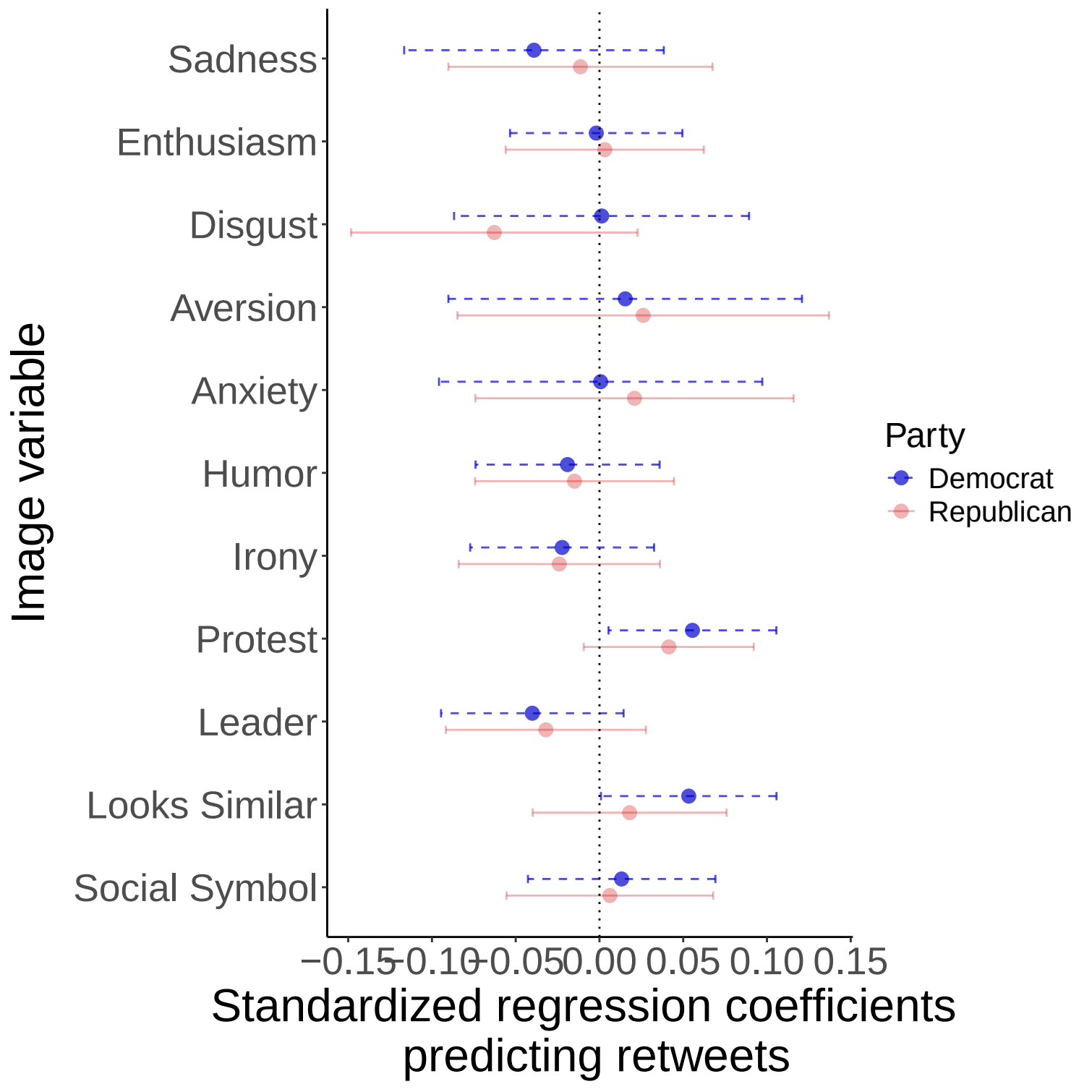
Sadness
Enthusiasm
Disgust
Aversion
Anxiety
Humor
Irony
Protest
Leader
Looks Similar
Social Symbol
Image variable
−0.15
−0.10
−0.05
0.00
0.05
0.10
0.15
Standardized regression coefficients
predicting retweets
Party
Democrat
Republican