**Appendix**

Table A1

*Variables and Reliability Statistics*

| Variable | Categories | Cohen’s kappa |
| --- | --- | --- |
| Topic |  |  |
| Politics: home affairs\* | yes; no | 0.639 |
| Politics: foreign affairs\* | yes; no | 0.593 |
| Foreign countries\* | yes; no | 0.560 |
| Migration\* | yes; no | 0.558 |
| Economy\* | yes; no | 0.509 |
| Healthcare\* | yes; no | 0.600 |
| Education\* | yes; no | 0.757 |
| Crime | yes; no | 0.839 |
| Judicature, courts of law | yes; no | 0.402 |
| Accident, catastrophe | yes; no | 0.757 |
| Environment | yes; no | 0.383 |
| Arts | yes; no | 0.796 |
| Science | yes; no | 1.000 |
| Religion | yes; no | 1.000 |
| Hazards | yes; no | 0.280 |
| Transport | yes; no | 0.533 |
| Holidays, celebration\* | yes; no | 0.593 |
| Shopping, prices\* | yes; no | 0.732 |
| Sport | yes; no | 0.265 |
| Weather | yes; no | 0.651 |
| Tabloid news, celebrities | yes; no | 0.221 |
| Valence |  |  |
| Valence | positive; neutral; negative | 0.318 |
| Demographic characteristics |  |  |
| Gender | male; female; unable to determine | 1.000 |
| Estimated age\* | 60–69 years; 70–79 years; 80–89 years; 90+ years | 0.558 |
| Ethnicity | Caucasian; Romani, African/Afro-American; East Asian; Arab/Middle Eastern; other (Indian, Native American; Australian Aborigine etc.); unable to determine | 0.587 |
| Estimated socioeconomic status\* | no information/average; clearly above average/wealthy; clearly below average/indigent | 0.465 |
| Role |  |  |
| Role\* | politician; business-man/entrepreneur; corporate leader/manager; industrial worker; agricultural worker; office worker; doctor; other healthcare worker; headmaster/public education leader; primary or secondary school teacher; university educator or researcher; public law practitioner (judge, prosecutor); lawyer working in the business sector; volunteer (e.g., at a relief organization); creative artist (writer, painter, director, composer etc.); performing artist (actor, musician, dancer etc.); other famous person/celebrity; member of the clergy; representative of another profession; patient (suffering from an illness); Hungarian living abroad; foreigner living in Hungary; immigrant; representative of his/her age group (the elderly, pensioners etc.); representative of his/her gender (men, women); resident living near the location of a given event (neighbour, person living in the same block/village etc.); eyewitness; victim of a crime or accident; suspect/perpetrator of a crime; the “man/woman in the street”; demonstrator; homeless; unique person related to the content of the news story | 0.585 |
| Expert\* | yes; no | 0.724 |
| Appearance |  |  |
| Visible | yes; no |  |
| Clothing\* | elegant; casual; work; neglected, reflecting financial difficulties; extreme (extravagant, reflecting affiliation towards a special movement or fashion trend, unusual/inappropriate for the person’s age); unable to determine (e.g., only the head is visible); not applicable (the person is not visible) | 0.710 |
| Earrings\* | none/not visible (e.g., covered by hair); visible (in one or both ears), conventional; visible (in one of both ears), special/unconventional (e.g., piercing, ear expander); not applicable (the person is not visible) | 0.856 |
| Necklace\* | none/not visible; visible; not applicable (the person is not visible) | 0.502 |
| Glasses | none/not visible; visible; not applicable (the person is not visible) | 0.880 |
| Skin condition | smooth skin relative to age, few wrinkles; wrinkled to an extent that is typical of his/her age; extremely wrinkled, deep grooves; unable to determine (e.g., the person is shown from the back, or the skin is covered by thick make-up); not applicable (the person is not visible) | 0.224 |
| Make-up\* | none/not visible; restrained, elegant; extreme, heavy; not applicable (the person is not visible) | 0.599 |
| Hairstyle | average; strikingly well-cared; strikingly untidy/tousled; extreme (unnatural colour or unusual hairstyle); unable to determine (e.g., the person is bold or wears head covering); not applicable (the person is not visible) | 0.204 |
| Hair colour\* | brown (natural or dyed); blond(e) (natural or dyed); black/dark (natural or dyed); red (natural or dyed); grizzled; fully grey or white; unable to determine (e.g., the person is bold or wears head covering); not applicable (the person is not visible) | 0.517 |
| Baldness\* | no baldness visible (thinning hair belongs to this category); receding hairline above forehead; bald patch on top of the head; top of the head completely bald (Gargamel ring); totally bald; unable to determine (e.g., the person wears head covering); not applicable (the person is not visible) | 0.664 |
| Head covering | none; casual (e.g., baseball cap, beanie, bobble hat, sun hat, hood etc.), elegant (e.g., elegant hat, trilby etc.); related to work (e.g., hard hat); expressing religious affiliation (e.g., yarmulke/kippa, hijab); headscarf (other than a hijab); not applicable (the person is not visible) | 0.878 |
| Facial hair: moustache\* | yes; no; not applicable (the person is not visible) | 0.846 |
| Facial hair: beard on chin\* | yes; no; not applicable (the person is not visible) | 0.833 |
| Facial hair: sideburns\* | yes; no; not applicable (the person is not visible) | 0.839 |
| Beard length\* | no beard; bristles; short (2–5 cms); long (5+ cms); not applicable (the person is not visible) | 0.703 |
| Physique | about average; clearly overweight; clearly underweight; remarkably fit/sporty (relative to his/her age); not applicable (the person is not visible) | 0.451 |
| Height | about average; clearly shorter than average; clearly taller than average; unable to determine (e.g., because of the person’s stance or for lack of visual cues); not applicable (the person is not visible) | 0.142 |
| Posture | straight, similar to an average mature adult; slightly stooping; remarkably stooping; not applicable (the person is not visible) | 0.265 |
| Stance | upright and static; upright and mobile (working, walking, running etc.); sitting; lying; varying/other (e.g., the person is shown in multiple positions or is riding a bicycle etc.); not applicable (the person is not visible) | 0.609 |
| Hand gestures | hands are not visible; hands are visible and motionless; hands are visible and carrying out some activity; hands are visible and fiddling; hands are visible and make gestures accompanying the content of the verbal message; not applicable (the person is not visible) | 0.464 |
| Facial gestures |  |  |
| Joy | yes; no | 0.543 |
| Sadness | yes; no | 0.117 |
| Anger | yes; no | 0.242 |
| Fear | yes; no |  |
| Apprehension, worry | yes; no | 0.168 |
| Surprise | yes; no | 0.324 |
| Disgust | yes; no |  |
| Anticipation, interest | yes; no | 0.062 |
| Pensiveness | yes; no | −0.021 |
| Place and time |  |  |
| Location, environment\* | no clues or not clearly visible; park in a town/city; outdoors, urban environment (other than a park); outdoors, rural environment; outdoors, outside residential area (nature or agricultural area); at home, outdoors in the garden; at home, indoors; work (indoors, e.g., office, school, parliament); church; place of entertainment or cultural institution, indoors (e.g., restaurant, pub, community centre, theatre); place of entertainment or cultural event, outdoors (e.g., festival, beach); shop, department store, hypermarket; market; doctor’s office, hospital, pharmacy; means of public transport; other location related to transport (e.g., railway station, bus stop, airport); other (e.g., a cave) or shots were made at multiple different locations; not applicable (the person and/or the environment is not visible) | 0.541 |
| Time of day | day (light); evening/night (dark); unable to determine (e.g., indoors with no window visible); not applicable (the person and/or the environment is not visible) | 1.000 |
| Manner of speaking |  |  |
| Speaking | yes; no | 0.947 |
| Language | Hungarian; other language (subtitled in Hungarian or translated by correspondent); not applicable | 1.000 |
| Accent | standard, educated, Budapest area; educated, typical of another region; accent/articulation suggesting low level of education; not applicable | 0.448 |
| Eloquence (use of terms typical of highly educated people) | no example; one example; multiple examples; not applicable | 0.313 |
| Old-fashioned expressions | no example; one example; multiple examples; not applicable |  |
| Nonstandard language | no example; one example; multiple examples; not applicable | 0.063 |
| Hesitation phenomena (pauses, lexical and non-lexical fillers, repeats, false starts) | speech is continuous throughout; one example; multiple examples; not applicable | 0.168 |
| Speech rate | slower than an average adult; about average; faster than an average adult; not applicable | 0.195 |
| Activities |  |  |
| Other activity\* | no other activity visible; waiting; working at the workplace; working outdoors (e.g., in the garden); doing housework (e.g., cooking, cleaning); performing an activity related to public life (e.g., casting a vote); walking; doing some other leisure activity (angling, hiking etc.); shopping | 0.413 |
| Personality |  |  |
| Personality\* | average, cannot be regarded as either friendly or unfriendly; creates the impression of a nice, friendly, and well-meaning person; creates the impression of an unfriendly, rude, and grim person | 0.409 |
| Stereotypical attributes |  |  |
| Mentioning illness\* | yes; no | 0.474 |
| Afraid of illness | yes; no |  |
| Suffering from illness | yes; no | 0.502 |
| Suffering from pains | yes; no |  |
| Physical weakness | yes; no | −0.008 |
| Moving slowly and with difficulty | yes; no | 0.192 |
| Helpless, vulnerable | yes; no | 0.201 |
| Psychological problems | yes; no |  |
| Watching television | yes; no |  |
| Television series | yes; no |  |
| Listening to the radio | yes; no |  |
| Reading a book | yes; no |  |
| Reading a newspaper | yes; no |  |
| Having a conversation | yes; no | 0.079 |
| Talking politics\* | yes; no | 0.643 |
| Gossiping, tabloid news | yes; no |  |
| Interested in news or events | yes; no | 0.254 |
| Having negative views about young people | yes; no | 0.663 |
| Thinking that young people are disrespectful | yes; no |  |
| Thinking that young people are lazy | yes; no |  |
| Cooking | yes; no |  |
| Cooking well | yes; no |  |
| In a bad mood, depressed | yes; no | 0.230 |
| In a good mood, cheerful | yes; no | 0.290 |
| Nostalgia | yes; no | 0.483 |
| Thinking it was better in the old days | yes; no |  |
| Mentioning a family member\* | yes; no | 1.000 |
| Mentioning a grandchild | yes; no | 0.663 |
| Mentioning spending time with family | yes; no | 0.796 |
| Family as a source of joy | yes; no |  |
| Friends as a source of joy | yes; no |  |
| Helping the family | yes; no |  |
| Solitude, loss of family members | yes; no |  |
| Mentioning death or fear of death | yes; no | 0.154 |
| Financial problems | yes; no | −0.021 |
| Gardening | yes; no | 0.324 |
| Doing crosswords | yes; no |  |
| Needlework, embroidery | yes; no |  |
| Mentioning weather | yes; no | 0.714 |
| Enjoying nice weather | yes; no | −0.008 |
| Incompetence: using computers | yes; no |  |
| Incompetence: using new technology | yes; no |  |
| Inability to adapt to the changing world | yes; no |  |
| Impairment of cognitive abilities | yes; no |  |
| Forgetfulness | yes; no |  |
| Enjoying little pleasures in life | yes; no |  |

*Note*. For 30 of the variables, Cohen’s kappa could not be calculated as either the main coder or the co-coder (or both) indicated the same category for all cases in the subsample of 120 units. Variables marked by an asterisk yielded acceptable levels of reliability (κ > .4) and have also been found to be significantly related to gender at the *p* < .01 level.