Codebook for replication material: Klingelhöfer (2026) "A Complex Emotional Cocktail", PRX

1 Dataset "comm_senti.dta"

Observations: text collections [party X communication mode-specific collections of the text of campaign communications relating to the 18 main parties participating in the 2017 Austria, 2017 German, and 2018 Italian elections]

Analyze with: the Stata do-file "an_comm.do".

General notes: The dataset contains the output of the LIWC analysis [2022 LIWC application (Boyd et al. 2022) using the 2015 German dictionary collection of Meier, Boyd, and Pennebaker (2018) and the 2007 Italian dictionary collection of Agosti and Rellini (2007)]. The full text of the campaign communications cannot be republished due to copyright restrictions. Please consult Appendix A.1 for the sources of the collected campaign communications.

Variables:

country_num
- description: country identifier
- source: self-created
- expressions:
  - 1. "AT"
  - 2. "DE"
  - 3. "IT"

pcode
- description: party identifier
- source: self-created
- expressions:
  - 32031 "LeU"
  - 32440 "PD"
  - 32610 "FI"
  - 32630 "FdI"
  - 32720 "Lega"
  - 32956 "M5S"
  - 41113 "Grüne (DE)"
  - 41223 "Linke"
  - 41320 "SPD"
  - 41420 "FDP"
  - 41521 "CDU/CSU"
  - 41953 "AfD"
  - 42110 "Grüne (AT)"
  - 42120 "Pilz"
  - 42320 "SPÖ"
  - 42420 "FPÖ"
  - 42430 "NEOS"
  - 42520 "ÖVP"

mode_num
- description: mode of the text collection
- source: self-created
- expressions:
  - 1 "Manifestos"
  - 2 "FB posts"
  - 3 "Press releases"
  - 4 "Posters"

WC
- description: word count of the text collection
- source: LIWC analysis
- expressions: absolute number (count)

anger
- description: share of anger words
- source: LIWC analysis
- expressions: percentage

anx
- description: share of anxiety words
- source: LIWC analysis
- expressions: percentage

negemo
- description: share of negative emotion words
- source: LIWC analysis
- expressions: percentage

posemo
- description: share of positive emotion words
- source: LIWC analysis
- expressions: percentage

PRRP
- description: identifies text collections of populist radical right parties (PRRPs)
- source: self-created
- expressions:
  - 0 Does not relate to a PRRP
  - 1 Relates to a PRRP

2 Dataset "comm_ads.dta"

Unit of analysis: campaign video ads [relating to the 18 main parties participating in the 2017 Austria, 2017 German, and 2018 Italian elections]

Analyze with: the Stata do-file "an_comm.do".

General notes: The dataset contains the coding of the campaign video ads. The ads themselves cannot be republished due to copyright restrictions. Please consult Appendix A.1 for the sources of the collected campaign communications.

Variables:

country_num
- description: country identifier
- source: self-created
- expressions:
  - 1. "AT"
  - 2. "DE"
  - 3. "IT"

pcode
- description: party identifier
- source: self-created
- expressions:
  - 32031 "LeU"
  - 32440 "PD"
  - 32610 "FI"
  - 32630 "FdI"
  - 32720 "Lega"
  - 32956 "M5S"
  - 41113 "Grüne (DE)"
  - 41223 "Linke"
  - 41320 "SPD"
  - 41420 "FDP"
  - 41521 "CDU/CSU"
  - 41953 "AfD"
  - 42110 "Grüne (AT)"
  - 42120 "Pilz"
  - 42320 "SPÖ"
  - 42420 "FPÖ"
  - 42430 "NEOS"
  - 42520 "ÖVP"

vid_num
- description: identifier of ad from the same party
- source: self-created
- expressions: absolute number (count)

title
- description: name of the ad
- source: self-created
- expressions: string

amu_ap
- description: AMUSEMENT/HUMOR APPEAL
- source: coding
- expression:
  - 0 "No attempt to elicit"
  - 1 "Some appeal"
  - 2 "Strong appeal"

fea_ap
- description: FEAR APPEAL
- source: coding
- expression:
  - 0 "No attempt to elicit"
  - 1 "Some appeal"
  - 2 "Strong appeal"

ent_ap
- description: ENTHUSIASM/HOPE/JOY APPEAL
- source: coding
- expression:
  - 0 "No attempt to elicit"
  - 1 "Some appeal"
  - 2 "Strong appeal"

ang_ap
- description: ANGER APPEAL
- source: coding
- expression:
  - 0 "No attempt to elicit"
  - 1 "Some appeal"
  - 2 "Strong appeal"

pri_ap
- description: PRIDE APPEAL
- source: coding
- expression:
  - 0 "No attempt to elicit"
  - 1 "Some appeal"
  - 2 "Strong appeal"

com_ap
- description: COMPASSION APPEAL
- source: coding
- expression:
  - 0 "No attempt to elicit"
  - 1 "Some appeal"
  - 2 "Strong appeal"

sad_ap

- description: SADNESS APPEAL
- source: coding
- expression:
  - 0 "No attempt to elicit"
  - 1 "Some appeal"
  - 2 "Strong appeal"

cal_ap

- description: CALMNESS APPEAL
- source: coding
- expression:
  - 0 "No attempt to elicit"
  - 1 "Some appeal"
  - 2 "Strong appeal"

PRRP

- description: identifies text collections of populist radical right parties (PRRPs)
- source: self-created
- expressions:
  - 0 Does not relate to a PRRP
  - 1 Relates to a PRRP

3 Spreadsheet "Interview excerpts.xlsx"

General notes: The spreadsheet contains excerpts from the analyzed interview transcripts. The interviewed campaigners as well as the IRB were assured that anonymity and confidentiality would be kept. Full interview transcripts are not published because this would risk jeopardizing these assurances. In order to increase transparency as much as possible (Jabobs et al. 2021, 191-193), the spreadsheet contains the text of interview passages referenced in the article (with some further redactions as necessary). Please note, however, that (some) inferences rest not simply on these excerpted passages but also their reading within the context of an interview and across interviews. Please consult Appendix A.7 for more information about the interviews and contact the author with any questions or concerns.

Columns:

line reference
- lines of the transcript referenced in the article

transcript text
- excerpt from the transcript
- in original interview language (German)

English translation
- translation (by the author) of the excerpt
- available for any direct quote in the article

Reference

Jacobs, Alan M., Tim Büthe, Ana Arjona, et al. 2021. "The Qualitative Transparency Deliberations: Insights and Implications." *Perspectives on Politics* 19 (1): 171–208. https://doi.org/10.1017/S1537592720001164.