

Platform Europe CODEBOOK 2019

V01 TIPOLOGY OF DOCUMENT

1	Print (posters or press advertising)
2	Political Commercials (commercials broadcasted on public or private Tv, and in public spaces as train stations, subways, etc)
3	Social content

Print Pathway (Poster and Press advertising)

V01_1 TIPOLOGY OF DOCUMENT

1	Poster (free or paid announcement published in public areas: street billboards, train stations etc.)
2	Press advertising (paid announcement published on the two most read national tabloids/newspapers)

V02 EXPLICATIVE DOCUMENT TITLE (ENGLISH) (This text is shown on the EEMC official website, so please give a unique and clear title to the document, avoid duplicate titles, use punctuation and capital letters where needed)

Free text (max 50 characters)

V03 PARTY AND/OR COALITION NAME (LATIN ALPHABET)

Free text (max 80 characters)

V03_2 EUROPEAN PARTY, ONE FOR THE POLITICAL PARTY AND ALL FOR THE COALITION (only the variable v03_2A is mandatory)

1	EPP – European People's Party
2	PES – Party of European Socialists
4	ALDE – Alliance of Liberals and Democrats for Europe Party
5	EDP – European Democratic Party
6	EGP – European Green Party
7	EFA – European Free Alliance
8	ACRE - Alliance of Conservatives and Reformists in Europe
9	ECPM – European Christian Political Movement
10	PEL – Party of European Left
11	MENF/MENL – Movement of a Europe of Nations and Freedom
12	APF – Alliance of Peace and Freedom
13	EAF – European Alliance of Freedom
14	AENM – Alliance of European National Movements
15	ADDE – Alliance of Direct Democracy in Europe
16	EUD - EUDemocrats
17	None

V04 UPLOAD FILE

Uploading Button

V05 DOCUMENT'S MAIN TEXTS IN ENGLISH (This text will be shown on the EEMC official website. For posters and press advertising, insert only the main text translation or describe the visual elements represented (people, places). For original or shared social webcards, explain the global meaning of the post (caption and image). For original or shared social text, explain the global meaning of all the post's texts (translated if it's short, summarized if it's too long).

Free text (ma	ax 400 characters)		

V06 POSTER/PRESS ADVERTISING TYPOLOGY

1	Textual (only text, no images except political logo and flags)
2	Photographic
3	Drawing (handmade or by computer)

V08 IS/ARE THE POLITICIAN/S PRESENT? (only in image and not in text)

1	Yes (they could be candidates or members at national/local level of the party that produced the document, and	
	candidates or members at national/local level of other parties)	
2	No	

V09 INSERT THE NAME/S OF THE POLITICIAN/s (maximum 3. choose an analysis criterium, such as: order of political relevance; the first three in the foreground; the central three if there are more than three on the same level; the first three if there is a list). only variable v09_a is mandatory)

Free text (max 50 characters)

V09_1 THE POLITICIAN/GROUP OF POLITICIANS GENDER IS

1	Male
2	Female
3	Other gender identity
4	A combination of the above (for mixed group of politicians)

V11 WHAT KIND OF POLITICIAN/S IS/ARE PRESENT

1	Friend/s
2	Against/s
3	A Combination of the above

V11_1 WHICH IS THE POLITICAL ROLE OF THE PERSON/PEOPLE IN THE CONTENT? (multiple choice. To select more than one option press "ctrl+click" for pc or "cmd+click" for mac)

	to more than one option proper than the perior than the many
1	Head of the party or Party leader
2	Prime Minister
3	Candidate at the European elections
4	Member of political institution (local, national, European)

V12 THE POLITICIAN/S PRESENT IS/ARE

1	National
2	Foreign
3	A combination of the above

V10_1 IS THERE A SPITZENKANDIDAT?

1	Yes
2	No

V10_2 NAME OF SPITZENKANDIDAT? (max 3 choises - only variable v10_2A is mandatory)

1	Name Spitzenkandidat n.1
2	Name Spitzenkandidat n.2
3	Name Spitzenkandidat n.3
4	Name Spitzenkandidat n.4
5	Name Spitzenkandidat n.5
6	Name Spitzenkandidat n.6

	3 HOW THE MAIN POLITICIAN/S IS/ARE DRESSED?
1	Formal: business suit (jacket and tie) for man or office wear for women
2	Semi-formal (jacket or tie)
3	Casual (no jacket and no tie)
4	More than one outfit
V1 4	WHAT IS THE MAIN EXPRESSION OF THE POLITICIAN/S? /HOW DO THE MAIN POLITICIAN/S APPEAR
1	Smiling/Friendly
2	Worried/Angry
3	Blank/Neutral
4	Funny (in particular in the Negative and Humours documents)
5	More than one expression
V15	S ARE VISUAL REPRESENTATIONS OF THE MEMBER STATE PRESENT?
1	Yes (buildings, symbols, cities, flags, etc)
2	No
V17	ARE VISUAL REPRESENTATIONS OF THE EU PRESENT?
1	Yes (buildings, symbols, cities, flags, etc)
2	No
V11 C	A TO A PET THE OFFICIAL CYMPOL (C.O. THE POLITICAL PARTY OF COALITION PRECENTS
1	Yes Yes
2	No No
) IS/ARE THE OFFICIAL SYMBOL/S OF EU PARTY FAMILY MEMBERSHIP PRESENT?
1	Yes
2	No
V21	IS/ARE THERE OTHER POLITICAL SYMBOL/S?
1	Yes
2	No
V22	2 PLEASE SPECIFY WHICH ONES
	ee text (max 50 characters)
	B ARE THERE VERBAL REFERENCES OF THE MEMBER STATE?
1	Yes to the People (the Italians, the French, the Italian/French people, the Italian/French voters, etc)
2	Yes to the Territory (Italy, France, Nation, State, Land, Country, Cities, National Institutions)
3	Yes to People and Territory
4	No
V2 4	ARE THERE VERBAL REFERENCES TO THE EU?
1	Yes to the People (the Europeans, the European people, the European voters, etc)
2	Yes to the Territory (Europe, EU, Cities, European Institutions)
3	Yes to People and Territory
4	No
V25	S ARE THERE VERBAL REFEENCES TO THE POLITICAL/IDEOLOGICAL DIMENSION?
1	Yes

V26 PLEASE SPECIFY WHICH ONES (e.g. communism, fascism, left, right, conservative, liberal, hammer and sickle, stars, flames)

Free text (max 50 characters)

No

V27 THE DOCUMENT IS MAINLY FOCUSED ON WHICH DIMENSION?

1	National
2	European
3	National and European
5	International (extra EU)
4	None

V28 HOW IS THE EUROPE REPRESENTED? (in the evaluation has to be considered also the political position and ideology of the political party/coalition. the same slogan could have different meanings on the base of the political party/coalition that produced it)

1	Strongly Positive (totally positive)
2	Positive (on one issue: opportunity, resource, develop, etc)
3	Neutral
4	Negative (on one issue: threat, risk, inflation, etc)
5	Strongly Negative (totally negative)
6	Not represented

A Labour A1 Employment A2 Development A3 Liberalization A4 Salaries A5 Unemployment A6 Other Labour issues B Economics B1 Crisis B2 Banks B3 Finance B4 Inflation B5 Taxes B6 Green Economy B7 Other Economic issue C Europe C1 Euro policies C2 Anti-EU C3 EU politician members C4 Euro Banks C5 Euro finance C7 Euro finance C8 Euro finance C9 Euro finance C1 Euro policies C2 Anti-EU C3 Euro finance C4 Euro Banks C5 Euro crisis C6 Euro finance C7 Euro funds C8 Euro Institutions C9 Euro Taxes C10 Euro (currency) C11 European Union C12 Brexit C13 EU integration C14 Another Europe C15 EU integration C16 Other European Issues		SUES OF THE DOCUMENT (from 0 to 2)
A2 Development A3 Liberalization A4 Salaries A5 Unemployment A6 Other Labour issues B Economics B1 Crisis B2 Banks B3 Finance B4 Inflation B5 Taxes B6 Green Economy B7 Other Economic issue C Europe C1 Euro policies C2 Anti-EU C3 EU politician members C4 Euro Banks C5 Euro crisis C6 Euro finance C7 Euro funds C8 Euro Institutions C9 Euro Taxes C10 Euro (currency) C11 European Union C12 Brexit C13 European Treaties C14 Another Europe C15 EU integration	A	Labour
A3 Liberalization A4 Salaries A5 Unemployment A6 Other Labour issues B Economics B1 Crisis B2 Banks B3 Finance B4 Inflation B5 Taxes B6 Green Economy B7 Other Economic Issue C Europe C1 Euro policies C2 Anti-EU C3 EU politician members C4 Euro Banks C5 Euro crisis C6 Euro finance C7 Euro finance C8 Euro finance C9 Euro funds C8 Euro Institutions C9 Euro (currency) C11 European Union C12 Brexit C13 European Treaties C14 Another Europe C15 European Union C17 European Union C18 European Treaties C19 European Treaties C10 European Treaties C11 European Union C12 Brexit C13 European Treaties C14 Another Europe C15 EU integration		
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B	A5	Unemployment
B1 Crisis B2 Banks B3 Finance B4 Inflation B5 Taxes B6 Green Economy B7 Other Economic issue C Europe C1 Euro policies C2 Anti-EU C3 EU politician members C4 Euro Banks C5 Euro crisis C6 Euro finance C7 Euro funds C8 Euro Institutions C9 Euro Taxes C10 Euro (currency) C11 European Union C12 Brexit C13 European Treaties C14 Another Europe C15 EU integration	A6	Other Labour issues
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B4 Inflation B5 Taxes B6 Green Economy B7 Other Economic issue C Europe C1 Euro policies C2 Anti-EU C3 EU politician members C4 Euro Banks C5 Euro crisis C6 Euro finance C7 Euro funds C8 Euro Institutions C9 Euro Taxes C10 Euro (currency) C11 European Union C12 Brexit C13 European Treaties C14 Another Europe C15 EU integration	B2	Banks
B5 Taxes B6 Green Economy B7 Other Economic issue C Europe C1 Euro policies C2 Anti-EU C3 EU politician members C4 Euro Banks C5 Euro crisis C6 Euro finance C7 Euro funds C8 Euro Institutions C9 Euro Taxes C10 Euro (currency) C11 European Union C12 Brexit C13 European Treaties C14 Another Europe C15 EU integration	В3	Finance
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B7 Other Economic issue C Europe C1 Euro policies C2 Anti-EU C3 EU politician members C4 Euro Banks C5 Euro crisis C6 Euro finance C7 Euro funds C8 Euro Institutions C9 Euro Taxes C10 Euro (currency) C11 European Union C12 Brexit C13 European Treaties C14 Another Europe C15 EU integration	B5	Taxes
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C2 Anti-EU C3 EU politician members C4 Euro Banks C5 Euro crisis C6 Euro finance C7 Euro funds C8 Euro Institutions C9 Euro Taxes C10 Euro (currency) C11 European Union C12 Brexit C13 European Treaties C14 Another Europe C15 EU integration	С	Europe
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C4 Euro Banks C5 Euro crisis C6 Euro finance C7 Euro funds C8 Euro Institutions C9 Euro Taxes C10 Euro (currency) C11 European Union C12 Brexit C13 European Treaties C14 Another Europe C15 EU integration	C2	Anti-EU
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C6 Euro finance C7 Euro funds C8 Euro Institutions C9 Euro Taxes C10 Euro (currency) C11 European Union C12 Brexit C13 European Treaties C14 Another Europe C15 EU integration	C4	Euro Banks
C7 Euro funds C8 Euro Institutions C9 Euro Taxes C10 Euro (currency) C11 European Union C12 Brexit C13 European Treaties C14 Another Europe C15 EU integration	C5	Euro crisis
C8 Euro Institutions C9 Euro Taxes C10 Euro (currency) C11 European Union C12 Brexit C13 European Treaties C14 Another Europe C15 EU integration	C6	Euro finance
C9 Euro Taxes C10 Euro (currency) C11 European Union C12 Brexit C13 European Treaties C14 Another Europe C15 EU integration	C7	Euro funds
C10 Euro (currency) C11 European Union C12 Brexit C13 European Treaties C14 Another Europe C15 EU integration	C8	Euro Institutions
C11 European Union C12 Brexit C13 European Treaties C14 Another Europe C15 EU integration	C9	Euro Taxes
C12 Brexit C13 European Treaties C14 Another Europe C15 EU integration	C10	Euro (currency)
C13 European Treaties C14 Another Europe C15 EU integration	C11	European Union
C14 Another Europe C15 EU integration	C12	Brexit
C15 EU integration	C13	European Treaties
	C14	Another Europe
C16 Other European issues	C15	EU integration
	C16	Other European issues

D	Security
D1	Corruption
D2	Crime
D3	Justice
D4	Public Safety
D5	Violence
D6	Terrorism
D7	Other Security issues
E	Welfare
E1	Social services
E2	Grants
E3	Housing Policy
E4	National Health Service
E5	National Educational Service/School
E6	Public Services
E7	Other Welfare issues
F	Geographical
F1	North
F2	South
F3	East
F4	West
F5	Other Geographical issues
G	Values
G1	Peace
G2	Honesty
G3	Justice
G4	Solidarity
G5	Traditions
G6	Multiculturalism/cultural differences
G7	National identity
G8	Religion
G9	Others value issues
н	Politics
H1	Alliances/coalitions
H2	Candidacies
Н3	Electoral lists
H4	Party families
H5	Political parties
H6	Leader (Biography/Who he-she is)
H7	Call to voting/voting instructions/procedures
Н8	Other Political issues
I	Ideology
I1	Antipolitics
I2	Left
13	Right

15	Conservative
16	Populism
I7	Nationalism
I8	Racism
I9	Fascism
I10	Communism
I11	Capitalism Other Idealacias issues
I12	Other Ideological issues Social
L L1	
	Old People
L2	Sport
L3	Tourism
L4	Women
L5	Young people
L6	Children
L7	Civil rights
L8	Cultural Heritage
L9	Gender inequalities
L10	Social inequalities
L11	Other Social items
М	Immigration
M1	Integration policies
M2	Migration crisis
М3	Borders/Repatriation
M4	Other Immigration items
N	Environment
N1	Climate change
N2	Nuclear
N3	Energy and environmental sustainability
N4	Other environment items
0	Internal Politics
01	Reforms
02	Autonomy/Federalism
О3	Rule of Law
04	Other internal politics items
P	Productive sectors and services
P1	Agriculture
P2	Industry
Р3	Fishing
P4	Transports
P5	Trade
Р6	Science and technology
P7	Media and information system
P8	Other productive sectors and services issues
Q	Other items
1	

V30 IS THE DOCUMENT AGAINST SOMEONE OR SOMETHING? (explicit attack to people, political actors or institutions, as "combat the Visegrad alliance" or "against the troika". please do not consider as a target any political ideology/idea/concept, as "stopping the right-wing populism" or "fighting the tax measures").

1	Yes
2	No

V31 WHO/WHAT IS/ARE THE TARGET/S OF THE NEGATIVE ATTACK? (MULTIPLE CHOICE MAX. 3)

1	Foreign Countries
2	Foreign/European Political Parties/Associations
6	Foreign/European Politicians/Leaders
4	Foreign/EU Institutions/Government
9	Foreign/EU Economic institutions
12	Foreign Media
13	Foreign common people
14	Foreign famous people
15	Foreign civil society
3	National Political Parties/Associations
7	National Politicians/Leaders
5	National Institutions/Government
11	National Economic Institutions
16	National Media
17	National common people
18	National famous people
19	National civil society
10	Other

V32 THE DOCUMENT USES HUMOR, SATIRE, IRONY, PARODY? (TOWARDS PEOPLE AND POLITICAL ACTOR/S, OR INSTITUTIONS, AS EUROPEAN PARLIAMENT)

1	Yes		
2	No		

V33 WHO/WHAT IS/ARE THE TARGET/S OF THE HUMOUR, SATIRE, IRONY, PARODY? (MULTIPLE CHOICE

MAX.	3)
1	Foreign Countries
2	Foreign/European Political Parties
3	Foreign/European Politicians/Leaders
4	Foreign/EU Institutions/Government
5	Foreign/European Economic institutions
11	Foreign Media
12	Foreign common people
13	Foreign famous people
14	Foreign civil society
6	National Political Parties
7	National Politicians/Leaders
8	National Institutions/Government
9	National Economic institutions
15	National Media
16	National common people
17	National famous people
18	National civil society
10	Other

1		Emotional
2	- 2	Rational
5	3	Neutral / Other

V38 WHICH EMOTION DOES THE DOCUMENT USE AS LEVERAGE? (In the content analysis, you have to consider the entire post – both visual and textual elements)

1	Amusement – Feeling good – Enthusiasm	
2	Empathy – Compassion – Solidarity	
3	Pride – Membership – Ambition	
4	Fear - Threat - Insecurity	
5	Anger – Disgust – Hate	

V39 SWHICH KIND OF RATIONALITY DOES THE DOCUMENT CALL FOR? (In the content analysis, you have to consider the entire post – both visual and textual elements).

1	Competence – Knowledge – Reliability
2	Justice – Honesty
3	Concrete data – Statistic

2. Political Commercial Pathway

V02 EXPLICATIVE DOCUMENT TITLE (ENGLISH) (This text is shown on the EEMC official website, so please give a unique and clear title to the document, avoid duplicate titles, use punctuation and capital letters where needed)

Free text (max 50 characters)

V03 PARTY AND/OR COALITION NAME (LATIN ALPHABET)

Free text (max 80 characters)

V03_2 EUROPEAN PARTY, ONE FOR THE POLITICAL PARTY AND ALL FOR THE COALITION (only the variable v03_2A is mandatory)

_ZA is mandatory)
EPP – European People's Party
PES – Party of European Socialists
ALDE – Alliance of Liberals and Democrats for Europe Party
EDP – European Democratic Party
EGP – European Green Party
EFA – European Free Alliance
ACRE - Alliance of Conservatives and Reformists in Europe
ECPM – European Christian Political Movement
PEL – Party of European Left
MENF/MENL – Movement of a Europe of Nations and Freedom
APF – Alliance of Peace and Freedom
EAF – European Alliance of Freedom
AENM – Alliance of European National Movements
ADDE – Alliance of Direct Democracy in Europe
EUD - EUDemocrats
None

V04_1 UPLOAD LINK Uploading button

V34 BRIEF DESCRIPTION OF THE DOCUMENT (This text will be appeared on the EEMC official website)

Free text (max 400 characters)

V35 POLITICAL COMMERCIAL TIPOLOGY

1	Animation/Cartoon/Computer graphics
	http://www.archivispotpolitici.it/dettaglio.spot.php?idspot=625
2	Documentary (historical images)
	http://www.archivispotpolitici.it/dettaglio.spot.php?idspot=409
3	Fiction (a story or a comedy sketch played by actors, background actors, politicians or common people)
	http://www.archivispotpolitici.it/dettaglio.spot.php?idspot=608
4	Graphic texts animated
	https://www.youtube.com/watch?v=4go-bTXNY14
5	Real life (speeches or contemporary general images)
	http://www.archivispotpolitici.it/dettaglio.spot.php?idspot=614
6	Talking Head – Speeches
	http://www.archivispotpolitici.it/dettaglio.spot.php?idspot=628&descrperc=INTERNATIONAL%20SECTIONS
7	Other

V36 MAIN GENRE OF POLITICAL COMMERCIAL/VIDEO

	HAIN CENTE OF TOEFFICIAL COMMERCIAL, VIDEO
1	Political program or realizations (what we want to do, or we have done)
	http://www.archivispotpolitici.it/dettaglio.spot.php?idspot=614
2	Negative/Attach (against a person or a party)
	http://www.archivispotpolitici.it/dettaglio.spot.php?idspot=617
3	Feeling good (by eliciting positive emotions such as hope, enthusiasm, even pride)
	http://www.archivispotpolitici.it/dettaglio.spot.php?idspot=621
4	Satire/Humor/Parody
	http://www.archivispotpolitici.it/dettaglio.spot.php?idspot=608
5	Common people (usually electors or citizens)
	http://www.archivispotpolitici.it/dettaglio.spot.php?idspot=619
6	Testimonial (with stars or famous people. In case of presence of common people and famous people chose this one)
	http://www.archivispotpolitici.it/dettaglio.spot.php?idspot=611
7	Biographical/Leader (focused on the history and the life of one person, usually the leader)
	https://www.youtube.com/watch?v=qo9yVzqIw3E
8	Other

V31 WHO/WHAT IS/ARE THE TARGET/S OF THE NEGATIVE ATTACK? (MULTIPLE CHOICE MAX. 3)

1	Foreign Countries
2	Foreign/European Political Parties/Associations
6	Foreign/European Politicians/Leaders
4	Foreign/EU Institutions/Government
9	Foreign/EU Economic institutions
12	Foreign Media
13	Foreign common people
14	Foreign famous people
15	Foreign civil society
3	National Political Parties/Associations
7	National Politicians/Leaders
5	National Institutions/Government
11	National Economic Institutions
16	National Media
17	National common people
18	National famous people

19	National civil society
10	Other

V33 WHO/WHAT IS/ARE THE TARGET/S OF THE HUMOUR, SATIRE, IRONY, PARODY? (MULTIPLE CHOICE MAX. 3)

1	Foreign Countries
2	Foreign/European Political Parties
3	Foreign/European Politicians/Leaders
4	Foreign/EU Institutions/Government
5	Foreign/European Economic institutions
11	Foreign Media
12	Foreign common people
13	Foreign famous people
14	Foreign civil society
6	National Political Parties
7	National Politicians/Leaders
8	National Institutions/Government
9	National Economic institutions
15	National Media
16	National common people
17	National famous people
18	National civil society
10	Other

V27 THE DOCUMENT IS MAINLY FOCUSED ON WHICH DIMENSION?

	· · · · · · · · · · · · · · · · · · ·
1	National
2	European
3	National and European
5	International (extra EU)
4	None

V28 HOW IS THE EUROPE REPRESENTED? (in the evaluation has to be considered also the political position and ideology of the political party/coalition. the same slogan could have different meanings on the base of the political party/coalition that produced it)

1	Strongly Positive (totally positive)
2	Positive (on one issue: opportunity, resource, develop, etc)
3	Neutral
4	Negative (on one issue: threat, risk, inflation, etc)
5	Strongly Negative (totally negative)
6	Not represented

V29 1930E3 OF THE DOCUMENT (HOIN O to 2)	
Labour	
Employment	
Development	
Liberalization	
Salaries	
Unemployment	
Other Labour issues	
Economics	
Crisis	

B2	Banks
В3	Finance
B4	Inflation
B5	Taxes
В6	Green Economy
В7	Other Economic issue
С	Europe
C1	Euro policies
C2	Anti-EU
C3	EU politician members
C4	Euro Banks
C5	Euro crisis
C6	Euro finance
C7	Euro funds
C8	Euro Institutions
C9	Euro Taxes
C10	Euro (currency)
C11	European Union
C12	Brexit
C13	European Treaties
C14	Another Europe
C15	EU integration
C16	Other European issues
D	Security
D1	Corruption
D2	Crime
D3	Justice
D4	Public Safety
D5	Violence
D6	Terrorism
D7	Other Security issues
E	Welfare
E1	Social services
E2	Grants
E3	Housing Policy
E4	National Health Service
E5	National Educational Service/School
E6	Public Services
E7	Other Welfare issues
F	Geographical
F1	North
F2	South
F3	East
F4	West
F5	Other Geographical issues
G	Values
G1	Peace
F5 G	Other Geographical issues Values

G2	Honesty
G3	Justice
G4	Solidarity
G5	Traditions
G6	Multiculturalism/cultural differences
G7	National identity
G8	Religion
G9	Others value issues
Н	Politics
H1	Alliances/coalitions
H2	Candidacies
Н3	Electoral lists
H4	Party families
H5	Political parties
Н6	Leader (Biography/Who he-she is)
H7	Call to voting/voting instructions/procedures
H8	Other Political issues
I	Ideology
I1	Antipolitics
I2	Left
13	Right
I4	Liberal
15	Conservative
16	Populism
17	Nationalism
18	Racism
19	Fascism
I10	Communism
I11	Capitalism
I12	Other Ideological issues
L	Social
L1	Old People
L2	Sport
L3	Tourism
L4	Women
L5	Young people
L6	Children
L7	Civil rights
L8	Cultural Heritage
L9	Gender inequalities
L10	Social inequalities
L11	Other Social items
M	Immigration
M1	Integration policies
M2	Migration crisis
М3	Borders/Repatriation

M4	Other Immigration items
N	Environment
N1	Climate change
N2	Nuclear
N3	Energy and environmental sustainability
N4	Other environment items
0	Internal Politics
01	Reforms
02	Autonomy/Federalism
03	Rule of Law
04	Other internal politics items
P	Productive sectors and services
P1	Agriculture
P2	Industry
Р3	Fishing
P4	Transports
P5	Trade
P6	Science and technology
P7	Media and information system
P8	Other productive sectors and services issues
Q	Other items

1	Emotional
2	Rational
3	Neutral / Other

V38 WHICH EMOTION DOES THE DOCUMENT USE AS LEVERAGE? (In the content analysis, you have to consider the entire post – both visual and textual elements)

1	Amusement – Feeling good – Enthusiasm
2	Empathy – Compassion – Solidarity
3	Pride – Membership – Ambition
4	Fear – Threat – Insecurity
5	Anger – Disgust – Hate

V39 SWHICH KIND OF RATIONALITY DOES THE DOCUMENT CALL FOR? (In the content analysis, you have to consider the entire post – both visual and textual elements).

1	Competence – Knowledge – Reliability
2	Justice – Honesty
3	Concrete data – Statistic

V08 IS/ARE THE POLITICIAN/S PRESENT? (only in image and not in text)

1	Yes (they could be candidates or members at national/local level of the party that produced the document, and candidates or members at national/local level of other parties)
2	No

V09 INSERT THE NAME/S OF THE POLITICIAN/s (maximum 3. choose an analysis criterium, such as: order of political relevance; the first three in the foreground; the central three if there are more than three on the same level; the first three if there is a list). only variable v09_a is mandatory)

Free text (max 50 characters)

V09	_1 THE POLITICIAN/GROUP OF POLITICIANS GENDER IS
1	Male
2	Female
3	Other gender identity
4	A combination of the above (for mixed group of politicians)
V11	WHAT KIND OF POLITICIAN/S IS/ARE PRESENT
1	Friend/s
2	Against/s
3	A Combination of the above
	_1 WHICH IS THE POLITICAL ROLE OF THE PERSON/PEOPLE IN THE CONTENT? (multiple choice. To ct more than one option press "ctrl+click" for pc or "cmd+click" for mac)
1	Head of the party or Party leader
2	Prime Minister
3	Candidate at the European elections
4	Member of political institution (local, national, European)
	, , , , , , , , , , , , , , , , , , , ,
	National
1	
2	Foreign A combination of the observe
3	A combination of the above
<u>V10</u>	_1 IS THERE A SPITZENKANDIDAT?
1	Yes
2	No
V10	_2 NAME OF SPITZENKANDIDAT? (max 3 choises - only variable v10_2A is mandatory)
1	Name Spitzenkandidat n.1
2	Name Spitzenkandidat n.2
3	Name Spitzenkandidat n.3
4	Name Spitzenkandidat n.4
5	Name Spitzenkandidat n.5
6	Name Spitzenkandidat n.6
	IS/ARE THE OFFICIAL SYMBOL/S OF THE POLITICAL PARTY OR COALITION PRESENT?
1	Yes
2	No
<u>V2</u> 0	IS/ARE THE OFFICIAL SYMBOL/S OF EU PARTY FAMILY MEMBERSHIP PRESENT?
1	Yes
2	No
	IS/ARE THERE OTHER POLITICAL SYMBOL/S?
1	Yes
2	No
V22	PLEASE SPECIFY WHICH ONES
Fre	e text (max 50 characters)
V22	ADE THERE VERDAL RECEDENCES OF THE MEMBER STATES
1	ARE THERE VERBAL REFERENCES OF THE MEMBER STATE? Yes to the People (the Italians, the French, the Italian/French people, the Italian/French voters, etc)
2	Yes to the Territory (Italy, France, Nation, State, Land, Country, Cities, National Institutions)
3	Yes to People and Territory
4	No
т .	110

V24 ARE THERE VERBAL REFERENCES TO THE EU?

1	Yes to the People (the Europeans, the European people, the European voters, etc)
2	Yes to the Territory (Europe, EU, Cities, European Institutions)
3	Yes to People and Territory
4	No

V25 ARE THERE VERBAL REFEENCES TO THE POLITICAL/IDEOLOGICAL DIMENSION?

1	Yes	
2	No	

V26 PLEASE SPECIFY WHICH ONES (e.g. communism, fascism, left, right, conservative, liberal, hammer and sickle, stars, flames)

Free text (max 50 characters)

3. Social Pathway

V02 EXPLICATIVE DOCUMENT TITLE (ENGLISH) (This text is shown on the EEMC official website, so please give a unique and clear title to the document, avoid duplicate titles, use punctuation and capital letters where needed)

Free text (max 50 characters)

V03 PARTY AND/OR COALITION NAME (LATIN ALPHABET)

Free text (max 80 characters)

V03_2 EUROPEAN PARTY, ONE FOR THE POLITICAL PARTY AND ALL FOR THE COALITION (only the variable v03_2A is mandatory)

1	EPP – European People's Party
2	PES – Party of European Socialists
4	ALDE – Alliance of Liberals and Democrats for Europe Party
5	EDP – European Democratic Party
6	EGP – European Green Party
7	EFA – European Free Alliance
8	ACRE - Alliance of Conservatives and Reformists in Europe
9	ECPM – European Christian Political Movement
10	PEL – Party of European Left
11	MENF/MENL – Movement of a Europe of Nations and Freedom
12	APF – Alliance of Peace and Freedom
13	EAF – European Alliance of Freedom
14	AENM – Alliance of European National Movements
15	ADDE – Alliance of Direct Democracy in Europe
16	EUD - EUDemocrats
17	None

V40 TYPOLOGY OF SOCIAL DOCUMENT (IN THE ANALYSIS OF THE SOCIAL CONTENTS HAVE TO BE CONSIDERED THE COMPLETE POSTS – VISUAL AND TEXTUAL)

1	Shared content (not produced by the monitored social account, but shared from a different account)
2	Original content (produced by the monitored social account)

V41 WHO IS THE AUTHOR/S OF THE SHARED CONTENT?

A -1 T	WIIO 15 THE AUTHOR/5 OF THE SHARED CONTENT:
1	Information sources (newspaper, television, mainstream media, official blog, etc)
2	Common users/journalists/analysists/famous people
3	Candidate/politicians
4	Institutions

5	Other	ı
-		i

V42 SOCIAL CONTENT TIPOLOGY

1	Webcard
2	Video
3	Text (without images)
4	Photo (image without graphic and textual elements on)

3.1 WEBCARD - Social Pathway

V05 DOCUMENT'S MAIN TEXTS IN ENGLISH (This text will be shown on the EEMC official website. For posters and press advertising, insert only the main text translation or describe the visual elements represented (people, places). For original or shared social webcards, explain the global meaning of the post (caption and image). For original or shared social text, explain the global meaning of all the post's texts (translated if it's short, summarized if it's too long).

Free text (max 400 characters)

V43 TYPOLOGY OF THE WEBCARD

1	Agenda of the campaign
2	Political program (points of the political manifesto)
3	Thematic/theme-based (focused on one issue)
4	Negative (regardless of the topic of the webcard)
5	Humour/satire/irony/parody (regardless of the topic webcard)
6	Comparative (regardless of the topic webcard)
7	News (related to current affairs)
8	Statement/quote (regardless of the topic webcard)
9	Call to action (subscribe, share, write to, phone, join us)
10	Fundraising (buy something, give/send money)
11	Campaign in general (vote, support)
12	Other

V31 WHO/WHAT IS/ARE THE TARGET/S OF THE NEGATIVE ATTACK? (MULTIPLE CHOICE MAX. 3)

1	Foreign Countries
2	Foreign/European Political Parties/Associations
6	Foreign/European Politicians/Leaders
4	Foreign/EU Institutions/Government
9	Foreign/EU Economic institutions
12	Foreign Media
13	Foreign common people
14	Foreign famous people
15	Foreign civil society
3	National Political Parties/Associations
7	National Politicians/Leaders
5	National Institutions/Government
11	National Economic Institutions
16	National Media
17	National common people
18	National famous people
19	National civil society
10	Other

V33 WHO/WHAT IS/ARE THE TARGET/S OF THE HUMOUR, SATIRE, IRONY, PARODY? (MULTIPLE CHOICE MAX. 3)

I I I A A	
1	Foreign Countries
2	Foreign/European Political Parties
3	Foreign/European Politicians/Leaders
4	Foreign/EU Institutions/Government
5	Foreign/European Economic institutions
11	Foreign Media
12	Foreign common people
13	Foreign famous people
14	Foreign civil society
6	National Political Parties
7	National Politicians/Leaders
8	National Institutions/Government
9	National Economic institutions
15	National Media
16	National common people
17	National famous people
18	National civil society
10	Other

V08 IS/ARE THE POLITICIAN/S PRESENT? (only in image and not in text)

1	Yes (they could be candidates or members at national/local level of the party that produced the document, and
	candidates or members at national/local level of other parties)
2	No

V09 INSERT THE NAME/S OF THE POLITICIAN/s (maximum 3. choose an analysis criterium, such as: order of political relevance; the first three in the foreground; the central three if there are more than three on the same level; the first three if there is a list). only variable v09_a is mandatory)

Free text (max 50 characters)

V09_1 THE POLITICIAN/GROUP OF POLITICIANS GENDER IS

1	Male	
2	Female	
3	Other gender identity	
4	A combination of the above (for mixed group of politicians)	

V11 WHAT KIND OF POLITICIAN/S IS/ARE PRESENT

1	Friend/s
2	Against/s
3	A Combination of the above

V11_1 WHICH IS THE POLITICAL ROLE OF THE PERSON/PEOPLE IN THE CONTENT? (multiple choice. To select more than one option press "ctrl+click" for pc or "cmd+click" for mac)

1	Head of the party or Party leader
2	Prime Minister
3	Candidate at the European elections
4	Member of political institution (local, national, European)

V12 THE POLITICIAN/S PRESENT IS/ARE

1	National
2	Foreign
3	A combination of the above

<u>V10</u>	_1 IS THERE A SPITZENKANDIDAT?
1	Yes
2	No
V10	_2 NAME OF SPITZENKANDIDAT? (max 3 choises - only variable v10_2A is mandatory)
1	Name Spitzenkandidat n.1
2	Name Spitzenkandidat n.2
3	Name Spitzenkandidat n.3
4	Name Spitzenkandidat n.4
5	Name Spitzenkandidat n.5
6	Name Spitzenkandidat n.6
	HOW THE MAIN POLITICIAN/S IS/ARE DRESSED?
1	Formal: business suit (jacket and tie) for man or office wear for women
2	Semi-formal (jacket or tie)
3	Casual (no jacket and no tie)
4	More than one outfit
V14	WHAT IS THE MAIN EXPRESSION OF THE POLITICIAN/S? /HOW DO THE MAIN POLITICIAN/S APPEAR?
1	Smiling/Friendly
2	Worried/Angry
3	Blank/Neutral
4	Funny (in particular in the Negative and Humours documents)
5	More than one expression
	The state of the s
	ARE VISUAL REPRESENTATIONS OF THE MEMBER STATE PRESENT?
1	Yes (buildings, symbols, cities, flags, etc)
2	No
V17	ARE VISUAL REPRESENTATIONS OF THE EU PRESENT?
1	Yes (buildings, symbols, cities, flags, etc)
2	No
V19	IS/ARE THE OFFICIAL SYMBOL/S OF THE POLITICAL PARTY OR COALITION PRESENT?
1	Yes
2	No
	IS/ARE THE OFFICIAL SYMBOL/S OF EU PARTY FAMILY MEMBERSHIP PRESENT?
1	Yes
2	No
V21	IS/ARE THERE OTHER POLITICAL SYMBOL/S?
1	Yes
2	No
V22	PLEASE SPECIFY WHICH ONES
	e text (max 50 characters)
	ARE THERE VERBAL REFERENCES OF THE MEMBER STATE? Vos to the People (the Italians, the French, the Italian/French people, the Italian/French veters, etc.)
1	Yes to the People (the Italians, the French, the Italian/French people, the Italian/French voters, etc)
2	Yes to the Territory (Italy, France, Nation, State, Land, Country, Cities, National Institutions)
3	Yes to People and Territory
4	No

V24 ARE THERE VERBAL REFERENCES TO THE EU?

1	Yes to the People (the Europeans, the European people, the European voters, etc)
2	Yes to the Territory (Europe, EU, Cities, European Institutions)
3	Yes to People and Territory
4	No

V25 ARE THERE VERBAL REFEENCES TO THE POLITICAL/IDEOLOGICAL DIMENSION?

1	Yes
2	No

V26 PLEASE SPECIFY WHICH ONES (e.g. communism, fascism, left, right, conservative, liberal, hammer and sickle, stars, flames)

Free text (max 50 characters)

V27 THE DOCUMENT IS MAINLY FOCUSED ON WHICH DIMENSION?

	1112 D C C C 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
1	National
2	European
3	National and European
5	International (extra EU)
4	None

V28 HOW IS THE EUROPE REPRESENTED? (in the evaluation has to be considered also the political position and ideology of the political party/coalition. the same slogan could have different meanings on the base of the political party/coalition that produced it)

	pondious purity, countries and produced it,
1	Strongly Positive (totally positive)
2	Positive (on one issue: opportunity, resource, develop, etc)
3	Neutral
4	Negative (on one issue: threat, risk, inflation, etc)
5	Strongly Negative (totally negative)
6	Not represented

A	Labour
A1	Employment
A2	Development
А3	Liberalization
A4	Salaries
A5	Unemployment
A6	Other Labour issues
В	Economics
B1	Crisis
B2	Banks
В3	Finance
B4	Inflation
В5	Taxes
В6	Green Economy
В7	Other Economic issue
С	Europe
C1	Euro policies
C2	Anti-EU
C3	EU politician members
C4	Euro Banks

C5	Euro crisis
C6	Euro finance
C7	Euro funds
C8	Euro Institutions
C9	Euro Taxes
C10	Euro (currency)
C11	European Union
C12	Brexit
C13	European Treaties
C14	Another Europe
C15	EU integration
C16	Other European issues
D	Security
D1	Corruption
D2	Crime
D3	Justice
D4	Public Safety
D5	Violence
D6	Terrorism
D7	Other Security issues
E	Welfare
E1	Social services
E2	Grants
E3	Housing Policy
E4	National Health Service
E5	National Educational Service/School
E6	Public Services
E7	Other Welfare issues
F	Geographical
F1	North
F2	South
F3	East
F4	West
F5	Other Geographical issues
G	Values
G1	Peace
G2	Honesty
G3	Justice
G4	Solidarity
G5	Traditions
G6	Multiculturalism/cultural differences
G7	National identity
G8	Religion
G9	Others value issues
Н	Politics
H1	Alliances/coalitions

H2	Candidacies
Н3	Electoral lists
H4	Party families
H5	Political parties
Н6	Leader (Biography/Who he-she is)
H7	Call to voting/voting instructions/procedures
Н8	Other Political issues
I	Ideology
I1	Antipolitics
I2	Left
13	Right
I4	Liberal
I5	Conservative
16	Populism
17	Nationalism
18	Racism
19	Fascism
I10	Communism
I11	Capitalism
I12	Other Ideological issues
L	Social
L1	Old People
L2	Sport
L3	Tourism
L4	Women
L5	Young people
L6	Children
L7	Civil rights
L8	Cultural Heritage
L9	Gender inequalities
L10	Social inequalities
L11	Other Social items
M	Immigration
M1	Integration policies
M2	Migration crisis
M3	Borders/Repatriation Other Immigration items
M4 N	Other Immigration items Environment
N1	Climate change
N2	Nuclear Nuclear
N3	Energy and environmental sustainability
N4	Other environment items
0	Internal Politics
01	Reforms
02	Autonomy/Federalism
03	Rule of Law
05	Traile of Law

04	Other internal politics items
Р	Productive sectors and services
P1	Agriculture
P2	Industry
Р3	Fishing
P4	Transports
P5	Trade
P6	Science and technology
P7	Media and information system
P8	Other productive sectors and services issues
Q	Other items

1	Emotional
2	Rational
3	Neutral / Other

V38 WHICH EMOTION DOES THE DOCUMENT USE AS LEVERAGE? (In the content analysis, you have to consider the entire post – both visual and textual elements)

1	Amusement – Feeling good – Enthusiasm
2	Empathy – Compassion – Solidarity
3	Pride – Membership – Ambition
4	Fear – Threat – Insecurity
5	Anger – Disgust – Hate

V39 SWHICH KIND OF RATIONALITY DOES THE DOCUMENT CALL FOR? (In the content analysis, you have to consider the entire post – both visual and textual elements).

1	Competence – Knowledge – Reliability
2	Justice – Honesty
3	Concrete data – Statistic

3.2 VIDEO - Social Pathway

V34 BRIEF DESCRIPTION OF THE DOCUMENT (This text will be appeared on the EEMC official website)

Free text (max 400 characters)

V44 TYPOLOGY OF THE VIDEO

1	Streaming online/live broadcasted
	https://www.facebook.com/DonaldTrump/videos/420963558682844/
2	Video excerpts (frame Tv programs, Tv rallies, electoral events)
	https://www.facebook.com/DonaldTrump/videos/348037289251724/
3	Commercial (short video, edited like tv commercial)
	https://www.youtube.com/watch?v=6XoFRJzPmFw
4	Infomercial (2-10 minutes long video containing lots of information on one or more issues)
	https://www.facebook.com/OcasioCortez/videos/1696449933779017/
5	Self-generated recorded live (video recorded especially for the transmission on social network sites)
	https://www.youtube.com/watch?v=MzJZibdszPM
6	Animation/cartoon/computer graphics
	https://www.facebook.com/DonaldTrump/videos/384905722094657/?t=41
7	Gif (short and simple graphic animation)

	https://www.facebook.com/DonaldTrump/videos/381404789362297/
8	Other

V36 MAIN GENRE OF POLITICAL COMMERCIAL/VIDEO

1	Political program or realizations (what we want to do, or we have done)
	http://www.archivispotpolitici.it/dettaglio.spot.php?idspot=614
2	Negative/Attach (against a person or a party)
	http://www.archivispotpolitici.it/dettaglio.spot.php?idspot=617
3	Feeling good (by eliciting positive emotions such as hope, enthusiasm, even pride)
	http://www.archivispotpolitici.it/dettaglio.spot.php?idspot=621
4	Satire/Humor/Parody
	http://www.archivispotpolitici.it/dettaglio.spot.php?idspot=608
5	Common people (usually electors or citizens)
	http://www.archivispotpolitici.it/dettaglio.spot.php?idspot=619
6	Testimonial (with stars or famous people. In case of presence of common people and famous people chose this one)
	http://www.archivispotpolitici.it/dettaglio.spot.php?idspot=611
_	
7	Biographical/Leader (focused on the history and the life of one person, usually the leader)
	https://www.youtube.com/watch?v=qo9yVzqIw3E
8	Other

V31 WHO/WHAT IS/ARE THE TARGET/S OF THE NEGATIVE ATTACK? (MULTIPLE CHOICE MAX. 3)

/31 WHO/WHAT IS/ARE THE TARGET/S OF THE NEGATIVE ATTACK? (MULTIPLE CHOICE MAX. 3)	
Foreign Countries	
Foreign/European Political Parties/Associations	
Foreign/European Politicians/Leaders	
Foreign/EU Institutions/Government	
Foreign/EU Economic institutions	
Foreign Media	
Foreign common people	
Foreign famous people	
Foreign civil society	
National Political Parties/Associations	
National Politicians/Leaders	
National Institutions/Government	
National Economic Institutions	
National Media	
National common people	
National famous people	
National civil society	
Other	

V33 WHO/WHAT IS/ARE THE TARGET/S OF THE HUMOUR, SATIRE, IRONY, PARODY? (MULTIPLE CHOICE MAX. 3)

, ., ., .	indi 9)	
1	Foreign Countries	
2	Foreign/European Political Parties	
3	Foreign/European Politicians/Leaders	
4	Foreign/EU Institutions/Government	
5	Foreign/European Economic institutions	
11	Foreign Media	
12	Foreign common people	
13	Foreign famous people	
14	Foreign civil society	
6	National Political Parties	

7	National Politicians/Leaders
8	National Institutions/Government
9	National Economic institutions
15	National Media
16	National common people
17	National famous people
18	National civil society
10	Other

V08 IS/ARE THE POLITICIAN/S PRESENT? (only in image and not in text)

1	Yes (they could be candidates or members at national/local level of the party that produced the document, and
	candidates or members at national/local level of other parties)
2	No

V09 INSERT THE NAME/S OF THE POLITICIAN/s (maximum 3. choose an analysis criterium, such as: order of political relevance; the first three in the foreground; the central three if there are more than three on the same level; the first three if there is a list). only variable v09_a is mandatory)

Free text (max 50 characters)

V09_1 THE POLITICIAN/GROUP OF POLITICIANS GENDER IS

1	Male	
2	Female	
3	Other gender identity	
4	A combination of the above (for mixed group of politicians)	

V11 WHAT KIND OF POLITICIAN/S IS/ARE PRESENT

1	Friend/s
2	Against/s
3	A Combination of the above

V11_1 WHICH IS THE POLITICAL ROLE OF THE PERSON/PEOPLE IN THE CONTENT? (multiple choice. To select more than one option press "ctrl+click" for pc or "cmd+click" for mac)

1	Head of the party or Party leader
2	Prime Minister
3	Candidate at the European elections
4	Member of political institution (local, national, European)

V12 THE POLITICIAN/S PRESENT IS/ARE

1	National	
2	Foreign	
3	A combination of the above	

V10_1 IS THERE A SPITZENKANDIDAT?

1	Yes
2	No

V10_2 NAME OF SPITZENKANDIDAT? (max 3 - only variable v10_2A is mandatory)

1	Name Spitzenkandidat n.1
2	Name Spitzenkandidat n.2
3	Name Spitzenkandidat n.3
4	Name Spitzenkandidat n.4
5	Name Spitzenkandidat n.5
6	Name Spitzenkandidat n.6

V19 IS/ARE THE OFFICIAL SYMBOL/S OF THE POLITICAL PARTY OR COALITION PRESENT?

1	Yes
2	No

V20 IS/ARE THE OFFICIAL SYMBOL/S OF EU PARTY FAMILY MEMBERSHIP PRESENT?

1	Yes
2	No

V21 IS/ARE THERE OTHER POLITICAL SYMBOL/S?

1	Yes
2	No

V22 PLEASE SPECIFY WHICH ONES

Free text (max 50 characters)

V23 ARE THERE VERBAL REFERENCES OF THE MEMBER STATE?

1	Yes to the People (the Italians, the French, the Italian/French people, the Italian/French voters, etc)
2	Yes to the Territory (Italy, France, Nation, State, Land, Country, Cities, National Institutions)
3	Yes to People and Territory
4	No

V24 ARE THERE VERBAL REFERENCES TO THE EU?

1	Yes to the People (the Europeans, the European people, the European voters, etc)
2	Yes to the Territory (Europe, EU, Cities, European Institutions)
3	Yes to People and Territory
4	No

V25 ARE THERE VERBAL REFEENCES TO THE POLITICAL/IDEOLOGICAL DIMENSION?

1	Yes
2	No

V26 PLEASE SPECIFY WHICH ONES (e.g. communism, fascism, left, right, conservative, liberal, hammer and sickle, stars, flames)

Free text (max 50 characters)

V27 THE DOCUMENT IS MAINLY FOCUSED ON WHICH DIMENSION?

1	National
2	European
3	National and European
5	International (extra EU)
4	None

V28 HOW IS THE EUROPE REPRESENTED? (in the evaluation has to be considered also the political position and ideology of the political party/coalition. the same slogan could have different meanings on the base of the political party/coalition that produced it)

1	Strongly Positive (totally positive)
2	Positive (on one issue: opportunity, resource, develop, etc)
3	Neutral
4	Negative (on one issue: threat, risk, inflation, etc)
5	Strongly Negative (totally negative)
6	Not represented

A	Labour
A1	Employment
A2	Development

А3	Liberalization
A4	Salaries
A5	Unemployment
A6	Other Labour issues
В	Economics
B1	Crisis
B2	Banks
В3	Finance
B4	Inflation
B5	Taxes
В6	Green Economy
В7	Other Economic issue
С	Europe
C1	Euro policies
C2	Anti-EU
C3	EU politician members
C4	Euro Banks
C5	Euro crisis
C6	Euro finance
C7	Euro funds
C8	Euro Institutions
C9	Euro Taxes
C10	Euro (currency)
C11	European Union
C12	Brexit
C13	European Treaties
C14	Another Europe
C15	EU integration
C16	Other European issues
D	Security
D1	Corruption
D2	Crime
D3	Justice
D4	Public Safety
D5	Violence
D6	Terrorism
D7	Other Security issues
E	Welfare
E1	Social services
E2	Grants
E3	Housing Policy
E4	National Health Service
E5	National Educational Service/School
E6	Public Services
E7	Other Welfare issues
F	Geographical
F1	North

F2	South
F3	East
F4	West
F5	Other Geographical issues
G	Values
G1	Peace
G2	Honesty
G3	Justice
G4	Solidarity
G5	Traditions
G6	Multiculturalism/cultural differences
G7	National identity
G8	Religion
G9	Others value issues
Н	Politics
H1	Alliances/coalitions
H2	Candidacies
Н3	Electoral lists
H4	Party families
H5	Political parties
Н6	Leader (Biography/Who he-she is)
H7	Call to voting/voting instructions/procedures
Н8	Other Political issues
I	Ideology
I I1	Ideology Antipolitics
I1	Antipolitics
I1 I2	Antipolitics Left
I1 I2 I3	Antipolitics Left Right
I1 I2 I3 I4	Antipolitics Left Right Liberal
I1 I2 I3 I4 I5	Antipolitics Left Right Liberal Conservative
I1 I2 I3 I4 I5 I6	Antipolitics Left Right Liberal Conservative Populism
I1 I2 I3 I4 I5 I6	Antipolitics Left Right Liberal Conservative Populism Nationalism
I1 I2 I3 I4 I5 I6 I7 I8	Antipolitics Left Right Liberal Conservative Populism Nationalism Racism
I1 I2 I3 I4 I5 I6 I7 I8 I9 I10 I11	Antipolitics Left Right Liberal Conservative Populism Nationalism Racism Fascism Communism Capitalism
I1 I2 I3 I4 I5 I6 I7 I8 I9 I10 I11 I12	Antipolitics Left Right Liberal Conservative Populism Nationalism Racism Fascism Communism Capitalism Other Ideological issues
I1 I2 I3 I4 I5 I6 I7 I8 I9 I10 I11 I12 L	Antipolitics Left Right Liberal Conservative Populism Nationalism Racism Fascism Communism Capitalism Other Ideological issues Social
I1 I2 I3 I4 I5 I6 I7 I8 I9 I10 I11 I12 L	Antipolitics Left Right Liberal Conservative Populism Nationalism Racism Fascism Communism Capitalism Other Ideological issues Social Old People
I1 I2 I3 I4 I5 I6 I7 I8 I9 I10 I11 I12 L L1 L2	Antipolitics Left Right Liberal Conservative Populism Nationalism Racism Fascism Communism Capitalism Other Ideological issues Social Old People Sport
I1 I2 I3 I4 I5 I6 I7 I8 I9 I10 I11 I12 L L1 L2 L3	Antipolitics Left Right Liberal Conservative Populism Nationalism Racism Fascism Communism Capitalism Other Ideological issues Social Old People Sport Tourism
I1 I2 I3 I4 I5 I6 I7 I8 I9 I10 I11 I12 L L L1 L2 L3 L4	Antipolitics Left Right Liberal Conservative Populism Nationalism Racism Fascism Communism Capitalism Other Ideological issues Social Old People Sport Tourism
I1 I2 I3 I4 I5 I6 I7 I8 I9 I10 I11 I12 L L L1 L2 L3 L4 L5	Antipolitics Left Right Liberal Conservative Populism Nationalism Racism Fascism Communism Capitalism Other Ideological issues Social Old People Sport Tourism Women Young people
I1 I2 I3 I4 I5 I6 I7 I8 I9 I10 I11 I12 L L L1 L2 L3 L4 L5 L6	Antipolitics Left Right Liberal Conservative Populism Nationalism Racism Fascism Communism Capitalism Other Ideological issues Social Old People Sport Tourism Women Young people Children
I1 I2 I3 I4 I5 I6 I7 I8 I9 I10 I11 I12 L L L L L L L L L L L L L L L L L L L	Antipolitics Left Right Liberal Conservative Populism Nationalism Racism Fascism Communism Capitalism Other Ideological issues Social Old People Sport Tourism Women Young people Children Civil rights
I1 I2 I3 I4 I5 I6 I7 I8 I9 I10 I11 I12 L L L1 L2 L3 L4 L5 L6	Antipolitics Left Right Liberal Conservative Populism Nationalism Racism Fascism Communism Capitalism Other Ideological issues Social Old People Sport Tourism Women Young people Children

L10	Social inequalities
L11	Other Social items
М	Immigration
M1	Integration policies
M2	Migration crisis
М3	Borders/Repatriation
M4	Other Immigration items
N	Environment
N1	Climate change
N2	Nuclear
N3	Energy and environmental sustainability
N4	Other environment items
0	Internal Politics
01	Reforms
02	Autonomy/Federalism
03	Rule of Law
04	Other internal politics items
P	Productive sectors and services
P1	Agriculture
P2	Industry
Р3	Fishing
P4	Transports
P5	Trade
P6	Science and technology
P7	Media and information system
P8	Other productive sectors and services issues
Q	Other items

	milabion of four four mane and milabinate at the continue continue i
1	Emotional
2	Rational
3	Neutral / Other

V38 WHICH EMOTION DOES THE DOCUMENT USE AS LEVERAGE? (In the content analysis, you have to consider the entire post – both visual and textual elements)

1	Amusement – Feeling good – Enthusiasm
2	Empathy – Compassion – Solidarity
3	Pride – Membership – Ambition
4	Fear – Threat – Insecurity
5	Anger – Disgust – Hate

V39 SWHICH KIND OF RATIONALITY DOES THE DOCUMENT CALL FOR? (In the content analysis, you have to consider the entire post – both visual and textual elements).

CO.1310	ici tile cittire post both visual una textual cicinents)
1	Competence - Knowledge - Reliability
2	Justice – Honesty
3	Concrete data – Statistic

3.3 TEXT - Social Pathway

V05 DOCUMENT'S MAIN TEXTS IN ENGLISH (This text will be shown on the EEMC official website. For posters and press advertising, insert only the main text translation or describe the visual elements represented (people, places). For original or shared social webcards, explain the global meaning of the post (caption and image). For original or shared social text, explain the global meaning of all the post's texts (translated if it's short, summarized if it's too long).

Free text (max 400 characters)

V23 ARE THERE VERBAL REFERENCES OF THE MEMBER STATE?

1	Yes to the People (the Italians, the French, the Italian/French people, the Italian/French voters, etc)
2	Yes to the Territory (Italy, France, Nation, State, Land, Country, Cities, National Institutions)
3	Yes to People and Territory
4	No

V24 ARE THERE VERBAL REFERENCES TO THE EU?

4	No
3	Yes to People and Territory
2	Yes to the Territory (Europe, EU, Cities, European Institutions)
1	Yes to the People (the Europeans, the European people, the European voters, etc)

V25 ARE THERE VERBAL REFEENCES TO THE POLITICAL/IDEOLOGICAL DIMENSION?

1	Yes	
2	No	

V26 PLEASE SPECIFY WHICH ONES (e.g. communism, fascism, left, right, conservative, liberal, hammer and sickle, stars, flames)

Free text (max 50 characters)

V27 THE DOCUMENT IS MAINLY FOCUSED ON WHICH DIMENSION?

1	National
2	European
3	National and European
5	International (extra EU)
4	None

V28 HOW IS THE EUROPE REPRESENTED? (in the evaluation has to be considered also the political position and ideology of the political party/coalition. the same slogan could have different meanings on the base of the political party/coalition that produced it)

1	Strongly Positive (totally positive)
2	Positive (on one issue: opportunity, resource, develop, etc)
3	Neutral
4	Negative (on one issue: threat, risk, inflation, etc)
5	Strongly Negative (totally negative)
6	Not represented

V Z 9 13	729 1930ES OF THE DOCUMENT (HOILI O to 2)	
A	Labour	
A1	Employment	
A2	Development	
А3	Liberalization	
A4	Salaries	
A5	Unemployment	
A6	Other Labour issues	
В	Economics	

B1	Crisis
B2	Banks
В3	Finance
B4	Inflation
B5	Taxes
В6	Green Economy
В7	Other Economic issue
С	Europe
C1	Euro policies
C2	Anti-EU
C3	EU politician members
C4	Euro Banks
C5	Euro crisis
C6	Euro finance
C7	Euro funds
C8	Euro Institutions
C9	Euro Taxes
C10	Euro (currency)
C11	European Union
C12	Brexit
C13	European Treaties
C14	Another Europe
C15	EU integration
C16	Other European issues
D	Security
D	Security
D	Security Corruption
D D1 D2	Security Corruption Crime
D D1 D2 D3	Security Corruption Crime Justice
D D1 D2 D3 D4	Security Corruption Crime Justice Public Safety
D D1 D2 D3 D4 D5	Security Corruption Crime Justice Public Safety Violence
D D1 D2 D3 D4 D5 D6	Security Corruption Crime Justice Public Safety Violence Terrorism
D D1 D2 D3 D4 D5 D6 D7	Security Corruption Crime Justice Public Safety Violence Terrorism Other Security issues
D D1 D2 D3 D4 D5 D6 D7 E	Security Corruption Crime Justice Public Safety Violence Terrorism Other Security issues Welfare
D D1 D2 D3 D4 D5 D6 D7 E E1	Security Corruption Crime Justice Public Safety Violence Terrorism Other Security issues Welfare Social services
D D1 D2 D3 D4 D5 D6 D7 E E1 E2	Security Corruption Crime Justice Public Safety Violence Terrorism Other Security issues Welfare Social services Grants
DDD1 D1 D2 D3 D4 D5 D6 D7 E E1 E2 E3	Security Corruption Crime Justice Public Safety Violence Terrorism Other Security issues Welfare Social services Grants Housing Policy
DDD1 D1 D2 D3 D4 D5 D6 D7 E E1 E2 E3 E4	Security Corruption Crime Justice Public Safety Violence Terrorism Other Security issues Welfare Social services Grants Housing Policy National Health Service
DDD1 D1 D2 D3 D4 D5 D6 D7 E E1 E2 E3 E4 E5	Security Corruption Crime Justice Public Safety Violence Terrorism Other Security issues Welfare Social services Grants Housing Policy National Health Service National Educational Service/School
DDD1 D1 D2 D3 D4 D5 D6 D7 E E1 E2 E3 E4 E5 E6	Security Corruption Crime Justice Public Safety Violence Terrorism Other Security issues Welfare Social services Grants Housing Policy National Health Service National Educational Service/School Public Services
DDD1 D1 D2 D3 D4 D5 D6 D7 E E1 E2 E3 E4 E5 E6 E7	Security Corruption Crime Justice Public Safety Violence Terrorism Other Security issues Welfare Social services Grants Housing Policy National Health Service National Educational Service/School Public Services Other Welfare issues
DDD1 D1 D2 D3 D4 D5 D6 D7 E E1 E2 E3 E4 E5 E6 E7 F	Security Corruption Crime Justice Public Safety Violence Terrorism Other Security issues Welfare Social services Grants Housing Policy National Health Service National Educational Service/School Public Services Other Welfare issues Geographical
DDD1 D1 D2 D3 D4 D5 D6 D7 E E1 E2 E3 E4 E5 E6 E7 F F1 F2	Security Corruption Crime Justice Public Safety Violence Terrorism Other Security issues Welfare Social services Grants Housing Policy National Health Service National Educational Service/School Public Services Other Welfare issues Geographical North South
DD D1 D2 D3 D4 D5 D6 D7 E E1 E2 E3 E4 E5 E6 E7 F1 F2 F3	Security Corruption Crime Justice Public Safety Violence Terrorism Other Security issues Welfare Social services Grants Housing Policy National Health Service National Educational Service/School Public Services Geographical North South East
DD D1 D2 D3 D4 D5 D6 D7 E E1 E2 E3 E4 E5 E6 E7 F F1 F2 F3 F4	Security Corruption Crime Justice Public Safety Violence Terrorism Other Security issues Welfare Social services Grants Housing Policy National Health Service National Educational Service/School Public Services Geographical North South East West
DD1 D1 D2 D3 D4 D5 D6 D7 E E1 E2 E3 E4 E5 E6 E7 F1 F2 F3	Security Corruption Crime Justice Public Safety Violence Terrorism Other Security issues Welfare Social services Grants Housing Policy National Health Service National Educational Service/School Public Services Geographical North South East

G1	Peace
G2	Honesty
G3	Justice
G4	Solidarity
G5	Traditions
G6	Multiculturalism/cultural differences
G7	National identity
G8	Religion
G9	Others value issues
Н	Politics
H1	Alliances/coalitions
H2	Candidacies
H3	Electoral lists
H4	Party families
H5	Political parties
H6	Leader (Biography/Who he-she is)
H7	Call to voting/voting instructions/procedures
H8	Other Political issues
I	Ideology
I1	Antipolitics
I2	Left
I3	Right
I4	Liberal
I5	Conservative
16	Populism
I7	Nationalism
I8	Racism
I9	Fascism
I10	Communism
I11 I12	Capitalism Other Ideological issues
L	Social
L1	Old People
L2	Sport
L3	Tourism
L3 L4	Women
L5	
L6	Young people Children
L7	Civil rights
L7 L8	
	Cultural Heritage
L9	Gender inequalities
L10	Social inequalities Other Social items
L11	Other Social items
M	Immigration
M1	Integration policies
M2	Migration crisis

М3	Borders/Repatriation
M4	Other Immigration items
N	Environment
N1	Climate change
N2	Nuclear
N3	Energy and environmental sustainability
N4	Other environment items
0	Internal Politics
01	Reforms
02	Autonomy/Federalism
03	Rule of Law
04	Other internal politics items
P	Productive sectors and services
P1	Agriculture
P2	Industry
Р3	Fishing
P4	Transports
P5	Trade
P6	Science and technology
P7	Media and information system
P8	Other productive sectors and services issues
Q	Other items

V30 IS THE DOCUMENT AGAINST SOMEONE OR SOMETHING? (explicit attack to people, political actors or institutions, as "combat the Visegrad alliance" or "against the troika". please do not consider as a target any political ideology/idea/concept, as "stopping the right-wing populism" or "fighting the tax measures").

1	Yes
2	No

V31 WHO/WHAT IS/ARE THE TARGET/S OF THE NEGATIVE ATTACK? (MULTIPLE CHOICE MAX. 3)

1	Foreign Countries
2	Foreign/European Political Parties/Associations
6	Foreign/European Politicians/Leaders
4	Foreign/EU Institutions/Government
9	Foreign/EU Economic institutions
12	Foreign Media
13	Foreign common people
14	Foreign famous people
15	Foreign civil society
3	National Political Parties/Associations
7	National Politicians/Leaders
5	National Institutions/Government
11	National Economic Institutions
16	National Media
17	National common people
18	National famous people
19	National civil society
10	Other

V32 THE DOCUMENT USES HUMOR, SATIRE, IRONY, PARODY? (TOWARDS PEOPLE AND POLITICAL ACTOR/S, OR INSTITUTIONS, AS EUROPEAN PARLIAMENT)

1	Yes]
2	No	1

V33 WHO/WHAT IS/ARE THE TARGET/S OF THE HUMOUR, SATIRE, IRONY, PARODY? (MULTIPLE CHOICE MAX. 3)

MAX. 3)		
1	Foreign Countries	
2	Foreign/European Political Parties	
3	Foreign/European Politicians/Leaders	
4	Foreign/EU Institutions/Government	
5	Foreign/European Economic institutions	
11	Foreign Media	
12	Foreign common people	
13	Foreign famous people	
14	Foreign civil society	
6	National Political Parties	
7	National Politicians/Leaders	
8	National Institutions/Government	
9	National Economic institutions	
15	National Media	
16	National common people	
17	National famous people	
18	National civil society	
10	Other	

V37 THE MESSAGE OF THE THE CONTENT IS MAINLY (Please consider as "rational" the documents showing data and facts. Eg: "629 migrants rescued" or "Vote with your head" are intended as "rational contents"; "Stop invasion" or "Follow your heart" are intended as "emotional contents".

1	Emotional
2	Rational
3	Neutral / Other

V38 WHICH EMOTION DOES THE DOCUMENT USE AS LEVERAGE? (In the content analysis, you have to consider the entire post – both visual and textual elements)

COIISIG	ici the chine post both visual and textual elements)
1	Amusement – Feeling good – Enthusiasm
2	Empathy – Compassion – Solidarity
3	Pride – Membership – Ambition
4	Fear – Threat – Insecurity
5	Anger – Disgust – Hate

V39 SWHICH KIND OF RATIONALITY DOES THE DOCUMENT CALL FOR? (In the content analysis, you have to consider the entire post – both visual and textual elements).

1	Competence – Knowledge – Reliability
2	Justice - Honesty
3	Concrete data – Statistic

3.4 PHOTO - Social Pathway

V34 BRIEF DESCRIPTION OF THE DOCUMENT (This text will be appeared on the EEMC official website)

Free text (max	400	characters?	١

<i>\/ A</i> 	CHRIECT	AE TUE	DUOTO
V45 MAIN	SUBJECT	OF INE	PHUIU

1	Leaders/candidates/politicians
1	Leader 5/ Carididates/ politicians
2	Political or campaign events
3	Common people (students, workers, women, etc)
4	Landscapes/cities/monuments/institutional buildings/places
5	Private life
6	Current affairs (general news, crime news, no election or campaign events)
7	Other

V08 IS/ARE THE POLITICIAN/S PRESENT? (only in image and not in text)

1	Yes (they could be candidates or members at national/local level of the party that produced the document, and
	candidates or members at national/local level of other parties)
2	No

V09 INSERT THE NAME/S OF THE POLITICIAN/s (maximum 3. choose an analysis criterium, such as: order of political relevance; the first three in the foreground; the central three if there are more than three on the same level; the first three if there is a list). only variable v09_a is mandatory)

Free text (max 50 characters)

V09_1 THE POLITICIAN/GROUP OF POLITICIANS GENDER IS

1	Male
2	Female
3	Other gender identity
4	A combination of the above (for mixed group of politicians)

V11 WHAT KIND OF POLITICIAN/S IS/ARE PRESENT

1	Friend/s
2	Against/s
3	A Combination of the above

V11_1 WHICH IS THE POLITICAL ROLE OF THE PERSON/PEOPLE IN THE CONTENT? (multiple choice. To select more than one option press "ctrl+click" for pc or "cmd+click" for mac)

1	Head of the party or Party leader
2	Prime Minister
3	Candidate at the European elections
4	Member of political institution (local, national, European)

V12 THE POLITICIAN/S PRESENT IS/ARE

1	National
2	Foreign
3	A combination of the above

V10 1 IS THERE A SPITZENKANDIDAT?

1	Yes
2	No

V10_2 NAME OF SPITZENKANDIDAT? (max 3 choises - only variable v10_2A is mandatory)

1	Name Spitzenkandidat n.1	
2	Name Spitzenkandidat n.2	
3	Name Spitzenkandidat n.3	
4	Name Spitzenkandidat n.4	

5	Name Spitzenkandidat n.5
5	Name Spitzenkandidat n.6
/13 1	FORMAIN POLITICIAN/S IS/ARE DRESSED? Formal: business suit (jacket and tie) for man or office wear for women
2	Semi-formal (jacket or tie)
3	Casual (no jacket and no tie)
4	More than one outfit
/14	WHAT IS THE MAIN EXPRESSION OF THE POLITICIAN/S? /HOW DO THE MAIN POLITICIAN/S APPEA
1	Smiling/Friendly
2	Worried/Angry
3	Blank/Neutral
4	Funny (in particular in the Negative and Humours documents)
5	More than one expression
/1 5	ARE VISUAL REPRESENTATIONS OF THE MEMBER STATE PRESENT?
1 1	Yes (buildings, symbols, cities, flags, etc)
2	No
	ARE VISUAL REPRESENTATIONS OF THE EU PRESENT?
1	Yes (buildings, symbols, cities, flags, etc)
2	No
/21	IS/ARE THERE OTHER POLITICAL SYMBOL/S?
1	Yes
2	No
122	PLEASE SPECIFY WHICH ONES
	te text (max 50 characters)
	IS THE PHOTO ACCOMPAINED BY A TEXT?
1	Yes
2	No
/23	ARE THERE VERBAL REFERENCES OF THE MEMBER STATE?
1	Yes to the People (the Italians, the French, the Italian/French people, the Italian/French voters, etc)
2	Yes to the Territory (Italy, France, Nation, State, Land, Country, Cities, National Institutions)
3	Yes to People and Territory
4	No
124	ARE THERE VERBAL REFERENCES TO THE EU?
1	Yes to the People (the Europeans, the European people, the European voters, etc)
2	Yes to the Territory (Europe, EU, Cities, European Institutions)
3	Yes to People and Territory
ر 4	No
•	1
	ARE THERE VERBAL REFEENCES TO THE POLITICAL/IDEOLOGICAL DIMENSION?
/25 1 2	Yes No

Free text (max 50 characters)

V27 THE DOCUMENT IS MAINLY FOCUSED ON WHICH DIMENSION?

1	National
2	European
3	National and European
5	International (extra EU)
4	None

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SUES OF THE DOCUMENT (from 0 to 2) Labour
Employment
Development
Liberalization
Salaries
Unemployment
Other Labour issues
Economics
Crisis
Banks
Finance
Inflation
Taxes
Green Economy
Other Economic issue
Europe
Euro policies
Anti-EU
EU politician members
Euro Banks
Euro crisis
Euro finance
Euro funds
Euro Institutions
Euro Taxes
Euro (currency)
European Union
Brexit
European Treaties
European Treaties Another Europe

D	Security
D1	Corruption
D2	Crime
D3	Justice
D4	Public Safety
D5	Violence
D6	Terrorism
D7	Other Security issues
E	Welfare
E1	Social services
E2	Grants
E3	Housing Policy
E4	National Health Service
E5	National Educational Service/School
E6	Public Services
E7	Other Welfare issues
F	Geographical
F1	North
F2	South
F3	East
F4	West
F5	Other Geographical issues
G	Values
G1	Peace
G2	Honesty
G3	Justice
G4	Solidarity
G5	Traditions
G6	Multiculturalism/cultural differences
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P1	Agriculture
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P4	Transports
P5	Trade
P6	Science and technology
P7	Media and information system
P8	Other productive sectors and services issues
Q	Other items

1	Emotional
2	Rational
3	Neutral / Other

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2	Justice – Honesty
3	Concrete data – Statistic