# Codebook
# for tagging semantic associations of the words Chocolate and Wine

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The current codebook describes the coding scheme and the coding procedure to adopt in the manual coding of semantic associations of the words Chocolate and Wine.

## 1. The coding scheme

### 1.1. Step 1. Setting the coding scheme

A set of semantic categories is given for the coding task. These semantic categories – listed in Table 1 – were set in a preliminary cross-cultural corpus study based on four data sources: two specialized corpora about Chocolate (one in Italian and one in English), and two general corpora in the same languages. From each corpus, concordances for the word Chocolate were extracted and each concordance line containing the node word was classified in terms of semantic field of the node word, that is the main topic(s) mentioned in the relevant text segment. Classification was based on the lexical meaning of the co-text and was performed through a data-driven, open-coding system. Once the first few categories were established by looking at the first concordance line, a category list was created and used for the classification of subsequent concordance lines. When none of the categories in the list fitted a given concordance line, one or more new categories were created and added to the list. For the classification of semantic fields, full sentences were usually considered, and sometimes also wider contexts.

This process was carried out individually by two different coders, one working on the English data and the other on the Italian ones. Halfway through the coding task, the two coders met and merged their category lists, thus creating a wider category list (which was called *List of Semantic fields*, or *first level list*) to be used by both for the completion of the coding tasks. The final *List of Semantic fields* and all of the coded data were eventually reviewed by a third coder. In the rare cases of disagreement between the reviewer and the coder (0.1%), the suggestions of both were accepted, and the concordance line under consideration was classified as a case of multiple attributions.

For the purpose of comparison, semantic fields were then grouped into higher-order categories which were called 'conceptual domains' (*second level list*). These superordinate groupings identify domains relevant to all and only the semantic fields contained in them. The grouping of semantic fields into conceptual domains, which

was also established inductively by the same coders who had performed semantic field attributions, was carried out considering the labels identifying semantic fields and also concordance line content, as possible polysemy of the semantic field labels might have been misleading for classification purposes.

### 1.2 Step 2. Refinement of the coding scheme and creation of Codebook

The coding scheme set in Step 1 was then applied to a set of elicited data (in English) around node word 'chocolate'. The coder was the same person who did the code review in Step 1.

During this phase the coding scheme was enriched with a few new semantic fields: Drink (under conceptual domain Food); Transaction, Fair Trade, and Time (under Events); Guilt, Comfort, Relax, Piece, and Bribing (under Feelings & Emotions); Men, Gay, and Posh (under People); Hiding (under Loss & Damage); Quantities, Price, and Packaging (under Features). Furthermore, semantic field Taste (under Features) was renamed Taste/Smell; semantic field Arts (under Culture) was renamed Artistic production; semantic field Films (under Culture) was eliminated as it is subsumed in Artistic production; semantic field Eating (under Health & Body) was eliminated as it is subsumed either in Food (e.g. I have chocolate when I feel hungry), Health, or Medicine (e.g. Binge eating with chocolate was my favourite activity at the time); conceptual domain Psychology, which included semantic fields Psychology and Morals was eliminated, as it could be subsumed in Medicine (e.g. Chocolate contains substances called Phenylethylamine and Seratonin, both of which are mood lifting agents found naturally in the human brain) or Religion (e.g. The ingestion of chocolate by so many of the women in church inevitably caused great interruption). Finally, an extra semantic category was added, that of Comparison (under Comparison).

The resulting coding scheme was described in Codebook (rev.1).

### 1.3 Step 3. Further refinement of the coding scheme (Codebook_rev2 and Codebook_rev3)

The coding scheme described in 1.2 was applied to two separate sets of elicited data (in English) around node words 'chocolate' and 'wine', respectively. Each set was coded by two separate coders: the researcher, and another coder who had receive specific training on the use of the coding scheme. During the coding procedure the two coders met a couple of times to discuss the need for further domains and/or fields. When a new semantic field was agreed upon and added to the list, each coder reviewed the sentences s/he had already tagged.

During this phase, and mostly due to the needs that emerged in connection to the key word 'wine', the following semantic fields were added:
- Storage; and Serving (in conceptual domain Food);
- Work; Driving; Excessive drinking; Holidays (in Events)
- Confidence (in Feelings & Emotions)
- Age (in People)
- Physical properties (in Features)

The resulting coding scheme (Codebook_rev2) is summarised in Table 1, for a total of 16 Conceptual domains and 92 semantic fields.

Subsequently the coding scheme in Table 1 was applied to an Italian set of elicited data on chocolate. As before, the data were coded by two separate coders: the researcher, and another coder who had receive specific training on the use of the coding scheme. During the coding procedure the two coders met a couple of times to discuss the need for further domains and/or fields. When a new semantic field was agreed upon and added to the list, each coder reviewed the sentences s/he had already tagged.

**Table 1: Codebook_rev2: Coding scheme**

| Conceptual domain (second level list) | Semantic fields (first level list) |
|---|---|
| Food | Product/shape; Bakery/cooking; Manufacturing; Food; Composition; Recipe; Drink; Storage; Serving |
| Health & Body | Health; Medicine; Body; Beauty |
| Events | Language/etymology; Economy; Religion/mythology; War; History; Law; Event; Transaction; Fair Trade; Time; Work; Driving; Excessive drinking; Holidays |
| Feelings & Emotions | Senses; Love; Desire; Pleasure; Sex; Happiness; Seduction; Mood; Passion; Competitiveness; Memory; Surprise; Loneliness; Freedom; Persuasion; Guilt; Comfort; Relax; Peace; Bribing; Confidence |
| People | Women; Men; Gay; Children; Posh; Friendship; Royalty; Sharing/society; People; Family; Age |
| Geography | Geographical locations; Spreading |
| Imagination | Fantasy/magic; Dream |
| Loss & Damage | Theft; Drugs and addiction; Hiding |
| Ceremonies | Ceremonies; Party; Gift |
| Environment & Reality | Nature; Animals; House; Dirt; Technology |
| Culture | Artistic production; Culture; Studying/intellect |
| Life | Future; Existence |
| Features | Quality/type; Colour; Sweet; Genuineness; Energy; Taste/Smell; Quantities; Price; Packaging; Physical properties |
| Sports | Sports |
| Comparison | Comparison |
| Assessment | Assessment |

During this phase, the following semantic fields were added:
- Dieting (in conceptual domain Health and Body);
- Playing (in Events)
- No reaction; Unpleasant (in Feelings & Emotions)

Furthermore, semantic field Pleasure (in Feelings & Emotions) was renamed Nice/Pleasant/Pleasure

The resulting coding scheme (Codebook_rev3) is summarised in Table 2, for a total of 16 conceptual domains and 96 semantic fields.

**Table 2: Codebook_rev3: Coding scheme**

| Conceptual domain (second level list) | Semantic fields (first level list) |
|---|---|
| Food | Product/shape; Bakery/cooking; Manufacturing; Food; Composition; Recipe; Drink; Storage; Serving |
| Health & Body | Dieting; Health; Medicine; Body; Beauty |
| Events | Playing; Language/etymology; Economy; Religion/mythology; War; History; Law; Event; |

| | Transaction; Fair Trade; Time; Work; Driving; Excessive drinking; Holidays |
|---|---|
| Feelings & Emotions | No reaction; Unpleasant; Senses; Love; Desire; Nice/Pleasant/Pleasure; Sex; Happiness; Seduction; Mood; Passion; Competitiveness; Memory; Surprise; Loneliness; Freedom; Persuasion; Guilt; Comfort; Relax; Peace; Bribing; Confidence |
| People | Women; Men; Gay; Children; Posh; Friendship; Royalty; Sharing/society; People; Family; Age |
| Geography | Geographical locations; Spreading |
| Imagination | Fantasy/magic; Dream |
| Loss & Damage | Theft; Drugs and addiction; Hiding |
| Ceremonies | Ceremonies; Party; Gift |
| Environment & Reality | Nature; Animals; House; Dirt; Technology |
| Culture | Artistic production; Culture; Studying/intellect |
| Life | Future; Existence |
| Features | Quality/type; Colour; Sweet; Genuineness; Energy; Taste/Smell; Quantities; Price; Packaging; Physical properties |
| Sports | Sports |
| Comparison | Comparison |
| Assessment | Assessment |

The semantic fields are briefly described below (Table 3). For each of them examples are also provided. In order to avoid biasing the current tagging, examples are taken from the Web data analysed in Step 1. When this is not possible an invented example is provided.

### Table 3: Semantic fields, descriptions and examples

| Sem. Field | Description | Examples |
|---|---|---|
| Assessment | refers to the way the connotation the keyword acquired within the whole sentence, and may be Positive (P), Negative (N), Neutral (O) or Undecided (U). | **P:** Chocolate is good for your health. **N:** I don't eat chocolate. It's too sweet. **O:** Chocolate is made from cocoa beans. **U:** I adore chocolate but try to eat little of it because it makes me fat. |
| Comparison | Comparison is expressed between two concepts, one of them being the key word, or between actions, one of them involving the key word | White chocolate is tastier than dark chocolate. I don't dislike chocolate, but I prefer fruit. |
| Product/shape | A specific Brand or shape of the product is mentioned | Chocolate salami: made of extra dark chocolate with roasted hazels. |
| Bakery/cooking | The product is used in cooking or backing, or a type of backed or cooked product is mentioned | The cake is brick-shaped, with layers of soft pastry alternating with almond and chocolate cream, iced with chocolate and marzipan, and decorated with milk chocolate circles. |
| Storage | Mention of method or place of storage, or of feature that derives from storage. | White wine is usually served chilled. Can I freeze wine? |
| Serving | Mention of how to serve the keyword, or description of serving process or object | Wine is best drunk from a glass. Wine glasses come in various sizes. |
| Drink | The product is used as a drink | Drinking chocolate was not condemned by the Church which, in fact, in 1669, thanks to Cardinal Brancaccio – who dedicated an ode to it –, declared that the Solomonic saying "Liquidum non frangit jejunum" could equally apply to chocolate, i.e. that chocolate could be drunk at times of fasting without committing sin. |
| Manufacturing | The manufacturing process is described, or mentioned is made of a particular manufacturer | A couple of years ago, however, the European Parliament issued a directive that allowed the substitution of cocoa butter, traditionally employed in the production of chocolate, with other types of vegetable fats. Nestlé is a Swiss brand of chocolate. |
| Food | The key word is considered as food or as accompaniment to food | These are modern, active women, who care about their physical fitness, have sound food knowledge, and see chocolate as an excellent natural and tasty |

| | | energy integrator, unlike other integrators. They do sport, but are not slaves to it.<br>I would use chocolate to eat.<br>I have chocolate when I feel hungry.<br>My mum and brother also like to drink wine with a nice meal. |
|---|---|---|
| Composition | Some or all of the ingredients that make the product are listed | A couple of years ago, however, the European Parliament issued a directive that allowed the substitution of cocoa butter, traditionally employed in the production of chocolate, with other types of vegetable fats.<br>Amedei Chocolate: Cocoa min. 70% Dark chocolate 66%. |
| Recipe | Suggestions are offered of how to eat the key word, or a recipe is provided | Chocolate with strawberries is the ideal match.<br>Some people add chocolate to the wine and herbs sauce in which wild pork is stewed. |
| Dieting | Reference to dieting, being on a diet, or food having too many calories | Essendo a dieta, devo evitare alcuni alimenti, tra cui il cioccolato. [Being on a diet, I should avoid eating certain types of food, chocolate included.] |
| Health | Reference to general health or lack of it | People who make use of chocolate enjoy more constant health and are less prone to little illnesses that undermine the joy of life. |
| Medicine | Reference to specific medical topics, illnesses, or substances | Chocolate becomes desirable and even indispensable at difficult times of the day, due to its association with serotonine.<br>Binge eating with chocolate was my favourite activity at the time. |
| Body | Reference to parts of the body or to body shape, in connection with the key word | Chocolate is bad for your teeth.<br>Rose's so thin because she eats little chocolate.<br>Chocolate is fattening. |
| Beauty | Mention of beauty (or lack of) in connection to the key word | In Turin I had a nice chocolate massage.<br>Chocolate makes you spotty. |
| Playing | Reference to playful activities | Con la cioccolata si possono fare molti giochi. [Chocolate can be used for playing different types of games.]<br>Vorrei tuffarmi in una piscina di cioccolato. [I'd like to dive in a swimming-pool full of chocolate.] |
| Language | The key word is referred to as a word | The word chocolate comes from the old Maya word Coxatal. |
| Economy | Reference to economy in general or to a specific economic situation | Fair trade chocolate stimulates the economy of third world countries.<br>Americans eat about 5 billion dollar's worth of chocolate every year making us the world's eighth largest consumer. |
| Transaction | Reference to buying and selling, or importing and exporting | You can buy good chocolate in any supermarket. |
| Fair trade | Reference to fair trade | Fair trade chocolate stimulates the economy of third world countries. |
| Driving | Reference to driving | Don't drive after drinking wine. |
| Excessive drinking | Reference to excessive drinking | Whenever I think of wine I think of getting drunk.<br>She drank far too much wine at the party. |
| Work | Mention of profession directly connected to keyword, or use of keyword in the working environment | Some people have jobs as chocolate tasters.<br>Wine tasters are often pretentious.<br>I don't drink wine when I'm working. |
| Religion | Reference to religious events, ceremonies, rites or people in their religious significance or capacity | Drinking chocolate was not condemned by the Church which, in fact, in 1669, thanks to Cardinal Brancaccio – who dedicated an ode to it –, declared that the Solomonic saying "Liquidum non frangit jejunum" could equally apply to chocolate, i.e. that chocolate could be drunk at times of fasting without committing sin. |
| War | Reference to real or metaphorical | At the end of the Second World War, the Americans |

| | war or conflict | distributed chocolate bars, along with tinned food and drinks.<br>The two countries were fighting for the monopoly of the chocolate market. |
|---|---|---|
| History | Mention of historical facts about or the history of the key word | Drinking chocolate was not condemned by the Church which, in fact, in 1669, thanks to Cardinal Brancaccio – who dedicated an ode to it –, declared that the Solomonic saying "Liquidum non frangit jejunum" could equally apply to chocolate, i.e. that chocolate could be drunk at times of fasting without committing sin. |
| Law | Mention of the legal status of the product, or of legal directives connected to it | A couple of years ago, however, the European Parliament issued a directive that allowed the substitution of cocoa butter, traditionally employed in the production of chocolate, with other types of vegetable fats. |
| Event | An event is mentioned, deprived of its religious significance | I want a chocolate cake at my birthday party.<br>I get chocolate at Easter. |
| Holiday | Reference to holidays in connection to keyword | Wine tasting cruises and holidays are very popular. |
| Time | Reference to a specific time or time span in connection with the key word | I like eating chocolate in the long winter nights in front of my fireplace.<br>I could eat chocolate all day. |
| No reaction | Reference to absence of feelings | L'immagine riportata sopra non mi dice nulla. [The picture on top means nothing to me.] |
| Unpleasant | Reference to unpleasant feelings | Quando penso al cioccolato mi sento male. [When I think about chocolate, I feel sick.] |
| Senses | General reference to the five senses | Chocolate is a joy to all the five senses. |
| Love | Mention of the key word as an expression of love for a person or in connection to love to for a person | Chocolate makes a good Valentine gift. |
| Desire | Explicit or implicit mention of a desire for the key word or the key word used to satisfy a desire | Chocolate becomes desirable and even indispensable at difficult times of the day, due to its association with serotonine. |
| Nice/Pleasant/Pleasure | Direct or indirect mention of the key word being or producing pleasure | Chocolate, a pleasure for the palate and the eyes. |
| Sex | Direct or indirect mention of the key word in connection to sex | Chocolate is better than sex. |
| Happiness | Direct or indirect mention of the key word producing or leading to happiness | Chocolate, milky or darky, or even almondy, you make happy every chappy. |
| Seduction | Using the key word to seduce, or description of the key word as sensuous | Chocolate is sensual.<br>On our first date, I used chocolate to make an impression. |
| Mood | Direct or indirect mention of the key word generally acting on mood | Chocolate can change your mood.<br>Chocolate helps me get over bad times. |
| Passion | Strong feelings (love, hate, obsession, craving, strong desire, etc.) for the key word | In the new millennium there is certainly a craving for chocolate: it is given as a present, it is talked about, and it has its fun clubs and web sites. |
| Confidence | Mention of keyword in direct or indirect reference to confidence | I'll ask him out when I've got enough wine inside me.<br>I would use wine to gain confidence. |
| Competitiveness | Mention of the key word in direct reference to competitions | The amount of chocolate involved in this competition has relighted the imagination to incite candy eaters and all citizens all around the world. |
| Memory | The key word triggers memories or is remembered | Chocolate reminds me of my childhood. |
| Surprise | The key word as cause of surprise or similar feeling | Chocolate is awesome. |
| Guilt | Direct or indirect mention of a feeling of guilt | When I eat chocolate I feel guilty. |

| Comfort | Direct or indirect mention of a feeling of comfort | Chocolate reminds me of luxury. Chocolate is comforting. |
|---|---|---|
| Relax | Direct or indirect mention of a feeling of relaxation | Chocolate is good at the end of a long day. |
| Peace | Direct or indirect mention of a feeling or state of peace | If more people ate Chocolate there would be more peace in the world. |
| Loneliness | Direct or indirect mention of a feeling or state of loneliness | You'll have a chair to rest on, and hours as empty as chocolate eggs. |
| Freedom | Direct or indirect mention of a feeling or state of freedom | Chocolate makes you free. |
| Persuasion | Use of the key word to persuade | Its taste of chocolate convinced me that we were doing the right thing. |
| Bribing | Key word used for bribing someone | I would use chocolate to bribe my daughter to be obedient. |
| Women | Mention of women in connection to the key word (either by using a generic word for females or a female name) | These are modern, active women, who care about their physical fitness, have sound food knowledge, and see chocolate as an excellent natural and tasty energy integrator, unlike other integrators. They do sport, but are not slaves to it. Sweet Agnese of chocolate hue, come to think of it, I've never kissed you. |
| Men | Mention of men in connection to the key word (either by using a generic word for males or a male name) | Men eat less chocolate than women. Tony prefers dark chocolate. |
| Gay | Mention of homosexuals in connection to the key word | I've got a gay friend who always gives me a box of chocolates for my birthday. |
| Children | Mention of children and babies in connection to the key word | One day, while I was going to school, I saw a boy with many sweets and chocolates in his rucksack. |
| Age | Reference to age or age group (except children) | Wine is for adults. Teens drink cheap wine. |
| Friendship | Mention of the key word in direct reference to friendship and friends | There is nothing better than a good friend – except a good friend with chocolate. |
| Royalty | Mention of the key word in direct reference to nobility or nobles | From the court of Spain chocolate spread like a collective cult among the noble élites of Europe. |
| Posh | Mention of the key word in direct reference to someone or something being posh, including the key word itself | Belgian chocolate boxes look posh. |
| Sharing/society | Reference to the social use of the key word | The whole world like chocolate. Chocolate makes the world go round. |
| People | Mention of the key word in connection to people in general | Most people love chocolate. |
| Family | Mention of the key word in connection to family as an institution, or to members of the family | I'm not a chocolate brother, but I don't mourn, 'cause I swear this vanilla kid got its going. |
| Geo locations | Mention of the key word in connection to specific geographical locations or brand names that are identified with a specific nation (e.g. Coca-Cola = USA) | Travelling around the towns of chocolate. Lattenero is top quality milk chocolate. This particular taste is achieved using a high percentage of cocoa from selected plantations in Venezuela. |
| Spreading | Mention of the key word in connection to multiple geographical locations | Chocolate is made all over the world. |
| Fantasy/magic | Mention of the key word in connection to a magical or fantastic world | Every drop of that river is hot melted chocolate of the finest quality! |
| Dream | Mention of the key word in connection to dreaming | Chocolate is often found in dreams. My daughter dreamt of chocolate last night. |
| Theft | Mention of the key word in connection to thieving | Where did you steal that chocolate bar from the candy store? |
| Drugs and addiction | Mention of the key word in | People may become addicted to chocolate as much as |

| | connection to illegal drugs, or direct or indirect comparison to an illegal drug | cocaine consumers (are addicted to cocaine). |
|---|---|---|
| Hiding | The key word or someone directly connected to it hides or is hidden | To save chocolate from my sister's eagerness I have to hide it under my bed. |
| Ceremonies | Mention of the key word in connection to a specific ceremony (e.g. marriage; baptism, etc.) | Chocolate is little used at weddings. |
| Party | Mention of the key word in connection to a party | Experience this transformation by hosting a chocolate tasting party for friends. |
| Gift | Using the key word as a gift to others or yourself | In the new millennium there is certainly a craving for chocolate: it is given as a present, it is talked about, and it has its fun clubs and web sites. I would treat myself with chocolate. |
| Nature | Mention of the key word in connection to natural elements | Chocolate begins by luring visitors into a tropical rain forest where they can examine a replica of a Theobroma cacao tree, which produces the seeds that are used to make the sublime substance. |
| Animals | Mention of the key word in connection to animals, either living or fantastic or made of the key word | In 1575, Benzoni said that "chocolate is more like a drink for pigs". At Easter I was given a small chocolate bunny. |
| House | Mention of the key word in connection to parts of a house | The windows were chocolate, and all the walls and ceilings were made of chocolate, so were the carpets and the pictures and the furniture and the be beds. |
| Dirt | Mention of the key word in connection to dirt | Mind not to dirt the sofa with chocolate. Chocolate may grease your fingers, if you're not careful. |
| Tech | Mention of the key word in connection to technology or technical objects (also made of the key word) | At Easter I was given a small chocolate Ferrari. |
| Artistic production | Mention of the key word in connection to books, films, paintings and the like | I've seen the film Willy Wonka and the Chocolate Factory five times. |
| Culture | Mention of the key word in connection to culture in general or cultural events/places | Have you been to the Chocolate museum in Brussel? |
| Studying/intellect | Mention of the key word in connection to study and intellect | Chocolate makes you brighter. |
| Future | Talking about the future | In the future, cars will be powered by chocolate. |
| Existence | Mention is made to one's living, or to life in general | Life without chocolate is not worth living. The woman lived in a chocolate house. |
| Quality/type | Mention of different types or qualities of the product | Chocolate, milky or darky, or even almondy, you make happy every chappy. White chocolate and milk chocolate are sweeter than dark chocolate, and I like them better. |
| Quantity | Mention of quantity of product | Too much chocolate is sickening. |
| Physical properties | Reference to physical properties of the keyword | Chocolate melts in the sun. Wine is my favourite alcoholic drink. |
| Colour | Direct or in direct mention of the product's colour | Sweet Agnese of chocolate hue, come to think of it, I've never kissed you. |
| Sweet | Direct or in direct mention of the product being sweet | White chocolate and milk chocolate are sweeter than dark chocolate, and I like them better. |
| Genuine | Direct or in direct mention of the product being genuine | These are modern, active women, who care about their physical fitness, have sound food knowledge, and see chocolate as an excellent natural and tasty energy integrator, unlike other integrators. They do sport, but are not slaves to it. |
| Energy | Direct or in direct mention of the product being energetic. | I eat chocolate immediately before setting off for my daily 30 km bike ride. |
| Taste/smell | Taste or smell is either directly or indirectly mentioned or involved | These are modern, active women, who care about their physical fitness, have sound food knowledge, |

| | in the statement | and see chocolate as an excellent natural and tasty energy integrator, unlike other integrators. They do sport, but are not slaves to it. Chocolate, a pleasure for the palate and the eyes. |
|---|---|---|
| Price | Reference to specific price or general mention of the product being cheap or expensive | Very good chocolate may be expensive. |
| Packaging | Mention or description of product's packaging | Chocolate comes in lovely carton boxes. |
| Sports | Mention of the key word being used in connection to sports | These are modern, active women, who care about their physical fitness, have sound food knowledge, and see chocolate as an excellent natural and tasty energy integrator, unlike other integrators. They do sport, but are not slaves to it. |

## 2. The current coding task

*2.1 The data*

The data were elicited by means of questionnaires with sentence completion and sentence writing tasks. In fact, the questionnaires began with the following completion sentences:

1. Whenever I think of chocolate I …….          / Whenever I think of wine I …….
2. Chocolate reminds me of ………….          / Wine reminds me of ………….
3. The picture on the top leads me to ………….
4. Chocolate can ………          / Wine can …………………..
5. I would use chocolate to …………          / I would use wine to ………
6. It's common knowledge that chocolate ……          / It's common knowledge that wine ………

These were followed by a request to write 20 sentences that include the word given. Some respondents wrote less that 20 sentences, or even no sentence at all.

*2.2 Coding procedure*

The unit of data collection is the questionnaire, while the <u>unit of analysis</u> is the <u>sentence</u>.

Coding is done manually and requires the coders to assign **one ore more semantic domains (chosen among the ones given)** to whole sentences on the basis of their assessment of the semantic areas/domains that are explicitly or implicitly mentioned in the given sentence. Decisions might be triggered by specific words in the sentence [e.g. *Very good chocolate may be <u>expensive</u>* = PRICE; *Chocolate is <u>good</u> for your <u>health</u>* = POSITIVE + HEALTH], but also by considerations regarding thematization [e.g. *Chocolate is tasty but makes you fat* = NEGATIVE; *Chocolate makes you fat but is very tasty* = POSITIVE], context (e.g. *So is Bulgarian wine* can only be understood in connection to the sentence that precedes it: *Chilean wine is good*) and/or general knowledge of the world (e.g. *Chocolate is smooth and creamy* = POSITIVE, because usually smooth and creamy have a positive connotation; *I eat chocolate before sitting an exam* = POSITIVE + ENERGY, because it's common knowledge that an exam is a hard task that drains your energies).

An Excel table is provided for the coding task. The first column lists all sentences collected. The answers appear in the order they were given, one questionnaire after another. Change of respondent usually takes place with the following sentence: "Whenever I think of chocolate I…", or "Whenever I think of wine I….". Columns from B onwards list the Semantic fields to choose from.

For semantic field Assessment, please assign a value of Positive (P), Negative (N), Neutral (O) or Undecided (U) by typing the corresponding letter in the cell. For the other semantic fields, please enter X when the field is present, nothing when not present. Since multiple attributions are possible, a concept like Hate or Loathing will be marked as PASSION + NEGATIVE.

At the end of the coding process, we suggest you check your coding in the following way:
- activate the filter feature in the excel table by selecting the row listing semantic fields (usually the second raw)
- filter the sentences, semantic field after semantic field

If a coder feels that the descriptions of the semantic fields need extending or fine tuning, they should take note of the sentences which fit the category but not the description. These will be discussed with the other coders a the end of the coding process.