

## Appendix

### 1. Lists of keywords used to query Media Cloud:

- a) bundespräsident and steinmeier and erftstadt
- b) laschtlacht or (laschet and (lacht\* or scherzt or lachen\* or gelacht or gescherzt or lacher or kicher\*)) and steinmeier and (hochwasser\* or katastrophe\* or flut\*))

(results of the two lists were merged)

### 2. Analysed legacy media

|    | media                         | reports |
|----|-------------------------------|---------|
| 1  | BILD                          | 6       |
| 2  | FAZ                           | 7       |
| 3  | FOCUS                         | 15      |
| 4  | FUNKE Media Group             | 14      |
| 5  | IPPEN digital                 | 24      |
| 6  | n-tv                          | 13      |
| 7  | Rheinische Post               | 4       |
| 8  | Redaktionsnetzwerk Dtl. (RND) | 27      |
| 9  | Spiegel                       | 8       |
| 10 | Stern                         | 9       |
| 11 | Sueddeutsche                  | 3       |
| 12 | Tagesspiegel                  | 9       |
| 13 | T-online                      | 5       |
| 14 | WELT                          | 9       |
| 15 | ZEIT                          | 1       |

### 3. Coding Scheme Content Analysis

Date, time, medium, article type

Reference to the visit of the politicians

Reference to Laschet's laughter

Reference to public response (PR):

- Reference to PR in general (e.g., “outraged reactions”)
  - PR\_general\_individual (e.g., quote in title)
  - PR\_general\_organized (e.g., “the FDP criticized”)
  - PR\_general\_aggregated (e.g., “nationwide outrage”)
- Reference to PR on social media
  - PR\_social media\_individual (e.g., tweet)
  - PR\_Social Media\_organized (e.g., tweet from a political party)
  - PR\_Social Media\_aggregated (e.g., “liked/shared thousands of times”)
- Reference to PR offline
  - PR\_offline\_individual (e.g., interview statement)
  - PR\_offline\_individual\_author: (opinion of the journalist)
  - PR\_offline\_organized (e.g., “in an SPD press release”)
  - PR\_offline\_aggregated (e.g., result of an opinion poll)