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Who is driving whom

The media, voters and the bandwagon

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Appendix G: Question wording emotion items

As an example the question wording is presented about emotions felt toward CDU, first the original wording in German, then below an English translation. These items are answered on a scale from (1) "not at all" to (7) "very much so" for each party and for fear (*angst*), anger (*wut*), hope (*hoffnung*), enthusiasm (*begeisterung*), indignation (*empörung*), pride (*stolz*), worry (*sorge*), disgust (*abscheu*).

"Leute verbinden ganz allgemein mit politischen Parteien unterschiedliche Gefühle. Wie denken Sie ganz persönlich über die folgenden Parteien?"

Wie denken Sie über die **CHRISTLICH DEMOKRATISCHE UNION DEUTSCHLANDS (CDU)** Wie sehr ruft die **CDU - wegen der Partei, die sie ist, oder wegen etwas, was sie getan hat** - bei Ihnen die folgenden Gefühle hervor?"

In English:

"People in general relate different feelings to political parties. How do you personally think about the following parties?"

How do you think about the **CHRISTIAN DEMOCRATIC UNION OF GERMANY (CDU)**. To what degree do you experience the following feelings toward the **CDU – because of what this party is, or what it has done?"**