Codebook
Cybervisuals or the meaning of memes: multimodal perception, emotion- and meaning-attribution to digital imagery.
Marion G. Müller, Christof Barth & Katharina Christ (Media Studies, Universität Trier)
Corresponding author: muellermg@uni-trier.de

Name	Label	Value labels	Scale
ParticipantID	Uniquely identifies a participant		string
ParticipantAge	Age of participant		numeric
ParticipantGender	Gender of participant	0 = diverse 1 = female 2 = male	factor
ParticipantLang	Participant's native language	1 = German 2 = others	factor

The other variable names are made up according to the following scheme:
[PREFIX]_[NUMBER]_[VALENCE]_[SUFFIX] → e.g. Meme_10_neg_meaningattribution

Name	Label	Value or name labels	Scale
PREFIX	Shows whether the stimulus is an Internet meme or a control image from *International Affective Picture System (IAPS)*: [Meme] or [IAPS]		
NUMBER	Number of meme, thumbnails of the shown Internet memes see research report table 4		
VALENCE	Valence attribution by the authors: positive [pos] or neutral [neut] or negative [neg]		
SUFFIXES: valence	Valence attribution by the participant	-1 = negative 0 = neutral 1 = positive	factor
emotionattribution	Emotion attribution by the participant	1 = annoying 2 = ridiculous 3 = funny 4 = sad 5 = scandalous 6 = frightening 7 = pleasant 8 = boring 9 = nondescript 10 = surprising 11 = despicable	factor

Codebook
Cybervisuals or the meaning of memes: multimodal perception, emotion- and meaning-attribution to digital imagery.
Marion G. Müller, Christof Barth & Katharina Christ (Media Studies, Universität Trier)
Corresponding author: muellermg@uni-trier.de

Name	Label	Value or name labels	Scale
meaningattribution	Meaning attribution by the participant	1 = amuses me 2 = makes me happy 3 = makes me sad 4 = makes me anfry 5 = annoyes me 6 = bores me 7 = frightens me 8 = the visual does not touch me 9 = I cannot assess 10 = I don't understand the visual	factor
knowledge	Shows whether the participant has already known the visual or not	-1 = no 1 = yes	factor
fixation_duration	Indicates how long a participant has been viewing a stimulus before evaluation [in sec]		numeric