

Appendix A

Party	Year	Length (words)	Number of coded instances
Centre Party	2010	21 426	20
Centre Party	2018	33 994	15
Centre Party	2022	38 496	27
Christian Democrats	2014	8477	6
Christian Democrats	2018	19 689	12
Christian Democrats	2022	10 542	17
Green Party	2022	5827	11
Left Party	2010	9202	12
Left Party	2014	6738	12
Left Party	2022	9868	24
Liberals	2010	23 529	7
Liberals	2014	24 922	6
Liberals	2018	31 616	8
Liberals	2022	12 708	12
Moderates	2014	15 469	12
Moderates	2018	31 578	19
Moderates	2022	27 192	17
Social Democrats	2014	22 751	50
Social Democrats	2018	15 200	24
Social Democrats	2022	14 706	5
Total		383 930	316
Mean		19 197	15.8

Table A1: Post-election analysis reports in the study

	Positive	Negative	Neutral	Future	Positive-Negative
Total number of instances	59	97	132	28	-38
Average number of instances per report	3.0	4.9	6.6	1.4	-1.9
2010	1.3	4.7	5.7	1.3	-3.3
2014	1.6	3.4	10.6	1.6	-1.8
2018	3.4	2	7.8	2.4	1.4
2022	4.3	8	3.3	0.6	-3.7
Centre Party	6.7	6.7	5.7	1.7	0
Christian Democrats	3.7	5.3	1	1.7	-1.7
Green Party	1	6	4	0	-5
Left Party	2.7	7.3	5.7	0.3	-4.7
Liberals	2	1.8	3.8	0.8	0.3
Moderates	3	3.7	7	2.3	-0.7
Social Democrats	0.7	5	18.3	2.3	-4.3

Table A2: Summary of coded medi* instances in post-election analyses reports