

## Codebook

### Emotions in Political Communication

This codebook is based on the book [Ten Houten: A General Theory of Emotions and Social Life](#). The listed basic or primary emotions are fundamental emotional states that form the foundation for more complex or secondary/tertiary emotions.

Code	Emotion	Description	Example
0	Anger	A basic and primary emotion triggered by perceived injustice, unfairness, obstruction, or violation of personal or social integrity. It is often expressed through verbal or physical aggression, sarcasm, or criticism. In political contexts, anger is strategically used to mobilize support, address grievances, and influence public opinion, frequently linked to power, fairness, and social hierarchy issues.	<ul style="list-style-type: none"> <li>• How dare you speak about Budapest's citizens' problems like that! You could improve the situation in many ways but intentionally harm the people.</li> <li>• In light of all this, the report's appeal for 'non-militarisation' of space - typical proof of the outrageous duplicity of imperialist political propaganda - is the utmost hypocrisy.</li> </ul>
1	Fear	A basic, negative emotion arising from perceived threats or danger prompts avoidance or protective behavior. It is anticipatory, tied to feelings of powerlessness, and often manifests in political contexts through crisis language, warnings, and references to insecurity or vulnerability, aiming to evoke caution or reliance on protective figures or policies.	<ul style="list-style-type: none"> <li>• We are deeply concerned about the recent developments. Our top priority is the safety and well-being of our citizens. We are closely monitoring the situation and taking necessary measures.</li> <li>• It's like seeing the train coming toward you.</li> </ul>
2	Disgust	A negative emotion rooted in rejection is often triggered by perceived contamination, immorality, or violation of social norms. It manifests physically (e.g., nausea, revulsion) and	<ul style="list-style-type: none"> <li>• As I watched today's news conference, I discovered that I was becoming increasingly sick to my stomach.</li> </ul>

		socially through expressions of disdain or avoidance. It often targets behaviors or groups deemed offensive in political contexts, reinforcing moral boundaries and group identity.	<ul style="list-style-type: none"> <li>• What kind of person does something so vile and repulsive?</li> </ul>
3	Sadness	Sadness is a negative emotion linked to physical, psychological, temporary, or permanent loss. It reflects a sense of helplessness or inevitability and often highlights existential limitations or misfortunes. In political contexts, sadness evokes empathy, reflection, or solidarity, often emphasizing shared struggles or sacrifices.	<ul style="list-style-type: none"> <li>• We are losing a generation. Here are the devastating impacts of COVID-19.</li> <li>• I have gone home and cried several times in the past week. I cried because I was so tired, and I don't necessarily mean physically tired but mentally tired.</li> </ul>
4	Joy	Joy is a positive emotion associated with well-being, contentment, and satisfaction, often arising from personal or communal achievements and meaningful social connections. In political contexts, joy fosters unity, motivates prosocial actions, and celebrates shared successes or progress, often inspiring hope and enthusiasm.	<ul style="list-style-type: none"> <li>• Being the TIME's Person of the Year is a great pleasure.</li> <li>• Let us celebrate!</li> <li>• I am happy to report on progress.</li> <li>• How wonderful to see so many familiar faces.</li> </ul>
5	None of them	This category includes neutral statements and anything that does not fall under the above categories.	