

## Codebook

### Emotions in Political Communication

This codebook is based on the book [Ten Houten: A General Theory of Emotions and Social Life](#).

Code	Emotion	Description	Example
3	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>
4	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>
5	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 socially through expressions of disdain or avoidance. It often targets behaviors or groups	<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> <li>• What kind of person does something so vile and repulsive?</li> </ul>

		deemed offensive in political contexts, reinforcing moral boundaries and group identity.	
6	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>
7	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>
11	None of them	This category includes neutral statements and anything that does not fall under the above categories.	
10	Enthusiasm	Political enthusiasm can be understood as an intense emotional and psychological investment in political ideas, causes, or figures that drive heightened engagement and political participation. It goes beyond mere support or agreement to encompass passionate conviction and motivation to act.	<ul style="list-style-type: none"> <li>• The movement caught fire on social media, with thousands changing their profile pictures to show support.</li> <li>• Media coverage has dampened public enthusiasm for the proposed reforms.</li> </ul>
8	Hope	Hope is a positive emotion centered on expectations of a better future. It is often used in political discourse to inspire	<ul style="list-style-type: none"> <li>• Together, we can build a brighter future for the next generation.</li> </ul>

		<p>optimism, motivate collective action, and build trust in leadership or policies. Hope frames challenges as surmountable, emphasizing progress, possibilities, and shared goals, thereby fostering unity and resilience among constituents.</p>	<ul style="list-style-type: none"> <li>• With this new program, we can ensure every child has access to quality education.</li> </ul>
9	Pride	<p>Pride is an emotion with a specific object: people feel proud when they have done something good, such as winning a game or making efforts for a worthy cause. These are specific acts that make the subject feel triumphant. Pride is joy recalibrated to one's successes. If one highlights one's contribution to an achievement, it expresses self-pride. Besides verbal and textual expressions of celebrating self-success in specific cases, a puffing chest, a raised chin, a fixed gaze and straight eye contact, an expanded posture, and arms outstretched are usually associated with gestural pride.</p>	<ul style="list-style-type: none"> <li>• I am proud of the work of Hungarian epidemiologists.</li> <li>• Despite the great difficulties, we fulfilled our promises.</li> <li>• Hungary successfully defended its borders in 2022. The PM reminded that the country is under double pressure: illegal immigration along the southern border and a large influx of Ukrainian refugees.</li> </ul>