**Dataset coding interpretation**

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| **Variable** | **Label** | **Categories** |
| region | *Analyzed region* | 1-Castilla y León; 2-Andalusia |
| V02 | *Political party* | 1-PP; 2-PSOE; 3-VOX; 4-CS; 5-UP; 6-UPL; 7-SY; 8-XAV; 9-EVV; 10-EVB; 11-EVS; 12-EVP; 13-PORA; 14-AA |
| V08 | *Leader presence* | 1-Yes; 2-No |
| V10 | *Type of leaders* | 1-Allied; 2-Enemies; 3-Both |
| V12 | *Clothing* | 1-Formal; 2-Semiformal; 3-Casual; 4-More than one |
| V13 | *Facial expression* | 1-Smiling, 2-Serious, 3-Neutral, 4-Funny |
| V31 | *Emotional vs. Rational content* | 1-Emotional; 2-Rational; 3-Neutral |
| V32\_1, V32\_2 | *Type of emotion* | 1-Entertainment; 2-Anger; 3-Compassion; 4-Empathy; 5-Enthusiasm; 6-Fear; 7-Pride; 8-Sadness; 9-Wellbeing |
| V33\_1, V33\_2 | *Type of rationality* | 1-Competence; 2-Data; 3-Consistency; 4-Justice; 5-Knowledge; 6-Trust; 7-Other |
| V24 | *Negative content* | 1-Yes; 2-No |
| V25\_1, V25\_2, V25\_3 | *Negative content’s objective* | 1-Regional Politicians; 2-Regional Parties; 3-Regional Governments; 4-National Politicians; 5-National Parties; 6-National Governments; 7-Foreign Politicians; 8-Foreign Parties; 9-Foreign Governments; 10-Foreign Economic Institutions; 11-Regional media; 12-National media, 13-Foreign Media; 14-Normal National People; 15-Normal Foreign People; 16-Unions/Lobbies/Companies |
| V26 | *Satirical content* | 1-Yes; 2-No |
| V27\_1, V27\_2, V27\_3 | *Satirical content’s objective* | 1-Regional Politicians; 2-Regional Parties; 3-Regional Governments; 4-National Politicians; 5-National Parties; 6-National Governments; 7-Foreign Politicians; 8-Foreign Parties; 9-Foreign Governments; 10-Foreign Economic Institutions; 11-Regional media; 12-National media, 13-Foreign Media; 14-Normal National People; 15-Normal Foreign People; 16-Unions/Lobbies/Companies |
| NPart | *New category of parties* | 1-Traditional party; 2-New party |