

Qualitative Analysis Code Book: Category 1: Attributions to Core Psychological Drivers

1.1. Individual Resilience / Mental Fortitude

- **Definition:** Language describing a specific player's ability to withstand pressure, persist through adversity, bounce back from mistakes, or maintain focus despite challenges. Focuses on individual mental toughness.
- **Inclusion Criteria:** Phrases indicating grit, determination, unwavering spirit, refusal to quit, toughness, strong will, persistence, bouncing back after setbacks, handling pressure, focus under duress, composure in tough moments, tenacity, heart.
- **Exclusion Criteria:** General comments about "team toughness" without individual attribution. Purely physical descriptions (e.g., "strong physically").
- **Keywords:** grit, resilient, toughness, unyielding, persisted, fought, tenacity, bounce back, willpower, mental, iron will, refused

1.2. Self-Efficacy / Confidence

- **Definition:** Language describing a player's or the team's belief in their own or collective ability to perform successfully, execute tasks, or overcome the deficit.
- **Inclusion Criteria:** Phrases indicating belief in themselves, conviction, knowing they could do it, swagger, assurance, strong belief in their shot/play, playing like they belonged, certainty, self-belief, conviction.
- **Exclusion Criteria:** General optimism not tied to belief in ability. Simple declarations of "we won."
- **Keywords:** belief, confidence, swagger, conviction, assured, knew they could, self-belief, certainty, poise, trust

1.3. Team Cohesion / Collective Efficacy

- **Definition:** Language describing the team's unity, togetherness, shared purpose, mutual support, or collective belief in their ability to succeed as a unit.
- **Inclusion Criteria:** Phrases indicating playing as one, brotherhood/sisterhood, great chemistry, unified effort, sticking together, trusting each other, collective belief in the team's plan, seamless execution as a unit, camaraderie, synchronicity.
- **Exclusion Criteria:** Individual brilliance not linked to team play. General positive team atmosphere without explicit link to performance under pressure.
- **Keywords:** cohesion, united, togetherness, chemistry, collective, trust, bond, unified, teamwork, synergy, camaraderie

1.4. Emotional Fortitude / Regulation

- **Definition:** Language describing the ability of players or the team to manage their emotions (e.g., frustration, panic, anxiety) and maintain composure or focus under extreme pressure.
- **Inclusion Criteria:** Phrases indicating calmness, composure, not panicking, staying cool, poise, handling the pressure, not being rattled, emotional control, steadying the ship, level-headedness, mental toughness (when clearly about emotional state).
- **Exclusion Criteria:** General mental toughness (covered in 1.1). Purely physical descriptions of exhaustion.
- **Keywords:** composure, poise, calm, unflappable, rattled, nerves, emotional control, steady, level-headed, unfazed, cool under pressure

Category 2: Attributions to Core Social/Contextual Factors

2.1. Verbal Persuasion (Coaches/Teammates)

- **Definition:** Language directly crediting the words, communication, or leadership from coaches or teammates as a factor in the comeback or a psychological shift.
- **Inclusion Criteria:** Mentions of "coach's speech," "timeout talk," "huddle conversation," "teammate encouragement," "words of wisdom," "leadership communication," "inspiring words," "rallying cry."
- **Exclusion Criteria:** General team play not directly attributed to verbal influence. Player actions not explicitly linked to communication.
- **Keywords:** coach, speech, huddle, timeout, encouragement, words, leadership, rallying, message, talk

2.2. Home-Court Advantage / Crowd Influence

- **Definition:** Language attributing the comeback or a psychological lift to the energy, noise, or direct influence of the home crowd/arena environment.
- **Inclusion Criteria:** Mentions of "home crowd," "fans," "arena atmosphere," "noise," "energy from the stands," "home-court advantage," "crowd willed them on," "raucous," "deafening," "boost."
- **Exclusion Criteria:** General team energy not linked to crowd. Purely strategic advantages of playing at home (e.g., familiarity with court).
- **Keywords:** crowd, fans, home court, energy, noise, atmosphere, willed them on, deafening, roar, boost

Category 3: Aftermath Language

3.1. Aftermath: Momentum Language

- **Definition:** Language indicating a sustained positive psychological or performance surge *after* the tie, suggesting the comeback team continued to dominate or had a clear advantage.
- **Inclusion Criteria:** Phrases like "carried that momentum," "never looked back," "steamrolled to victory," "continued their run," "unstoppable after the tie," "seized control," "shifted gears," "kept rolling," "accelerated," "surge," "takeover."
- **Exclusion Criteria:** General win descriptions not specifically linked to the post-tie period. Simple statements of scoring.
- **Keywords:** momentum, carried, never looked back, unstoppable, surge, seized control, rolling, accelerated, takeover, dominance, kept going

3.2. Aftermath: Draining Language

- **Definition:** Language indicating mental or physical fatigue, exhaustion, or a performance decrement by the comeback team *after* tying the game, suggesting the effort to catch up took a toll.
- **Inclusion Criteria:** Phrases like "ran out of gas," "looked exhausted," "hit a wall," "couldn't sustain the effort," "tired legs," "lacked a finishing surge," "seemed drained," "fatigue set in," "wore down," "struggled after," "lost intensity."
- **Exclusion Criteria:** General poor performance not linked to previous effort. Simple physical appearance not attributed to draining.
- **Keywords:** drained, exhausted, hit a wall, fatigue, ran out of gas, sustain, tired, wore down, struggled, lacked energy, burnout

3.3. Aftermath: Performance Outcome Language

- **Definition:** Neutral language describing the actual performance of the comeback team (or their opponent) in the aftermath period, without necessarily attributing it to specific mental states (momentum or draining). This code complements the quantitative data.
- **Inclusion Criteria:** Phrases like "went on a 7-0 run," "committed three quick turnovers," "struggled from the field," "made key defensive stops," "hit a crucial three-pointer," "allowed their opponent to score easily," "shot efficiency declined," "forced turnovers."
- **Exclusion Criteria:** Language directly implying momentum or draining (covered in 3.1, 3.2).

- **Keywords:** run, turnovers, stops, scored, missed, possessions, points, field goal, shot, basket, defense, offense, stats

Category 4: Gendered Language / Framing

4.1. Gendered Language / Framing

- **Definition:** Language that implicitly or explicitly uses gendered stereotypes, expectations, or distinct descriptors when portraying comeback performances, psychological attributes, or aftermath tendencies of NBA vs. WNBA players/teams. This includes subtle differences in tone, emphasis, or adjectives.
- **Inclusion Criteria:**
 - **Emotionality:** Attributing emotionality (positive or negative) more to one gender (e.g., "feisty" for women, "stoic" for men, "tough guys," "emotional girls").
 - **Physicality vs. Mental/Emotional:** Emphasizing physical strength/power for men more than mental aspects (e.g., "brute force," "raw power"), or emphasizing "heart" / "grit" in a particular way for women (e.g., "true grit of a woman," "never-say-die ladies").
 - **Teamwork vs. Individual Heroics:** Tendency to credit comebacks more to "teamwork" for women vs. "individual heroics" for men, or vice-versa.
 - **Family/Role Descriptors:** Referring to women with familial terms (e.g., "mom on the court," "daughter of the league") or off-court roles; using male-centric terms for aggression (e.g., "man-up defense").
 - **Praise Qualifiers:** Praising female athletes with implicit qualifiers (e.g., "good for a woman," "surprisingly strong").
 - **Specific Adjectives:** Different adjectives used for similar actions (e.g., "brutal" vs. "sharp," "aggressive" vs. "pushy," "powerful" vs. "graceful," "fierce" vs. "spunky").
- **Exclusion Criteria:** Neutral, objective descriptions of performance. Direct quotes from players/coaches that are not themselves framed in a gendered way by the media.
- **Keywords:** heart, feisty, athleticism, power, grace, lady, girl, man, guy, brotherhood, sisterhood, physical, emotional, tough guys, female strength, women's game, masculine, feminine

Rationale Behind Quantitative Variables

- **Points Scored (by comeback team)**
 - **Why measure:** This is a direct indicator of the comeback team's **offensive execution and continued efficiency** in the immediate aftermath.
 - **Hypothesis connection:** A high score suggests sustained **positive momentum** and offensive flow, while a drop could indicate **mental draining** affecting their ability to score.
- **Points Allowed (by comeback team)**
 - **Why measure:** This measures the comeback team's **defensive effectiveness and intensity**. It shows how well they are stopping the opponent.
 - **Hypothesis connection:** Low points allowed suggest sustained **defensive focus and energy** (continued momentum). High points allowed might indicate **mental draining** leading to defensive lapses or fatigue.
- **Field Goal Made (FGM) / Field Goal Attempts (FGA) (comeback team)**
 - **Why measure:** These provide a more granular view of offensive performance than just total points. FGM shows efficiency, and FGA indicates offensive volume and assertiveness. Calculate FG% from these.
 - **Hypothesis connection:** A high FG% or continued high FGA could signify sustained **self-efficacy, confidence, and offensive aggression** from the comeback team. A drop in FG% or fewer attempts might point to **draining/fatigue** (e.g., poor shot selection, hesitant play).
- **Opponent Field Goal Made (Opp. FGM) / Opponent Field Goal Attempts (Opp. FGA)**
 - **Why measure:** This provides insight into the **opponent's offensive efficiency** and how they react to losing their lead. Calculate Opponent FG% from these.
 - **Hypothesis connection:** If the comeback team's momentum is truly strong (and the opponent is feeling pressure), the opponent's FG% might **decrease**. If the comeback team is mentally draining, the opponent's FG% might **increase** as they exploit defensive lapses.
- **Turnovers (by comeback team)**
 - **Why measure:** Turnovers are a strong indicator of **mental discipline, composure, and decision-making** under pressure.
 - **Hypothesis connection:** An increase in turnovers suggests **mental draining, fatigue, or panic** (e.g., bad passes, offensive fouls, loss of focus). A low number indicates maintained **composure and sharp execution**.

- **Turnovers (by opponent team)**
 - **Why measure:** This reveals how the **opponent's composure and decision-making** are affected by having lost a significant lead.
 - **Hypothesis connection:** An increase in opponent turnovers suggests they are feeling the **pressure** from the comeback team's surge, leading to their own mental errors or hurried play.
- **Fouls Committed (by comeback team)**
 - **Why measure:** This reflects the comeback team's **defensive discipline, aggression, and composure**.
 - **Hypothesis connection:** A higher number of fouls might indicate **fatigue, frustration, or defensive breakdowns** due to mental draining (e.g., reaching, getting out of position). A low number signifies **disciplined, controlled defense**.
- **Fouls Committed (by opponent team)**
 - **Why measure:** Shows the **opponent's defensive discipline, aggression, and frustration** after having lost their lead.
 - **Hypothesis connection:** An increase in fouls by the opponent could suggest their **frustration, desperation** to stop the comeback, or defensive breakdowns due to the comeback team's offensive pressure.