Codebook

Electoral campaigns on social networks: leaders' strategies in Spain's 2023 general election

1st W. What

- **Agenda/presence indicator:** announces presence in events or media, no evaluations or proposals.
- **Policy proposal:** presents a concrete proposal, promise, or planned action.
- **Opinion/recommendation:** expresses an opinion or suggestion, without attacking or proposing.
- **Attack:** criticizes or confronts another political actor or institution.
- **Advocacy:** supports a cause or group, without being a formal proposal.
- **Other:** content that doesn't fit any of the above.

2nd W. Who

a) Protagonist

- **Leader:** when the main actor is the candidate.
- **Party members:** based on the dominant presence in the post.
- **Other politicians:** based on the dominant presence in the post.
- **Citizens:** based on the dominant presence in the post.
- **Media:** based on the dominant presence in the post.
- **Impersonal:** based on the dominant presence in the post.
- **Family/friends:** based on the dominant presence in the post.
- **Other:** based on the dominant presence in the post.

b) Secondary actor

- **None (leader):** when no secondary figure appears.
- **Party members:** based on presence.
- **Other politicians:** based on presence.
- **Citizens:** based on presence.
- **Media:** based on presence.
- **Impersonal:** based on presence.
- **Family/friends:** based on presence.
- **Other:** based on presence.

c) Transmitted attributes

Professional:

- **Statesman/woman:** representing the figure as institutional, experienced.
- **Public manager:** focused on administrative efficiency or competence.
- **Communicator:** highlighting media skills or direct communication.
- **Mass leader:** portrayed as charismatic or capable of mobilizing large groups.
- **Protector:** caring for others, defending values or rights.
- **Hero/heroine:** exalted through epic framing.
- **Other:** unclassifiable under the above labels.

Personal:

- **Collaborative:** working with others, co-participatory framing.
- **Familiar:** shown with family or in domestic contexts.
- **Social:** engaging with citizens or in everyday contexts.
- **Recreational:** involved in leisure, culture, or sport.
- **Other:** for personal traits not fitting the above.

3rd W. Where

- **Undetermined:** when no information about the space is available.
- **Official:** institutional settings, government offices, party venues.

- **Private:** home environments, private life scenes.
- **Public:** streets, plazas, public facilities.

4th W. When

- **Institutional:** official and formal acts or communications.
- **Strategic spontaneity:** seemingly natural situations that are clearly orchestrated.
- **Posing:** posed content, looking at the camera, staged photographic acts.
- **Other:** when staging does not fit any of the above.

5th W. How

a) Technical aspects

Format

- **Photography:** based on the format.
- **Poster:** based on the format.
- **Video:** based on the format.

Shot

- **Long:** based on the shot.
- **Medium:** based on the shot.
- **Close up:** based on the shot.
- **Very close up:** based on the shot.

Angle

- **Neutral:** based on the angle.
- **High:** based on the angle.
- **Low:** based on the angle.

b) Appeal

- **Emotional positive:** hope, joy, unity, empathy, etc.
- **Emotional negative:** anger, fear, indignation, threat, etc.