Setting the Tone: The Diffusion of Moral and Moral-Emotional Appeals across Political and Public Discourse

Political Science Research & Methods (PSRM)

Tobias Widmann & Kristina Simonsen

2024-06-21

Readme File

Replication Material

This document describes the data and R script necessary to reproduce all plots and tables included in the paper and in the Online Appendix. In the beginning of the replication script (`02_replication_script.R`), the necessary R packages and data files are listed.

We recommend that you set the working directory (using `setwd()`) to the folder downloaded from the PSRM dataverse, which contains all necessary files.

To replicate the analyses of the manuscript and the appendices, simply start running the script "01_helper_functions.R", which will automatically load in all necessary custom functions that are necessary to replicate the analyses. After running "01_helper_functions.R", the code in "02_replication_script.R" will replicate all analyses and automatically save all figures and tables in the folders "figures" and "tables" respectively.

Note on Twitter data: Due to Twitter's terms of service and data sharing policies, we are unable to distribute complete datasets of tweets directly. To comply with these regulations and respect user

privacy, we provide only the tweet IDs in these replication files. Researchers can use these IDs to retrieve the original tweets themselves through the Twitter API, ensuring that they adhere to the latest data use policies established by Twitter.

Descriptions of R scripts

- **01_helper_functions.R**: This R script creates all necessary custom functions which are necessary to replicate the findings.
- **02_replication_script.R**: This R script replicates all tables and graphs included in the paper. All tables and figures will be automatically saved in the respective folder ("figures" or "tables"). All necessary files are provided and will be loaded in automatically.

Descriptions of data files

- **politics_tweets.Rdata**: Contains all tweets from political parties. Due to Twitter's terms of service and data sharing policies, we are only allowed to share the conversation IDs of tweets. Thus, text columns and other tweet information are deleted from this data file.
- **public_tweets.Rdata**: Contains all tweets from the attentive public sample. Due to Twitter's terms of service and data sharing policies, we are only allowed to share the conversation IDs of tweets. Thus, text columns and other tweet information are deleted from this data file.
- **newspaper_tweets.Rdata**: Contains all tweets from the media sample. Due to Twitter's terms of service and data sharing policies, we are only allowed to share the conversation IDs of tweets. Thus, text columns and other tweet information are deleted from this data file.