obama's list, suggesting a contrast in how the leading Democrats view terror.

Edwards has **terrorist, American, states, stop, Cheney, Bush, Iranian, and serious.**

McCain has a different view from other Republicans with **oil** being number one on his list. McCain adds to this with **billion, people, stop, address, America, eliminate, gas, and greenhouse.** Yet more reasons, perhaps, for Conservatives to wonder if McCain is really on the right wing.

Huckabee starts off with **middle east, Musharraf, time, ally, fight, and issue.** Thus, Huckabee presents yet a third view on terror.

Romney begins with **military,** and then adds **people, help, world, free, and nations.**

Giuliani has, **people, Islamic, Ronald Regan, united, Iraq, September 11 (again!!!), attacked, and terrorists.** Not much of a surprise there!

"Security"

For Clinton **security** appeared most often with **president, Bush, united, government, social, time, troops, energy, nuclear, senator, and inspectors.**

For Obama we have **People, American, health, social, foreign, national, Bush, campaign, long-term, payroll, problem, and tax**

So, both Obama and Clinton talk about **Bush** and **social security**.

The two are different in that Clinton talks about **nuclear security** more, and Obama talks about **health** and **taxes** when he talks about security.

This could suggest that Clinton is more focused on the war and **security**, and Obama is more focused on domestic issues.

For **security**, Edwards had **vote**, **American**, **argument**, **Bush**, and **Clinton**.

For the Republicans, McCain has **national**, **people**, **president**, **strategy**, **united**, **proud**, **borders**, **confidence**, **experience**, and **military**.

For **security**, Huckabee has **people**, **country**, **government**, **social**, **agree**, **fact**, **governor**, and **great**.

Romney has **social security**, **people**, **change**, **solve**, **Washington**, **cut**, **deal**, **down**, **economy**, **issue**, **global** and **problem**.

Meanwhile, Giuliani tops his list with **Islamic**, and then **war**, **united**, **foreign**, **nuclear**, **September** (what else!), **attacked**, **terrorism**, **Iran**. Giuliani again is mentioning **September** 11th and the attack in New York.

Guliani and McCain focus strongly on the war on **terror** and **security** issue there, but Huckabee and Romney focus more on domestic issues of **security**.

Maybe this says something about Huckabee and Romney's experience with dealing with issues of war.

"Family"

For Clinton, **family** appeared most often with **People, energy, farm (?), against, best, campaign, economy,** and **education**. Odd that *farm* should be in that list, may be something we need to look into more.

For Obama, we have **American, abuse, farm, health, invest,** and **premiums**. Odd that *farm* should be in that list too, definitely something we need to look into more.

For **family**, Edwards had **American, personal, fight, people, worked, middle class, President, worried, health,** and **policy**. Re-assuringly, no farming.

Edwards does tout that he is fighting for the **middle class family**, and he also says that he wants to improve the **health care** system.

For **family** McCain offers **my, our, need, will, president, choice, lose, Clinton, don't, education, good, principles,** and **base**.

Huckabee has **people, economy, family, advance, attention, barely, blame, bush, and, children.** Nice to see that someone talks about children when talking about the family.

For **family,** Romney offers **nation, future, good, better, born, country, economy, essential, fair, health, kid, and love.** Isn't love nice?

Guiliani tops his list with **health insurance,** and then other words on his list are **people, need, attacked** (can you believe that?), **buy, cost, country,** and **cover.** Apparently, no explicit mention of September 11th here.

"Freedom"

McCain associates **freedom** with **America, believe, Iranians, Iraq, people, situation, world, Clinton, flag, fundamental, military, and national**

Huckabee most commonly associates **freedom** with **government, veterans, children, country, die, document, equal, exceptional, happiness, people, principles, provision, pursuit, right, rights, sense, and student.**

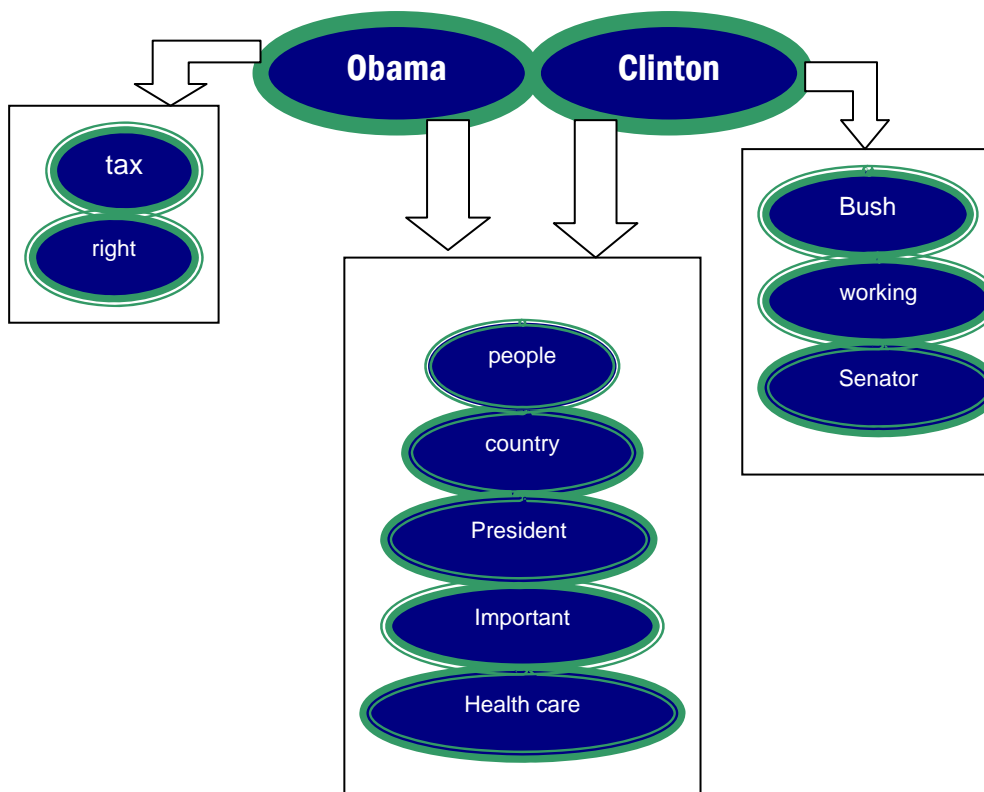
Romney associates **freedom** with **believe, people, American, founders, question, world, church, help,**

man, nuclear, occurring, potentially, power, religious, and Russia (!).

What do we learn from this?

What we learn from this kind of analysis is that it's not always our words that give us away; it's sometimes the friends of those words that reveal our secrets.

"America" Obama vs. Clinton



See link to relative semantic analysis for more information on how we do this.

From LM & PMM & the IIS-WordWatchers!