

Between linear television and the second screen
An analysis of user comment engagement on *Desafio* Bulgaria's
Instagram account

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ABSTRACT

Television is a global information disseminator with a potency of cultivating ideas and predispositions within its audiences. As a consequence of globalization, such cultural cultivation has been impacted by the flow of Western content, which introduced adapted formats to domestic broadcasting landscapes. Reality formats, in particular, have become a global programming staple, and a preferred medium of cultural import, with the genre's novelty and element of surprise appealing to a wide range of audiences. The advent of the Internet, furthermore, presents new opportunities for cultural dissemination highlighting a gap between existent research on online engagement post reality television consumption. Previous research criticizes the medium as normalizing questionable behavior models, and enabling voyeurism, and directs these critiques toward Western countries. Nevertheless, global patterns of reality television consumption also persisted in Eastern Europe, a region of less academic attention. Respectful of these limitations, this paper looks into Bulgarian audience comment engagement on social media through the gamedoc *Igri na Volqta (Desafio)*, to answer the following research question: How are audiences engaging with the storylines created by *Desafio* Bulgaria through commenting on the reality television show's Instagram account? Thus, this paper investigates comment engagement on social media to shed light on the overarching discourses the reality television program evokes within Bulgarian Eastern European audiences. Overall, the research is based on a sample of 840 user comments from 70 Instagram posts retrieved from the show's Instagram account and follows Braun and Clarke's six-step methodology toward a qualitative thematic content analysis approach. The thematic content analysis results highlight three main themes of audience focus: criticism toward the production, criticism of contestants' behaviors, and negative labels and stereotyping. Production criticism discussions highlight topics such as rigged games; contestant support, headstarts, and ratings; criticisms of contestant behaviors ultimately address worthiness; and the negative labels and stereotyping are directed towards the contestants portray perceptions of sex, gender, manners, and athleticism. Drawing on cultivation and engagement theories this research highlights the cultivating effects of Bulgarian reality television and theorizes a cognitive engagement following digital post exposure to reality television. Lastly, the study encounters a strong level of offensive language and negative stereotyping found in the Instagram user engagement, signifying the importance of raising awareness on the stereotypical conceptualization and offensive linguistic practices enabled by reality television.

KEYWORDS: *reality television, Instagram comments, second screen interactions, audience engagement, cultivation*

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1. Introduction

As a medium, television is a centralized storytelling system that delivers a relatively coherent stream of messages to a global network of audiences (Gerbner et al., 2002, p. 4). Alongside other “primary” sources, television cultivates certain predispositions and preferences within its viewers from infancy (Gerbner et al., 2002, p. 4). With globalization intensifying worldwide interconnectivity between television industries, domestic broadcasting has seen an influx of foreign content, allowing audiences to consume national variations of the same shows (Waisbord, 2004, p. 360). Despite aspects such as coping, imitation, and the pursuit of successful trends being a part of the television industry since its origins, current conglomerization effects set pressures for higher profit in less time, emphasizing their prevalence even further (Waisbord, 2004, p. 363). The adoption of foreign productions, as a result, raises scholarly interest in the cultivation effects of television consumption, with reality formats particularly emphasized in these discourses (Jahng, 2019, p. 321).

Before the 2000s, reality formats were rarely thought of, a pattern for American television that changed with the premiere of Mark Burnett’s well-known *Survivor* revolutionizing the broadcasting sector (Montemurro, 2007, p. 90; Wright, 2006, pp. 171-172). By displaying contestants living in a remote tropical location where they compete in challenges for immunity and food and gradually vote one another out until only one winner remains, the format was originally perceived as too different and something audiences would not accept (Wright, 2006, p. 172). Nevertheless, in 2003, the show’s repeated success on CBS convinced broadcasting networks to cut back on traditional fictional programming and replace it with a new broadcasting staple - reality productions (Murray & Ouellette, 2009, p.6). Thus, since *Survivor*’s successful debut, reality formats have been a prominent primetime programming feature (Aubrey et al., 2012, p. 80; Papacharissi & Mendelson, 2007, p. 355) becoming one of the most popular television genres (Tian & Yoo, 2016, p. 303). This increase in reality programs within the television landscape has generated scholarly interest in individual shows such as *Survivor* (Crew & Escoffery, 2006, p. 62; Haralovich, 2004, p. 1; Wilson et al., 2012, p. 261), as well as investigations of reality television as a whole (Nabi et al., 2003, p. 303; Reiss & Wiltz, 2004, p. 363). With its dominance in the television landscape, critiques of the genre’s proliferation of voyeurism, exhibitionism (Dauncey, 1996, p. 83), and questionable behavioral models such as indirect and verbal aggression (Wilson et al., 2012, p. 261) highlight the importance of further understanding the ways audiences engage with reality programming.

Overall, the popularity of reality formats can be explained by two factors: reality television’s voyeuristic appeal, and novelty function (Nabi et al., 2003, p. 312). On the one hand, voyeurism, defined as the secret observation of an unknown victim or object for sexual gratification (Duff, 2018, p. 3) satisfies consumer desire for power by enabling people to exert control over television

subjects by placing reality television audiences in master positions through their media consumption (Andrejevic, 2004, as cited in Aubrey et al., 2012, p. 84). Nevertheless, despite voyeurism's original definition as "a sexual pathology worthy of medical treatment, within reality television consumption voyeurism can be defined as the harmless guilty pleasure of "peeking in at others for personal enjoyment" (Nabi et al., 2003, p. 312). On the other hand, within reality television, novelty offers audiences an element of surprise enhanced by the access to real people the medium provides further alluding to the appeal of reality programming for audiences (Nabi et al., 2003, p. 312).

Furthermore, entertainment, as an additional integral aspect of the reality television genre, draws audiences in reality media consumption (Papacharissi & Mendelson, 2007, p. 366). However, Pitcher (2021, p. 190) argues that entertainment within reality television carries a greater significance than just amusing audiences, due to an inherent feature of the genre: profit-making. Thus, reality television programming is first concerned with profit and entertainment, while social education becomes a supporting act (Pitcher, 2021, p. 196). Therefore, driven by the incentives to entertain while generating profit, reality television highlights characters based on differences, stereotypes, and aggrandizement (Pitcher, 2021, p. 196). This may result in discourses, strengthening hegemonic normalcy values of how not to behave (Pitcher, 2021, p. 191), or, opposingly, provide audiences with behavioral identification opportunities by helping audiences recognize their own identities by observing the identities of others (Aubrey et al., 2012, p. 97).

Before discussing the scope of this research further, it is important to define the boundaries constructing reality television. As a genre, reality programs originated as an extension of documentary filmmaking due to its use of low-gauge video, observational style, and direct use of interviews with ordinary people which situated reality programming along the documentary, rather than the entertainment spectrum up to the 2000s (Kavka, 2013, p. 460). However, since then reality television has embraced more artificiality, and, the once-portraying ordinary people situations, are becoming scripted and likely to be performed by casts or celebrities (Kavka, 2013, pp. 460-461). Such a dynamic of entertainment replacing the pursuit of knowledge raises questions about the realness of the portrayed events in the shows and highlights issues of authenticity and deception as concerns among scholars (Crew & Escoffery, 2006, p. 61; Montemurro, 2007, p. 86).

This fluidity of realness within the genre has further caused debates among scholars on the exact definitions of what constitutes reality television, and the possibilities of documenting reality due to the high degree of editing and storyline construction in the formats (Montemurro, 2007, pp. 85-86). The definition this paper employs summarizes reality television as programs filming real people experiencing the course of their life events, with five key elements characterizing the genre: self-character portrayal, at least partially filmed in living or working environments, excluding a

script, presenting narratively contextualized events, and created for entertainment, thus, excluding documentaries, talk shows, news, and reenactment programs in this definition (Nabi et al., 2003, p. 304). With respect to ongoing scholarly debates on realness, this definition chooses to characterize reality television as programs delivering realness with entertainment and includes genres such as gamedocs (*Big Brother*, *Survivor*), dating programs (*The Bachelor*), makeover programs (*Extreme Makeover*), docusoaps (*The Real Housewives of Beverly Hills*), talent contests (*American Idol*), court programs (*Court TV*), reality sitcoms (*Family Jewels*), and celebrity formats (*Celebrity Fit Club*) (Murray & Ouellette, 2009, p. 5). These genre categorizations, however, are often challenged by reality formats falling into multiple genre categories such as the gamedoc's *Survivor* development of intricate relationships throughout the season sparking docusoap narratives (Nabi, 2007, p. 374). In response to such genre fluidity, Nabi (2007, p. 383) proposes a four-level categorization: the presence or absence of romance and competition to characterize audience perceptions of reality television better.

Following this contextualization of what constitutes reality television and why such formats are of significance to current academic discourses, this paper continues to address its overarching research topic: Bulgarian reality television. In accordance with the global success trends of reality formats, Bulgarian reality programming, similarly, attracts viewers in front of the small screen through seasonal editions of audience favorite formats (Redlink, 2023, p. 1). Structurally, three main broadcasters dominate the Bulgarian television scene: BNT, BTV Media Group, and NOVA Broadcasting Group (GARB, 2023, p. 13). In 2022, BTV Media Group's and Nova Broadcasting Group's total market share accounted for 93% establishing the broadcasters as hegemony in the country's television environment. Unsurprisingly, Bulgaria's most popular reality shows such as *Ergenat* (*The Bachelor*), *Igri na Voliata* (*Desafio*), *Fermata* (*The Farm*), and *Glusat na Bulgaria* (*The Voice*), all aired on either broadcasters' main channel: BTV Media Group's BTV, or NOVA Broadcasting Group's NOVA (GARB, 2023, p. 13). Currently BTV's ownership in the Bulgarian television sector is comprised of eight channels, while NOVA owns a total of twenty-four channels, establishing them as conglomerates in the country's television industry (GARB, 2023, p. 13). Nevertheless, statistics show that despite their dominance in the television market, these channels are predominantly consumed by a 55 and above age group audience (GK Services Team, 2021, p. 6).

However, in 2023, *Desafio*, closely resembling *Survivor*'s gamedoc narrative, was among the top-viewed reality formats and positively impacted the audience engagement growth since its previous edition on Bulgarian broadcasting (Redlink, 2023, p. 4-5). As a format, *Desafio*, also known as *Igri na Voliata* in Bulgarian, is a reality competition adapted from the original Colombian format *Desafio*. Concerning the Bulgarian program, throughout its latest broadcasting period *Desafio*'s Instagram account actively followed the events portrayed in the game with more than 40 posts

each week, some of which generated more than 200 comments (Igri na Voliata Bulgaria, n.d.). Compared to the Instagram comment engagement on recent editions of other popular formats in the country such as *The Farm* (Fermata, n.d.) and *The Voice* (Glasat na Bulgaria, n.d.), these numbers are high.

High Instagram activity is of academic interest as recent findings suggest that after watching a favorite program online activity levels remain low, highlighting a strong influence of negative emotions on post-exposure activity (Godlewski & Perse, 2010, pp. 164-165). Concerning reality television consumption, Instagram comment engagement is of further interest, as the researchers point toward a negative relationship between age and online activity, suggesting that younger users are more likely to engage with social media post format exposure (Godlewski & Perse, 2010, p. 165). According to recent statistics, 31.7 % of Instagram audiences are between 18 and 24 and 30.6 % between 25 and 34, accounting for more than half of the Instagram audience distribution just within the two lowest age groups (Dixon, 2023, p. 1). Considering such Instagram audience distribution statistics (Dixon, 2023, p. 1) alongside the negative relationship between age and post-exposure activity (Godlewski & Perse, 2010, p. 165), *Desafio*'s sustained Instagram comment engagement throughout the show may illustrate a shift in the previous dynamics of television consumption as a medium preferred by more mature audiences to an expansion toward a wider range of viewer age groups. Furthermore, from a cultivation theory perspective, heightened audience engagement is of interest, as Gerbner's (1969, p. 138) framework suggests that exposure to media content can influence collective knowledge construction, a topic ascribed to reality formats in previous research (Jahng, 2019, p. 321). As a result, interested in *Desafio* as a format successfully generating online audience activity, this research paper examines the overarching patterns of discussions Instagram audiences stress online through the following research question: How are audiences engaging with the storylines created by *Desafio* Bulgaria through commenting on the reality television show's Instagram account?

Concerning criticisms of spreading questionable social validity models, and proliferating exhibitionism and voyeurism cultures, research stresses the relevance of understanding audience perceptions of reality television (Papacharissi & Mendelson, 2007, p. 355). While previous research is based on American samples (Nabi, 2007, p. 375; Nabi et al., 2003, p. 305), limited academic focus is given to Eastern European audiences consuming adapted Western formats, as in Bulgaria. Conducting a Bulgarian-focused study is, therefore, academically relevant in extending audience perceptions research to Eastern audiences, and societally relevant in highlighting the behavioral models these audiences discuss. The societal significance of these discussions can be understood by Tenenboim's (2022, p. 2) conceptualization of online commenting as a civic act where self-actualization is achieved through social expression. Thus, understanding the discussions viewers

engage in can shed light on current views on citizenship. Lastly, the research is practically relevant for broadcaster viewer sustenance as the analysis of audience activity creates insight into the likes and dislikes of viewers and highlights the topics and key reality personalities that generate greater interest.

The following structure of this research paper begins with a theoretical framework introducing the main themes and theories guiding the research. Overall, it encompasses three key themes: the Bulgarian television sector, discussions on cultivation and realism, and an overview of engagement. Following, the methodology section introduces the methods guiding the paper's qualitative approach and addresses sampling, data gathering, operationalization, credibility, and ethics. Furthermore, the results chapter presents the paper's main findings in three sections: production criticism; discussions on behaviors and performance; and negative labels and stereotyping; and links them back to the theoretical framework. Lastly, the paper concludes with a closing chapter presenting a summary of the findings, discussing their social and academic implications, addressing the paper's limitations, and providing suggestions for future research.

2. Theoretical framework

The theoretical framework of this research paper is broken down into three main sections. The first section dives into the Bulgarian broadcasting industry and begins with a historical overview of the country's television landscape. Furthermore, this section is continued by a discussion on globalization and its importance in the definition of the Bulgarian television sector when considering the country's communist past. Finally, this discussion concludes with the modern-day challenges Bulgarian television industries face. The second building block of the theoretical framework stems from cultivation theory and highlights the significance of realism within reality programming. This discussion on realism begins with an overview of cultivation theory and applies it to reality television. Following, the section introduces the idea of perceived realism, contextualizing it through a reality programming scope. Finally, the chapter on realism is concluded with a discussion of reality participants which highlights the importance of real people in reality programs. Lastly, the concluding section constructing this paper's theoretical framework is concerned with the subject of audience engagement. Three sections build up this engagement narrative. First, user engagement is presented and discussed concerning media overall. Second, the Uses and Gratifications (U&G) perspective links user engagement to reality television consumption. Last, the concept of post-exposure activity highlights conceptions of user activities after reality television consumption and situates this research's interest in social media as a medium enabling such post-exposure activities.

2.1.1 Overview of the Bulgarian television industry

As a former communist country, Bulgaria was once part of the nations in which mass media played a vital role in the social, political, and economic transformations that led the Cold War to its end (Ibroscheva & Stover, 2017, p. 1). As a result, with ideological and economic divisions between the East and the West diminishing, former Soviet countries, including Bulgaria, embarked on a complex self-discovery journey in search of new cultural and political post-communist identities (Ibroscheva & Stover, 2017, p. 2). Such a search was necessary for Bulgaria as its communist past characterized the introduction of broadcasting in the 1950s as scarce and with no clear aesthetic, institutional, or professional identity (Ibroscheva & Stover, 2017, p. 3). The country's close relationship with the USSR had an additional impact on its television sector, as in the 1960s 45% of Bulgaria's broadcasting was imported, with the key hours from 10 am to 12:30 pm and 5 pm to 11 pm reserved for untranslated USSR broadcasts aired on the first Bulgarian national channel, Bulgarian National Television (BNT) (Ibroscheva & Stover, 2017, p. 5).

However, with the end of the communist regime by the 1990s, an influx of Western programming became a part of the country's television sector, characterizing the period as a time

of rapid changes and radical transformations (Ibroscheva & Stover, 2017, p. 11). With the collapse of its previous financially state-supported media model, one of such changes was the shift to an unregulated media environment which challenged professionals to situate themselves in an entirely new media system (Ibroscheva & Stover, 2017, p. 11). As a result, the end of the state-supported communist media was marked by the beginning of commercial pressures and a necessity for media professionals to rethink their revenue streams and production capabilities in light of this new highly competitive media model (Ibroscheva & Stover, 2017, p. 11). Nevertheless, contrary to the opportunities to execute free and bold programming liberated from self-censorship and ideological control, the early 1990s delivered predominantly imported American content which was cheaper to produce while ensuring high ratings (De Bens & de Smaele, 2001, p. 52; Ibroscheva & Stover, 2017, p. 11).

2.1.2 Globalization and content adoption

Regarding the adoption of such content, De Bens and de Smaele's (2001, p. 52) Dallasification perspective highlights a homogenization of television media as a result of the dominant presence of American formats in Europe (De Bens & de Smaele, 2001, p. 52). As a part of the Americanization paradigm, such homogenization of media has often been critically discussed by scholars as a factor that not only blends world cultures but further alters production practices, such as Ritzer's (1996, pp. 293-294) McDonalidization thesis, which highlights five dimensions of capital-incentive methods of production, some of which include an emphasis on efficiency, quantity as a determinant of quality, and a focus on predictability and control, that are replacing respectful local and alternative methods of production and consumption. Despite such paradigms presenting a critical viewpoint of the effects of the adoption of American content on domestic cultures, in its attempts to escape its reputation as a source of propaganda and edification to a hub for entertainment, the media landscape in Bulgaria only welcomed the effects of the Americanization paradigm and the Dallasification of content, resulting in a newly developed focus on popular low-cost game shows with high entertainment ratings - a model of programming that did not exist during its communist model of production (Ibroscheva & Stover, 2017, p. 12).

In the upcoming years, the growth of television channels stimulated local production, but not necessarily a maturation of the social and cultural values the content delivered (Ibroscheva & Stover, 2017, p. 12). As a result, production focus shifted to entertainment programs such as reality formats and talk shows, which have been criticized as altering journalistic practices and distorting perceptions of reality and everyday life for their audiences (Ibroscheva & Stover, 2017, p. 12). Bulgaria's *Masters of the Air*, a comedy program combined with undercover investigative citizen journalism exemplifies this shift from seriousness to entertainment (Ibroscheva & Stover, 2017, p.

12). The show's implementation of sketches alongside its focus on the ongoing social issues in Bulgaria reported by regular citizens and through a lens of bloopers and gaffes, often ridiculed celebrities and politicians and has become one of the best-known examples of a television format combining entertainment with social challenges to hold figures of power and their respectful practices accountable (Ibroscheva & Stover, 2017, p. 12).

Nevertheless, the rapid growth of television channels challenged local productions, causing Bulgarian broadcasters to resort to the safe programming options provided by Western formats once again (Ibroscheva & Stover, 2017, p. 14). This dynamic established reality television as the dominant programming genre consumed by Bulgarian audiences, which currently makes up nearly 70% of entertainment broadcasting as a whole (Popova, 2012, p. 9). With shows such as *Big Brother*, *Vip Brother*, and *Survivor* producing the highest viewership ratings (Popova, 2012, p. 11), critics celebrated the emergence of these formats as delivering new honest perspectives on reality and private life (Ibroscheva & Stover, 2017, p. 15). Despite this, the social appropriateness of these formats is an ongoing subject of criticism due to the ways the programs enforce scandal behavior to a wide audience disrespectful of age (Ibroscheva & Stover, 2017, pp. 14-15; Popova, 2012, pp. 10-11).

2.1.3 Modern critiques

However, such issues of social appropriateness do not exhaust the critique directed toward the Bulgarian television sector, as Ibroscheva and Stover (2017, p. 15) highlight two additional concerns: the lack of financial transparency and the absence of accountability concerning capital and ownership. With power over the biggest channels in the hands of a few national and international players, the lack of transparency regarding capital origin highlights the concern that media has become a function of capital as a way of exerting power and political interests (Ibroscheva & Stover, 2017, p. 15). Furthermore, the lack of accountability for capital and media ownership is rooted in the power dynamics between business moguls and their respectful backgrounds in certain political affairs (Ibroscheva & Stover, 2017, p. 15). Such issues, as a result, highlight the tension between the susceptibility to political manipulation and the cultural, political, and social representation the Bulgarian television sector is aiming to articulate (Ibroscheva & Stover, 2017, p. 15).

2.2.1 Cultivation theory and television

Within the reality television sector, the cultivation framework is set forward as a matter of importance, as reality shows have shown higher cultivation tendencies among audiences than other television genres (Jahng, 2019, p. 321). As a perspective, cultivation theory highlights the notion

that exposure to media content has the power for collective knowledge construction, by tapping into collective thought and action processes (Gerbner, 1969, p. 138). As a result, the theory suggests that higher levels of media content exposure will result in greater cultivation effects and deeper adoption of the portrayed messages for higher-level media-consumption audiences compared to lower-level consumption groups (Gerbner, 1969, p. 138). Concerning television formats, cultivation theory examines the events portrayed as reality and assesses how they influence and affect people (Weiss, 2020, p. 3). Gerbner documented that much of the televised content involves violence and proposed that the viewers who spend more hours in front of the television daily are exposed to this violence to a greater extent, and as a result, perceive the world as more violent than it is (Hughes, 1980, p. 287). This may lead to inaccurate conceptions concerning the amount of violence in the real world and the kinds of crimes committed, resulting in less trust, alienation, and more substantial amounts of generalized fear, such as the fear of walking home alone late at night (Hughes, 1980, p. 288). Lastly, the researchers add that the frequency of violence on television may result in greater approval and perceptions of violent behaviors as appropriate in conventional situations (Hughes, 1980, p. 288).

Overall, three assumptions guide the cultivation perspective: television is fundamentally different from other mass media formats, television is influential in the ways individuals think and relate to one another, and television is a medium of limited effects (Weiss, 2020, p. 4). Cultivation theory's first assumption perceives television as fundamentally different from other media and the first mass media device allowing audiences to listen and view at the same time, garnering more creative content for dissemination (Weiss, 2020, p. 4). As a result, cultivation theory perceives television as a medium disseminating conceptions of various characters and the activities they participate in, which, subsequently facilitates discussions on power, status, and behaviors (Weiss, 2020, p. 4). Second, cultivation theory perceives television as influential in shaping the ways individuals think and relate to one another within societies (Weiss, 2020, p. 4). The medium has the potential to disseminate real-life scenarios, however, it is based on the assumption and speculation that audiences perceive these instances as real (Weiss, 2020, p. 4). Thus, this assumption suggests that longer periods of television exposure provide people with a higher ability to evaluate what they see in the real world (Weiss, 2020, p. 4). Finally, cultivation theory's third assumption is that television effects are limited, and for these effects to come to life people must consume enough television daily to cultivate perceptions of reality through television (Weiss, 2020, p. 4). Nevertheless, Gerbner posed the theory in the 1960s when television was new and channels were scarce, suggesting that the medium's ability to keep audiences entertained was limited (Weiss, 2020, p. 4). Nevertheless, since the 1960's access to television has grown and the medium has become one of the most time-consuming forms of leisure globally (Speck & Roy, 2008, p. 1200),

presenting far more opportunities for social cultivation than in the 1960s.

2.2.2 Perceived realism

The importance of realism concerning reality television is a subject of ongoing academic debates. While considered an integral part of reality broadcasting (Deery, 2013, p. 11), the extent of realism within reality formats has been criticized as absent due to the genre's incorporation of sensationalism (Kavka, 2013, p. 461) alongside its implementation of non-reality genre elements (Crew & Escoffery, 2006, p. 61), outlining a complex relationship between realism and reality television productions. In their findings, Nabi et al. (2006, p. 423) do not ascribe realism as a factor contributing to the enjoyment of reality television, however, the researchers point out dimensions such as accuracy, possibility, and plausibility as possibly influential, and further highlight voyeurism as a likely underlying dimension of realism gratifying enjoyment needs. While Nabi et al. (2006, p. 423) do not emphasize a relationship between realism and the enjoyment of reality television programs, scholarly debates situate perceived realism as integral to behavioral adoption and audience attention retention (Atkin, 1983, p. 616).

Conceptually, perceived realism addresses the extent to which audiences perceive content and dramatic representations as likely to occur in the real world (Bahk, 2001, p. 191). As a result, perceived realism focuses on the real-world authenticity ascribed to media content through viewers' assessment regarding the credibility specific programs have in representing reality (Bahk, 2001, p. 191). Previous research suggests that a viewer's degree of perceived realism mediates the impact of dramatic representations, highlighting that high perceived realism content such as news has a greater impact on viewers than content of low perceived realism such as fictional programming (Atkin, 1983, p. 619). Specifically examining exposure to violent content and its increase in aggression levels within young audiences, Atkin (1983, p. 615) distinguishes two levels of perceived realism: perceived actuality and perceived similarity. While perceived actuality refers to the degree to which a viewer regards the settings and characters on screen as likely to exist in the real world, perceived similarity is concerned with the degree to which the instances portrayed on screen are similar to the social and physical environments of viewers (Atkin, 1983, p. 615). On the one hand, if considering that aggression is learned from the imitation of behavioral patterns and the disinhibition of behavioral norms, perceived actuality is of importance, as if the events portrayed on screen are seen as realistic, they stimulate attention, identification, involvement, and a prolonged excitement within audiences (Atkin, 1983, pp. 615-616). On the other hand, perceived similarity highlights that since viewers consider their environments as real, exposure to realistic content similar to those environments heightens that perception of similarity due to a cognitive association between contextual program cues and the viewers' social context (Atkin, 1983, p. 616).

As a consequence, perceived similarity results in greater behavior modelling because viewers expect they will personally encounter outcomes similar to the ones portrayed in media (Atkin, 1983, p. 616). A televised victim or aggressor, for example, may remind viewers of similar individuals in their social networks with such character identification increasing the possibility of aggressive responses within audiences (Atkin, 1983, p. 616).

Furthermore, it is of interest to examine the complexity of realism within reality television as a consequence of the shift in broadcasting production practices. As mentioned earlier, reality television has seen a shift of production practices focus, from a groundedness in documentary filmmaking to a focus on entertainment and scriptedness (Kavka, 2013, p. 460). Tabloidization has played a role in this shift by blurring distinctions between documentary and fiction and delivering those in a sensational style, as audiences, being embodied viewers searching to feel something through consumption, found an appeal in reality television due to its sensationalist, behind-the-scenes, and in the moment portrayals of ordinary life (Kavka, 2013, p. 461). As a result, by perceiving audiences as embodied and sensate, tabloid television promises to make its audiences feel something (Kavka, 2013, p. 461). However, for reality programming's sensationalist appeal to be made possible, mutual connectivity between affect and authenticity must be present, as viewers experience affect towards the content they consume if they perceive the events playing on screen as real (Kavka, 2013, p. 461). Thus, while affective viewer responses to reality format consumption act as proof that the events portrayed on screen are real, the presence of real people justifies the emergence of affective responses within viewers (Kavka, 2013, p. 461).

With sensationalism blurring definitions of realness within reality television, perceptions of such formats' authenticity are further impacted by the introduction of non-reality genre elements in the programs (Crew & Escoffery, 2006, p. 61). Using the case of *Survivor*, Crew and Escoffery's (2006, p. 61) content analysis highlights the program as hybrid and blurring the traditional concept of reality with other programming genres by incorporating the following elements: manufactured storylines, carefully selected cast members, staged reality, serial drama, competitions, highly-produced soundtrack, exotic location, and a million dollar incentive to the winner. Interestingly, this inclusion of non-reality elements contributed to *Survivor's* reality format (Crew & Escoffery, 2006, p. 68), a finding supporting previous discussions concerning the fluidity of the reality genre (Kavka, 2013, p. 461) and its absence of proper definition (Nabi et al., 2003, p. 304). Nevertheless, despite *Survivor's* mix of genre elements contributing to audience interest, Crew and Escoffery (2006, pp. 67-68) stress that it is the implementation of real people in challenging situations and the unscriptedness of reality programs that stimulate perceptions of authenticity and entice audiences to consume the programming style as opposed to fictional alternatives. Specifically, elements such as surprise, a lack of formal script, a non-actor cast, and honest portrayals of emotions positively

contribute to audience perceptions of reality television's authenticity and audience engagement with the programs as a result (Crew & Escoffery, 2006, p. 68).

While audiences favor genre hybridity and understand the necessity for professionals to construct reality by implementing non-reality elements such as editing, activity manipulation, and casting choices to create an entertaining narrative within an hour-long program, Crew and Escoffery (2006, pp. 68-69) continue to highlight an important dynamic concerning reality formats: the degree of realness showcased in the programs concerning accuracy and fairness (Crew & Escoffery, 2006, pp. 68-69). Despite audiences agreeing that the entertainment factor embedded within the genre allows for a level of freedom in the representation of people and events, responses concerning the importance of realness, truthfulness, and accuracy vary (Crew & Escoffery, 2006, pp. 69-70). While some respondents highlight that they would stop watching *Survivor* if finding out the show is rigged, the competitions are tailored to favor a certain contestant, or that the format emphasizes specific contestant characteristics in a stereotyping manner, others suggest that shows like *Survivor* do not claim to be documentaries, placing the value of entertainment as higher than the importance of truthfulness, accuracy, and fairness (Crew & Escoffery, 2006, pp. 69-70). Therefore, these findings illustrate an inconsistency in audience perceptions regarding the value of entertainment as opposed to realness within the reality television genre.

2.2.3 Participation of ordinary people

As mentioned, one of the integral characteristics distinguishing reality television as a genre is the presence of real people in challenging situations (Crew & Escoffery, 2006, p. 67), a factor contributing to audience identification and heightened interest in reality formats (Godlewski and Perse, 2010, p. 164). As reality television, as a medium, carries the potential to generate a significant number of views, research stresses the importance of the genre concerning its ability to raise discourses on larger societal debates such as real people validation (Carpentier, 2013, p. 347), and social legitimization (Biressi & Nunn, 2005, as cited in Pitcher, 2021, p. 190).

As such validation contributes to the establishment of social conceptions, Carpentier (2013, pp. 346-347) outlines two contemporary definitions of ordinary people: lower class and nonelite, to suggest that reality television's portrayal of ordinary people is crucial for the symbolic representation of class and subsequent equality debates. In addition, by broadcasting content to a wide variety of audiences, reality television becomes a means of disseminating information about ordinary people's behaviors, contributing to subjectivity construction, and providing identification opportunities for audiences (Carpentier, 2013, p. 346). In support of this idea, Hartley brings forward the notion of democratainment, and the claim that reality television is the postmodern teacher which offers audiences both education and entertainment (Hartley, 1999, as cited in

Carpentier, 2013, pp. 348) Thus, reality formats become not only a source of entertainment, but a medium with an added discursive layer, which has the potential of normalizing certain behaviors while rejecting others (Carpentier, 2013, pp. 349-350).

As a factor, audience identification is perceived as essential for fulfilling the entertainment experience (Godlewski and Perse, 2010, p. 164). As viewers are more likely to identify with real participants on screen, perceived realism is, further, an integral aspect of audience identification. In their research, Godlewski and Perse (2010, p. 166) highlight a positive relationship between audiences' viewing motives and identification, suggesting that the more motivated a viewer is to consume a program, the more likely it is for them to identify with the participants (Godlewski and Perse, 2010, p. 164). In specific, audience identification with reality contestants grows when the shows are consumed for social learning, or to relate to the contestants while learning new things (Godlewski and Perse, 2010, p. 164). While viewing, mental engagement, heightened attention to the program, positive emotional responses, and thinking about the program's content additionally encourage identification within audiences (Godlewski and Perse, 2010, p. 164). Such motivators suggest that identification is a cognitive response to viewing people on television, instead of an emotional one (Godlewski and Perse, 2010, p. 164).

The situatedness of real people in reality formats further allows audiences the possibility to tackle social identity (Pitcher, 2021, p. 190), as the real stories of ordinary people showcased in reality programming allow viewers to relate to the discourses shown on screen as a consequence of seeing the ways others are going through similar issues, and, as a result, achieve social legitimization (Biressi & Nunn, 2005, as cited in Pitcher, 2021, p. 190). Coming back to the case of *Survivor*, Crew and Escoffery (2006, p. 70) highlight group dynamics and authentic interpersonal relationships as explanatory of the format's appeal. The discourses portrayed through reality television, therefore, become a means of authenticating the personal experiences of audiences (Biressi & Nunn, 2005, as cited in Pitcher, 2021, p. 190). Furthermore, reality formats reinforce already existing hegemonic norms by utilizing the ones deviating from such norms as examples of the ways one should not behave (Pitcher, 2021, p. 191). As a result, through such examples reality formats allude to the idea that immoral behaviors can be escaped only by returning to hegemonic normalcy (Pitcher, 2021, p. 191).

2.3.1 User engagement

The integral framework guiding this research paper is the concept of user engagement with media. Conceptually, Hollebeek et al. (2014, p. 149) define engagement as the psychological state created by interactive customer brand experiences. Also known as consumer brand engagement, the engagement concept encompasses a three-component theoretical level consisting of cognitive,

emotional, and behavioral responses that together establish the engagement perspective (Hollebeek et al., 2014, p. 152). In essence, cognitive engagement defines the responses resulting in thoughts about the brand, emotional engagement is concerned with the emotional responses arising as a consequence of interacting with the brand, and behavioral engagement refers to the user responses transforming into actions towards the brand (Hollebeek et al., 2014, p. 154). As a result, Hollebeek et al.'s (2014, p. 152) perspective on engagement suggests that if users perceive a brand to be engaging, they will exhibit higher response exertion willingness.

In addition to this three-level conceptualization of engagement, Ksiazek et al. (2014, p. 505) further the engagement framework as a continuum, ranging from less to more user engagement. In this continuum interactivity, or engagement, is distinct from popularity, or exposure (Ksiazek et al., 2014, p. 505). While popularity and exposure capture certain basic aspects of user engagement such as clicking, minimal interactivity is required for viewing given content (Ksiazek et al., 2014, p. 506). Oppositely, participating in comment sections or giving direct feedback online are classified as instances allowing users a more active role in online spaces and are therefore perceived as examples of deeper user engagement (Ksiazek et al., 2014, p. 506). Similarly, grounding their arguments in the electronic word of mouth (eWOM) perspective, Aldous et al. (2019, pp. 47-48) classify four levels of user engagement based on the degree of its public expressiveness: level one, viewing; level two, liking; level three, commenting and sharing; and level four, posting on an external platform. As a result, the higher levels of public expressiveness within user engagement are theorized as more impactful in disseminating information than the more private acts of engaging through viewing or liking content (Aldous et al., 2019, p. 48).

The significance of user engagement with digital media can be explained when examining modern convergence trends in media industries such as cross-platform content availability, interactivity, and the lower barriers of entry into the field, which situate producers in a competitive nonlinear environment, where the one-directional "push" of content to audiences is no longer enough (Ksiazek et al., 2014, p. 503). Instead, producers must opt for creating content that can "pull" audiences in and offer more informative, useful, and compelling media that has the potential to engage audiences (Ksiazek et al., 2014, p. 503). Amidst this competitive digital environment, user engagement on social media, as a result, is used as a competitive market analysis tool measuring user satisfaction through indicators such as likes, comments, and shares (Balbi et al., 2018, p. 674). Concerning comments and written language, Balbi et al. (2018, p. 675) discuss that this user satisfaction can be measured on a polarity-driven rating scale which considers a sentence's semantic polarity and resultantly classifies it into negative, neutral, or positive sentiments.

As an additional theoretical perspective related to user engagement, eWOM can further explain the significance of polarity within digital user language (Jansen et al., 2009, p. 2169). Being a

derivative of traditional word of mouth (WOM), which describes consumers sharing their opinions about businesses, products, and services with other people (Jansen et al., 2009, p. 2169), eWOM refers to any statement, whether positive or negative, that concerns a given product and is distributed to audiences through the Internet (Hennig-Thurau et al., 2004, p. 39). Made possible by the shift in communication dynamics through the extension of information control by businesses and news media to regular users, the Internet has enabled eWOM to become a way for consumers to gather unbiased product information and provide consumption advice that has the potential to influence other consumers (Duan et al., 2008, p. 1007; Hennig-Thurau et al., 2004, p. 39). Such technological advances have changed the ways information is transmitted, evoking a transcendence of traditional WOM limitations of time and social circles as inhibitors of information spread and influence, and allowing consumers to easily access information about products, services, and companies in real-time and on an efficient and unprecedented scale despite geographical boundaries (Duan et al., 2008, p. 1007-1008). As a result, with consumer brand satisfaction being an important aspect addressed in eWOM communication, this type of user engagement has the potential to carry great significance in shaping a brand's image, making eWOM a powerful tool for influencing consumers that is becoming even more important with the ongoing widespread of social networking platforms (Jansen et al., 2009, p. 2171).

2.3.2 Uses and gratifications theory

According to Nabi et al. (2003, p. 311), the U&G theory acts as the most useful paradigm in defining the appeal of reality television as well as to whom and why this appeal is evoked. As a perspective, U&G is grounded in the assumption of audiences as "active and in control of their media consumption" (Nabi et al., 2006, p. 423) as a consequence of being driven by personal goals (Perse, 1998, p. 51). Such a conception of active audiences regarding television consumption considers being aware of one's needs, assessing different channels and content, evaluating functionality alternatives, and selecting the content viewers believe will ensure the gratifications they seek (Nabi et al., 2003, pp. 311-312; Nabi et al., 2006, p. 423). As a result, U&G assumes that media content can influence an individual only if the viewer has a goal-driven use for the medium or the message it conveys (Rubin & Rubin, 1985, p. 36). Therefore, no matter how potent the message is, it will not affect the individual if they have no use for it in their social or psychological worlds (Katz 1959, as cited in Rubin & Rubin, 1985, p. 36).

Overall, five assumptions guide the U&G framework: first, media use is a purposive, goal-directed behavior motivated by a certain cause; second, individuals use media to gratify psychological, biological, and social needs; third, individuals initiate their own media consumption, yet such initiation is influenced by different psychological and social factors; fourth, audiences

assess their needs and whether or not those are being satisfied by their media consumption; and fifth, media outlets compete for audience attention, selection and use with one another (Nabi et al., 2003, p. 311; Rubin & Rubin, 1985, p. 37). More specifically, the needs addressed within the U&G perspective include: diversion, such as needs for enjoyment, entertainment, emotional release, relaxation, and escapism; personal relationships, as needs for companionship, social usefulness, cultural inclusion, and social interaction; personal identity, as needs for personal reference, value reinforcement, and reality exploration; and surveillance, as the need for information acquisition (Katz et al., 1973, as cited in Conlin et al., 2016, p. 154; Yoo et al., 2020, p. 113).

Regarding the gratifications reality television consumption satisfies, Nabi et al. (2003, p. 312) hypothesize two possible directions: first, a gratification of voyeuristic tendencies due to the provided opportunity of observing others for personal enjoyment; and, second, gratification in search of novelty due to the embedded elements of surprise alongside access to the experiences of real people the medium provides. Respectful enjoyment, Nabi et al. (2006, p. 423) highlight voyeurism, happiness, surprise, and relief as positively associated, while anger as detracting from enjoyment. The researchers mention a trend of more extreme evaluations defining the reality genre compared to responses on fictional programming and conclude that: "reality programming is less appealing not because it evokes negative emotions and cognitive reactions but rather because of its more limited ability to evoke positive ones" (Nabi et al., 2006, p. 431). Nevertheless, by concluding that content is more essential to the determination of sought gratifications than genre, and with more than 60% of the variance in their research model explained by voyeurism, Nabi et al. (2006, pp. 431-441) emphasize the enjoyment from observing others and the interest in watching real people despite the circumstance as an important component of reality television's appeal, and what distinguishes it from fictional programming.

As an extension to the U&G framework, Reiss and Wiltz (2004, p. 363) propose an additional theoretical approach, sensitivity theory. The theory further expands on the notion that people direct their attention to the relevant stimuli that can satisfy their basic motives, whilst ignoring the ones irrelevant to the satisfaction of such through a focus on 16 basic desires (Reiss & Wiltz, 2004, p. 363). In itself, the basic desires conceptualization refers to the end motives driving human behavior, as the self-motivated goals arise as a consequence of the desire to achieve what an individual wants (Reiss & Wiltz, 2004, p. 364). According to Reiss and Wiltz (2004, p. 364), all motivations are ultimately reduced to basic motivations, and they carry the potential to highlight what people do and pay attention to through an examination of personal goals and motives.

Within the scope of reality television consumption analysis, these 16 basic desires illustrate the vicarious, or short-lived joys of minimal effort, which have the potential to motivate audience

engagement with reality television programming (Reiss & Wiltz, 2004, p. 368). Thus, sensitivity theory highlights a behavioral motivational model driven by individualistic traits (Reiss & Wiltz, 2004, p. 368). As a result, according to sensitivity theory, aggressive individuals engage with aggressive content because it arouses joyful feelings of vindication, not because engaging with aggressive content results in a cathartic tension release, therefore, predicting vicarious joy arousal instead of a reduction in the behaviors subsequent to vicarious arousals (Reiss & Wiltz, 2004, p. 368).

In their conclusions, Reiss and Wiltz (2004, p. 373) emphasize status as the main force of motivation creating interest in reality television consumption arising from the need to feel self-important. As a result, the more status-oriented a person is, the more likely they will engage in reality television consumption and, subsequently report enjoyment and pleasure from the act (Reiss & Wiltz, 2004, p. 373). Within status-oriented people, Reiss and Wiltz (2004, p. 373) suggest that reality television consumption gratifies the need to feel self-important in two ways. First, viewers may feel as more important and of a higher status than the ordinary people presented in reality television (Reiss & Wiltz, 2004, p. 373). Reiss and Wiltz (2004, p. 373) suggest that it is the idea that those people are real that gives significance to audience perceptions of superiority, while the realism of the storyline itself does not matter much in validating these perceptions. Second, reality television spreads the message that millions are interested in observing the lives and experiences of ordinary people, which suggests that ordinary people are, in fact, important (Reiss & Wiltz, 2004, p. 374). As a result, through consuming the shows, ordinary people can come across individuals just like themselves and fantasize that they can, too, gain celebrity status through participating in a reality program and being on television (Reiss & Wiltz, 2004, p. 374). Alongside the need to feel self-important Reiss and Wiltz (2004, p. 374) outline vengeance as a motivator to reality television consumption, suggesting that the enjoyment of getting even is associated with the appreciation of competition within reality programs. Opposingly, people who tend to avoid conflict, competition, and anger may avoid reality programming due to the genre's frequent portrayal of interpersonal conflict and competition. Finally, as reality shows support expedience over ethics, Reiss & Wiltz (2004, p. 374) highlight that reality consumption is negatively associated with the level of morality and honor an individual embraces, and further suggest that people who disfavor rules may negatively react to the numerous rules reality program participants are obliged to follow.

2.3.3 Post-exposure activity

One of the integral aspects of this research is online post-exposure activity following the consumption of reality television. Currently, global statistics show that the ways audiences view linear television have evolved thanks to the introduction of new media and technologies allowing

them to instantaneously share program experiences and exchange opinions with other viewers without the necessity of being in the same physical space (Han & Lee, 2014, p. 235). Also referred to as 'second screen' behavior, this complementary use of social media during linear television viewing has been growing in popularity becoming a topic of business interest for broadcasters due to its potential to provide viewing behavior data and improve audience ratings (Han & Lee, 2014, p. 235). Overall, Han and Lee (2014, p. 241) concluded five 'second screen' interaction motivations: "communication about impressions of a broadcast,' 'information sharing and seeking,' 'feelings of covieing,' 'curiosity about others' opinions,' and 'program recommendations'". Each of these motivations was further investigated in relation to five key genres: news, current affairs and debate, dramas, sports, and entertainment, concluding that 'communication about impressions of a broadcast' motivated 'second screen' interactions for all genres except news, 'information sharing and seeking' motivated 'second screen' interactions mostly for entertainment and news programs, 'feelings of covieing' motivated 'second screen' interactions for the entertainment and sports genres, and 'program recommendations' motivated 'second screen' interactions mostly for the entertainment genre (Han & Lee, 2014, p. 241).

Concerning motivation, Godlewski and Perse (2010, p. 165) highlight that the more involved audiences are while viewing a reality program, the more likely they are to engage in post-exposure activity, highlighting greater online engagement rates within motivated users. Furthermore, the researchers point out that the more cognitively involved a consumer is, the more likely they will continue their involvement with the program and information search once the show has concluded (Godlewski & Perse, 2010, p. 165). Conceptually, involvement refers to the perceived level of personal relevance within media messages (Perse, 1998, p. 49). With motivation directly influencing audience activity and newer technologies associated with higher audience activity levels (Perse, 1998, p. 49), such a relationship between motivation and cognitive involvement is of particular interest concerning findings that online activity after reality consumption is low when viewers are satisfied with the program (Godlewski & Perse, 2010, p. 164). This relationship outlines a paradox between the consumption of entertainment programs and experiencing negative emotions (Godlewski & Perse, 2010, p. 166).

Specifically, online activity is best predicted by thinking about program content during consumption, or elaboration, as well as negative emotional responses while consuming favorite reality shows (Godlewski and Perse, 2010, p. 165). Common reasons for engaging in post-exposure activity arise due to dissatisfaction with the content consumed, sparked by negative feelings concerning one's favorite contestant, negative feelings towards other participants or the overall process itself, and wishes such as not wanting to see a certain contestant win, remain further in the game, or continue interacting with the rest of the contestants (Godlewski and Perse, 2010, p. 165).

This significance of negative affect has been discussed in previous research as a factor contributing to attention and cognitive involvement, illustrating that instead of turning away from content that arouses feeling of worry, fear, and anger, audiences pay more attention to such programs and think about them more (Perse, 1998, p. 64).

3. Research design and methods

3.1 Overview of method

To answer the overarching research question: “How are audiences engaging with the storylines created by *Desafio* Bulgaria through commenting on the reality television show’s Instagram account?”, this paper implements a thematic qualitative content analysis approach. As a method, a qualitative approach is chosen over a quantitative study, as qualitative research is focused on understanding what people do and think by uncovering individual decision-making processes with the help of an in-depth analysis with minimal interruption of people’s thoughts and beliefs (Vaismoradi et al., 2013, p. 398). As a result, whereas qualitative research focuses on generalizability and objectivity achieved through the statistical analysis of concretely numerical indicators (Fryer et al., 2018, pp. 56-57), qualitative research highlights individual perspectives in the search for understanding specific phenomena (Vaismoradi et al., 2013, p. 398). The method’s focus on individual perspectives, as a result, makes it more suitable for analysis of audience comment engagement on Instagram, as each comment is nuanced by a personal opinion concerning a specific instance throughout the show.

As mentioned, the analysis, overall, is theoretically guided by the methodology behind thematic content analysis as a method of generating themes through pattern observation of qualitative data (Boeije, 2010, p. 94). Overall, the theme-generation process of the thematic analysis methodology consists of six stages, as defined by Braun and Clarke (2006, p. 79). The advantage of this method in comparison to other approaches within qualitative research, such as discourse analysis or grounded theory, is found in thematic analysis’ detachment to a pre-defined theoretical framework that forms initial expectations guiding the data analysis process, also addressed as flexibility (Braun & Clarke, 2006, p. 78). Furthermore, with reality television’s added interaction opportunities enticing audiences to watch by allowing and initiating viewer participation to influence media content creation (Papacharissi & Mendelson, 2007, p. 355; Godlewski & Perse, 2010, p. 149), research has employed quantitative methodologies in investigating the precursors of online post-exposure activity (Godlewski & Perse, 2010, p. 153), and the initial motives driving the consumption of reality television (Papacharissi & Mendelson, 2007, pp. 366-367). Nevertheless, limited attention is given to the contents within the consequent post-exposure discussions, highlighting a necessity for a qualitative research approach that will focus on the individual small-scale variances within the data, instead of illustrating a generalizable quantitative picture. As a result, the thematic analysis’ inductive methodology focused on the generation of themes (Boeije, 2010, p. 94) will allow the immersion in this new research topic through an in-depth focus on data nuances to subsequently capture the nuances of user-generated post-exposure activity.

3.2 Sampling and data gathering

The sampling process behind this study consists of two stages and begins with selecting the Instagram posts that are included in the research. This selection follows a purposive sampling strategy guided by a certain set of predefined criteria (Babbie, 2016, p. 187), which are used to filter out the necessary posts for this research. Considering the large posting activity on *Desafío* Bulgaria's Instagram page throughout the reality competition, a purposive sampling strategy is necessary to narrow the dataset for further analysis. Furthermore, the format's Instagram page was used to determine the duration of the show's online activity, which influenced the data-gathering process. Overall, for the new season of the show, *Desafío* created their first post on September 2, while the winner of the game was announced on December 1, which resulted in fourteen consecutive weeks of posting. As a result, the data was divided into fourteen weeks, and five posts were sampled for each week, resulting in 70 posts. To guide this selection process, a certain set of pre-determined criteria helped narrow down the dataset. First, each of the sampled posts had to have more than 2500 likes, as based on the initial observations made from the account, in general, posts were collecting between one and two thousand likes. This suggests that engagement beyond these numbers could be considered high. However, when a certain week did not have enough posts above 2500 likes, priority was given to the posts with engagement closest to this number. Second, each of the sampled posts needed to have at least 23 comments, as the second stage of the sampling process consists of a random sampling comment strategy where the first and every other comment was sampled until 12 comments were gathered per post resulting in a total of 840 collected comments for analysis.

The advantage of this random sampling methodology exists in its elimination of researcher bias, as the random selection of comments will provide each subject discussed under the 70 sampled posts an equal chance of selection, something that becomes harder to achieve when themes and comments are handpicked by the researcher (Babbie, 2016, p. 192). Two further advantages within the overall dataset highlight its relevance for the study, data immediacy and response freedom. The concept of data immediacy describes the in-the-moment situatedness of the post-exposure user activity. With *Desafío's* active Instagram posting, users were allowed to communicate their thoughts and feelings while, or soon after they had seen the episode in question. This communication immediacy, as a result, saturates the data with detailed impressions of specific small-scale instances, which may be lost if conducting semi-structured interviews, a couple of months after the show has ended. Regarding interviews, the authoritative absence of a researcher in the original data generation process and the perceived safety of digital commenting provide further advantages to this dataset, as the comments are not guided by popular opinions or preconceptions of giving the right answers. As a result, working with this dataset can potentially

open a possibility for discovering unpopular or controversial opinions, which may not be voiced in the presence of a researcher during a formal interview.

Respectful of the data analysis process, once the comments were copied from *Desafio* Bulgaria's Instagram page they were stored in a digital document where the subsequent analysis and coding procedures took place. As mentioned, this analysis consists of six stages. The first two stages begin with the thorough reading and examination of all data, followed by an initial categorization process based on the examined content (Braun & Clarke, 2006 pp. 87-89). In the third stage of coding, these initial categorizations are comparatively analyzed to uncover some general patterns that, consequently, lead to the emergence of themes (Braun & Clarke, 2006, pp. 89-90). The fourth stage further expands on this thematic discovery process through a continued examination of the emerging patterns with a focus on refining the findings and highlighting the more prominently surfacing ones (Braun & Clarke, 2006, pp. 91-92). Finally, in the fifth and sixth stages of the analysis process, the discovered themes are further refined and linked back to the study's theoretical framework (Braun & Clarke, 2006, pp. 92-93). This process is completed by concisely linking this theoretical analysis back to the overarching research question in a coherent presentation of the findings (Braun & Clarke, 2006, p. 93).

3.3 Operationalization

As a multifaceted concept, in this research user engagement is operationalized with the help of the U&G, and post-exposure activity frameworks. The U&G perspective examines the commentary according to four behavioral motivators: diversion, personal relationships, personal identity, and surveillance. As a result, the substance of each collected is examined through the U&G perspective to draw further conclusions about the underlying motivators of user engagement. Comments related to topics about enjoyment, entertainment, emotional release, relaxation, and escapism are considered diversion-related. Messages concerning companionship, social usefulness, cultural inclusion, and social interaction are perceived as personal relationship-related. Comments concerned with personal reference, value reinforcement, and reality exploration are regarded as personal identity-related. Lastly, messages on the topic of information acquisition are assigned as surveillance-related.

The post-exposure framework, in addition, examines the data based on polarity and elaboration. Specifically, by applying the eWOM perspective to user engagement comments are assigned positive, negative, and neutral polarity depending on their tone and overall subject. Finally, elaboration within post-exposure activity serves as the concluding indicator of user engagement. Concerning elaboration, comments are analyzed based on length and subject. In general, the length of each comment is suggestive of the level of user engagement with more

elaboration producing longer comments and illustrating a higher rate of user engagement as a result. The length of these elaborations is applied to subjects such as impressions of the content consumed, perceptions toward contestants or the overall process, and wishes regarding a contestant's physical performance, or social game.

3.4 Research credibility

This qualitative research paper ensures its data collection and analysis's credibility through certain validity and reliability guidelines. Reliability, as an additional criterium ensuring research credibility, "refers to the degree of consistency with which instances are assigned to the same category by different observers or by the same observer on different occasions" (Hammersley, 1992a, p. 67, as cited in Silverman, 2011, p. 360) so that future repetitions of the research project reach the same conclusions (Silverman, 2011, p. 360). As a result, reliability criteria are satisfied, first, "by making the research process transparent" through a sufficiently detailed description of research strategies and methods of data analysis and, second, by "paying attention to theoretical transparency" by making the theoretical stance responsible for the interpretation of data explicit (Silverman, 2011, p. 360).

As the process of obtaining data accurately representing the social phenomena it is referring to (Silverman, 2011, p. 367), validity, or the second criterium ensuring research credibility, is satisfied by accounting for theoretical sensitivity and constant comparison methods within the data analysis process (Boeije, 2010, p. 83). Theoretical sensitivity refers to "the researcher's ability to develop creative ideas from research data by viewing the data through a certain theoretical lens" (Boeije, 2010, p. 88). The concept of theoretical sensitivity, thus, is concerned with the importance of prior insight into the research area, ongoing issues, common phenomena explanations, and the traditionally implemented theoretical models of research (Boeije, 2010, p. 88). As a result, theoretical sensitivity is ensured by an in-depth investigation of the key topics of discussion concerning reality television, its audiences, and the theoretical perspectives implemented in their research, which, subsequently, informed the construction of this research paper's theoretical framework.

As another method of ensuring validity, constant comparison describes the variation found within certain phenomena to indicate the situations in which these variations occur through a systematic comparison of the research material (Boeije, 2010, p. 83). As a result, this systematic comparison further allows accounting for emerging deviant cases so that all can be used in the paper's theoretical conclusions (Silverman, 2011, pp. 378-379). Guided by this paper's operationalization methodology, data was analyzed with the help of the overarching theoretical framework, which produced certain categorizations of the research phenomenon. Within the

different categories, these categorizations followed the constant comparative method where findings from new cycles of data analysis were constantly compared to findings from old cycles, to analyze how these categories produce variation and further define and refine them by altering the existing structure of a given category until saturation is reached and no new insights are obtained from the further comparison between the data (Boeije, 2010, p. 83).

3.5 Ethics

Lastly, to ensure compliance with ethical standards of research, the methodological processes of data collection and analysis acknowledge the following principles: confidentiality, avoiding harm, nondisturbance, fair selection of participants and data, and fair data analysis (Brennen, 2017, pp. 16-17). Participant confidentiality is ensured by collecting the data only relevant to answering the scope of the research question. Thus, the data-gathering process focuses solely on retrieving the content of user comments, while their names and profiles are not included in the stored research information. By respecting user confidentiality this research further aims to ensure that no potential harm is done to the authors of the data obtained for analysis, as comments are not linked to the names of their authors, whilst, additionally, these comments have already been voiced on Instagram, suggesting that their authors will not face the potential of discussing vulnerable or emotional topics again as a consequence of the research process. Similarly, as the comments already exist online, this research complies with the ethical standard of nondisturbance, as participants face no impact on their daily lives due to obtaining the comments they have posted on Instagram.

Furthermore, the fair selection of participants and data is ensured by complying with the methodological guidelines of data gathering discussed above. The random sampling methodology chosen for the collection of user comments ensures that information is picked fairly based on chance with no researcher's influence in the process, while the choice to sample five posts per week ensures that user data is obtained throughout the entire course of the show, and is, as a result, inclusive of as many key user discourses as possible. Finally, fair data analysis is guided by the credibility considerations discussed above. As a result, data is treated as equally important and analyzed according to its individual characteristics to avoid overgeneralization. Thus, variations in patterns are thoroughly inspected and categorized accordingly to produce carefully obtained rather than overgeneralized results.

4. Results

The following section discusses the results obtained from the thematic analysis, which, overall, resulted in three overarching themes: production criticism, discussions on behavior and performance, and negative labels and stereotyping. To tackle the topic of user comment engagement online and answer how audiences engage with the narratives created by *Desafio* Bulgaria on the reality television show's Instagram account, this section breaks down the findings from each of the overarching themes.

4.1 Production criticism

Overall, criticism directed towards the show, its production team, and its decisions throughout the reality program are among the dominant topics Instagram users highlight. With the exception of a few comments from the whole dataset, discussions related to the production are predominantly negative. This dominance of negative feedback within the data supports Godlewski and Perse's conceptualization of online activity as low when viewers are satisfied with the consumed program content (2010, p. 164). Within these discourses, *Desafio's* audience continuously critiques the production team's involvement in the outcome of the show through negative comments defining the games as staged. As Participant 1 mentions: "This year the rigged games and contestant pushing disgusts viewers and very soon the ratings will drop :)",¹ summarizing the main topics regarding staging audiences criticize: the occurrence of rigged games, staged support for certain contestants forward, and the production's choices in search for ratings.

Rigged games is one of the main topics emphasized by *Desafio's* audience. Comments addressed the game setup in the arena, the overall nature of the challenges chosen, and the extent of fairness concerning the headstarts given to the contestants who have earned such privileges. Participant 2 describes the show's rules as "floating" and states: "You choose depending on the contestants what the challenges will be like and who you want to continue", criticizing the production.² As a result, by discussing game dynamics on the arena, participants highlight specific contestants throughout the show as production favorites and reprehend the actions taken toward them. Participant 3 mentions: "Last season you rigged [Contestant R] to win. This season you're doing 1000 deeds just for the harpoon with the snide and smug smile to win. There's nothing fair in this country",³ while Participant 4 assesses: "The semi-finals are absolutely disappointing 🤔 what was this game, with the same component (balance) But that's how it goes when they have to push [Contestant I] to the final".⁴

Concerning game setup Participant 5 mentions: "6 more times the same puzzle for [Contestant P]",⁵ while Participant 6 states the following:

Schemes again. The harpoon [Contestant L] almost did not have to dig for his ropes. He was straightaway going and picking them up from the ring, as if they were just placed on the sand, while the other two were digging like excavators. ⁶

Regarding that same incident Participant 7 states:

This victory was simply ridiculous ... [Contestant S] ... would have won if you didn't put [Contestant L's] ropes so close to the surface! Once again you ... annoy the viewers with unfairness and the tolerance of a given contestant... on the camera's wide view you can see the piles of the tree of them and that of [Contestant L] is pretty miserable compared to the rest! ⁷

Alongside criticizing the overall game setup as tailored to certain participants, comments further emphasize audience dissatisfaction with the headstarts given to certain contestants. Generally, within audience discussions, headstarts garner significant elaboration within user engagement. Relative to headstarts, such responses are inherently negative in nature supporting the conception that post exposure activity arises predominantly due to dissatisfaction with the consumed content (Godlewski and Perse, 2010, p. 165). Participant 8 refers to the format's latest edition as "the season of Headstarts". ⁸ Throughout the analyzed data this subject is addressed exclusively from a negative perspective, suggesting that headstarts spark negative audience responses. In response to a contestant's elimination who was known for having trouble with swimming, Participant 9 criticizes:

Woow, what a headstart.... I was sure [contestant A] is set by the production to take away all of [contestant B's] currency.... INCREDIBLY unfair duel, there has never been such a headstart before. And of course lots of swimming - specially for [contestant B] 🤔 I'm speechless!!! ⁹

Participant 10 defines the event as a "disgusting example of moral, athletic and overall humane values" and continues to state: "Because of this headstart, I will not look at this show again in my life as in one episode it showed everything I despise!". ¹⁰ Participant 11 further discusses: "That was the biggest mockery a viewer could witness. Everyone in front of the screen tonight 🤔🤔🤔🤔 come on, 'finito' from me to your production, [contestant F] could not overcome her fear 🤔... Turned us into clowns". ¹¹ When addressing another eliminated contestant Participant 12 mentions: "For me, [contestant C] yesterday you were a winner. [Contestant D's] gift pushed him forward,

otherwise YOU would have been first.. Just as how it happened with [contestant B]”.¹² Such discussions on headstarts, as a result, question the fairness and morality of the events portrayed on the small screen and serve as a critique for the extent a headstart helps a contestant continue in the game.

Critiques toward the production often stress a disagreement with the contestant sent home. Through highlighting physical performance, such comments present dissatisfaction with the events portrayed on screen and once again come back to the topic of staginess and the production following a biased agenda. After a contestant was voted out directly without stepping into the arena, Participant 13 mentions:

Hello, production, are you normal? How could you let one of the strongest contestants leave in such an absurd way and from people, who can't even step on his little toe (compare to him). The unworthy eliminated a worthy one, not with battle, but with arranged voting. That was the most inadequate elimination. Please fix your absurd and ridiculous mistake or change your name to *Intrigues of willpower!*¹³

Similarly, Participant 14 adds:

Another strong contender leaves without a battle so that these bitches can continue forward. Screams rigged ... Pathetic script this season. I stopped watching the Farm because they turned a great show into a plain and vulgar Big Brother, now you are doing exactly the same. I'm sick of you!!!¹⁴

By hinting toward a script the show follows throughout the season, such comments highlight an understanding within audiences that reality formats such as *Desafío* implement non-reality elements in the construction of their narratives, as suggested by Crew and Escoffery (2006, p. 68). Nevertheless, while Crew and Escoffery (2006, pp. 69-70) outline a complex relationship between accuracy, fairness, and audience satisfaction, the sustained negative criticism disproving the idea that the production follows a script throughout the season establishes fairness as a matter of significance for audiences. Perceptions of scripted events, as a result, positively spark negative digital audience engagement.

Audiences further bring forward the topic of staged contestant support as a critique of the production's search for ratings. Often, these critiques highlight dissatisfaction with a contestant's behavior and link negatively perceived ways of conducting oneself to higher audience interest and views. On the topic, Participant 15 states: “The production has to keep the biggest intriguer with

the right “profile” in the game”,¹⁵ while Participant 2 discusses the same contestant with the following:

Does [contestant E] raise your show's ratings so much that you still keep her in the game?! Every second comment is against her because she is terribly disgusting, but you are still keeping her, apparently you really like such vile and unscrupulous monsters.²

Participant 16 adds to the topic of contestant support and ratings by mentioning the following about another participant: “Thinks he’s the strongest, which is extremely lame. Definitely a disgusting person. This is exactly the type of person I wished was missing, but, apparently, there must be views and intrigues”.¹⁶ Such negative observations on sensationalist contestant support, interestingly, contrast Kavka’s (2013, p. 461) conceptualization of reality programming’s appeal as arising from a sensationalist nature. Nevertheless, while sensationalist behavior tolerance is disproved by audiences, it is the portrayal of such behaviors that intrigues audiences to share their opinions about the production online.

As mentioned, critiques of the production’s involvement in the show repeatedly come back to the topic of ratings. In response to penalties imposed on some contestants after sneaking in a phone Participant 17 discusses: “Yes... familiar... the production got bored that there's not enough intrigues, and, there you go, the well-known story. I don’t know if there is still anyone, who believes in such staging. Very cheap on the production’s part”.¹⁷ Participant 18 adds on: “Allegedly everyone is eliminated through battle, but what the producers decide that’s it... circus show, the producers knew about this phone since the beginning of the show, but were waiting for intrigue and more ratings till the season’s middle...”.¹⁸ In response to the show’s involvement with the contestants, Participant 19 states: “The production is so pathetic 🤢🤢🤢 did not let them work their strategies 🤢, constantly meddling to create some drama for ratings, hopefully the future contestants will learn their lessons”.¹⁹

As a result, *Desafío*’s audience highlights the search for ratings as a persistent issue throughout the season and equates it with showcasing intrigues and promoting such behaviors, as comments link the production’s involvement with the support of questionable morals and define it as a bad example set to the younger audiences watching. As Participant 20 discusses: “You are making fun of us 😏 And the worst part is, that kids are watching to whom you are setting an example, that even if there are rules, there's no good from them, because one can easily slide through them”,²⁰ while Participant 21 once again raises the issue of contestant support in relation to the example it is setting: “Disgusting, disgusting production supporting a disgusting woman [contestant A] giving a disgusting example to the youth”.²¹ In a similar light Participant 22

comments:

How could you even post [Contestsnt I's] statement after you allowed yourself to broadcast it on TV. Our children are watching the show as well. Do they have to witness such aggression? ... I'm shocked that you are tolerating the violation of human dignity. ²²

With the Bulgarian version of *Desafio* directly translated to *Games of Willpower*, the format's situatedness in extreme survival and peak athletic performance themes was further enhanced by its hosts' elaborate speeches highlighting topics such as honor, willpower, and fairness throughout the show. Nevertheless, comments discuss a discrepancy between these words and the production's actions throughout the show. Audiences criticize the production for having a double standard between the morals it disseminates verbally opposed to the contestants and the actions it chooses to highlight throughout the game. Participant 23 addresses *Desafio* by stating: "It's a pity that another strong contestant is leaving in an absurd way ... @Desafio the way you manipulate the game is much more unworthy than the morals, which you instill in the contestants". ²³

4.2 Discussions on behavior and performance

Following the criticism directed towards the production, *Desafio's* audiences spent an additional great deal of attention discussing contestants' behavior and physical performance. This sustained audience focus in addressing perceptions related to the production and the show's contestants highlights *Desafio's* digital audience engagement as cognitively motivated (Hollebeek et al., 2014, p. 154), with negative thoughts as the driver of such cognitive engagement. However, despite the vividly negative pattern of criticism towards the production, user engagement discussing the contestants is fairly balanced. Audiences focus on supportive statements highlighting their favorite contestants, their performance in the challenges, and their social actions towards other contestants in the game. However, the subject of contestant analysis often faces significant critique and highlights behaviors audiences perceive as inappropriate to be displayed on television. As a result, through engaging in discussions related to the contestants and their behavioral patterns audiences set forward the subject of worthiness as a determinant of a contestant's value in the show and their deservingness to continue forward in the game. The following section, as a result, commences with the contestant qualities audiences support and perceive as worthy and continues with the negatively highlighted contestant characteristics used to define perceptions of the absence of worthiness.

Despite the presence of strong negative engagement related to the subject, throughout the dataset, discussions directly concerned with the contestants encompass the predominance of

positive responses. Audience engagement related to the contestants, thus partially contrasts with the consistently negative feedback the subject of the production's involvement in the show generates. Predominantly such discussions highlight a personal opinion of the contestant and emphasize personal identity within the U&G framework, with the needs for personal reference, value reinforcement, and reality exploration as motivators of digital comment engagement (Katz et al., 1973, as cited in Conlin et al., 2016, p. 154; Yoo et al., 2020, p. 113). Regarding positive behavior reinforcement, audiences set forward characteristics such as willpower, excitement, good manners, kindness, intellect, vulnerability, and honesty as positive contestant qualities that make one worthy of being in the game.

As mentioned, the Bulgarian version of the format broadcasts under the name *Games of Willpower*. Unsurprisingly, willpower is one of the characteristics audiences stress and positively reinforce. Participant 24 addresses willpower through the following: “[Contestant O] is a true fighter. Despite the constant nominations, and captain battles he did not give up. He was injured, sick they were sending him off to the arena, but he showed willpower and strength of character”.²⁴ In addressing Contestant I, Participant 25 mentions: “Here you’re complaining about the penalties, how many of you would have ever continued? [Contestant A] has 1 month of penalties in total... I don't like him, but he showed WILLPOWER in games of WILLPOWER 🤖”.²⁵ While such and similar comments point toward a disagreement with a contestant's behavior overall, they highlight an appreciation of their willpower, suggesting that negative behavioral patterns are not a determinant of one's willpower.

Alongside willpower, excitement is an additional quality positively reinforced by Instagram audiences. “Desafio is a show for people like [Contestant P]. Just burning for the game, winning and being themselves!!!”,²⁶ discusses Participant 26. Participant 27 highlights another contestant by stating: “How excited [Contestant U] got. Made my day”,²⁷ while Participant 28 adds: “When you feel the adrenaline from the battle through the screen, great job [Contestant U], it got to us as well, like football euphoria!! 🤖🤖”.²⁸ Such comments, as a result, assign excitement to particular contestants and highlight their sustained exertion of the quality as appealing. Nevertheless, instances of unexpected excitement among contestants further generate audience engagement online. In response to a contestant who was initially presented as quiet throughout the show, Participant 29 states: “Plugged in [Contestant V's] microphone finally 😊”,²⁹ while Participant 30 notes: “[Contestant V]-[Contestant I] 1:0 😊😊😊😊😊”.³⁰ As a result, the unexpected emergence of excitement within the contestant profiles constructed by the show, additionally, results in audience engagement.

Positive observations on kindness, vulnerability and honesty additionally persist among viewer responses. In addressing kindness, Participant 31 states: “Bravo [Contestant P]! Great pure

and kind creature, and a machine in the games! She's a favorite of mine!".³¹ Adding on, concerning the subject of vulnerability Participant 32 discusses another contestant by saying: "Congratulations to [Contestant J], categorial win despite the brutal torments he went through in the purgatory, I liked that he got emotional for the first time."³² Lastly, audiences positively reinforce honesty, as suggested by Participant 33: "Supporting [Contestant U]. At least one honest and strong person in the games.",³³ and Participant 34: "It's a pleasure to watch you ... the quality, which a lot of contestants in this show are missing is ... to have the bravery and voice their opinion! This is what makes you a winner! Bravo [Contestant I]! 🙌🙌🙌".³⁴

While discussions on willpower, excitement, kindness, vulnerability, and honesty evoke positive audience engagement, subjects such as manners and intellect are more nuanced. Manners are positively enforced by audiences, as suggested by Participant 35: "[Contestant C] you were great, just too quiet, calm and well-mannered, while the production loves intrigues...".³⁵ As stated, the subject isn't exclusive to positive audience engagement, as viewers further highlight the absence of manners as a critique of the events portrayed on screen. Participant 22 states: "His statements and offenses were an example of the lack of basic manners and respect!!! Honestly I was expecting you to interrupt him, and since you did not interrupt him I was expecting him to be punished with something!!!".²²

Similarly, the subject of intellect evokes a variety of responses within audiences. Instagram users highlight intellect as a worthy quality, as suggested by Participant 36: "Bravo [Contestant I]. The games are not entirely physical, strategic thinking is also necessary. [Contestant I] is smart and that is not bad at all".³⁶ Nevertheless, the subject faces much more criticism than positive enforcement. As a general critique, Participant 37 mentions:

With each year the intellectual level of the show drops progressively. Before, there were still a few contestants who excelled at something. This year, how were you choosing them, I don't know, each more chauvinistic, malicious, greedier, two-faced, and simpler than the rest. [Host A] and [Host B], respect to you as individuals, but the level is just horrifying.³⁷

Criticisms concerning a contestant's intellect further highlight the idea of being manipulated as negatively perceived by audiences. Commenting on a coalition, Participant 38 states: "You should be ashamed of yourself [Contestant F], you are just like an ameba, with no opinion of its own, whatever the insecure [Contestant G] sings you sing along",³⁸ while Participant 39 adds: "The way you are hitting rock bottom harder with every word you say... you have no idea. Keep digging, keep digging.. You're just showing how much your mental capacity is... And it's not much, clearly".³⁹ Regarding a different coalition, Participant 40 states:

[Contestant E] is an incredibly DUMB girl. [Contestant A] manipulates her so well, as if they are a coalition, but [Contestant A] keeps her till the end on purpose, because [Contestant E] is an incredibly weak player, and this way [Contestant A] practically ensures her win before the duel between the two has even started. ⁴⁰

Regarding the same coalition Participant 41 adds: “This witch manipulates [Contestant E] all the time to play against her in the end”. ⁴¹ As a result, by engaging with the gameplay of the show and speculating on future game outcomes, these comments raise issues of strategy and successful gameplay. Such emphasis on intellect and successful gameplay ties back to Reiss and Wiltz’s (2004, p. 373) conceptualization of reality television consumption gratifying the need to feel self-important. As a consequence, contestant weaknesses may be perceived as an additional motivator to digital comment engagement.

While these comments critique manipulating and being manipulated, often, they do so by implementing offensive language and negative labels. Participant 42 addresses Contestant F as “forever dumb”, ⁴² while Participant 43 refers to the former Miss Bulgaria as “miss debilism”. ⁴³ On the opposing spectrum, Contestant A has been characterized as “resident evil”, ⁴⁴ by Participant 44, and a woman of “Guinness malice”, ⁴⁵ according to Participant 45. “[Contestant A] is the most malicious creature I have ever seen. Excluding today’s battle and her sabotage, she is extremely arrogant, malicious, constantly schemes and discusses the other contestants”, ⁴⁶ Participant 46 states, while Participant 47 writes: “[Contestant A] is a repulsive, greasy, nasty, sly, fake, schemer pointing out who is a hypocrite and who is a mouse. This woman is downright repulsive 🤢🤮”. ⁴⁷

As a result, this critique of manipulative actions further situates issues of hypocrisy and two-faced behaviors next to conversations on honor and worth. Participant 48 comments:

Very worthy of finals....total joke...Shitting on [Contestant I], but they are actually the same. Only [Contestant I] is direct and says it all, while those two are total grotesques....There has never been a more intrigant and scheming season... ⁴⁸

Comments further highlighted the idea of worth concerning a contestant's physical performance through mentions of contestant abilities, and comparisons to other contestants in the game. Participant 49 mentions: “How is he not ashamed!!! TCCC 🤡🤡 I have no words! When you can’t swim, can’t climb, can’t do anything useful, what are you doing in Desafio?? Only showing off and simplicity doesn’t cut it...”. ⁴⁹ Concerning deservingness, Participant 50 writes:

[Contestant J], you are happy as if you won the final...the fact is, this girl beat you on the track. You don't deserve to be in the final any more than her. Simply you are also a part of this year's rigged and staged season. Losers⁵⁰

The overarching idea of the production following a script throughout the show, as a result, is reflected in audience perceptions of contestants' worthiness and deservingness to be in the game. Through such criticism, comments further highlight the idea of taking another contestant's place. "I don't know what criteria was [Contestant I] chosen from, but I am sure, that because of this trash, someone else who really deserved to participate this season couldn't qualify!",⁵¹ Participant 51 states.

4.3 Negative labels and stereotyping

The dominance of negative conceptualizations used to address participant behavior and performance throughout further points toward an additional pattern in user comment engagement: the implementation of stereotyping and negative labels in addressing the contestants. Overall, stereotyping comments are directed toward subjects such as sex, gender, and manners, while negative labels are assigned to contestants to highlight dissatisfaction with a given reality personality, as evident from some of the data presented in the previous two sections. Interestingly, while negative labels and stereotyping persist throughout the data, overall, the subjects of these comments and the language used in their construction remain rather consistent. Such linguistic and thematic consistency connects back to cultivation theory and the significance of reality television as a medium encouraging collective knowledge construction (Jahng, 2019, p. 321). This segment, thus, discusses the stereotypical narratives audiences highlight and dives deeper into the subject of offensive labeling.

This season the format of the show took on a slightly newer direction. Instead of three mixed teams, the production separated the players into males, *the Gladiators*, females, *the Amazons*, and older contestants, *the Masters*. The division between women and men in *the Amazons* and *the Gladiators* teams resulted in heightened conversations concerning sex and gender. Instagram users connect sex to topics such as the participant's performance during the physical games and link conceptions of stereotypical gender behaviors to specific contestants and their actions in the social part of the format. Overall, audience comment engagement on sex and gender dynamics highlights four key topics: women as physically weaker and in need of male support, male victories against female contestants as unworthy, criticisms on masculinity through stereotypical labeling, and criticisms on femininity through generalizations and stereotyping.

Concerning discussions of strength and the conception of women as physically weaker,

Participant 52 highlights: “It's a big struggle for the production to push a few women to the finals, which is totally unpleasant for the viewer, because I don't think, that a normal person should divide people based on sex, and not based on qualities!”⁵² Interestingly, despite Participant 52 suggesting that sex should not be a variable of consideration in a show based on physical performance and athleticism, the attention devoted to differentiating male and female qualities illustrates the interest and focus on the topic among Instagram users. Specifically, there is a pattern of describing male contestants as strong while assigning female contestants as weak. Participant’s 53 comment demonstrates this by discussing game dynamics and the actions of contestant A: “Cleaning the arena for her daughter-getting rid of strong men, to ensure her weak women in the final battles”.⁵³ In a similar light Participant 54 discusses: “The strongest competitor in the games this season goes home, because of the women, who wish for female finals ... the weaker women who wish to reach the finals will always eliminate the men ... it’s just not fair for the strongest men to be eliminated like this.”.⁵⁴

The differentiation between men and women can furthermore be observed in the ways audiences perceive the physical battles and challenges in the arena defining them as either male or female. When referring to a win by *the Amazons* tribe Participant 55 states: “Good you gave them such a battle, because otherwise they had no chance”.⁵⁵ Participant 56 additionally discusses one of the incidents in the arena:

Hope the production is satisfied.. They got their ratings. I don't know what they expected from a team full of only women. It was only a matter of time before an incident occurred, given, that all games are tough, physical and are for teams in which there are men⁵⁶

Such comments, as a result, highlight internalized perceptions of abilities and connect sex to athletic performance and achievements.

The underlying idea that men are physically better in the games can be traced to Desafio’s audiences’ criticism of male victories against women as undeserving of celebration. Regarding a male contestant eliminating a female in a duel Participant 57 states: “Such joy, that he beat a girl he’s not well 😞”,⁵⁷ while Participant 58 adds:

Such a pity for [Contestant N] and that joy in [Contestant J] is unbecoming ... for me this is the most unworthy victory. And to brag that he experienced everything in the game on the back of a girl is Not just unmanly but dear [Contestant J] it is absolutely unworthy.⁵⁸

Discussions on gender, as a result, highlight the significance of worthiness once more. In this

instance, worthiness is mentioned as an extension of physical performance and abilities, suggesting that the topic is relevant not only within conversations on behavior, but is of further importance respectful discussions of physicality and athleticism.

While audiences link perceptions of poorer physical performance to the female contestants in the game, in the instances addressed, the idea of successful female physical performance often serves as a critique of male athleticism. By stating their support for the athletic qualities of the ladies participating in the show, audiences often make comparisons with male athleticism, a finding that does not occur in the respectful discussions on male performance. For example, Participant 59 states: “Few of the men would have continued after such a hit! 🙌 Respect, [Contestant F] 💕”,⁵⁹ while Participant 60 comments: “😂 Hilarious, the man [Contestant W] being pulled up by a 50 kg girl”.⁶⁰

Furthermore, a common denominator in the assessment of successful female physicality is the identification of female achievements in the arena as masculine qualities. “Machines! Such a physical game and such a manly performance ... Worthy women!”,⁶¹ Participant 61 discusses. In a similar light Participant 62 comments: “Well done girl, true hero! In this unequal battle you were a bigger man than all of the men on the arena! Respect! 🙌👍”,⁶² while Participant 63 similarly comments: “Well done girl once again you proved that you have bigger balls than most of the “men” in the show. Respect!!! 🙌”.⁶³

Instagram comments further emphasize stereotypical gender labeling. Although comments often use such topics as a critique of male behaviors, whether defining them as feminine or extremely masculine, these stereotypical labels often incorporate offensive language and degrading statements, which can be perceived as an extension of the bigger discourses framing ideas on gender, femininity, and masculinity. From a perceived similarity perspective, such dominance of offensive statements regarding conceptualizations of gender within user engagement may serve to further exemplify the social networks and contexts of the individuals implementing such language (Atkin, 1983, p. 616).

In criticizing masculinity through stereotypical feminine labels Participant 64 discusses a contestant's decision to leave the show: “Excuse me but I did not expect him to be such a pussy.....the elbow was far from the reason he gave up!”.⁶⁴ Participant 65 addresses another contestant with the words: “Oh, how envious and spiteful [Contestant G] is! He seems to only be able to get along with women, all strong men annoy him !!😂”,⁶⁵ while Participant 66 discusses: “[Contestant G] is such a female genital organ, that I just can't stand him... even his voice disgusts me, he sounds slow-developing”.⁶⁶ Regarding a different male contestant, Participant 67 states: “[Contestant I] is such a nasty, low, cheap, dirty woman!”.⁶⁷ “[Contestant I] is such a pussy did not

stop whining”,⁶⁸ is an additional statement made by Participant 68 to the contestant. Participant 69 adds: “I think, that no one has spoken more words than [Contestant I]... female schemes”,⁶⁹ while Participant 70 states: “[Contestant D] and [Contestant I] - absolute women 😏”.⁷⁰ As a result, such patterns in the comment engagement highlight the assignment of femininity to male contenders as a means of criticizing their masculinity.

While criticizing the extent of a contestant’s masculinity through stereotypical conceptions of femininity, discussions of gender dynamics on the show’s Instagram account further emphasize an opposing spectrum, femininity as scheming and manipulative. Often, such critiques on femininity are related to topics on coalitions and contestant’s relationships. Participant 38 mentions: “If a woman decides to catch you in her net, she will do so. In this case, [Contestant I] was chewed up and spit out by [Contestant P] and the saddest thing is, he is probably finding out only now”.⁷¹ Concerning a different coalition between a man and a woman Participant 72 states:

[Contestant O] is a good and well-mannered boy, and the evil takes advantage of that, the host should stop with this “henpecked” it is easiest to bully and pick on a good person. Should harass [Contestant A] more, this woman is pathologically evil, and brutal ...⁷²

Alongside the use of stereotypical conceptualizations in their definitions of gender and sex, audiences further touch upon the subject of manners from a stereotyping perspective. Particularly, to address their dissatisfaction with a contestant’s manners, audiences often link the behaviors they observe on the screen to peasantry. Regarding the subject Participant 73 comments about a contestant: “Granduous peasant! God should not let such people procreate!”,⁷³ while Participant 74 adds: “[Contestant W], [Contestant W]! Why do we have to see such peasants on TV?!!.. Get rid of this scum! A man, you?!!! Peerless peasant!!!!”.⁷⁴

While audiences stereotype female contestants and femininity through discussion on manipulation, comments on peasantry are exclusively applied to male contestants and are often implemented by audiences in their definitions of toxic masculinity. When referring to a male contestant Participant 75 states: “super strong when he needs to yell at women, but when he’s around men he’s a repressed loser, typical peasant 😏”.⁷⁵ Participant 76 additionally addresses the idea of peasantry through the following: “his reaction in this situation only shows how heavily low his self-esteem is. In Bg often the perception is, that peasant = man”.⁷⁶ Participant 77 addresses the subject by comparing one of the contestants with a famous folklore character, Bai Ganio, whose name is considered a denominative for the absence of manners in Bulgaria: “Bai Ganio will forever be Bai Ganio, he doesn’t know the meaning of the words sportsmanship and respect..pity, that exactly this behavior is supported by the representatives of the male sex in Bulgaria..”.⁷⁷ As a

result, through expressing their dissatisfaction with the male behaviors portrayed on screen, audiences highlight issues such as aggression, low self-esteem, lack of sportsmanship, and lack of respect as a part of such male behaviors. By linking these characteristics to the idea of peasantry, *Desafio's* audiences, as a result, use the concept to illustrate toxic masculinity.

Alongside the incorporation of offensive and stereotyping language in the audience's criticism of masculinity and femininity two additional factors became a subject of interest throughout the season: contestant age and contestant weight. While previously mentioned criticisms generally concern a bigger body of contestants, discussions on age and weight targeted two contestants specifically. Contestant A was continuously criticized throughout the show by audiences, who used her age as a means of constructing offensive negative statements. "Grandma lost all ability to speak", ⁷⁸ is how Participant 78 describes the contestant. As a result, the 'grandma' label is consistently used in Instagram comments to identify the person they are addressing, without having to name them. Such an implementation of the same label in different comments applied specifically to one contestant once again comes back to the idea of collective knowledge construction and can be tied to the significance of eWOM in disseminating information and shaping specific brand, and in this case contestant images within consumers (Jansen et al., 2009, p. 2171). 'Grandma', however, does not exhaust the labels attached to Contestant A. Participant 79 describes the contestant as aged by saying: "Everyone that does not bow down to the aged mummy shows willpower!!!!". ⁷⁹ At the same time, Participant 80 calls her an "old snake". ⁸⁰

The second contestant caught under the audience's radar is contestant E, who faced significant criticism and offensive language concerning her weight. In describing her Participant 81 states: "This fatty [Contestant D's] daughter is the weakest player from the hermits but only talks bad about the other players, she should check how she looks like first". ⁸¹ Similarly, Participant 82 comments: "Does fatty still believe she can enter the game 🤔🤔🤔", ⁸² and Participant 83 states: "No getting rid of this pig." ⁸³ "This girl did not lose even a kilogram the production feeds her well", ⁸⁴ is an additional statement made by Participant 84.

As Contestant A and Contestant E were in a coalition throughout the show, Participant 85 summarizes: "The fat misunderstanding is last, again 🤔 ... Everything is clear - grandma and fatty will eliminate the new player and then grandma easily wins over miss piggy". ⁸⁵ In addition, Participant 86 comments:

I'm not a fan of grandma. She was even annoying in the beginning. But based on the alternative that the capable of nothing Meatball will continue, I prefer grandma. I don't know how this girl is not ashamed to call herself a gymnast. She's a gymnast as much as I am a pianist 🤔🤔🤔🤔" ⁸⁶

As stated earlier, the above-mentioned comments highlight patterns of systematic language implementation in the discussion of the two contestants. Consequently, this systemic offensive labeling the two ladies face throughout the comment sections of *Desafío's* Instagram page, supports criticisms posed to reality television as a medium highlighting differences and aggrandizement, whilst subsequently strengthening discourses on hegemonic normalcy (Pitcher, 2021, p. 196). In this case, such user engagement strengthens hegemonic normalcy conceptualizations of athleticism as applicable only to young and thin contestants.

As presented in the earlier findings, many comments implement the use of offensive language and heavily illustrative negative statements to bring their points across. Overall, two patterns of offensive language implementation persist: the use of offensive labeling towards the contestants serving to highlight audience opinions of the format and the use of offensive labeling to illustrate contestants themselves. In highlighting their dissatisfaction with the contestants chosen in the format Participant 87 states: "The nastiest rags in the entire history of the show".⁸⁷ Similarly, Participant 88 mentions: "A complete fart, but would be boring without him".⁸⁸ Participant 14 further addresses dissatisfaction with the physical performance of the contestants through the following: "Vile, low, spineless animals. The khash [Contestant A] thinks she's an athlete. Low, pathetic ameba. Fucking low trash. This simple swine [Contestant E] she's also worth as much as the dirt under a homeless, junkie gypsy's nails. Pathetic swine."¹⁴ Concerning the overall offensive statements implemented in illustrating the contestants, Participant 89 describes some of them as "absolute garbage, from the lowest of the lowest",⁸⁹ Participant 90 defines a contestant as an "aggressive cringelord",⁹⁰ while Participant 91 refers to a different contestant as a "ninny with no coverage".⁹¹

5. Conclusion

5.1 Summary of findings

The concluding section of this research paper provides an overview of the findings from the thematic analysis and answers the overarching research question: How are audiences engaging with the storylines created by *Desafio* Bulgaria through commenting on the reality television show's Instagram account? Based on the results chapter, *Desafio*'s audiences engage with the narratives created by the show by highlighting three overarching themes: dissatisfaction with the production's actions throughout the program resulting in comments criticizing the production; interest in discussing the behaviors and performance of the contestants in the show, and a temptation to assign negative labels and stereotyping to the conceptions applied to describe the contestants.

As a start, concerning discussions criticizing the production, Instagram users highlight topics such as rigged games, staged contestant support, headstarts, scripted events, unfair treatment, and ratings. Through highlighting elements such as the arena setup and drawing comparisons between the challenges *Desafio*'s participants go through, Instagram comments emphasize specific contestants as pushed by the production and stress upon notions of scriptedness and unfairness. The predominantly negative nature of this user engagement further points toward the significant influence of dissatisfaction as a facilitator of post-exposure activity. Alongside an interest in criticizing the production of staging the games and supporting given contestants, the subject of headstarts faces a great deal of additional attention. Though observations on headstarts, audiences particularly highlight conversations of fairness and morality. Mentions of contestants' physical performance further serve as a critique to the contestant sent home, and allude to the overarching subject of rigged games the production is continuously criticized for throughout the program's season. Such mentions of the contestants leaving are furthermore often tied back to discussions on the contestants continuing in the format. Frequently, audiences engage in discussions on behaviors, typically from the perspective of immorality and sensationalism as justifying a contestant remaining in the game. Ultimately, those justifications boil down to criticisms of the search for ratings through the proliferation of questionable behavioral models.

In contrast to the dominance of negative feedback addressed toward the production, discussions related to the format's contestants present a more balanced user engagement polarity. Relative to discussions on behaviors and performance, Instagram comments positively emphasize subjects such as willpower, excitement, good manners, kindness, intellect, vulnerability, and honesty. Topics related to manners and intellect receive both positive and negative engagement, and topics concerned with manipulation are highlighted exclusively in a negative light. Such discussions often encompass a personal opinion, setting forward the needs for personal reference, value reinforcement, and reality exploration as motivators of digital comment

engagement. Willpower, in particular, is positively enforced as a quality defining a contestant as worthy of continuing in the game. Furthermore, as a characteristic, contestant excitement is defined as interesting and enticing to watch further. Kindness, vulnerability and honesty are further enforced by audiences as worthy qualities, however the subject of kindness particularly is oftentimes nuanced with the idea of being too kind and unsuitable for the show as a result. While subjects such as manners and intellect produce a variance in responses, most user engagement implements the topics in criticism of the contestants behaviors, alluding to a gratification of the need to feel self-important. Finally, critiques on manipulative actions are posed in relation to honor and worth.

Lastly, Instagram audiences engage in a significant amount of negative labeling and stereotyping on *Desafio's* social media account. Highlighted topics include women as physically weaker and in need of male support, male victories against female contestants as unworthy, criticisms of masculinity through stereotypical labeling, criticisms of femininity through generalizations and stereotyping, and negative language concerning weight and age. Often, the subjects and contents of the offensive language implemented in this labeling and stereotyping remain consistent, alluding to the cultivation tendencies of the reality television sector in Bulgaria. Through discussions of physical qualities, comments consistently label women as weak while men are defined as strong. Concerning instances of male victories over women, male contestants are continuously scrutinized as unmanly for celebrating such victories. On the opposing spectrum, instances of female victories are used and directly linked as a critique of male athleticism, a finding that does not occur if the instance is reversed. Regarding femininity overall, audiences implement conceptualizations of manipulateness as a critique of the subject. Critiques on masculinity, further, are applied through stereotypical conceptualizations of femininity and the implementation of offensive language linked to feminine attributes. The idea of peasantry, furthermore, is implemented in the conceptualization of toxic masculinity, while factors such as age and weight are used to single out contestants and question their athleticism.

5.2 Social and academic implications

As mentioned earlier, the current study addresses a gap in the academic literature on reality television consumption in Eastern Europe. Thus, by incorporating past literature focused on Western countries this paper applies the existing frameworks to Bulgaria and Bulgarian audience's patterns of reality television consumption. From a cultivation perspective (Gerbner, 1969, p. 138; Jahng, 2019, p. 321), this paper extends the significance of the subject to the Bulgarian television sector, as a consequence of the prevalence of offensive language and stereotyping implemented in the descriptions of contestant behaviors and their physical abilities. Thus, through highlighting the

stereotypical conceptualizations of gender, femininity, masculinity, peasantry, and athleticism, this paper aims to shed light on the overarching societal conversations regarding the above-mentioned subjects in Bulgaria, and demonstrate the extent of profanity and negative statements used in illustrating the subjects. In addition, this paper is of further social relevance to media professionals working in the field of reality television, as it links previous research on post-exposure activity (Godlewski & Perse, 2010, p. 165; Han & Lee, 2014, p. 241; Perse, 1998, p. 49) specifically to the Bulgarian television sector and provides an overview of the topic reality audiences engage with online. Finally, from an academic perspective this research is based upon previous discussions regarding the U&G (Nabi et al., 2003, pp. 311-312; Nabi et al., 2006, p. 423; Rubin & Rubin, 1985, p. 36) and engagement frameworks (Hollebeek et al., 2014, p. 154) and is relevant in highlighting the prevalence personal identity as a cognitive motivator driven by needs of needs for personal reference, value reinforcement, and reality exploration.

5.3 Limitations and suggestions for future research

Concluding this paper, several limitations to this research are important to be addressed. First, to conduct this study and present its findings, original comments written in Bulgarian were translated into English. In conducting the translations, the research followed the structure and wording of the comments closely, to deliver the nature of each comment presented in the paper as close to the original statements as possible. As a result, sometimes this provoked decisions to disregard English grammar structures to deliver a translation true to the original. Nevertheless, certain instances required an alteration of the grammar and wording due to potential issues of unreadability. Previous research has highlighted this issue of translation regarding the complexity of the Bulgarian language as encompassing complex grammatical structures (Ovcharova, 2019, p. 1), and using illustrative comparisons that extend beyond the boundaries of logical comprehension (Vladlenov, 2024, p. 214). In this study, such characteristics are not given sufficient attention, despite their prevalence in the data. As mentioned, offensive language and critical comments consistently appear throughout the dataset overall. These comments often emphasize illustrative patterns of phrasing and complex slang in the delivery of their messages. As a result, future research can focus on examining the precise linguistic dynamics between such phrasing and the subjects it discusses. This will draw connections between audience discourses and the type of language implemented in their delivery to highlight the linguistic patterns reality television consumption evokes.

Furthermore, this research draws conclusions from the singular case of *Desafio* and uses previous academic literature concerned with *Survivor* as guiding this paper's theoretical framework, due to the close resemblance between the two formats. Nevertheless, previous research outlines

that television viewing motives may vary between different genres (Mead, 2006, p. ix). As a result, basing this research on a singular case poses an additional limitation, as *Desafio*, as a format, covers only a fourth of Nabi's (2007, p. 383) proposed four-level reality television categorization. The show presents competition and excludes romance. Thus, further research can focus on other popular formats in the country representative of the additional aspects of reality programming, such as the presence of romance and the absence of competition, to highlight how audience discourses change depending on the nature of the reality program.

Lastly, as discussed earlier, one of reality television's integral characteristics is the adoption of various non-reality elements borrowed from fiction programming (Crew & Escoffery, 2006, pp. 68-69), and the existence of the many types of reality programming subgenres (Murray & Ouellette, 2009, p. 5). Future research can, thus, further explore the relationship between a format's level of scriptedness and the corresponding audience discourses it evokes. As a result, a show like *Desafio* criticized for its higher levels of production involvement can be compared to shows like *The Farm* and *Big Brother*, which are criticized by a few participants as vulgar and delivering soap opera narratives.

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Footnotes

¹ Тази година нагласените игри и бутането отвращават зрителите и много скоро ще падне рейтингът :) [This year the rigged games and contestant pushing disgusts viewers and very soon the ratings will drop :)]

² Ей тая Виолета ве много ли ви вдига рейтинга на предването че още я държите?! Всеки втори коментар я плюе защото е страшно противна но вие я държите явно много харесвате такива подли и безкруполни чудовища.. Какви са тези плаващи правила нека да е за всеки едно и също вие си ги избирате кой да продължи и кой да отпадне. Както и за Елиминационите битки вие ви избирате според противниците каква да е битката който искате да продължи.. Нужно ли е да е толкова нагласено.. Има и други предавания не сте само вие .. Шарлатани [Does [contestant A] raise your show's ratings so much that you still keep her in the game?! Every second comment is against her because she is terribly disgusting, but you are still keeping her, apparently you really like such vile and unscrupulous monsters.. What are these floating rules let it be the same for everyone you choose depending on the contestants what the challenges will be like and who you want to continue]

³ Миналия сезон нагласихте Алекса да спечели. Този сезон 1000 чалъма правите само и само харпунът с ехидна и самодоволна усмивка да спечели. Няма нищо справедливо в тази държава. [Last season you rigged [Contestant R] to win. This season you're doing 1000 deeds just for the harpoon with the snide and smug smile to win. There's nothing fair in this country.]

⁴ Полуфинала е абсолютно разочароващ 🤔 каква беше тази игра, с един и същи компонент (баланс) Ама така е ,като трябва да набутат Мартин на финала.Който плаща ,той поръчва музиката, така е в България. Жалко за Благо, достоен за финала. [The semi-finals are absolutely disappointing 🤔 what was this game, with the same component (balance) But that's how it goes when they have to push [Contestant I] to the final. Whoever pays, orders the music, that's how it is in Bulgaria. Pity for [Contestant O], worthy of finals.]

⁵ Още 6 пъти един и същи пъзел за Денката. [6 more times the same puzzle for [Contestant P]]

⁶ Пак шмекери. Харпунът Рълев почти не копа за въжетата си. Направо отиваше и си ги взимаше от ринга, все едно бяха наредени върху пясъка, докато другите двама копаха като багери. Да ви се изтропам на нагласеното предаване. [Schemes again. The harpoon [Contestant L] almost did not have to dig for his ropes. He was straightaway going and picking them up from the ring, as if they were just placed on the sand, while the other two were digging like excavators. Shitting on your staged show.]

⁷ Направо смешна беше тази победа... което показва колко всъщност е силен и достоен за финал Благо, щото тук щеше да победи, ако не бяхте сложили въжетата на Рълев толкова

на повърхността! За пореден път някакви предренции имате и дразните зрителите с нечестност и толериране на даден участник... на камерата в общ план кадър се виждат купчините и на тримата и тази на Рълев е някаква доста мизерна в сравнение с останалите!
 [This victory was simply ridiculous... which shows how strong and worthy of finals [Contestant S] is, because here he would have won if you didn't put [Contestant L's] ropes so close to the surface!
 Once again you have some sort of claims and annoy the viewers with unfairness and the tolerance of a given contestant... on the camera's wide view you can see the piles of the tree of them and that of [Contestant L] is pretty miserable compared to the rest!]

⁸ Сезона на Предимствата.... На големите предимства [The season of Headstarts.... The big headstarts]

⁹ Уааау, какво предимство само.... Бях убедена, че Виолета е нагласена от продукцията да вземе грошовете на Цвети, за да не ги вземе друг, уж служебно я номинираха.... АДСКИ нечестна битка, никога не е имало чак такава предимство. И естествено яко плуване - специално за Цвети 😊 нямам думи!!! [Woow, what a headstart.... I was sure [contestant A] is set by the production to take away all of [contestant B's] currency.... INCREDIBLY unfair duel, there has never been such a headstart before. And of course lots of swimming - specially for [contestant B] 😊 I'm speechless!!!]

¹⁰ Отвратителен пример за морални, спортни и общочовешки ценности!!! Заради това предимство, това предаване няма да го погледна никога повече през живота си, защото то показва в един епизод всичко което презирам! [Disgusting example of moral, athletic and overall humane values!!! Because of this headstart, I will not look at this show again in my life as in one episode it showed everything I despise!]

¹¹ Досега някак търпях глупостите на продукцията във сезоните, защото участниците са интересни, битките, идеята. Това беше най-голямата подигравка на която един зрител може да е свидетел. Всички пред екраните тая вечер 😊😊😊😊 айде, финито от мен за продукцията ви, не успяла да превъзмогне страха си Цвети 😊... На клоуни ни направихте [So far I was somehow putting up with the production's crap throughout the seasons, because the contestants are interesting, the challenges, the idea. That was the biggest mockery a viewer could witness. Everyone in front of the screen tonight 😊😊😊😊 come on, 'finito' from me to your production, [contestant B] could not overcome her fear 😊... Turned us into clowns]

¹² За мен вчера Калояне ти си победител. Подаръкът на Дунев го издърпа напред, иначе Калояне ТИ щеше да бъдеш пръв.. Както стана и при Цвети. Не падай духом, всички сме за теб. УСХЕХ в живота момче! ❤️ [For me, [contestant C] yesterday you were a winner. [Contestant D's] gift pushed him forward, otherwise YOU would have been first.. Just as how it

happened with [contestant B]. Don't lose your spirit, we are all with you. GOODLUCK in life boy! ♡]

¹³ Абе, продукцията, вие нормални ли сте? Как може да допуснете един от най-силните играчи да си отиде по такъв нелеп начин и то от хора, които не могат да му стъпят на малкия пръст. Недостойни отстраниха достоен, не с битка, а с уговорено гласуване. Това беше най-неадекватното отпадане. Моля, поправете си абсурдната и нелепа грешка или се прекръстете на Интриги на воля! Ако някой иска да изгони някого, има арена - там се решава. Така номинираният може да се защити и ако има сили, да остане. А какво стана при Цецо.... Две, от които едната е най-слабия играч в сезона, другата..., айде да не използвам епитети, без битка, решиха съдбата на силен играч от раз. Цецо нямаше шанса дори да се защити на арената.... А вие го допуснахте! [Hello, production, are you normal? How could you let one of the strongest contestants leave in such an absurd way and from people, who can't even step on his little toe (compare to him). The unworthy eliminated a worthy one, not with battle, but with arranged voting. That was the most inadequate elimination. Please fix your absurd and ridiculous mistake or change your name to Intrigues of willpower! If someone wishes to eliminate someone else, there's an arena - there it's decided. This way the nominated can protect themselves and if they are strong enough, stay. And what happened with [Contestant H].... Two, one of whom is the weakest player in the season, the other..., let me not use epithets, without battle, chose the faith of a strong competitor at once. [Contestant H] did not even had the chance to protect himself on the arena.... And you let it happen!]

¹⁴ Гнусни, долни, безгръбначни животни. Пачата Виолета била спортистка. Долна, жалка амеба. Ебахти боклука долен. Тая проста свиня Никол, и тя е ценна колкото черното под ноктите на бездомен циганин наркоман. Жалки свини. Поредния силен играч който си тръгва без битка за да може напред да продължат тия помярки. Нагласена работа та дрънка. Айде съберете ги и двете с половинките им и мирясайте. Жалък сценарий през този сезон. Спрях да гледам Фермата защото превърнаха едно страхотно предаване в най обикновен и пошъл биг брадър, сега вие правите абсолютно същото. Повръща ми се от вас!!! [Vile, low, spineless animals. The khash [Contestant A] thinks she's an athlete. Low, pathetic ameba. Fucking low trash. This simple swine [Contestant E] she's also worth as much as the dirt under a homeless, junkie gypsy's nails. Pathetic swine. Another strong contender leaves without a battle so that these bitches can continue forward. Screams rigged. Come on bring those two back to their couples and let it chill. Pathetic script this season. I stopped watching the Farm because they turned a great show into a plain and vulgar Big Brother, now you are doing exactly the same. I'm sick of you!!!]

¹⁵ Въобще не беше страха от водата на Цвети, а беше ОГРОМНОТО предимство, което дадохте на Виолета! Стандартно предимство - Виолета има с 1 мишена от първото трасе;

предимство, когато продукцията трябва да задържи най-голямата интригантка с подходящия "профил" в играта - Виолета има с 25% по-малко от обема на състезанието и то от трудната половина (даже, ако гледаме трудността бих казал 30-35% по-малко)! За пореден път продукцията ми пада в очите! Един колега ви наричаше Игри на ролята [It wasn't at all because of [Contestant B's] fear of water, but because of the HUGE headstart you gave to [Contestant A]! Standard headstart - [Contestant A] has one 1 target from the first track; a headstart, when the production has to keep the biggest intriguer with the right "profile" in the game - [Contestant A] has 25% less from the challenge and that is from its harder half (even, if we look into difficulty I'd say 30-35% less)! Once again the production loses my respect! A colleague used to call you Games of roles]

¹⁶ Мисли се за най-силния, което е супер тъпо. Определено отвратителен човек. Точно такъв тип исках да няма, но явно трябва да има гледаемост и интриги. [Thinks he's the strongest, which is extremely lame. Definitely a disgusting person. This is exactly the type of person I wished was missing, but, apparently there must be views and intrigues.]

¹⁷ Дам... познато... на продукцията ѝ доскуча, че няма достатъчно интриги и хоп - познатата история. Не знам дали има някой, който да вярва в подобна постановка. Много евтино от страна на продукцията. Всичко е сценарий! Не се лъжете и не бързайте да хулите човека, който ще го отнесе като лошия вълк. [Yes... familiar... the production got bored that there's not enough intrigues, and, there you go, the well-known story. I don't know if there is still anyone, who believes in such staging. Very cheap on the production's part. Everything is scripted! Don't be fooled and don't rush to scold the person, who will take all the blame like the bad wolf.]

¹⁸ Уж всеки отпада от битка, ама продуцентите квот решат това е... циркаджийско шоу, за този телефон продуцентите са знаели още от първите дни на предаването, ама са чакали за интригата повече рейтинг в средата на сезона... [Allegedly everyone is eliminated through battle, but what the producers decide that's it... circus show, the producers knew about this phone since the beginning of the show, but were waiting for intrigue and more ratings till the middle of the season...]

¹⁹ Много са жалки продукция 🤔🤔🤔 не ги оставиха да си правят стратегиите 🤔, бъркат се постоянно да създадат някое скандалче за рейтинг, дано бъдещите участници си извадят поуците [The production is so pathetic 🤔🤔🤔 did not let them work their strategies 🤔, constantly meddling to create some drama for ratings, hopefully the future contestants will learn their lessons]

²⁰ Вие се подигравате с нас 😏 И още по-лошото е, че ви гледат деца на които давате пример, че правила и да има, полза от тях няма, защото можеш лесно да минеш между

капките. Първо никой не повдигна на въпрос след съвета грозната ѝ постъпка, а после ѝ дадохте зверско предимство с което противникът да няма никакъв шанс. [You are making fun of us 😊 And the worst part is, that kids are watching to whom you are setting an example, that even if there are rules, there's no good from them, because one can easily slide through them]

²¹ Гнусно, гнусна продукция, лансираща гнусна жена @violetastaykova даваща гнусен пример на подрастващите [Disgusting, disgusting production supporting a disgusting woman [contestant A] giving a disgusting example to the youth]

²² Как изобщо публикувате изказването на Мартин след като си позволихте да го излъчите и по телевизията. Децата ни също гледат предването. На такава агресия ли трябва да са свидетели те? Изказването и обидите му бяха липса на елементарно възпитание и уважение!!! Честно казано очаквах да го прекъснете, а след като не го прекъснахте очаквах да бъде наказан с нещо!!! Защо толерирате подобна агресия и жлъч??? Децата виждат това и не случайно има обиди и побоища в училищата. Възмутена съм че толерирате накарняването на човешкото достойнство!!! [How could you even post [Contestant I's] statement after you allowed yourself to broadcast it on TV. Our children are watching the show as well. Do they have to witness such aggression? His statements and offenses were an example of the lack of basic manners and respect!!! Honestly I was expecting you to interrupt him, and since you did not interrupt him I was expecting him to be punished with something!!! Why are you tolerating such aggression and malice??? Our children see this and it is not by accident that there is offensive language and fights in schools. I'm shocked that you are tolerating the violation of human dignity.]

²³ Жалко, че още един силен играч си тръгна нелепо. Това, че е провела разговор с майка си не е престъпление и можеше да направите друг ход, за да остане в играта, тъй като е много по-интересна като играч от Никол например. @igri.na.voliata.bulgaria начинът, по който манипулирате играта е много по-недостоеен от морала, който всявате на участниците [It's a pity that another strong contestant is leaving in an absurd way. The fact, that she had a conversation with her mother is not a crime and you could have made a different move, to keep her in the game, as she is much more interesting than [Contestant E] for example. @Desafio the way you manipulate the game is much more unworthy than the morals, which you instill in the contestants]

²⁴ Истински боец е Благо. Въпреки непрекъснатите елиминации, капитански битки той не се отказва. Беше контузен, болен те го изпращаха на арената, но той показва воля и сила на духа. Момчил е моят фаворит, но Мастагарков е за уважение също и респект. Тези, които го наричат предател да се поставят на неговото място за 1 ден само и да пишат после как е. Играчи като Мартин има много и в живота, схемаджии мачкайки наред. Браво Мастагарков, направи правилен избор! 🤝 [[Contestant O] is a true fighter. Despite the constant nominations, and captain battles he did not give up. He was injured, sick they were sending him off to the arena,

but he showed willpower and strength of character. [Contestant U] is my favorite but [Contestant O] deserves respect. Those who call him a traitor should put themselves in his place first just for 1 day and comment after. There are plenty of players like [Contestant I] in life, schemers destroying everything ahead. Bravo [Contestant O], you made the right choice! 🤝]

²⁵ Тука мрънкате за наказанията, колко от вас биха продължили изобщо? Виолета има 1 месец общо в наказания... не го харесвам, но показа ВОЛЯ в игри на ВОЛЯТА 🤝 [Here you're complaining about the penalties, how many of you would have ever continued? [Contestant A] has 1 month of penalties in total... I don't like him, but he showed WILLPOWER in games of WILLPOWER 🤝]

²⁶ Игри на волята е предаване за хора, като Денислава. Просто да гориш в играта, да печелиш и да си себе си!!! [Desafio is a show for people like [Contestant P]. Just burning for the game, winning and being themselves!!!]

²⁷ Как се надъха тоя Момчил. Направи ми кефа [How excited [Contestant U] got. Made my day]

²⁸ Когато от екрана усетиш адреналина от битката, евала Момчи, и нас зарази, беше като футболна еуфория!! 🤝 🤝 [When you feel the adrenaline from the battle through the screen, great job [Contestant U], it got to us as well, like football euphoria!! 🤝 🤝]

²⁹ На Теди и включиха най накрая микрофона 😊 [Plugged in [Contestant V's] microphone finally 😊]

³⁰ Теди-Марто 1:0 😊 😊 😊 😊 😊 [[Contestant V]-[Contestant I] 1:0 😊 😊 😊 😊 😊]

³¹ Браво на Дени! Страхотно чисто и добро същество, а в игрите е машинка! Фаворитка ми е! [Bravo [Contestant P]! Great pure and kind creature, and a machine in the games! She's a favorite of mine!]

³² Браво на Мишо, категорична победа въпреки бруталните мъки които преживя на чистилището, хареса ми как се разчувства и той за първи път. Значи утре всичко зависи от това кого ще изпрати Мишо на своето място в чистилището и индиректно ще реши съдбата на Цецо. Той дърпа конците за момента. Значи единия вариант е Мишо да се повлияе от думите на Радо и да изпрати Цвети като най-малко харесвана от останалите и не чак толкова полезна, макар, че има и компоненти на които се справя чудесно, като халки, баланс върху варели, точност и т.н., другият е Крум, Дани или Калоян. Единствено Крум не би подкрепил Цецо на съвета, тъй като си имаха открита вражда още на втората номинационна битка с чука и въжето между Амазонки и Гладиатори, но все пак бих заложил на Цвети 60% и Дани на 40%. [Congratulations to [Contestant J], categorial win despite the brutal torments he went through in the purgatory, I liked that he got emotional for the first time. So tomorrow everything depends on

who [Contestant J] sends back to the purgatory to replace him and indirectly decide [Contestant H's] faith. He's the puppet master at the moment. So one option is for [Contestant J] to be influenced by [Contestant M's] words tomorrow and send [Contestant B] as the least liked by the rest and not so useful, although, there are components she performs great at, such as rings, balance on barrels, aim, etc., the other is [Contestant K], [Contestant T] or [Contestant C]. Only [Contestant K] would not support [Contestant H] at the council, as they've had an open feud since the second nomination game with the hammer and rope between the Amazons and the Gladiators, but still I would bet on [Contestant B] 60% and [Contestant T] 40%.]

³³ @momchi.bjj за него съм.Поне един честен и силен човек в игрите. [Supporting [Contestant U]. At least one honest and strong person in the games.]

³⁴ Удоволствие е да гледам играта ти в това предаване - много добре се справяш на арената, няколко хода си преди всички и това е очевидно. Но качеството, което липсва на участниците в това предаване е - когато седнат на масата гледайки в очите другия да имат смелостта да си изразят мнението! Това те прави победител! Браво Мартин! 🤝🤝🤝 [It's a pleasure to watch you in this show - you perform very well in the arena, a few steps ahead of the rest and it's obvious. But the quality, which a lot of contestants in this show are missing is - when they sit down at the table looking the other in their eyes to have the bravery and voice their opinion! This is what makes you a winner! Bravo [Contestant I]! 🤝🤝🤝]

³⁵ Кала ти беше страхотен, просто беше много тих, кротък и възпитан, а продукцията обича интригите... [[Contestant C] you were great, just too quiet, calm and well-mannered, while the production loves intrigues...]

³⁶ Браво на Мартин. Игрите не са изцяло физическа игра, трябва и стратегическо мислене. Мартин е умен и това не е никак лошо. Защо е толкова мразен? Може би, защото притежава и пари и ум, които малко хора могат да кажат, че имат. Пожелавам му да спечели първо или второ място. Да стигне тук е изцяло негова заслуга! ❤️ [Bravo [Contestant I]. The games are not entirely physical, strategic thinking is also necessary. [Contestant I] is smart and that is not bad at all. Why is he so hated? Probably, because he has money and brains, which a few people can say they have. I wish him first or second place. Reaching this far is entirely his own work! ❤️]

³⁷ С всяка година интелектуалното ниво на предаването пада прогресивно. Все имаше няколко участника, които се отличават с нещо хубаво. Тази година как сте ги избирали, не знам, но кой от кой по-голям шовинист, нарцисист, кой от кой по-злобен, по-дребнав, по-двуличен, по-прост. Димо и Ралица, респект към вас като личности, но нивото просто е потресаващо. Жалко, игрите са готини, обаче тази плява в лицето на Биг Брадър интриги просто отблъскват стойностните зрители. [With each year the intellectual level of the show drops

progressively. Before, there were still a few contestants who excelled at something. This year, how were you choosing them, I don't know, each more chauvinistic, malicious, greedier, two-faced, and simpler than the rest. [Host A] and [Host B], respect to you as individuals, but the level is just horrifying.]

³⁸ Трябва да се срамуваш от себе си Мудева, като амеба си, нямаш собствено мнение, каквото пее комплексара Мудев и ти припяваш. [You should be ashamed of yourself [Contestant F], you are just like an amoeba, with no opinion of its own, whatever the insecure [Contestant G] sings you sing along.]

³⁹ Как дълбаеш дъното с всяка твоя дума... представя си нямаш. Дълбай, дълбай.. Сама показваш колко ти е умствени капацитет... А той не е много, очевидно [The way you are hitting rock bottom harder with every word you say... you have no idea. Keep digging, keep digging.. You're just showing how much your mental capacity is... And it's not much, clearly]

⁴⁰ Никол е изключително ПРОСТО момиче. Виолета така я манипулира и използва, уж играят комбина с нея, но Виолета нарочно си я остави за накрая, защото Никол е изключително слаб играч и така на практика Виолета си осигури победа още преди да е започнала битката между двете. Сега Виолета ще създаде абсолютен хаос в племето на гладиаторите, уж че ще е в коалиция с жените, но реално тя пак играе нейната си игра, за да може с помощта на жените да елиминират силните мъже, а накрая да останат слабите жени и с лекота да ги победи. Виолета е изключително токсичен и грозен урод. Не я знам как може сама да си помпа болното его, казвайки че дори 20 годишни мъже я харесвали, като съм сигурен, че с отвратителната си, отблъскваща визия и противен характер даже куче не би си вдигнало крака да я препискае. Смъртоносно противна американска порно актриса на стероиди! [[Contestant E] is an incredibly DUMB girl. [Contestant A] manipulates her so well, as if they are a coalition, but [Contestant A] keeps her till the end on purpose, because [Contestant E] is an incredibly weak player, and this way [Contestant A] practically ensures her win before the duel between the two has even started. Now [Contestant A] will create total chaos in the Gladiator's tribe, as if in a coalition with the women, but realistically playing her own game, so that with their help she can eliminate strong men, and for the end have only weak women she can easily beat. [Contestant A] is an incredibly toxic and ugly freak. I don't know how she can boost her own sick ego, saying that even 20 year old men like her, when I'm sure, that with her disgusting, repulsive appearance and foul personality even a dog wouldn't raise its leg up to piss all over her. Dreadfully repulsive American porn actress on steroids!]

⁴¹ Тази вещица през цялото време манипулира Никол за да играе срещу нея. [This witch manipulates [Contestant E] all the time to play against her in the end.]

⁴² Вечно млади няма, но има вечно прости... Мудева е една от тях (вторите). [There is

no forever young, but there is forever dumb... [Contestant F] is from those (second ones)]

⁴³ това мис дебилизъм ли беше, че забравих? [is that miss debilism, cause I forgot?]

⁴⁴ Това племе стана ПЛЕМЕ и му потръгна всичко, откакто разкараха баба Вили от него. Верно е заразно зло тая. И от Чистилицето изгониха Цецо заради нея без да е победен. Абе зло сее тая бе. Добре, че я магнаха от там. [This tribe became a TRIBE and everything is well, since they got rid of grandma [Contestant A] in it. Facts she is resident evil. And [Contestant H] got kicked out of the purgatory without battle because of her. Keeps sowing malice. Good they got her out of there.]

⁴⁵ Все виждал зловни жени, ама тази е за Гинес по злоба. [I've seen malicious women, but this one is of Guinness malice]

⁴⁶ Тази Виолета е най-зловното същество, което съм виждал. Като изключим днешната битка и саботажа ѝ, изключително арогантна, зловна, постоянно интригантства и обсъжда другите състезатели. [[Contestant A] is the most malicious creature I have ever seen. Excluding today's battle and her sabotage, she is extremely arrogant, malicious, constantly schemes and discusses the other contestants.]

⁴⁷ Виолета отблъскваща, мазна, противна, хитра, фалшива, интригантка седнала да говори и посочва кой е лицемер и кой мишка. Направо отблъскваща е тази жена 🤢🤢 [[Contestant A] is a repulsive, greasy, nasty, sly, fake, schemer pointing out who is a hypocrite and who is a mouse. This woman is downright repulsive 🤢🤢]

⁴⁸ Много достойни за финал....пълен смях...Плюят Мартин , а са едно към едно с него.Само дето Мартин е директен и си казва всичко , а тия двете са пълни гротески....По интригантски и схемаджийски сезон не е имало...И Дунев е безумно разочаравание...абсолютна мишка... [Very worthy of finals....total joke...Shitting on [Contestant I], but they are actually the same. Only [Contestant I] is direct and says it all, while those two are total grotesques....There has never been a more intrigant and scheming season...And [Contestant D] is an insane disappointment...absolute mouse...]

⁴⁹ Как не го е срам тоя!!! ЦЦЦЦ 🤢🤢 Нямам думи просто! Като не можеш да плуваш, не можеш да се катериш, не можеш нищо полезно, къде си тръгнал в Игри на волята?? То само с перчене и простотия не става... [How is he not ashamed!!! TCCC 🤢🤢 I have no words! When you can't swim, can't climb, can't do anything useful, what are you doing in Desafio?? Only showing off and simplicity doesn't cut it...]

⁵⁰ Мишо, радваш се като, че ли спечели финала...факта е, че това момиче те би на трасето. Не заслужаваш да си на финала повече от нея. Просто и ти си част от нагласения и режисиран сезон тая година. Смешници [[Contestant J], you are happy as if you won the final...the fact is, this girl beat you on the track. You don't deserve to be in the final any more than

her. Simply you are also a part of this year's rigged and staged season. Losers]

⁵¹ Не знам по какви критерии е бил избран Мартин да участва, но съм убедена, че заради тоя бо_лук, не е могъл да влезе някой друг, който е заслужавал наистина да участва този сезон! [I don't know what criteria was [Contestant I] chosen from, but I am sure, that because of this trash, someone else who really deserved to participate this season couldn't qualify!]

⁵² Ей го Дунев, колко е достоен - три реплика и жест и видяхме истинското му лице :) А това сега е плюс за Крум, който ще се вразуми да играе с Рълев и Радо с идването на Виолета, иначе отиваше яко надолу... голяма мъка е да се избутат няколко жени до финал от продукцията, което за зрителя е неприятно тотално, защото не смятам, че един нормален човек би трябвало да разделя хората на база пол, а не качества! [Here's how worthy [Contestant D] is - three phrases and a gesture and we saw his true face :) And now this is a good thing for [Contestant K], who will come to his senses and play with [Contestant L] and [Contestant M] with the return of [Contestant A], otherwise he was going down like crazy... It's a big struggle for the production to push a few women to the finals, which is totally unpleasant for the viewer, because I don't think, that a normal person should divide people based on sex, and not based on qualities!]

⁵³ Разчиства полето за дъщеря си-маха силни мъже,за да й осигури слаби жени във финалните битки [Cleaning the arena for her daughter-getting rid of strong men, to ensure her weak women in the final battles]

⁵⁴ Най-добрия играч този сезон в игрите отпада,заради жените,които искат да има женски финал,което няма как да стане и пътят Мастагарков,който няма топките и смелостта да излезе и да се бие на арената като мъж заради това Цецо отпада.Грешката е напълно в продукцията,която позволява в племето на изгубените номинациите директно да елиминират играч ,а не чрез битката,затова по-слабите жени ,които искат да стигнат финал ще елиминират винаги мъжете в племето на изгубените не е честно просто да отпаднат по този начин най-силните мъже. [The strongest competitor in the games this season goes home, because of the women, who wish for female finals, which is not going to happen and the pussy [Contestant O], who doesn't have the balls to go out and fight in the arena like a man and because of that [Contestant H] went home. The mistake is entirely of the production, which allows the nominations in the hermit's tribe to directly eliminate a contestant, instead of through battle, that's why the weaker women who wish to reach the finals will always eliminate the men in the hermit's tribe it's just not fair for the strongest men to be eliminated like this.]

⁵⁵ Добре че им дадохте такава битка че иначе нямаха шанс... [Good you gave them such a battle, because otherwise they had no chance...]

⁵⁶ Дано продукцията са доволни.. Получиха своя рейтинг. Не знам какво са очаквали от

отбор пълен само с жени. То беше въпрос на време да се случи някакъв инцидент, при условие, че всички игри са тежки, физически и са за отбори, в които има мъже [Hope the production is satisfied.. They got their ratings. I don't know what they expected from a team full of only women. It was only a matter of time before an incident occurred, given, that all games are tough, physical and are for teams in which there are men]

⁵⁷ Такава радост ,че е бил едно момиче тоя не е добре 😊 [Such joy, that he beat a girl he's not well 😊]

⁵⁸ Много жалко за Вики и тази радост в Мишо е не пристойна . Аз съм голям фен на играта рядко си позволявам да пиша или коментирам но за мен това е най най недостойната победа. И да се хвали че е изживял всичко в играта на гърба на едно момиче е не просто Не мъжко ами мили Мишо абсолютно недостойно е. [Such a pity for [Contestant N] and that joy in [Contestant J] is unbecoming. I am a big fan of the game and rarely allow myself to write or comment but for me this is the most unworthy victory. And to brag that he experienced everything in the game on the back of a girl is Not just unmanly but dear [Contestant J] it is absolutely unworthy.]

⁵⁹ Малко от мъжете не биха продължили след такова удряне! 🙌 Респект, Теди!!! 💖 [Few of the men would have continued after such a hit! 🙌 Respect, [Contestant F] 💖]

⁶⁰ 😂 Смях, мъжкарят Гатьо да го издърпва момиче 50 кл [😂 Hilarious, the man [Contestant W] being pulled up by a 50 kg girl]

⁶¹ Машинки! Толкова силова игра и толкова мъжко представяне. А Мудева е героят на деня! Достойни жени! [Machines! Such a physical game and such a manly performance. And [Contestant F] is the hero of the day! Worthy women!]

⁶² Браво момиче, истински герой! В тази неравностойна битка ти беше повече мъж от всички мъжа на арената! Респект! 🙌 [Well done girl, true hero! In this unequal battle you were a bigger man than all of the men on the arena! Respect! 🙌]

⁶³ Браво момиче за пореден път доказа че имаш по големи топки от повечето "мъже" в състезанието. Респект!!! 🙌 [Well done girl once again you proved that you have bigger balls than most of the "men" in the show. Respect!!! 🙌]

⁶⁴ С извинение не очаквах да е такъв пътят.....лакътят далеч не беше причината да се откаже! [Excuse me but I did not expect him to be such a pussy.....the elbow was far from the reason he gave up!]

⁶⁵ Ех,че завистлив и злобен този Руменчо! Той май само с жени може да се разбира,всички силни мъже го дразнят !! 😊 [Oh, how envious and spiteful [Contestant G] is! He seems to only be able to get along with women, all strong men annoy him !! 😊]

⁶⁶ Румен е такъв женски полов орган, че просто не мога да го дишам... гласът му дори ми е противен, като бавноразвиващ се звучи. Радо има повече емоция в гласа си 😊
 [[Contestant G] is such a female genital organ, that I just can't stand him... even his voice disgusts me, he sounds slow-developing. [Contestant M] has more emotion in his voice 😊]

⁶⁷ Мартина е много гадна, долна, евтина, мръсна жина! [[Contestant I] is such a nasty, low, cheap, dirty woman!]

⁶⁸ Martin е egati jen4oto ne sprq da mrunka [[Contestant I] is such a pussy did not stop whining]

⁶⁹ Мисля, че повече думи от Мартин никой не е изприказвал.... женски номера [I think, that no one has spoken more words than [Contestant I].... female schemes]

⁷⁰ Дунев и Мартин - абсолютни жени 😊 [[Contestant D] and [Contestant I] - absolute women 😊]

⁷¹ И рязко Мартин ми стана симпатичен. Игра играта много хитро, но Мастагарков му го каза супер точно - ако една жена реши да го оплете в мрежите си, ще го направи. В случая Марто беше сдъвкан и изплют от Денислава и най-тъжното е, че сигурно едва сега го разбира. [And suddenly [Contestant I] won my sympathy. Played the game very cleverly, but [Contestant O] said it very well - if a woman decides to catch you in her net, she will do so. In this case, [Contestant I] was chewed up and spit out by [Contestant P] and the saddest thing is, he is probably finding out only now.]

⁷² Мастагарков е добро и възпитано момче, и злото се възползва от това, а водещата да престане с това „ под чехъл,, най лесно е да тормозиш и да се заяждаш с добрият човек. Да тормози повече Виолета , тази жена е патологично зла , и брутална ... [[Contestant O] is a good and well-mannered boy, and the evil takes advantage of that, the host should stop with this “henpecked” it is easiest to bully and pick on a good person. Should harass [Contestant A] more, this woman is pathologically evil, and brutal ...]

⁷³ Грандиозен селатак! Такива господ не трябва да им дава шанс да се размножават! Като го гледам по телевизията, ако може да усети каква енергия му пращам, Мароко и Либия бледнеят. Отвратен съм до дъно! [Granduous peasant! God should not let such people procreate! By watching him on TV, if he can feel the energy I’m sending him, Marocco and Lybia will start fading. Disgusted from the bottom of my heart!]

⁷⁴ Гатьоооо, Гатьо! За кво трябва да гледаме такива селтаци по тв’то?!!!.. Махайте я тази утайка! Мъжкар бил, ти ли веее?!!! 😊 😊 😊 Селтак безподобен!!!! [[Contestant W], [Contestant W]! Why do we have to see such peasants on TV?!!!.. Get rid of this scum! A man, you?!!! Peerless peasant!!!!]

⁷⁵ супер силен е когато трябва да крещи на жените, но когато е сред мъже е потиснат смешник, типичен селянин 😊 [super strong when he needs to yell at women, but when he's around men he's a repressed loser, typical peasant 😊]

⁷⁶ Реакцията в тая ситуация само показва колко тежък комплексар е тоя пич. В Бг често схващането е, че селянин = мъжкар [his reaction in this situation only shows how heavily low his self-esteem is. In Bg often the perception is, that peasant = man]

⁷⁷ Бай Ганьо си е Бай Ганьо, той не знае значението на думите спортменство и уважение..жалко, че точно това поведение се лансира от доста от представителите на мъжкия пол в България.. [Bai Ganio will forever be Bai Ganio, he doesn't know the meaning of the words sportsmanship and respect..pity, that exactly this behavior is supported by the representatives of the male sex in Bulgaria..]

⁷⁸ На бабЕто и висна ченето. Явно щерка й е с повечко разум от нея и още много отдавна заяви, че тя и майка й са отделни играчи. [Grandma lost all ability to speak. Apparently her daughter has more intellect than her and stated a long time ago that her and her mother are different contestants.]

⁷⁹ Това уж бяха игри на волята, тоз сезон който не се кланя на дъртата мумия е този който проявява воля!!!! [Seems like that was games of willpower, this season everyone that does not bow down to the aged mummy shows willpower!!!!]

⁸⁰ Дени и Мартин топят една завивка.... Много ясно, че ще играе с него, колкото и на старата змия да не й харесва това! 😊😊😊😊 [[Contestant P] and [Contestant I] are warming up the same blanket.... Clearly, she will play with him, no matter how much the old snake dislikes it! 😊😊😊😊]

⁸¹ Тая дебеличката на Дунев дъщеря му е най- слабия играч от отшелниците ама само плюе по другите играчи, а се не погледне кво представлява [This fatty [Contestant D's] daughter is the weakest player from the hermits but only talks bad about the other players, she should check how she looks like first]

⁸² Дебелата още ли вярва, че може да влезе в играта 😊😊😊 [Does fatty still believe she can enter the game😊😊😊]

⁸³ Ей тая СВИНКЯ няма отървани. [No getting rid of this pig.]

⁸⁴ Ейй това момиче едно килце да свали поне много я храни продукцията [This girl did not lose even a kilogram the production feeds her well]

⁸⁵ Както и прогнозирах,след като видях битката-дебелото недоразумение,отново остана последно 😊. Обаче продукцията всячески се опитва да я остави докрая. Сега няма имунитет на новия играч и няма минус гласове за дебелото. Всичко е ясно-бабата и дебелото

елиминират новия играч и после бабата с лекота бие мис пиги...то бива бива аванти,ама тоя сезон се оляхте бе,продуценти 😏😏😏 [Just as I was suspecting, after I saw the challenges - the fat misunderstanding is last, again 😏]. Still the production tries everything to leave her till the end. Now there is no immunity for the new player and there are no negative votes for the fatty. Everything is clear - grandma and fatty will eliminate the new player and then grandma easily wins over miss piggy...some support is alright but this season you overdid it, producers 😏😏😏]

⁸⁶ Не съм и фенка на бабата. Даже ме дразнеше яко в началото. Но пред алтернативата да влезе нищо не умеещата Кюфтол, предпочитам бабата. Не знам това момиче как не го е срам да се нарече гимнастичка. Гимнастичка е колкото аз съм пианистка 😏😏😏😏 [I'm not a fan of grandma. She was even annoying in the beginning. But based on the alternative that the capable of nothing Meatball will continue, I prefer grandma. I don't know how this girl is not ashamed to call herself a gymnast. She's a gymnast as much as I am a pianist 😏😏😏😏]

⁸⁷ Най-гнусните парцали в историята на предаването [The nastiest rags in the entire history of the show]

⁸⁸ Пълен пръдльо, ама без него ш е скука [A complete fart, but would be boring without him]

⁸⁹ Същински боклуци , от най-най-долните [Absolute garbage, from the lowest of the lowest]

⁹⁰ Агресивен кринджлорд [Aggressive cringelord]

⁹¹ Мухльо без покритие. [Ninny with no coverage.]

Appendix A

Declaration Page: Use of Generative AI Tools in Thesis

Student Information

Name: Teodora Goneva

Student ID: 660514

Course Name: Master Thesis CM5000

Supervisor Name: Dr. Alexandre Diallo

Date: 27/06/2024

Declaration:

Acknowledgment of Generative AI Tools

I acknowledge that I am aware of the existence and functionality of generative artificial intelligence (AI) tools, which are capable of producing content such as text, images, and other creative works autonomously.

GenAI use would include, but not limited to:

- Generated content (e.g., ChatGPT, Quillbot) limited strictly to content that is not assessed (e.g., thesis title).
- Writing improvements, including grammar and spelling corrections (e.g., Grammarly)
- Language translation (e.g., DeepL), without generative AI alterations/improvements.
- Research task assistance (e.g., finding survey scales, qualitative coding verification, debugging code)
- Using GenAI as a search engine tool to find academic articles or books (e.g.,

I declare that I have used generative AI tools, specifically [Grammarly], in the process of creating parts or components of my thesis. The purpose of using these tools was to aid in generating content or assisting with specific aspects of thesis work.

I declare that I have NOT used any generative AI tools and that the assignment concerned is my original work.

Signature: Teodora Goneva

Date of Signature: 27/06/2024

Extent of AI Usage

I confirm that while I utilized generative AI tools to aid in content creation, the majority of the intellectual effort, creative input, and decision-making involved in completing the thesis were undertaken by me. I have enclosed the prompts/logging of the GenAI tool use in an appendix.

Ethical and Academic Integrity

■ I understand the ethical implications and academic integrity concerns related to the use of AI tools in coursework. I assure that the AI-generated content was used responsibly, and any content derived from these tools has been appropriately cited and attributed according to the guidelines provided by the instructor and the course. I have taken necessary steps to distinguish between my original work and the AI-generated contributions. Any direct quotations, paraphrased content, or other forms of AI-generated material have been properly referenced in accordance with academic conventions.

By signing this declaration, I affirm that this declaration is accurate and truthful. I take full responsibility for the integrity of my assignment and am prepared to discuss and explain the role of generative AI tools in my creative process if required by the instructor or the Examination Board. I further affirm that I have used generative AI tools in accordance with ethical standards and academic integrity expectations.

Signature: Teodora Goneva

Date of Signature: 27/06/2024

Appendix B

Dataset

Table 1

Week 1 (Sep, 2 - Sep, 3)

	Comments Post 1 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Тва не честно как може да ги разделите бе тѳпаѳи 🙄🙄🙄🙄	unfair separating couples	fairness discussing game dynamics, negative feedback	criticizing the production
2	Ей големи лѳжѳци са тѳя от интернет уж Атанас Колев щеше да участва ама кво стана няма го пѳк щеше да е много по-интересно ако тѳй беше там ама нали трябва да вкарваме само неизвестни за да е безинтересно направо нямам думи и уж щеше и Виктор Ергенѳт да участва ама и него го няма.	liars false news online absent contestants	discussing contestants negative feedback uninterested to watch	criticizing the production
3	Tva beshe mn grubo, interesno, NO GRUBO	rude but interesting	interested to watch	game dynamics
4	Дрѳгите на отшелника.....голяма драма	drama of the hermits	discussing game dynamics, dramatic	game dynamics
5	Мѳжѳкият отбор са много ниска топка като поведение и изказвания, много жалко.	disappointed in the male team's behavior	discussing male behavior, language negative	behavior, negative
6	Nebeche hesno vopcte imache tolkova dobri momheta koito zaslujavaxa da ostanat qt me za Rumem	not fair others deserved to stay	fairness discussing contestants who deserve to stay	worthiness
7	Елена,	naming the women	discussing	worthiness

	Денислава...Това са момичета, които заслужават да са там. Хем красиви, хем амбициозни и силни. Заслужават да са там.	who deserve to stay ambitious, powerful	contestants who deserve to stay	
8	Несериозно	unserious	discussing the show	game dynamics
9	Искам да вярвам, че това не е краят с "Двойките". Силни визитки. Достойни играчи. Личности с добри характеристики. Колко жалко!	pity that the couples are broken apart strong, worthy	discussing contestants strengths worthiness pity	game dynamics
10	Бахти тъпото предаване. Как не ви е срам бе да елиминирате толкова силни играчи	stupid show shameful to eliminate strong contestants	discussing the show negative feedback strong contestants eliminated	criticizing the production
11	Айде на острова...Даже и екипите са им в точния цвят. 😊	on the island matchng suits	discussing the show	game dynamics
12	Б@хти рева... Те на война не реват толкова хората....	insane tears, less crying at war	discussing the show dramatic	behavior, negative
	Comments Post 2 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	като каза Емануела и директно загуби всичко 😊 😊	discussing a participant's ex-girlfriend lack of support as a result	discussing non-show related matters discussing contestants	behavior, negative
2	Не разбирам защо го хейтите. Човека е умен за Зма , цъка му мозъка, справедлив е , директен. Какво искате не знам... ?	don't get the hate, supporting the contestant referring to other people in the comments	statement directed to the others commenting supporting a contestant's intellect, justice	behavior, positive

3	<p>Псевдо мъж си ТИ!! Не спря да обиждаш Мастагарков, че се държи, като жена, а всъщност женчото си ти Мартин!!!! Криеш се, като МИШКА зад гърба на Мастагарков, понеже те е страх, че щяло да бъде елиминация!! Айде върви ти де...големия мъж, не само да философстваш....страхл ив палячо!!! Нищо мъжко няма в теб!!!! =</p>	<p>criticizing the contestant</p> <p>pussy and fearful</p> <p>behaving like a woman with nothing manly in him</p> <p>mouse</p>	<p>discussing male behavior</p> <p>negative feedback</p> <p>men acting like women</p>	<p>gender</p> <p>behavior, negative</p> <p>worthiness</p>
4	<p>Чист СЕЛЯНДУР! На малкия пръст не можеш да стъпеш на Мастагарков и го знаеш, че е по-добър от теб!</p>	<p>peasant</p> <p>comparing him with another contestant perceived as better</p>	<p>negative comment toward a contestant's intellect</p>	<p>behavior, negative</p>
5	<p>Загуби ме когато спомена Емануела! 😞 Тъкмо реших пробивен, умен и амбициозен човек. После разби облака, на който се реех на пух и прах! Противовесът на личността му и жената, в която намира любовта е стряскащ!</p>	<p>criticizing him because of his ex- girlfriend</p> <p>a discrepancy between the man's and his ex's personalities</p>	<p>discussing non-show related matters</p> <p>negative comment toward a contestant's intellect, personality</p>	<p>behavior, negative</p>
6	<p>Мислите ли , че ще му "накривите шапката " като изразявате негативното се мнение по негов адрес ... изобщо ..даже се кефи сигурно че е обсъждан, така че си губите времето с това хора , гледайте си живота и "рахата" и тва е 🙄</p>	<p>referring to other people in the comments</p> <p>the critique probably just pleases him more</p>	<p>statement directed to the others commenting</p>	<p>behavior, negative</p>
7	<p>Но защо му казват</p>	<p>looks like Chaplin</p>	<p>making fun of a</p>	<p>appearance</p>

	Елвиса ? Този ми прилича на Чаплина 😏🤔 Малко смешен	funny	contestant	
8	Марто супер си , усмихнат и позитивен . Играеш си играта както си решил ! Никой няма право да те съди , защото малко хора са влезнали в това предаване, а ти играеш с много акъл , аааааа в днешно време малко хора имат акъл. Въпреки че се знае кой е победител , успех ! ❤️	support, no one can judge you playing the game very smart	positive comment toward a contestant's intellect	support
9	Брей..тук много те нареждат😏😏😏Аз пък те харесвам!!!Разказа им играта!!!👍👍👍Браво Марто	lots of haters here I like you	supporting a contestant regardless negative comments	support
10	Емануела е пача платена	his ex is a paid woman	discussing non-show related matters	offensive language
11	Не си стратег, а си лош.	you're not a strategist, just bad	negative comment towards a contestant's strategy	strategy
12	Пази Боже сяпа да прогледа...Пази Боже Мартин да си повярва	god forbid he believes in himself	negative outlook on a contestant	critique
	Comments Post 3 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Финалист!👏	finalist	supporting a contestant finalist	support
2	Много симпатичен!	very sympathetic	positive comment toward a contestant overall	support
3	Изпитвам истинско	feel sorry for him	pity a contestant	pity

	съжаление към това момче. Булитата го тормозят, а той де ли се мъчи да се интегрира в тая среда. Все едно доброволно да искаш да се цопнеш в л@йната.	bullied and he willingly enters the shit		
4	Браво, много възпитано и добро момче си 🤝	well mannered man	positive comment toward a contestant's behavior	behavior, positive
5	Успех 🍀	good luck	supporting a contestant	support
6	Браво! Ти си моят фаворит! Ум, душа и физика събрани на едно място!	my favorite, mind soul, and physique together	positive comment toward a contestant's mind and performance favorite	support
7	Най-достойния , успех ти пожелавам 🍀	the most worthy good luck	positive comment toward a contestant, worthy support	worthiness
8	супер силен е когато трябва да крещи на жените, но когато е сред мъже е потиснат смешник, типичен селянин 😊	strong when he yells at women but weak around men peasant	discussing male behavior gender dynamics	gender
9	Пиер Луиджи Колина като млад	comparing him to Pierluigi Collina	celebrity reference	appearance
10	Жалко подобие на мъж	pitiful likeness of a man	negative comment toward a contestant's manliness	gender
11	В началото много ми допадаше, но тази вечер съвсем се изложи в лъжите си. Да не мисли, че	liked you in the beginning but disappointed in your lies tonight	discussing male behavior lack of support	behavior, negative

	зрителите не забелязахме. Видя се грозно, в никакъв случай мъжко поведение. Когато бе в коалиция с Цвети, не я защити от Радо и тя, в пълното си право, се отказа от тях. И да сееш злоба с Виолета, не те прави мъж, ама никак.... Искаше ми се да си на финал, беше честен и достоен, но в началото.... Жалко... Не подценявай зрителите.	ugly and unmanly behavior unworthy of going through the final	discussing events from the game	
1 2	пълен леш	total shit	discussing the show overall	critique
	Comments Post 4 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Ако си с Марто ще те гледам с 😊😍😘 защото той е умен и покрай него цъфтиш ,а ако си със сулю тъпанчеви трябва да го дърпаш за носа ти то е мъка,мъка за гледане .Като силна жена със дървен скапаняк си скучна .Само Марто те разгръща като роза 🌹 и е кеф да те гледа човек 😊	I will watch you only if you stick with this male contestant boring as a woman without the right male support	discussing gender dynamics positive comment toward a contestant only with the presence of a male contestant by her side	gender
2	Успех,прекрасна !Един от моите фаворити 🌸	one of my favorites good luck	supporting a contestant positive comment toward a contestant, favorite	support
3	Фаворит 😊👍👍	favorite	supporting a contestant	support
4	Страхотно момиче 🌹👍😍!С майка ти	great girl	positive comment toward a contestant,	support

	сте ми любимки 😊! Мартин също! Без вас тримата нямаше да е интересна играта! ❤️	my favorite without you the game would be boring	favorite interested to watch	
5	Долен изкусен боклук си ти, както и злобната ти майка!	low trash like your evil mother	negative comment toward a contestant offensive language	offensive language
6	Денка, много кефиш. И умна и красива и немрънкаща. Има ли други жени като теб че точно такава търся?	really like you are there others like you	positive comment toward a contestant's intellect and appearance intellect, appearance	support
7	Много красива, Дени! Успех! ❤️👍❤️	very beautiful good luck	positive comment toward a contestant's appearance support	support
8	Късмет! 😊🍀🍀🍀	good luck	support	support
9	Супер trash. Дъното. Не стана с Рълев за пари, а? Само се изложи още повече	trash, the bottom embarrassing yourself	negative comment toward a contestant embarrassed themselves	behavior, negative
10	Дени номер едно си! Сладуранка	number one cutie	positive comment toward a contestant overall support	support
11	Топ си още в участието ти в Един за Друг ми беше фаворит ,а сега в Игрите си ми още по голям фаворит и то за финал !❤️❤️❤️	top my favorite for the final	positive comment toward a contestant, favorite support	support
12	Номер 1, най -добрата си Дени, много ме кефиш 🍀	number one, the best really like you	positive comment toward a contestant, favorite	support

			support	
	Comments Post 5 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Отвратителен, агресивен , тъп...защо избирате такива хора ?	disgusting, aggressive, stupid why did you choose him	negative comment toward a contestant's intellect, overall appearance, behavior	behavior, negative criticizing the production
2	Как Гатьо? Не се ли пише Ганьо? Ганьо. Бай Ганьо.	Bai Ganio - a play on the contestant's name with an uneducated folklore character	making fun of a contestant	offensive language
3	Победител!	winner	finalist supporting a contestant	support
4	Агресивен кринджлорд	aggressive cringelord	offensive language toward a contestant	offensive language
5	Половината са Типично селски коментари,ама лесно се лае пред телевизора...	peasant comments easy to bark in front of the TV	statement directed to the others commenting critical of the negativity	critique
6	Толкова гнусен и одвързегилен тип не съм виждала то дори тва не и мъж прекалено много си вярва заслужава да стой 4 седмици на реката и да не мърда от там поне да можеше да плува	disgusting and repulsive not even a man	offensive language toward a contestant comments on male behavior	offensive language
7	Грандиозен селатак! Такива господ не трябва да им дава шанс да се размножават! Като го гледам по телевизията, ако може да усети	grandiose peasant disgusted god should not let him procreate	offensive language toward a contestant	offensive language

	каква енергия му пращам, Мароко и Либия бледнеят. Отвратен съм до дъно!			
8	Топ	top	support	support
9	Мачкай 🖐️	kill it	support	support
10	Мисли се за най-силния, което е супер тъпо. Определено отвратителен човек. Точно такъв тип иска да няма, но явно трябва да има гледаемост и интриги.	thinks he's the best disgusting man there for views and ratings	negative comment toward a contestant ratings and views	criticizing the production
11	Ужас	horrible	negative comment overall	critique
12	Смешко	clown	negative comment toward a contestant	behavior, negative

Table 2*Week 2 (Sep, 4 - Sep, 10)*

	Comments Post 1 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Най-уникалния играч 🖐️	best player	positive comment toward a contestant	support
2	Машина 🖐️	machine	support	support
3	Надявам се да не канят печелившите. Няма да издъежа още 1 епизод от мухълото Алекса	hope winners don't show up can't stand x	discussing future events in the game	game dynamics
4	Браво бе машинка!	bravo machine	support	support
5	Фифо - шампиона на народа 🖐️ в all stars ще рине като багер	champion of the country will plow like an excavator	positive comment toward a contestant	support
6	Йес! Фифо получава нов шанс и то в All	happy he gets a new chance in all stars	positive comment toward a contestant	support

	Stars 🌀			
7	Сравнявайки с предната битка, мисля че Фифо срещу Момчил ще е страхотен сблъсък. И двамата са класа!	x against y will be a class fight	discussing future events in the game	game dynamics
8	Двамата участници без които не трябва да се провежда сезон "All Stars" са: @fifooatanasov и @ulizlatev !!!!!!! Който каквото и да говори това са двамата най-добри участници от всички сезони до този момент! И двамата трябваше да са победители и заслужават втори шанс! Очаквам продукцията да поканят: @ulizlatev , за да има истински сблъсък на титани на арената!	the two players all stars cannot be aired without best out of all seasons deserve a second chance titans on the arena	mentioning players that need to be on the show next season	game dynamics
9	Малко го прецакаха това другото момче. Такава тежка битка и то срещу Филип точно. Интересно ми е другите бъдещи участници и те ли ще бъдат така избирани. Сигурна съм, че ще има хора, които ще влязат без да са се зорили на арената. 😊	screwed him up very hard combat think there will be people who will have it easier	unfair distribution of power between the two contestants	game dynamics
10	Ама то Туньо се оказа, че си се е справил доста	x did a good job difficult the rest	positive comment toward a contestant's	performance, positive

	прилично на тази битка, като гледам как поиздъгнаха такива машини.	machines	performance	
1 1	Дано бъдат поканени само най-добрите участници във всичките минали сезони, БЕЗ победителите, това наистина ще си заслужава гледането! Едва ли на някой му се гледа сезон all stars, с Манита и слабащи... Фифо номер 1! Браво!	invite all the best players from previous seasons no winners worth to watch	discussing the future season hoping to see strong contestants only	game dynamics performance
1 2	Айде, ще има луканки най-после за амазонките 😊😊😊	finally food for the amazons	joke related to the show	game dynamics
	Comments Post 2 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Tunio golemiq strateg	strategy making fun of it	negative comment toward a contestant's strategy	behavior, negative
2	Браво на Момчил. Много добре игра 😊❤️❤️	support well played	positive comment toward a contestant's performance	performance, positive
3	Айде ся и бабето да я пратят у дома от старейшините и всичко ще е топ! 🙄🙄🙄🙄	grandma go home	wishing a contestant goes home	age
4	Браво, първата от рекордния брой победи този сезон.	first win of many	supporting a contestant	support
5	Ако не друго, то поне Туньо е първи	first in going home	making fun of a contestant	making fun of a contestant

	в едно... независимо дали е от отпадналите, Златния медал си е златен 🏆🥇	gold medal for being out first		
6	Браво Моче мачкай наред всичко и сега тая дъртата да отстраниш	go hard at it eliminate the old one	supporting a contestant wishing a contestant goes home	support age
7	Класи над всички други 😊	class above the rest	positive comment toward a contestant, class	support
8	Успех момче! Ще се радвам да те гледам до финала!	good luck, want to watch you up to the finals	supporting a contestant interested to watch	support
9	Дразниш,че всеки път се налагаш,но днес беше ТОП в играта.Радвам се,че не изръси някоя простотия от сорта:"-Ще го смажа на арената".Държа се изключително културно и достойно за уважение.От днес аз съм за теб.	annoying that you impose your opinion but today you behaved cultured and worthy	positive comment toward a contestant's behavior, performance worthy	behavior, positive
1 0	С измама ли? 😏😏😏	with fraud?	questioning the fairness of the game	behavior, negative
1 1	Безспорно един от най-подготвените и най-достойните състезатели този сезон! 🏆🥇	the most prepared and worthiest contestants of this season	positive comment toward a contestant's performance worthy	performance, positive
1 2	Много умерен и благ като характер, а звяр на арената! Фаворит! Продължавай	relaxed personality but a beast in the arena favorite	positive comment toward a contestant's performance and personality	behavior, positive performance, positive

	напред, Момчиле! 🤝		fanalist	
	Comments Post 3 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Битката е напълно женска bravo на продукцията 🤝 това е все едно да дадат игра в която да дърпат трупи по 100 килограма едно е 40 килограмова жена да седи на това от колкото 100 килограмов мъж 🤝🤝	totally female combat well done by the production	gender-related comment supporting the production	gender
2	Kefi me kak kazvat che e jenska bitka kato se ima vpredvid sezon3,4muj q pobedi:)	female combat but in season 3 a man won	gender-related comment discussing the game	gender
3	Мислят си ,че сме сляпи и не забелязваме разликата във височината на напречната греда при жените е на равнището на рамото ,а на мъжете горе високо на главата. Да не говорим ,че Ситнилска изигра цялата игра с единия крак на страни .Спрете вече с тия нагласени игри!!!	they think we are blind and don't see the differences in the terrain stop with the staged games	discussing the game and terrain differences staged negative feedback	criticizing the production
4	Аз пък смятам, че не трябва да е така! Вчерашният победител не трябваше днес да се състезава! Смятам,	unfair rules winners should not compete	discussing the rules of the game dissatisfied with the ongoing events	criticizing the production

	че е редно вторият и последният днес да се състезават!			
5	Албена да си беше завъртяла и другия крак и един стол да си поседне ... мега нечестна игра! Наредено всичко	unfair game staged	discussing the game staged and unfair	criticizing the production
6	Цвети пак изнесе целия отбор	one contestant fighting for all	positive comment toward a contestant's performance	performance, positive
7	Понеже съм малко детектив мога да ви разкрия кой печели игрите....засякох няколко от участниците кога са качвали последно в инстаграм 17 юни и след това гледам периода дни в който няма нищо качено! Момчил и Виолета са от последните!	spoilers conspiracy who wins the show	speculating who will win the show	speculations
8	За всички, които казват, че битката е нагласена и е "женска"- това е Игри на волята и не може само силови битки да има, както вчера имаше, жените пак мъкнеха тези варели и завършиха втори,спрете с тези двойни стандарти и кажете едно браво!	criticizing the fact that people are saying the game is staged and female	discussing the game explaining allegations of a staged game gender dynamics commenting on double standards	gender
9	Когато жена спечели значи играта е женска според логиката на	discussing that when a woman wins the game is labeled as female	discussing the game commenting on gender dynamics and	gender

		endurance	
1 0	<p>Това, че височината на кръстовете и ширината на степенките е еднаква не поставя участниците в равни условия. Ясно е, че доста по-дребните и леки жени имат голямо предимство тук. Същото важи и когато един дребен участник се изправи срещу едър и трябва да носят еднакви килограми тежест. Лично за мен, съображенията при игрите за изометрия и тежестите трябва да бъдат съобразявани с теглото и ръста на всеки участник. Винаги личи кой искате да победи.</p>	<p>the same setup of the game puts the contestants in unequal positions</p> <p>smaller and lighter women have an advantage</p> <p>you can always tell who is set to win</p>	<p>discussing the game</p> <p>highlighting unfairness in the game</p> <p>staged winner by the production</p> <p>criticizing the production</p>

1 1	Дано момичетата най-после са доказали каквото е трябвало да докажат на някой болен мозък от продукцията, на който му е хрумнала гениалната идея за разпределението на племената и уникалните битки.	hope women proved what they had to prove stupid to divide contestants into male and female	gender dynamics poor game setup	criticizing the production
1 2	Добре че им дадохте такава битка че иначе нямаха шанс...	good for this game, they had no chance otherwise	gender dynamics women had no chance	gender
	Comments Post 4 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Хахаха пада му се ...най-силният сред изгубените. Друг път! Пълен въздухар.	he deserves it total air under pressure	negative comment toward a contestant, overall	offensive language
2	Малоумно е, да подобряваш рекорд на човек, който живее на резиденцията, е хайде стига четки де. Чудя се Румен, ако не беше Радев дали всеки път щеше да има име и фамилия 😊...Много тъп регламент днес.	ridiculous to try and beat someone's record when they are living at the residency stupid rules today	dissatisfied with the rules of the game	criticizing the production
3	Страхотно актьорско майсторство в края и не е виновно момчето, а продукцията това спъване си беше чисто нагласено.	great performance it was the production's fault for staging the fall	blaming the production of staging events	criticizing the production

4	Много добре се представи Румен 🤝🤝	great game	supporting a contestant	performance, positive
5	Това беше много тъпо. Не маже да се очаква от Зма гладни войни да победят рекорда на наял се и наспал капитан. Най-лошото беше че това е 1 секунда! 1 СЕКУНДА! Не 5 не 3, 1!!! Не им трябваше това знаме а огън. Поне огън. Срам..	this was stupid 3 hungry contestants cannot beat the record of 1 rested one shameful	dissatisfied with the rules of the game dissatisfied with the outcome of the events	
6	Достойна битка! 🤝	worthy combat	comment about the contestant's performance worthy	worthiness
7	За всичките пет сезона това беше най-подлата и жестока постъпка на продукцията спрямо играчите! Румен и Дени са сред фаворитите ми! 🤝	the meanest and cruelest act of the production against the players	dissatisfied with the actions of the production cruel	criticizing the production
8	Супер добро и достойно представяне!	good and worthy play	comment about the contestant's performance worthy	worthiness
9	Какъв провал! Излагате се , бе ,вие от продукцията! Чак пък за 1 секунда, никой не знае тези секунди! Как не ви е срам да мъчите тези прекрасни деца по този жесток начин! Не е човешко!	what a failure the production is embarrassing itself by torturing the contestants in such a cruel way	dissatisfied with the rules set by the production cruel	criticizing the production

	Браво на Румен, перфектен е!!!!♥			
10	1 сек.... Трагедия... 😊	tragedy	comment about the outcome of the game	criticizing the production
11	Как ще падне Румбата е ,твa изглеждаше толкова фейк отстрани ,някоя мравка ли те спъна е лек	this fall looked so fake	breaking down events occurring tin the game	criticizing the production
12	Много обичам жени да се правят на мъже, без реална самооценка за себе си, ама то с такава майка е неизбежно, след което почваме да търсим оправдания и ставаме емоционални. Поредното доказателство, че днешната младеж е по-слабо продуктивна, без дисциплина, педантичност и спортна злоба, което ги прави по-слабохарактерни и с по-слаба психика спрямо хора, които са за пример като Краси Дунев, който за пореден път доказва, че когато си самодисциплиниран и препяствията през които си преминал в живота, превръщат годините на които си, просто в цифри.	I "love" it when women pretend to be men proving that today's youth is less disciplined than the older generation	discussing gender dynamics comments on young vs older generation's behaviors criticism of younger contestant's behaviors	gender behavior, negative behavior, positive

	Comments Post 5 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	В крайна сметка Най-разбраното и сплотено племе, ще се окаже най-скандалното и проблемно 😊😊 и при жените и при мъжете в момента цари спокойствие и разбирателство, за разлика от старейшините 🙄🙄	the tribe that seemed the chilliest will turn out to be the most scandalous both the male and female tribes are calm right now	discussing game dynamics between the tribes	game dynamics
2	Тая баба не спря да напада и да се прави на шефка, връщай се в Америка по-добре	grandma did not stop attacking and bossing around, go back to America	offensive language, age-related wishing a contestant goes home	age
3	Тя таз, ако така и общува с подчинените си, не е добре КО МУ НИ КА,ЦИ Я ТА	her communication sucks	criticizing a contestant's communication skills	behavior, negative
4	Джеферович vs Фифо = Виолета vs Момчил	old conflict couple = new conflict couple	relating the season to a previous season	behavior, negative
5	Тази баба не спря значи да говори и да се прави на интересна с тези големи джуки! 😊😊😊	grandma did not stop talking with her big lips	offensive language, age-related appearance-related commentary	age
6	Спрете да сте срещу Вили жената си казва истината в очите като не я харесвате не коментирайте!	stop the hate shes honest don't comment if you don't like	referring to the others commenting positive comment toward a contestant, honest	critique
7	Добре нападай Туньо ама защо Момчил че той е	grandma wants to kick out all the strong players	negative statements towards a contestant, age-	age



	страшно силен играч тая баба иска да изгони всички силни играчи и всеки да и се връзва на акъла дано я номинират нея и да отпадне	everyone follows her ideas	related wishing a contestant goes home strong vs weak contestants	
8	Момчил вместо да се стегне и да я сложи на място тая леля, той се стресна	freaked out instead of putting her in her place	commenting on the dynamics between the participants	age behavior, negative
9	Оф тая Виолета , не се спря. Как дразни само	she's so annoying did not stop	negative statement towards a contestant annoying	behavior, negative
10	Да напада Туньо,като не е наредил пъзела.Но защо Момчил,който се справя с всичко добре и намеква и другите да го номинират.Много е хитра тази,и защо защото не го харесва....много неприятна е тази,!!!!!!	she's very cunning and unpleasant making others nominate a contestant because she doesn't like him	dynamics between the participants unfair nominations based on sympathies	behavior, negative
11	Виолета прекалява,разбрахм е комуникацията какво означава,тя е все недоволна и колко пъти я дават все намусена,а в игрите не е пъргава особено с варелите,досажда с държанието си,, пък и се заглежда по младите с престилката момче, абе няма ли кай да и скръцне с езика му? 😊😊	she's too much always unhappy and annoying with her behavior	negative comment toward a contestant criticizing behavior and performance annoying	behavior, negative

1 2	Мале... 😊 Лелчето е най-дуднешното токсично нещо, което някога съм виждала!	the aunty is the most toxic thing ever	negative statements toward a contestant age-related	behavior, negative age
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Table 3

Week 3 (Sep, 11 - Sep, 17)

	Comments Post 1 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Силни, диви, красиви аааамазонки 😊	amazon's chant	game-related joke	game dynamics
2	Карма ис а бич пичуи 😊 😊	karma is a bitch	game-related joke	game dynamics
3	Продукцията май отмъщава на Гатьо	the production's revenge	actions of the production	game dynamics
4	Gatio amazonkata	Gatio the amazon	game-related joke	gender
5	Единствената дива, грозна и нещастна Амазонка 😊	the only wild, ugly and unhappy amazon	game-related joke	gender
6	Радвам се че този боклук Ганьо му дадох урок.....	happy they have a lesson to this trash man	offensive language game outcome comment	offensive language
7	Реакцията в тая ситуация само показва колко тежък комплексар е тоя пич. В Бг често схващането е, че селянин = мъжкар	his reaction shows his low self-esteem in Bulgarian peasant = man/manly behavior	commenting on a contestant's reaction self-esteem manners	gender
8	👏 Браво на режисьора ако това е режисирано нарочно. Това беше най-якия епизод.	bravo to the director if this was staged	actions of the production support	positive feedback
9	На точното място си отиде Пеньо 😊 тъй тъй...като се подиграва и знае много ... сега да вика като мажоретка - Силни , диви , красиви!	he went to the right place he was making fun and now he'll scream like a cheerleader	making fun of a contestant gender dynamics commenting on	gender



	Подхожда му! 		getting what one deserves	
1 0	ГАНЬО АМАЗОНКА, ТАКЪВ СМЯХ НЕ Е ИМАЛО ДОСЕГА! Евала на Цецо, че не мрънкаше като тоя и се адаптира!	nothing has been this funny Gatio the amazon	making fun of a contestant gender dynamics difference in contestant's behaviors	gender
1 1	Виктория ако имаше повечко акъл щеше да им плени двамата плувци и край с пичуити	if she was smarter she'd capture the two swimmers	commenting on a contestant's choices critique	behavior, negative
1 2	Всички чакаме в понеделник да чуем Гатьо да вика;"Силни,диви,краси ви!	all waiting to hear him scream the amazon's chant on monday	making fun of a contestant gender dynamics	gender
	Comments Post 2 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Велик си, Андрей 	you are great	positive comment toward a contestant	support
2	Смешници 😂 Как можаха да не заложат на Шампиона?! Браво, Андрей 🙌	losers, should have bet on the champion	criticizing the decision-making of other contestants positive comment toward a contestant	game dynamics
3	Андрей и Фифо са на най великите стъпвали някага на арената 🙌	greatest on the arena	positive comment toward a contestant	support
4	Андрей ми е любимаца от сезон 3 заедно с Елизабет и като истинска машина с лекота премина цялото трасе! Определено All star's сезона ще е готин с играчи като Фифо и Андрей! ❤️	my favorite from season 3 all stars will be good with players like him	positive comment toward a contestant discussing the future season	support

5	<p>Една и съща игра изиграна по коренно различен начин. Спортистът си остава спортист завинаги. Изобщо дори не съм се замисляла, че Андрей може да падне. Във вчерашният епизод момичетата бяха мудни, миже да се види и в коментарите дори, че някои хора казват колко скучна битка и това е заради динамиката в играта. Всички трябва да се борят както андрей, адмирации.</p> <p>@gridinpro 🏆🏆🏆</p>	<p>the same game played in a completely different manner</p> <p>an athlete remains an athlete forever</p> <p>everyone needs to fight like him</p>	<p>discussing the game</p> <p>comment about performance</p> <p>supporting a contestant</p>	support
6	<p>Изключителен !Такава лекота показва на терена ,че все едно беше лесно !Браво 🙌🙌🙌</p>	<p>amazing</p> <p>went through the obstacles with ease</p>	<p>positive comment toward a contestant</p> <p>performance on the terrain</p>	performance, positive
7	<p>Как може да не заложат на Андрей 😊😊😊 много са зле тия</p>	<p>stupid, how can they not bet on him</p>	<p>criticizing the decision-making of other contestants</p>	behavior, negative
8	<p>Безапелационен победител!Само умнен човек би заложил за него.</p>	<p>absolute winner, only a smart person will bet on him</p>	<p>positive comment toward a contestant</p> <p>winner</p>	support
9	<p>Браво шампионе!!! То беше ясно, че ще бие. Хайде, на финал на сезон 6 в битка с Фифо. Ще бъде епичен финал на сезон 6</p>	<p>champion</p> <p>it was clear he would win</p>	<p>positive comment toward a contestant's performance</p> <p>discussing the future season</p>	support
10	<p>ХА-ХА! Сериозно ли няма да заложеш на един от най-добрите състезатели, участвали някога в Игри на волята? Много умни! Акъла не ми го побира! ХА-ХА!</p>	<p>would you seriously not bet on the best contestant ever competing in this show?</p>	<p>criticizing the contestant's decision-making</p> <p>positive comment toward a</p>	behavior, negative

	Андрей е изключителен и физически, и психически!	very "smart"	contestant's mindset and physique	
1 1	Браво шампионе!!!! Ти си най силният и усмихнатият борец!!!!'ммм 🤝🤝🤝	champion, the strongest and happiest warrior	positive comment toward a contestant's mindset and physique	support
1 2	ОБОЖАВАМ АНДРЕЙ 🤝❤️ играе с такъв хъс и ЛЕКОТА! И се забавлява истински на арената ! Такива хора заслужават място в Игрите 🤝 Успех. Очаквам и Гого, Морунов и Неделчо!	adore him plays with zest and ease deserves his place in the games	positive comment toward a contestant's performance and behavior worthy to be here	support
	Comments Post 3 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Гатьоооо, Гатьо! За кво трябва да гледаме такива селтаци по тв'то?!!!.. Махайте я тази утайка! Мъжкар бил, ти ли веее?!!! 😏😏😏 Селтак безподобен!!!!	why do we have to watch such peasants on TV sludge are you even a man?	offensive language wish a contestant goes home manhood, lack of manners	gender
2	Ох, моля ви... Всички сте толкова възмутени, а масата сте същите като него... За съжаление.... Дано като гледате поне да си вземате поуки	everyone is so outraged but the mass is just like him learn from watching	referring to the others commenting criticizing the others commenting of the same behavior	critique
3	Жалкото е, че такива простаци като този са болшинство в България :(. Ралица вие сте просто прекрасна ❤️.	such bounders like him are the mass in Bulgaria	pity commenting on manners generalizing to Bulgaria	gender
4	Гатьо е еманципация на България... Некултурен Надут селяндур търсец внимание	Bulgaria's emancipation uncultured attention-seeking peasant	commenting on manners generalizing to Bulgaria	gender

5	и какво порасна ли му това между краката като я каза тая тъпотия (да не коментирам че жени го биха)	no comment that women beat him talking shit to feel like a man	criticizing a contestant's behavior gender dynamics, commenting on the game outcome	gender
6	Ганьо мислех, че такива "мъже" като теб са останали в 90-те години но след като с мечо паднахте от жените това беше най-сладкото нещо!	thought men like you were left in the 90's best thing is you lost to women	negative comment toward a contestant overall gender dynamics, commenting on the game outcome	gender
7	Тоя е ебаси простия честно	he's uncultured	negative comment toward a contestant's manners	behavior, negative
8	Толкова е прост, че дори не осъзна какво му каза Ралица... прост та дрънка братче.... 🤡 дребно,злобно и пълно с комплекси....	uncultured small, evil, and lacks self-confidence	offensive language negative comment toward a contestant's manners	behavior, negative
9	Това е българската култура СПАМ!!	shameful this is the Bulgarian culture	shameful generalizing to Bulgaria	critique
10	За Гатьо е ясно. Олицетворение на батка със самочувствие,но без мозък. Но моето голямо разочарование е дългия Даниел. Рядко невъзпитан, арогантен, безполезен. И се държи като маймуна след всяка точка.	high confidence and no brains uncultured, arrogant, useless acts like an ape	negative comment toward a contestant criticizing behavior offensive language	gender
11	Пълен пръдльо, ама без него ш е скука	total fart but would be boring without him	offensive language entertained to watch	behavior, negative
12	Бай Ганьо си е Бай Ганьо, той не знае	doesn't understand the meaning of	criticizing a contestant's	behavior, negative

	значението на думите спортсменство и уважение..жалко, че точно това поведение се лансира от доста от представителите на мъжкия пол в България..	sportsmanship and respect behavior of men in Bulgaria	behavior lack of sportsmanship generalizing behaviors to men in Bulgaria	
	Comments Post 4 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Перфектна игра. Огромно самообладание и логика на топчетата. Ония двамата тъпи може до откат да повтарят, че било късмет. Само като я погледнеш как се позиционираше ти става ясно, че мозъка щрака, а на анаболите вятъра им пречел.	perfect game composure and logic not luck as others are saying	positive comment toward a contestant's performance in the game breaking down events in the game	performance, positive
2	Браво! Самият факт, че тя избра огън, а не предимство за себе си да има възможността да яде всяка сутрин независимо къде е.. Браво, респект. ❤️❤️	respect that she chose fire for the tribe and not an advantage for herself	positive comment toward a contestant's decision-making	behavior, positive
3	Браво Бенжи 🙌❤️	bravo	supporting a contestant	support
4	IZQDE GI BE IZQDEEEEEEE	ate them	supporting a contestant	support
5	Браво! Знаех си, че тази жена е голяма работа. 🙌	this woman is a big deal	positive comment toward a contestant overall	support
6	Абе кавали ,що не дадохте храна на победителите?	food for the winners?	question to the production	criticizing the production
7	На реката,пък с перфектен грим и червило 😏😏😏	on the river but with perfect makeup and lipstick	questioning the realness of the rules	criticizing the production

8	Една истинска българка. 	a true Bulgarian	positive comment toward a contestant overall	support
9	Човек с главно Ч.Браво момиче.Респект за избора на награда,достойна постъпка. ❤️❤️❤️	true human respect worthy behavior	positive comment toward a contestant's decision-making worthy	behavior, positive
10	Изглежда,че са направили този сезон за са унижават жените 😞. Ама вие Мачкайте , не им се давайте 🙌🙌🙌	humiliating the women this season but show them girls	discussing the actions of the production, against women supporting the female contestants	criticizing the production
11	Уникална жена! Уникален спортист! Ти си роден шампион за съжаление си се родила в нашата мизерна държава на всяко друго място биха те носили на ръце!!! Пожелавам ти от сърце да спечелиш формата защото го заслужаваш!!! Настръхвам като те гледам!	amazing women and athlete born in a miserable country where you are not appreciated wish you would win	positive comment toward a contestant's sportsmanship supporting a contestant to win generalizing to Bulgarian behavior, treatment	support
12	Браво.. Чудесна воля 🙌	wonderful willpower	willpower	performance, positive
	Comments Post 5 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Много силна воля показва браво! Адмирации към Мудева  ❤️	great willpower	positive comment toward a contestant's willpower	performance, positive
2	Ей,много тъпи продуценти.Браво момиче 😊	stupid producers, good job girl	criticizing the production supporting a contestant	criticizing the production

3	<p>@mudevateodorra показа, че е много повече от една хубава Мис! ❤️ Истински герой и мъжко момиче. 🙌❤️</p>	<p>more than just a pretty face</p> <p>true hero and a manly (tough) girl</p>	<p>positive comment toward a contestant's behavior</p> <p>tomboy</p>	<p>performance, positive</p>
4	<p>❤️ много силна 🙌 Теди герой голям ❤️ @mudevateodorra</p>	<p>so strong, huge hero</p>	<p>positive comment toward a contestant's performance</p>	
5	<p>Малко от мъжете не биха продължили след такова удряне! 🙌 Респект, Теди!!! ❤️</p>	<p>few men would continue after this hit, respect</p>	<p>positive comment toward a contestant's performance</p> <p>gender dynamics</p>	<p>gender</p>
6	<p>Дано продукцията са доволни.. Получиха своя рейтинг. Не знам какво са очаквали от отбор пълен само с жени. То беше въпрос на време да се случи някакъв инцидент, при условие, че всички игри са тежки, физически и са за отбори, в които има мъже</p>	<p>hope the production got their ratings</p> <p>what would you expect from a team full of women</p> <p>incidents</p> <p>tough physical games</p>	<p>criticizing the decisions of the production</p> <p>gender dynamics</p> <p>female tribe as the weaker one without men in it</p>	<p>gender</p>
7	<p>Браво, момиче! Разбихте стереотипите за кукла Барби! Много силен дух имате! ❤️❤️</p>	<p>broke the stereotypes of a Barbie doll, strong spirit</p>	<p>positive comment toward a contestant's spirit</p>	<p>gender</p>
8	<p>Можеше да се случи и най-лошото. Аз съм отвратена от цялото предаване</p>	<p>disgusted, the worst could have happened</p>	<p>criticizing the actions of the production</p> <p>dangerous</p>	<p>criticizing the production</p>
9	<p>Прекрасно момиче ❤️</p>	<p>wonderful girl</p>	<p>positive comment toward a contestant overall</p>	<p>support</p>
10	<p>Радвайте се че не стана фатален инцидент на място. Как я удари това можеше на място да си</p>	<p>be glad, this could have been fatal</p>	<p>criticizing the actions of the production</p> <p>dangerous</p>	<p>criticizing the production</p>

	отиде. А можеше да е парализирана.			
1 1	Браво момиче, истински герой! В тази неравностойна битка ти беше повече мъж от всички мъжа на арената! Респект! 🤝👊	true hero in this unfair game greater man than all of the men in the arena	supporting a contestant criticizing the fairness of the game unequal game, gender dynamics	gender
1 2	Машинки! Толкова силова игра и толкова мъжко представяне. А Мудева е героят на деня! Достойни жени!	machines, worthy women heavy game and manly performance	supporting a contestant, worthy gender dynamics, manly performance	gender

Table 4*Week 4 (Sep, 18 - Sep, 24)*

	Comments Post I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Най честната битка, хахахахаха! Нормално за тва наредено шоу!	the most "fair" battle, staged show	criticizing the show of being staged highlighting unfairness	criticizing the production
2	"Големи рани", честна битка 🤝	"fair" battle	highlighting unfairness	criticizing the production
3	И тук можеше да има служебна победа вместо да се правят компромиси. За Васил нямаше компромис, че е контузен. По очевидно бутане на играчи от този сезон не е имало през всичките предишни сезони.	compromises for one contestant but not others the production pushing people forward in the game	comparing two instances occurring in the game, commenting on compromises accusing the production of pushing certain contestants forward	criticizing the production
4	Ееех, добре че пуснаха аванта на Михаела. Много лошо представяне.	unfair advantage bad performance	discussing advantages commenting on	criticizing the production

	Виктория я разби. Много добра. Исключителен атлет и заслужава място в сезон 6.	worthy/not worthy of a place in the game	contestants performance in the game worthy vs unworthy contestants	
5	Абе лансирах я малко Михаела, и на въжетата не мина. Виктория си заслужаваше мястото, ноо режисьорите решават 😏	boosting a contestant forward worthiness production making decisions	production having the final say worthy vs unworthy contestants	criticizing the production worthiness
6	Виктория беше 200 пъти по-добра...	loser was better than the winner	worthy vs unworthy contestants	worthiness
7	Виктория го заслужаваше и се бори на оная направо ѝ подарихте победата! Нагласена битка	gifted win loser deserved to win staged game	worthy vs unworthy contestants criticism of a staged game	criticizing the production worthiness
8	Това, че Виктория беше по-добрата в тази битка, не означава, че Михаела няма качества. Много злоба и хейт изляхте. Михаела напълно заслужава участие в All Stars. А Виктория няма начин да не я вземат, така че успокойте се.	asesing the qualities of the two participants malice and hate in the comments deserved win	comparing the performance of two contestants supporting the contestants referring to the people commenting, evil hateful	worthiness
9	Доста разочаровашо.. ако искате някой да участва просто го поканете, а не да му помагате да спечели битка. ... много е дразнещо	dissapointing, annoying for the viewer staged/aided win	accusing the production of pushing certain contestants forward annoyed	criticizing the production

	за зрителя			
10	Друго си е да те бутнат напред защото грам не ставаш 😊 Ама и продукцията с кеф си плюе в лицето като сменя нещата в движение само и само да им се получи долнопробния сценарии..	boosting a contestant without talent production changing the course of the game for the sake of their agenda	negative comment toward a contestant's performance accusing the production of inconsistent rule-setting	criticizing the production
11	За мен беше честно да ги вкарат и двете! Михаела се контузи, но мина трасето с ПРЕДНИНА! Върнете Виктория и ѝ дайте шанс за б. сезон, много добре подготвена дама!	fairness discussing the two contestants and assessing their strengths giving a chance	discussing fairness comparing two contestant's performance	worthiness
12	Бонусите които важаха за Михаела важаха и за Виктория не знам за какво говорите пичове ако на вас така ви се откъсне кожата няма може да си фанете химикала	the advantages applied for both contestants heavy injury addressing the other users commenting	referring to the people commenting suggesting the comments are unfair while the game was fair	critique
	Comments Post 2 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Добрите хора нямат късмет но браво за Васко достойно преставяне	good people have no luck worthy game	positive comment toward a contestant's performance	performance, positive
2	Страхотен е Васко, наистина падането в битката с варелите му изигра лоша шега ...	great player unfortunate injury	positive comment toward a contestant's performance	support

			breaking down the game	
3	А продукцията не е обърнала достатъчно внимание на падането с варелите и затова се случи сега това... дано е добре в бъдеще, макар и ощетен здравето е най-важно, а той се представи много достойно! Браво 🙌	the production's fault in reacting poorly in a situation causing injury health above all worthy presentation	blaming the production for poor decision-making positive comment toward a contestant's performance	criticizing the production
4	На битката с варелите си потроши лакътя, нормално да има контузия, въпреки, че изглеждаше все едно му няма нищо. Жалко, имаше потенциал. 😞	injured in a previous game pity had potential	pity breaking down past events from a game importance of health	support
5	Anyways Cveti was better dori da nqmashe kontuziq pak shteshe da zagubi:)	other contestant was better anyways	comparing two contestant's abilities	performance, positive
6	С извинение не очаквах да е такъв пътьо.....лакътят далеч не беше причината да се откаже!	pussy injury was not the reason he gave up	comment relating to gender breaking down reasons for leaving	gender
7	Беше ми фаворит,жалко че отпадно,но здравето преди всичко!	was a favorite pity that he lost	supporting a contestant pity importance of health	support
8	Много съжалявам за Васил. И в битката да :) стане	pity for him worthy behavior	breaking down events from past games	criticizing the production

	изгубен, и тази за влизане показа много качества и достойно поведение. Много странно .. не ни излъчиха медицинска помощ. Още на предната битка се затрудни с обръчите. Има обезболяващи, лонгети, противовъзпалителни. Не е първият контузен участник ! Имаше бинтовани, облепени. :) абе нещо подозирам продукцията, че не са му съдействали.	weird that there was no medical assistance shown suspects that the production had a say in his leave	blaming the production for a lack of support worthiness pity	
9	Жалко! Страхотно е момчето. Бързо възстановяване	pity, great guy	pity supporting the contestant	support
10	Един от фаворитите ми! Жалко наистина! Успех напред 🙌	pity, one of my favorites, good luck	favorite expressing pity	support
11	Беше мой фаворит. Представи се достойно. 😊	a favorite, worthy behavior	favorite labeling a contestant as worthy	worthiness
12	Изглеждаше да има потенциал за по-продължителен престой в играта...Навярно ще се наложи да гледаме по-дълго време Виолета и дъщеря и 🤔	seemed like he had potential to stay will watch others now (negative)	discussing a contestant's potential	support
	Comments Post 3 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV

1	Много гадно и нечестно спрямо Вики 😞	nasty and unfair towards her	highlighting unfairness	criticizing the production
2	Тази жена продължавюа да повтарям, че живее в "розов" облак. Не знае на кой свят се намира. "Не било честно." Не го заслужила. 😞😞😞 А с какво е заслужила да е в шоуто? И като е в него с какво допринесе, за да процъфтява племето? 😞😞😞 Чак се вдосвам на наивността и високото самочувствие на това същество. Да си ходи на Чистилището и да се докаже, че има силата да влезе в някой отбор. Ай сиктир от глупостта й!	this woman lives on a pink cloud how did she deserve to be on the show? naive, highly confident, stupid she needs to prove that she is strong to enter a team	negative comment toward a contestant's personality and performance on the arena raising questions of worthiness annoyed when watching	behavior, negative
3	Много гадно за Вики, и беше там няма и 1 цял ден, как така 2 дни.	nasty towards her	highlighting unkind instances toward contestants	behavior, negative
4	Много ми стана жално за нея, адвам се наяде и тея кобри я изгониха 😞	felt sorry for her kicked out by others	feeling pity for a contestant	behavior, negative
5	Вики показа, че е много силна и смела, а е толкова крехка и малка. Тя ще успее, адаптивна	showed she is strong, brave, adaptive she will succeed, doesn't give up	positive comment toward a contestant's performance	behavior, positive

	е, не се отказва.			
6	Мега тъпата постъпка спрямо Вики	stupid towards her	highlighting unkind instances toward contestants	behavior, negative
7	Заслужва си го 🤝	deserved it	highlighting fair instances during the game	game dynamics
8	<p>Тва предаване тая година не се гледа! Кви са тия братя сестри майки бащи дъщери? По неприятни персонажи до сега така закуп ме съм виждал. Да седнеш да гледаш семейната идилия на некакви си и да решават съдбата на други участници и просто да ги изритват от играта без пряка битка. Въобще не ми се гледат такива квити сте ги наредили тая година.</p> <p>Подзаглавие тази година: междусемейни войни. Пък който сам е влезнал ДА МУ МИСЛИ!</p> <p>Предаванията, филмите трябва да ги учат такива като тези схемаджии, че на тоя свят съществува и справедливост. Цялата сила в някакви си семейства антипатични ...</p> <p>Човек гледа предавания да се</p>	<p>can't watch this show this year</p> <p>unpleasant characters</p> <p>deciding a person's faith without a battle on the arena</p> <p>family wars</p> <p>shows must show justice in the world</p> <p>burdensome personalities</p> <p>no one to sympathize with</p>	<p>uninterested to watch the show</p> <p>breaking down patterns from the season</p> <p>discussing eliminations and mentioning unfairness</p> <p>highlighting the importance of fairness</p> <p>dissatisfaction with the chosen contestants</p>	criticizing the production

	<p>разтоварва, а не още повече да се натоварва гледайки такива натоварващи индивиди квито сте ги насъбрали тази година, всички имащи толко нереална самооценка за себе си, че далеч вече не е смешно, а напротив. Човек да няма на кого да симпатизира. Съжалявам, че си губих времето да гледам изобщо до сега.</p>			
9	<p>Как може като знае че е стояла на реката 3 седмици пак да я прати на такова място няма какъл в тази празна глава</p>	<p>how can she send her to the same pace she came from</p> <p>no thoughts in her empty head</p>	<p>highlighting unkind instances toward contestants</p> <p>criticizing a contestant's decision-making</p>	<p>behavior, negative</p>
10	<p>МНОГО ГРОЗНО! Трябваше да има имунитет.</p>	<p>very ugly</p> <p>needed an immunity</p>	<p>highlighting unkind instances toward contestants</p>	<p>criticizing the production</p>
11	<p>Ужасна постъпка.Все едно да изпрати дъщеря си отново на острова.Потрес!!</p>	<p>horrible deed</p> <p>shocked</p>	<p>highlighting unkind instances toward contestants</p> <p>criticizing a contestant's decision-making</p>	<p>behavior, negative</p>
12	<p>Виктория я прехвърлят като топка, първо на Реката, после на Резиденция при Старейшините, а сега при Изгубени...Стана малко като гавра все едно. Виолета</p>	<p>throwing her around like a ball</p> <p>looks like a ridicule</p> <p>controversy, wanting to kick out men but targeting women</p>	<p>highlighting unkind instances toward contestants</p> <p>criticizing a contestant's decision-making</p> <p>highlighting</p>	<p>behavior, negative</p>

	иска да гони мъже, имаше възможност, а пращат Вики, това е доста противоречиво.		contradictions	
	Comments Post 4 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Виктория гладиатор, Гатьо амазонка 🤔🤔	female contestant - gladiator, male contestant - amazon	making fun of contestants	gender
2	😂 Смях, мъжкарят Гатьо да го издърпва момиче 50 кл	funny, the man pulled by a 50kg girl	making fun of a contestant woman helping a man	gender
3	Щеше да бъде смешно, ако не беше трагично 😞😞😞😞	would have been funny if it wasn't tragic	commenting on the game overall	game dynamics
4	Този мейкация Гатьо, е трагедията на този сезон. Самочувствието и претенциите са хай левъл, възможности дропп аут	this season's tragedy high confidence, low capabilities	negative comment toward a contestant's behavior, performance	performance, negative
5	Ех тази амазонка Гатьо. Много ядове ще берат с него племето. Грешен избор Вики да беше взела някой друг. 😞	the amazon man wrong choice, will bring a lot of trouble	criticizing the decision-making of a contestant	strategy
6	Как не го е срам тоя!!! ЦЦЦЦ 🤔🤔 Нямам думи просто! Като не можеш да плуваш, не можеш да се катериш, не можеш нищо полезно, къде	should be ashamed can't do anything only showing off and simple behavior	negative comment toward a contestant's ability to perform in the game, behavior	performance, negative behavior, negative














	си тръгнал в Игри на волята?? То само с перчене и простотия не става...			
7	Колко си смешен Пеньо за нищо не ставаш. Само не казвай че си бил в армията. Голям срам.	so funny worth nothing shameful	negative comment toward a contestant overall	behavior, negative
8	Според мен пък го направо нарочно всичко това. Понеже "не иска да играе с жените", все едно сме в детската градина	he did it on purpose doesn't want to play with the women kindergarten	negative comment toward a contestant's decision-making	gender
9	Позор е тоя Ганьо, Бой до смърт... какво стана ПОЗОР!!!!	shame he brings shame	negative comment toward a contestant's performance	behavior, negative
10	Досега такова нещо не се беше виждало.	unseen before	commenting on the game overall	game dynamics
11	МОЛЯ ЗА МЕМЕТА	memes please	making fun of the participants	making fun of a contestant
12	Смешник 😂😂😂	funny/loser	negative comment toward a contestant overall	offensive language
	Comments Post 5 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Ne moga da povqrvam kak ceco obvini duoto gatio viki kato v tova duo viki se sprawi prilichno gatio beshe izdunkata	blaming others the woman did good, the man was the failure	discussing relationships between contestants criticizing a contestant's decision-making	performance, positive
2	Ганьо, Ганьо, как те търпи жена ти не знам-егати отвратителното	pseudo man true mouse	offensive language gender related commentary	gender

	мрънкало.... Псевдо мъж, истински мишкар 😊	awful whiner	criticizing a contestant	
3	Виктория - вкара мъже в племето. Виктория - видя играта и не изпрати дамата с която не се разбират, а тази дете мрази хумора и не умее да плува. Виктория- гони топки до Китен, защото течението ги хвана до като спасява Гатьо. Виктория- им нарежда пъзелете. Виктория- лоша дума не е казала за никой. Да не чувам хейт за Виктория. Момичето ги разби	no hate for the girl doing everything to help in the games listing what he has achieved so far	breaking down a contestant's accomplishments in the game supporting a contestant	performance, positive
4	Трета седмица е вече твърде зле	third week is too much	discussing the future development of the game	game dynamics
5	Този селски рейнджър Ганьо може ли му се запуши устата с нещо...	peasant ranger shut his mouth	offensive language negative comment toward a contestants' manners	offensive language
6	Трябваше да избере Калоян и Цецо.. Грешка след грешка.	should have picked someone else, mistake	criticizing a contestant's decision-making	strategy
7	Вики и Гатьо бяха най-неподходящия избор за двойка...	the worst couple choice	criticizing a contestant's decision-making	strategy
8	Много жалко за момичетата, те не го заслужават!! 😊	sad for the girls, did not deserve it	pity a constant undeserved	support
9	И Гатьо има наглостта да	imprudence to whine	criticizing a contestants behavior	behavior, negative

	мрънка, при положение, че той беше основната причина за загубата 😞😞😞	he was the reason for the loss	and performance	
10	Защо сте ги поканили тези жени , за да се гаврите ли с тях , много сте Жалки палячовци .	invited these women to make fun of them miserable clowns	criticizing the production's actions unkind towards contestants	criticizing the production
11	Гатъо е такъв лицемер! Цецо е прав за всичко, което каза!	two faced other contestant is right	negative comment toward a contestant, two-faced	behavior, negative
12	Само не разбрах как за толкова време на тая река са с чисти коси и въобще не изглеждат припадащи....	how are they so clean on this river not fainting at all	doubting the truthfulness of the event portrayed	criticizing the production


Table 5*Week 5 (Sep, 25 - Oct, 1)*

	Comments Post 1 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Най- готиния и интересен участник в Игрите! Всичко, което каза е вярно и за жените, колко са неблагодарни и, че щяха на изгнания на "Дивата река", и за всичко. Много си голям братле 😊😊	coolest and most interesting contestant words about female ungratefulness are true	supporting a contestant's behavior discussing gender dynamics women as weaker	gender
2	Гатъо кърти. Изнася цялото предаване с култови реплики. Спасява сезона. Като напусне ще е огромна загуба.	he rocks saves the show would be a loss when he leaves	entertained by a contestant's behavior interested to watch	behavior, positive
3	Лека нощ, успешни млади хора.	goodnight young successful people	making fun of a contestant	making fun of a contestant

4	Без Гатьо би било много скучно!	would be boring without him	entertained by a contestant	support
5	Страшен пич   	great dude	positive comment toward a contestant overall	support
6	       До сега не е имало такъв трети водещ на това шоу...	the show's never had such a third host	entertained by a contestant	support
7	Дано продукцията да пусне след края на сезона Гатьо unfiltered 20 часово видео със всичките му интервюта и коментари. Ще ми е зор ама бих го гледал 🙌	hope they release more interviews with him	entertained by a contestant want to see more	positive feedback
8	 Как ги режисира...	how he directs	positive response to a contestant's behavior	support
9	Взех да го харесвам , много се смее с него... 	started to like him makes me laugh	entertained by a contestant opinion changed	support
10	Гатьо, е уникат  Без него няма шоу, а само много контузени и злобната Вили...	no show without him just injuries and malice	entertained by a contestant	support
11	Уникален и естествен !	unique and natural	summary of a contestant's behavior positive	behavior, positive
12	От както е при женските е станал май по спокоен и възпитан	calmer and more respectful once he joined the women	summary of a contestant's behavior positive connected to gender	behavior, positive
	Comments Post 2 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV

1	Незнам какъв беше смисъла да участва Моника със сигурност на кастинга е имало по можещи от нея как са я допуснали да участва	what was the reason for her to compete there must have been better contestants	discussing a contestant's physical abilities, negative taking another contestant's place	performance, negative
2	Тая смотла един път излезе на арената и се приби 😞	loser went to the arena once and got injured	negative comment toward a contestant's performance	performance, negative
3	Най-последно	finally	happy a contestant is going home	game dynamics
4	Мда докато им трябваше да гласувате бяхте приятели после ...Предателчета се оказаха и Благо и Елвиса.	friends until they needed to vote betrayed by others	discussing betrayal game dynamics, voting	strategy
5	Не искам да го кажа, но ще го направя - това беше един най-слабите участници не само в този сезон и просто трябваше да си тръгне. Жалко е че след контузия. Но и е жалко, че е изляла мястото на десетки по-конкурентни	weakest contestant of the entire format needed to go pity she's injured pity she took the place of others who were better	negative comment toward a contestant's physical abilities injury, pity taking another contestant's place	performance, negative
6	Този сезон пълен със некадърници 😞😞😞. Изпотрошиха се 😞😞😞	this season is full of incompetents broke themselves	injuries contestant's physical performance, negative	performance, negative
7	Тоя сезон се пребиха по трасетата 🤦	beat themselves up on the arena	injuries	performance, negative
8	Еее, много ме е яд, че по този начин	annoyed they got kicked out this way	annoyed	support

	отпадна.....		contestant going home	
9	Довиждане! 🙌 😊	goodbye	happy a contestant is going home	game dynamics
10	Направи една игра контузи са, няма да може да постригва с ножицата	went for 1 game and injured herself	injuries making fun of a contestant	performance, negative
11	Айдеeee Вики, пресметливите тарикати никога нищо не печелят!	calculating smartasses never win	offensive language	offensive language
12	Тоя сезон е по-слаб от предния.Тука всекш втори участник се контузва,а миналата година само 1 или 2-ма за целия сезон	weaker season than the previous one every other gets injured	comparing the season to an older one injuries, disappointed	performance, negative
	Comments Post 3 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Мастагарков е добро и възпитано момче, и злото се възползва от това, а водещата да престане с това ,, под чехъл,, най лесно е да торМОЗИШ и да се заяждаш с добрият човек. Да торМОЗИ повече Виолета , тази жена е патологично зла , и брутална ...	good and well-mannered guy evil makes use of that, pathologically evil woman “under a slipper” unfair to say	positive comment toward a contestant’s behavior, manners highlighting derogatory gender-related phrases negative comment toward a contestant’s behavior, malice	behavior, positive behavior, negative
2	Не го приемайте толкова лично, наслаждавайте се на игрите и на атлетите. Всичко друго е сценарий, все пак е тв шоу 🤖	don’t take it so personally enjoy the game everything else is scripted	statement directed to the others commenting normalizing scriptedness	critique

3	Ралица започва да ме дразни с тези коментари, какво им държи сметка? Толкова са могли да се справят и точка.	show host is annoying with her comments	annoyed negative comment about the host's behavior supporting the contestant's performance	criticizing the production
4	Ралица се опитва да го провокира,но той е интелигентно момче,което не се поддава на провокацията и като капитан си защитава племето!	show host tries to provoke but he is intelligent not provoked protects the tribe	discussing dynamics between the host and a contestant positive comment about a contestant's behavior	behavior, positive
5	Невъзпитано се държи Ралица	show host acts unmannered	negative comment about the host's behavior, unmannered	criticizing the production
6	Ралица ми беше любимка,но от няколко сезона насам се взе много насериозно. Какъв е тоя тон, какви са тия думи... Много хора казваха,че тя си е такава и в живота.	loved the show host before but she took herself too seriously	negative comment about the host's behavior, unmannered	criticizing the production
7	Много ме радва как Ралица с две думи я поставя Виолета на място 	show hosts puts a contestant in her place approved	positive comment about the host's behavior, sharp	behavior, positive
8	Ралица нещо почва да ме дразни с тези провокации и опити за създаване на интриги.	show host annoys provoking at attempting to create drama	negative comment about the host's behavior, annoyed	criticizing the production
9	Ралица е много тъпо парче !	show host is very stupid	negative comment about the host's behavior, stupid	offensive language

10	За мен много вина има Дунев ..мишок!	he's to blame, mouse	negative comment about a contestant's behavior, mouse	behavior, negative
11	Грозни е не заслужини реплики срещу Мастагарков!	ugly and underserved comments against him	supporting a contestant, undeserved	behavior, negative
12	Ралица взе много да ме дразни.	show host annoys	negative comment about the host's behavior, annoyed	criticizing the production
	Comments Post 4 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Аз се вълнувам повече за връщането на Мартин при Виолета, отколкото на Румен Радев при Мудева 😊😊😊😊😊	more excited about the reunion of two enemies than the reunion of a broken-up couple	discussing dynamics between contestants rivalry, joke	game dynamics
2	Тая дебеличката на Дунев дъщеря му е най-слабия играч от отшелниците ама само плюе по другите играчи, а се не погледне кво представлява	the fatty is the weakest player among the hermits just hating on others and not looking at herself	negative comment about a contestant, fat, bad performance	appearance performance, negative
3	Само Румен Радев му е в устата на Димо...направо прекалява 😞	host repeats only one name	negative comment about the host, repetitive	criticizing the production
4	Мухльо без покритие.	ninny with no coverage	offensive language	offensive language
5	Аз вече се съмнявам, че ще влезе в Игрите.	doubt he'll enter the show	negative comment about a contestant's physical abilities	game dynamics
6	👏👏👏 изгнанници! Продукцията си има сценарий. Участниците не са на равен старт. Правирата за	the production follows a script no equal chances to competitors	discussing the production's involvement in the game, staged differences in rules	criticizing the production

	играчите са различни, както и препятствията.	different rules and different challenges		
7	Румка ако още един път си втори аз нема да гледам тва предаване повече	if you finish second again I'll stop watching	will stop watching negative comment about a contestant's performance	game dynamics
8	Revlioto v ataka	crybaby in action	making fun of a contestant, tears	making fun of a contestant
9	Ако Елвиса бие, ще е срамно за другите, дето толкова време стоят на тази мизерия, може би Берлински синдром 😊	shameful to be potentially beaten by another contestant	discussing game dynamics	game dynamics
10	Не е срамно достоен мъж да плаче, но да хленчиш и да плюваш за да направиш впечатление е грозно и подло Руменчо.	not shameful for a man to cry shameful to whine and talk bad	negative comment about a contestant's behavior, vile	behavior, negative
11	Руменчо сигурно има някакви качества но мисля, че никой не ги забеляза през сезона дори и аз :ДДД	no one sees his good qualities	negative comment about a contestant, bland	behavior, negative
12	Не - слаб психически като Гришо!	weak psychologically	negative comment about a contestant's behavior, weak	behavior, negative
	Comments Post 5 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Отново минавам, само да прочета свежите коментари 😊 Ако	come for the comments good season	interested in the comments interested to watch	positive feedback

	не друго, спор няма- тоя сезон е интересен, затова всички имат мнение и любимци или нелюбими участници и всички го гледат като сапунен сериал 😊	everyone is watching it like a soap opera	soap opera, positive	
2	Вие да не искате да ги убие в утрешния епизод	do you want to kill them tomorrow	discussing the upcoming episode, injuries	criticizing the production
3	"Чудесен пример". Човек който загуби номинационна битка и би трябвало да е извън формата, решава участието на участниците от чистилището и племето?! И много злобен! Какво да гледам на човек в чиято глава има идея да нарани майка чрез детето и.	"great example" has to be kicked out but decides the faith of others instead wants to hurt	negative comment about a contestant's behavior, malicious discussing game dynamics, negative setting a bad example	criticizing the production
4	А, бе майката еба*те на всички участници, некой от тия деца здрав/жив ще излезе ли от там!? 🤔🤔🤔🤔🤔	fucked up everyone will someone get out alive	injuries	criticizing the production
5	другия епизод всички ще се потрошат един по един	all break one by one next	discussing the upcoming episode, injuries	criticizing the production
6	Ей тази реакция чаках 😊. Даже не знам защо се колебае, Денислава е по-добра от майка си в игрите, не му е направила нищо и със сигурност не	was waiting for this x is better than y x does not deserve to be sent away opportunity to send y	discussing game dynamics justice rivals	game dynamics age

	заслужава да отиде пак на чистилището. Да праща баба си Виолета, че друг път я има тази възможност, я не. Пък и би било нелепо да отмъщава уж, пък накрая госпожата да отърве кожата.	away revenge		
7	Утре гледаме предаването "Потроши се на воля" 📺	watching break yourself willingly tomorrow	upcoming episode, injuries	criticizing the production
8	Мисля, че Дени трябва да кандидатства в НАТФИЗ 🙌🙌🙌	she should apply to theater school	positive comment about a contestant	support
9	Що за препятствия?! Възможно ли е това на истина?! Ще ни оставите психическа травма с това - Лекар на терен!	obstacles? is this possible you will traumatize us with the doctor calling	criticizing the production's choices injuries	criticizing the production
10	Тая Моника с тези физиономии е простооо. Много ми е забавна.	shes very funny with her faces	making fun of a contestant	making fun of a contestant
11	Знаех ,че Мартин ще се върне и напълно го заслужава,но в случая Дени нищо не му е направила ,за да си го връща на нея а и тя беше много дълъг период при изгубените не заслужава пак да е там ! Ако има чувство за справедливост да прати майка и	knew he would be back she doesn't deserve to be sent away justice if he's just he would send her mother	discussing game dynamics justice	worthiness

1 2	Мартин е голям лицемер и интригант. Без да го познавам съм убеден, че не е изкарал сам парите си, определено не е много умен	dissembler and a scamer he didn't earn his money himself	negative comment about a contestant, background, stupid	behavior, negative
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Table 6*Week 6 (Oct, 2 - Oct, 8)*

	Comments Post 1 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Амазонките разбира се, 3 седмици на реката и една не свали 1 кг, ай стига де 😊	3 weeks on the river and no one lost a single kg doubt	doubting the realness of the events portrayed, lack of food	criticizing the production
2	Екипааа, търсете при Изгубените, Никол е скатала 3 пъти повече сигурно	look among the hermits x has more food hidden there fat shaming	negative comment about a contestant, fat shaming	appearance
3	Дам... познато... на продукцията ѝ доскуча, че няма достатъчно интриги и хоп - познатата история. Не знам дали има някой, който да вярва в подобна постановка. Много евтино от страна на продукцията. Всичко е сценарий! Не се лъжете и не бързайте да хулите човека, който ще го отнесе като лошия вълк.	production got bored lack of drama staging cheap moves don't be quick to judge	criticizing the actions taken by the production, staged intrigues, ratings	criticizing the production
4	Добро утро успешни млади хорaaaaaaaaаааа , не знам как ще	contestant's typical opening line	making fun of a contestant	game dynamics

	изчакам до понеделник да видя кой ще бъде изгонен ♡	can't wait to see who's kicked out	excited to watch the next episode, contestant leaving	
5	САМО ГАТЪО НЕ МИ ПИПАЙТЕ	just don't touch him	supporting a contestant	support
6	Бурета та са три. Всяко е с цвета на племето. Всички са плющали здраво, но някой се е осрал.	3 barrels all have eaten heavily but one overdid it	negative comment about a contestant's weight, fat shaming	appearance
7	Мисля че изгоненият ще е от амазонките, казаха контрабанда- те бяха най- дълго на реката... пък и са най много народ- повод да изравнят играчите	think the kicked out will be from the amazons most people - reason to balance the teams	discussing the upcoming episode contestant leaving	speculations
8	Да не е на Никол всичко това	is this food not all hers	negative comment about a contestant, fat shaming	appearance
9	Бе не знам кой е ама дано да е Румен	hope it's him	wishing a contestant goes home	support
10	I Alexandur ot 3 sezon go izgoniha slujebno poradi edni i sushti prichini	contestant from a previous season was kicked out for extraordinary reasons too	referring to an older season	game dynamics
11	За мен е от Гладияторите - най - често показват старейшини и амазонки ,което показва че не са те ,защото нищо не е така както изглежда ! Когато става въпрос за някой не го показват ,а показват реакциите	guessing it's from the gladiators speculating	discussing the upcoming episode speculation	speculations




	на други хора . Според мен става въпрос за Крум може би или Калоян . А не разбирам какъв е тоя телефон за който се говори постоянно в Ситнилска 📞			
1 2	Според мен нарушението не е свързано с храна. И в предишен сезон го е имало. Намерили са телефон. Както каза Димо за първи път в историята. И това е Ситнилска според мен. Всички от Амазонките гледат в нея, а Ивя реве те са близки.	think the violation is not related to food found a phone	discussing the upcoming episode speculation	speculations
	Comments Post 2 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Само начина по който Румен говори за Момчил и този по който Момчил говори за Румен може да ви каже достатъчно... :)	the ways they speak about each other say enough	discussing dynamics between contestants	behavior, negative
2	Ех,че завистлив и злобен този Руменчо! Той май само с жени може да се разбира,всички силни мъже го дразнят !! 😡	he's envious and spiteful can talk only to women, men annoy him	negative comment about a contestant's behavior, malicious gender	behavior, negative
3	Много харесвах Румен и много исках да влезне в играта, но	used to like him disappointed by his behavior now	opinion about a contestant changed, negative	behavior, negative

	<p>напоследък се разочаровам от неговото държание и поведение! Момчил е много по-достоеен от него!</p>	<p>other contestant is much more worthy</p>	<p>positive comment about a contestant's behavior, worthy</p>	
4	<p>Руменеее, какъв помяр си ти. Преди седмица хленчеше като една мастия и накрая те пратиha по милост при възлюбената ти. Нито ти, нито тя с нещо заслужавате да сте в играта. Момчил те дразнел също като брат му, Васко. Ами дразнят те бе шматако жалка, дразнят те защо те биха като тъпан. Биха те и с физика и с акъл. Всеки един друг участник си заслужи мястото в играта а ти не. Не го забравяй това, жалко подобие на мъж такова. Фалшив герой!</p>	<p>you are a dog</p> <p>pitied you and sent you in the game</p> <p>not worthy to be in the game</p> <p>sad likeness of a man</p> <p>false hero</p>	<p>offensive language</p> <p>negative comment about a contestant's behavior, unworthy</p> <p>poor performance</p>	<p>offensive language</p>
5	<p>Румене, кога дойде, кога взе да се правиш на шеф?! Май забрави, че си в племето на Амазонките с вот, не си я завоюва с победа в игра, както останалите. Мудева, заслужава нещо по-добро до себе си.</p>	<p>came and started bossing around</p> <p>forgot you entered by voting not winning a game like the rest</p> <p>girlfriend deserves better</p>	<p>negative comment about a contestant's behavior, bossy</p> <p>unworthy</p>	<p>behavior, negative</p>
6	<p>Румен е такъв женски полов орган, че просто не</p>	<p>such a female sex organ</p>	<p>offensive language</p> <p>gender</p>	<p>offensive language</p>

	мога да го дишам... гласът му дори ми е противен, като бавноразвиващ се звучи. Радо има повече емоция в гласа си 😊	can't stand him sounds slow developing		
7	На Мудева ѝ дойде силата след като тоя охлюв отиде при нея 😊	snail his girlfriend got her power back	offensive language	offensive language
8	Жалко че и Оряшкова се закопава покрай тези!	pity she buries herself next to them unfortunate friendship	discussing dynamics between contestants, negative pity	strategy
9	Tozi reva i se jalva da go sajalqt i da go pusnat v igrte dori az go sajalih a kakuv dolen i zloben bokluk se okaza...	cried to be pitied turned out to be low evil trash	offensive language opinion about a contestant changed	offensive language
10	Румен кога влезе кога започна да влиза в коалиции? За човек, който влезе, едва ли не, от тях да мине много си е вдигнал самочувствието...	entered and started participating in coalitions too high confidence	discussing game dynamics, coalitions negative comment about a contestant's behavior, cocky	strategy behavior, negative
11	😡 Млада двойка с токсична настройка към живота.... Много жалко - толкова млади, а толкова лукави, пресметливи и завиждащи!!! За пореден път се уверявам, че липсата на талант, умения, възпитание и адекватност води до озлобление и комплекс за	young couple with a toxic life worldview pity cunning, calculating, and envious lack of talent leads to evil and no confidence they'll never be happy	negative comment about a contestant's behavior, jealous, malicious	behavior, negative

	малоценност... Мижавщина! Никога няма да бъдат спокойни, усмихнати и щастливи!			
1 2	Бате тоя Румен голяма п**ка е бате	big pussy	offensive language	gender
	Comments Post 3 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Що я бутате толкова не ми е ясно. Двете вещици явно ще си кибичат до края.	why are you boosting her two witches	criticizing the actions of the production, favorites offensive language	criticizing the production
2	Тази година нагласените игри и бутането отвращават зрителите и много скоро ще падне рейтингът :)	staged games and contestant boosting repulse the viewers ratings will fall	criticizing the actions of the production staged games annoying to watch	criticizing the production
3	За каква нагласена игра говорите в коментарите? 😊😊 Тя го водеше с цяла обиколка. От началото на игрите си личеше, че от Дани чеп за зеле не става.	what staged game? she was in the lead obvious he was worthless	supporting the participant, good performance	performance, positive
4	Браво Дени 🍷🍷	bravo	supporting the participant	support
5	Скоро ще останете без рейтинг, дето бутате тая и майка и... Нагласена работа!	will remain with no ratings pushing her forward, staged	criticizing the actions of the production, favorites annoying to watch	criticizing the production
6	Догодина направо един формат само с жени, за да е сигурна продук	next year only women to ensure a female win	discussing the future season, joke criticizing the actions	criticizing the production

	ията, че жена ще спечели без да си дава зор да бута хора наред!	no need to push people forward	of the production, favorites	
7	Сестро ,шапка ти свалям 🤝 Поздравления! Абсолютна машина си 🤝 Стискам палци да си на финал 🤝	machine want to see you at the final	supporting a contestant positive comment about a contestant's performance	support
8	Браво момиче за пореден път доказва че имаш по големи топки от повечето "мъже" в състезанието. Респект!!! 🤝	proved you have bigger balls than the men there respect	supporting a contestant gender	gender
9	Още 6 пъти един и същи пъзел за Денката.	6 more times the same puzzle for her	criticizing the actions of the production, favorites	criticizing the production
10	Ало сценаристите, дайте да заложа 100 лева че тази разпоретина денката ще е избутана до финал 3 ? И майка и ще стои до арената и ще вика браво мами женска сила, никога повече еманципиране.	let me bet that she was pushed to the final by the production hoe no more emancipation	criticizing the actions of the production, staged, favorites offensive language	criticizing the production
11	Прекрасна! ❤️	wonderful	supporting a contestant	support
12	По принцип тук бях за Денислава, тъй като исках Даниел да отпадне и да се отслаби тяхната коалиция. Но е свръхочевидно как продукцията направи така, че това да се случи.	supported her here was too obvious that the production staged her win staging the games according to the contestants	discussing game dynamics, coalitions criticizing the actions of the production, staged, favorites	criticizing the production

	Плуване + допълнителни тежести. Е, сериозно ли  нагласяте си битките според участниците и това кой искате да си ходи 			
	Comments Post 4 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Реалността в България, жалките интригантки винаги съсипват можещите.	Bulgarian reality pitiful schemers ruin the capable ones	generalizing to Bulgaria offensive language	behavior, negative
2	Току що Игри на волята ме изгуби. Спирам да гледам!!!. Добре изигран сценарий. Браво.	will not watch anymore well played script	uninterested to watch staged	criticizing the production
3	Тази година е пълна боза това предаване	the show is a total mess this year	negative comment about the season overall	criticizing the production
4	Един въпрос как всички на частилицето станаха плоски като дъски само дунева расте на кила  	how did everyone lose weight but not her	negative comment about a contestant's weight	appearance
5	Абе, продукцията, вие нормални ли сте? Как може да допуснете един от най-силните играчи да си отиде по такъв нелеп начин и то от хора, които не могат да му стъпят на малкия пръст. Недостойни отстраниха достоен, не с битка, а с	one of the strongest competitors leaving in an absurd way undeserving competitors removing a deserving one deciding a competitor's faith not on the arena is unfair	discussing game dynamics, contestant leaving criticizing the actions of the production, scheming justice worthiness	criticizing the production

	<p>уговорено гласуване. Това беше най-неадекватното отпадане. Моля, поправете си абсурдната и нелепа грешка или се прекръстете на Интриги на воля! Ако някой иска да изгони някого, има арена - там се решава. Така номинираният може да се защити и ако има сили, да остане. А какво стана при Цецо....</p> <p>Две, от които едната е най-слабия играч в сезона, другата..., айде да не използвам епитети, без битка, решиха съдбата на силен играч от раз. Цецо нямаше шанса дори да се защити на арената.... А вие го допуснахте!</p>	<p>he was not given the chance to defend himself</p>		
6	<p>Едната в битките за нищо не става БЕЗ ИЗВИНЕНИЕ, а другата е изтъкана от злоба, а един силен играч просто си тръгна...</p>	<p>one is worthless another is made of evil</p> <p>one strong competitor just left</p>	<p>offensive language, justice</p> <p>positive comment about a contestant's performance</p>	<p>performance, negative</p> <p>behavior, negative</p>
7	<p>Как извъртяхте нещата да го махнете, а като гледам вече втори ден сте подхванали и Момчил 😊 Е трябва да ви призная, че добре манипулирате</p>	<p>staged his removal</p> <p>manipulating the audience well and cheaply making fun of the contestants</p> <p>show is a cheap soap opera</p>	<p>criticizing the actions of the production, cheap, manipulative</p> <p>staged, favorites</p> <p>soap opera, negative</p>	<p>criticizing the production</p>

	зрителите и много евтино се подигравате с някои участници,а и как подбирате игрите ,за да останат тези,които вие искате 😏 Придаването ви стана евтина сапунка и може би достойните участници сте им направили услуга,като ги премахвате още в началото 😏	doing a favor to the contestants kicked out in the beginning		
8	Такъв силен играч си тръгва по такъв долен начин. А тая пародия на състезател, Никол продължава 🙄 ебем ти и продукцията	such a strong contestant leaving is such a low way parodies for contestants continue	stronger contestant leaving criticizing the actions of the production, unfair	criticizing the production
9	Няма такава простотия! Направете го с две игри! Който спечели първата се връща в играта. Втората, който загуби си тръгва! Тия номинации са пълен шит! Да изгоните добър играч за сметка на негодници, които остават! 🙄🙄🙄	no such bullshit eliminations should happen in two rounds shitty to kick out a good player and keep bad ones in the game	criticizing the actions of the production, unfair stronger contestant leaving	criticizing the production
10	Най голямата простотия, този сезон е тотален ЦИРК и ПАДЕНИЕ.	biggest bullshit circus and a downfall	offensive language criticizing the actions of the production, ridiculous	criticizing the production
1	Никол от	better boost her to	wishing a contestant	performance,

1	чистилището направо на финал да я пращат. Три пъти последна и не се усеща , че не е за тази игра..	the finals can't see she's always last and not made to be here	goes home negative language about a contestant's performance	negative
1 2	Най-добрия играч този сезон в игрите отпада,заради жените,които искат да има женски финал,което няма как да стане и путьото Мастагарков,който няма топките и смелостта да излезе и да се бие на арената като мъж заради това Цецо отпада.Грешката е напълно в продукцията,която позволява в племето на изгубените номинациите директно да елиминират играч ,а не чрез битката,затова по- слабите жени ,които искат да стигнат финал ще елиминират винаги мъжете в племето на изгубените не е честно просто да отпадат по този начин най-силните мъже.	best payer got kicked out because women want a female finale pussy Mastagarkov (male) has no balls and courage to fight like a man the production's mistake in allowing this to happen weak women will always eliminate strong men not fair	stronger contestant leaving offensive language gender discussing dynamics between contestants criticizing the actions of the production, unfair eliminations women as weaker	gender criticizing the production
	Comments Post 5 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Браво на Мишо заслужена победа, но защо когато Румен се	deserved win why no one was sent back to the purgatory	discussing game dynamics deserved win	worthiness

	присъедини към племето на Амазонките, не изпрати никой към чистилището?	when he entered	different rules applied	
2	Хайдееее момчеееееее, колко време те чакахме да влезеш! 🌀🌀🌀🌀 Един от най-силните играчи влиза в играта! 🌀🌀🌀🌀	waiting or your entrance for so long strongest to enter the game	supporting a contestant positive comment about a contestant's performance	support
3	Браво на Мишо, категорична победа въпреки бруталните мъки които преживя на чистилището, хареса ми как се разчувства и той за първи път. Значи утре всичко зависи от това кого ще изпрати Мишо на своето място в чистилището и индиректно ще реши съдбата на Цецо. Той дърпа конците за момента. Значи единия вариант е Мишо да се повлияе от думите на Радо и да изпрати Цвети като най-малко харесвана от останалите и не чак толкова полезна, макар, че има и компоненти на които се справя чудесно, като халки, баланс върху	category win like that he got emotional other contestant's faith depends on him discussing possible ways the game might develop speculating who might be the next one sent to the purgatory	positive comment about a contestant's behavior, authentic discussing the upcoming episode speculating discussing dynamics between participants	speculating

	варели, точност и т.н., другият е Крум, Дани или Калоян. Единствено Крум не би подкрепил Цецо на съвета, тъй като си имаха открита вражда още на втората номинационна битка с чука и въжето между Амазонки и Гладииатори, но все пак бих заложил на Цвети 60% и Дани на 40%.			
4	Браво, момче!!! Най-сладката победа! Напълно заслужено. ❤️	sweetest win absolutely deserved	supporting a contestant worthy, deserved	support
5	Браво, Мишо!!!! Заслужи мястото си в игрите, ти си ми един от фаворитите 🙌 Дано стигнеш многого напред, успех 😊❤️	deserved place in the game favorite	supporting a contestant worthy, deserved	worthiness
6	Михаил е много силен и сърцат играч. Брат му е тотална противоположност на него - темерут и не показва емоции. Дано Михаил стигне далеч в играта. Относно Цецо - не го харесвам особено, като човек, но в никакъв случай не заслужава да си тръгне по този начин	strong and big hearted player hope he goes far don't like the other contestant but he does not deserve to leave this way	positive comment about a contestant's performance, behavior negative comment about a contestant's behavior justice, contestant leaving	support
7	Аз не знам Никол за кво е там още и я	why is she still there	stronger contestant leaving	performance, negative

	държат да прецака сега Цецо, тя кво ще направи като влезе в Игрите?	screwing up the game of others		
8	Не знам кое ме радва повече. Влизането на Цецо или НЕвлизането на Виолета 😊	don't know what makes me happier - x entering or y not	discussing game dynamics	game dynamics
9	ВИЛОцираптора сигурно има кафяво на гащите. То напъни, то чудо...	probably has brown on her pants	offensive language making fun of a contestant	offensive language
10	Дунева пак на последно място...докога беее 😊😊😊	again last until when	negative comment about a contestant's performance	performance, negative
11	някой да ми обясни тази Никол Дунева какво въобще прави в игри на волята? тя се е подготвяла с 30 кроасана на ден в продължение на 3 години.	what is whe even doing here preparing with 30 croissants a day	negative comment about a contestant's weight, performance out of place	appearance
12	Заслужено участие като пълноправен претендент за спечелване на Сезон 5 🏆	deserved entrance contender for the 1st place	worthy, deserved win	worthiness

Table 7

Week 7 (Oct, 9 - Oct, 15)

	Comments Post 1 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Здрави прави мъже не можаха да издържат на тежест 60% от собственото си тегло, а този слаботелесен комар Виктория дори усилие не положи.	strong men can't hold the weight but she can weak-bodied mosquito don't believe	staged game criticizing the actions of the production differences in game setup	criticizing the production

	Някой вярва ли, че в нейния варел имаше тежест 60% от нейното тегло? Пак нагласена работа.	staged		
2	Гатьо всички сме с теб! Ако си тръгнеш, спирам да гледам предаването	all with you stop watching if you leave	supporting a contestant entertained to watch	support
3	Браво на Вики! Страшна е! Яд ме е че Момчил се спаси, но го направи с клизм@, и се видя че не е идеален	annoyed he saved himself was hard for him all saw he's not perfect	supporting a contestant negative comment about a contestant's performance	support performance, negative
4	Няма такъв лицемер като Дунев-плюе Виктория, мързелив била, не знам каква била, а сега подскача да ѝ се радва, да я прегръща.. Вальо втори номер.	too faced offending her behind her back then supporting her	negative comment about a contestant's behavior, two-faced discussing dynamics between contestants	behavior, negative
5	Момчи не игра честно тук и трябваше да е той номиниран, но нали продукцията пази Амазони!	did not play fair should have been nominated production saves people	discussing game dynamics, cheating criticizing the actions of the production, favorites	criticizing the production
6	Колкото ми е смешен Гатьо, но му пожелавам да спечели срещу Масагарков-дребна душица	he's ridiculous but wish he beats him	negative comment about a contestant's behavior, funny supporting a contestant	behavior, negative
7	Гатьо и без друго иска да връща на Масагарков къде го ебава за жилетката. Дано го победи.	wants to avenge himself for being joked about hope he wins	discussing dynamics between contestants supporting a contestant	support

	Давай Гатевски			
8	Браво Вики 🙌	bravo	supporting a contestant	support
9	Браво Вики, би толкова мъже 🙌	beat so many men	supporting a contestant gender	support gender
10	оставаше и да не спечели личеше че на Виктория варела е празен 😏	could tell her barrel was empty unfair	differences in game setup staged	criticizing the production
11	Егати нагласеният ташак тая Виктория 1 час не помръдва вътре май няма нищо	staged doesn't move, nothing inside	differences in game setup staged	criticizing the production
12	Прекалено очевидно беше, че нейната кофа е доста по-лека. Дори когато я пусна падаше доста побавно, понеже не тежи 🙌 Игри на несправедливостта тази година 📌	too obvious her bucket was way lighter unfair	differences in game setup staged discussing game dynamics	criticizing the production
	Comments Post 2 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	То беше ясно....за Виолета е по-лесно да се изправи срещу Дунева, а не срещу Ива. И колкото и да говори,че Никол и е като дъщеря са пълни глупости. То си личи в погледа и колко е доволна ,че ще я бие на битката и ще влезе в игрите. Знае как да си изиграе картите добре Виолета 🙌	easier for her to compete against x than y claims she's like a daughter to her but knows how to play her cards well	discussing game dynamics strategy	strategy

2	Уж всеки отпада от битка, ама продуцентите квот решат това е... циркаджийско шоу, за този телефон продуцентите са знаели още от първите дни на предаването, ама са чакали за интригата повече рейтинг в средата на сезона...	theoretically they get kicked off from battles but in reality it's up to the producers circus show waiting for drama and intrigue	criticizing the actions of the production, staged intrigues, ratings	criticizing the production
3	Продукцията пак си изми ръцете с играчите.. защо те трябваше да вземат това решение??	production washed its hands with the contestants again	criticizing the actions of the production, unfair	criticizing the production
4	И Ралица е хитра и тя, как първо дава думата на Виолета, понеже тя контролира Никол, и квото каже дъртата, Никол ще го повтори, Ако беше питала първо Никол, може би тя щеше да каже да се бият 3-те	host is cunning x speaks first because she controls y	negative comment about the host's behavior, cunning discussing dynamics between contestants negative comment about a contestant, ageist, manipulative	criticizing the production
5	Е няма такава наглост. А Николчето явно е и с доста малък умствен капацитет. Виолета си я приготвя за жертвено агънце. Ива дори не трябва да ги прегръща .	insolence x must be very stupid y is using her as a victim	discussing dynamics between contestants negative comment about a contestant, stupid negative comment about a contestant, manipulative	behavior, negative
6	Гнусни, долни, безгръбначни животни. Пачата Виолета била спортистка. Долна, жалка амеба. Ебахти боклука долен. Тая	vile low spineless animals ameba trash	offensive language stronger contestant leaving staged game, Big	offensive language

	<p>проста свиня Никол, и тя е ценна колкото черното под ноктите на бездомен циганин наркоман. Жалки свини. Поредния силен играч който си тръгва без битка за да може напред да продължат тия помиарки. Нагласена работа та дрънка. Айде съберете ги и двете с половинките им и мирясайте. Жалък сценарий през този сезон. Спрях да гледам Фермата защото превърнаха едно страхотно предаване в най обикновен и пошъл биг брадър, сега вие правите абсолютно същото. Повръща ми се от вас!!!</p>	<p>pig</p> <p>homeless gypsy drug addict</p> <p>swine</p> <p>strong contestant leaving for these bitches to continue</p> <p>staged</p> <p>poor script this season</p> <p>turning the show into a vulgar Big Brother</p>	<p>Brother</p> <p>uninterested to watch</p>	
7	<p>Беше прекрасна, Ива! Просто животът е несправедлив! Успехи занапред! 🙏</p>	<p>you were wonderful</p> <p>life is unfair</p>	<p>unfair</p> <p>supporting a contestant</p>	<p>support</p>
8	<p>Жалко, че още един силен играч си тръгна нелепо. Това, че е провела разговор с майка си не е престъпление и можеше да направите друг ход, за да остане в играта, тъй като е много по-интересна като играч от Никол</p>	<p>pity another strong contestant left in a stupid way</p> <p>more interesting than others left in the game</p> <p>production manipulated the game in an unworthy way</p>	<p>stronger contestant leaving</p> <p>pity</p> <p>discussing dynamics between participants</p> <p>criticizing the actions of the production, manipulative, two-faced</p>	<p>criticizing the production</p>

	<p>например. @igri.na.voliata.bulgaria начинът, по който манипулирате играта е много по-недостоеен от морала, който всявате на участниците</p>	<p>but talks about morals to the contestants</p>		
9	<p>Не изкарвайте Виолета и Никол ,че са виновни за това ,че номинираха Ива и тя си тръгна без битка каквото посеш това ще жънеш правилата са си правила и Ива си го заслужи.</p>	<p>don't blame others for her exit</p> <p>her own fault</p> <p>deserved it</p>	<p>discussing game dynamics</p> <p>deserved to leave</p>	<p>game dynamics</p>
10	<p>Ей тая Виолета ве много ли ви вдига рейтинга на предването че още я държите?! Всеки втори коментар я плюе защото е страшно противна но вие я държите явно много харесвате такива подли и безкруполни чудовища.. Какви са тези плаващи правила нека да е за всеки едно и също вие си ги избирате кой да продължи и кой да отпадне. Както и за Елиминационите битки вие ви избирате според противниците каква да е битката който искате да продължи.. Нужно</p>	<p>keeping her for ratings</p> <p>everyone keeps hating on her</p> <p>showcasing vile and unscrupulous monsters</p> <p>floating rules</p> <p>production chooses who stays and who goes</p> <p>staged</p> <p>charlatans</p>	<p>criticizing the actions of the production, favorites, chasing ratings</p> <p>negative comment about a contestant's behavior</p> <p>offensive language</p> <p>staged game</p>	<p>criticizing the production</p> <p>behavior, negative</p>

	ли е да е толкова нагласено.. Има и други предавания не сте само вие .. Шарлатани			
1 1	Значи, първоначално идеята с племето на Изгубените ми хареса, добре е измислено, но недоумислено. Как така, кадърни и добри участници, биват изгонени от некадърни лисици!? То беше ясно, че така ще стане. Да речем, че съм съгласна, когато бяха по 4 или 5 човека в това племе, да излизат с директна номинация, но след като останаха само по 3-ма, е абсурдно да се гонят участници без битка. Както влизат с битка в племената, така трябва и да излизат от играта!	good competitors being kicked out by incompetent ones absurd to kick out competitors with direct eliminations	discussing game dynamics stronger contestants leaving unfair eliminations	criticizing the production
1 2	ПО ИЗМИСЛЕНИ ПРАВИЛА НЕ СЪМ ГЛЕДАЛА В НИТО ЕДНО СВЕТОВНО ПРЕДАВАНЕ, ЗАЩО БЕШЕ ТОВА УЖ,,ЧИСТИЛИЩЕ,, ДА СЕ ВКАРА РУМЕН БЕЗ БИТКА И ДА СЕ ИЗГОНЯТ СИЛНИ УЧАСТНИЦИ БЕЗ ДА ИМАТ ПРАВО НА БИТКА, ТРЯБВАШЕ ДИРЕКНО ДА ИМ	staged rules purgatory to kick out strong competitors without a right to compete for their place no willpower here new rules	discussing game dynamics, negative unfair rules unfair eliminations	criticizing the production

	КАЖЕТЕ НА ХОРАТА ЧЕ НАПУСКАТ ИГРИТЕ НА ПРОДУКЦИЯТА. НИКАКВА ВОЛЯ НЯМА ТУК. ГЛЕДАЙТЕ МАЛКО ЧУЖДИ ПРОДУКЦИИ ДА ВИДИТЕ КЪДЕ СА ТЕЗИ НОВИ ПРАВИЛА ВСЕКИ ДЕН ПОНЕ ОБЯСНЕТЕ НА ЗРИТЕЛИТЕ, ЗАЩОТО НИЕ ТОВА ИСКАМЕ ДА ЗНАЕМ!?			
	Comments Post 3 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Намерили са се с Радев, тъпи, завистливи и не можеш една игра да вземат	stupid, envious can't win a single game	offensive language negative comment about a contestant's physical performance	behavior, negative
2	Момчил бил лицемер, а тя две минути по-късно казва, че се е правила на добричка докато влезе Румен...за да властвал той в племето 😏😏	claims x to be two- faced but acts two- faced herself	negative comment about a contestant's behavior, two-faced discussing dynamics between contestants	behavior, negative
3	Вечно млади няма, но има вечно прости... Мудева е една от тях (вторите).	forever young - impossible, forever dumb - possible	negative comment about a contestant's behavior, stupid	behavior, negative
4	Дано сега като се гледа да се засрами и да се извини на Момчил и Гатьо. Трябва да има собствено мнение Мудева, не да	hope she feels ashamed watching now needs her own opinion	negative comment about a contestant's behavior, easily manipulated	behavior, negative


	дойде мъжа и и да и казва какво да мисли...			
5	Как дълбаеш дъното с всяка твоя дума... представа си нямаш. Дълбай, дълбай.. Сама показваш колко ти е умствени капацитет... А той не е много, очевидно	scraping the bottom with every word showing your mental capacity	negative comment about a contestant's behavior, stupid	behavior, negative
6	Трябва да се срамуваш от себе си Мудева, като амеба си, нямаш собствено мнение, каквото пее комплексара Мудев и ти припяваш.	should be ashamed of yourself ameba no own opinion	negative comment about a contestant's behavior, easily manipulated discussing dynamics between contestants	behavior, negative
7	Тая Мудева с всеки изминал епизод си казвам, че не може да падне по-ниско! Всичката тая вербална агресия която изля по адрес на Момчил наричайки го - лицемер, егоист и самохваляк. Е, нека ние зрителите да преценим това. Момчил е един от големите фаворити на зрителите, докато Мудеви са най-антипатичните персонажи от този сезон. Силно се надявам, че гледат всички епизоди и са се видяли отстрани, и ако имат някаква самокритика, не е късно да проявят доблест и достойнство и да се	can't fall any lower verbal aggression towards another contestant the most unsympathetic personalities show some dignity and say sorry	negative comment about a contestant's behavior, aggressive, unworthy discussing dynamics between contestants positive comment about a contestant's behavior, favorite	behavior, negative

	извинят на Момчил.			
8	Лол дори Оряшкова не подкрепя мнението ти. Радвам се, че Мудев ще ти стъжни живота, патка заспала. Момчил е 100 пъти по-голям мъж! @mudevateodorra	even your friend doesn't support you sleeping duck happy he'll make your life miserable	discussing dynamics between contestants offensive language positive comment about a contestant's behavior, manly	offensive language
9	Оле колко си тъпа и проста 🤡🤡🤡	so stupid and dumb	negative comment about a contestant's behavior, stupid	offensive language
10	това мис дебилизъм ли беше, че забравих?	miss dumbness	negative comment about a contestant's behavior, stupid	offensive language
11	Това, че не разбираш някой, не означава че е лицемер. Мудева се подведе по мнението на Румен.	not understanding someone doesn't mean they're two-faced	negative comment about a contestant's behavior, easily manipulated	behavior, negative
12	Интересно е как Радев и проми мозъка. Преди няколко епизода, давах как си говорят тайно двамата и тя му обясняваше на Руменчо как да е по-смирен и че не било така. Опитва се да му обясни, че не е прав за Момчи. Иии след няколко дни хоп и тя със същото мнение. И плиткият и мозък смята най-вероятно, че Момчил е трябвало да излезе на битката. Да, ама защо? Ти нали и ти	brainwashed her shallow brain tried to explain then changed her mind you embarrassed yourself proud of the other contestant top player with power intellect and humility	negative comment about a contestant's behavior, easily manipulated discussing dynamics between contestants positive comment about a contestant's performance, behavior	behavior, negative

	<p>яде и ти беше там, а Момчил ви носи на гръб всичките. Мъжлето го отнесе и заради твоите грешки. Момчил е топ играч и е постигнал толкова много извън играта, че аз се гордея с него, че има такива млади мъже в България, като него. Той има всичко , сила, ум, интелект, не е злобен, смирен е и т.н</p> <p>Вие с Румен здраво се изложихте !!!</p>			
	Comments Post 4 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	<p>Аз искам да знам ,как тази Дунева , не отслабна за цял месец, как ? Защо лъжете зрителите че стоят гладни , за това време тази персона трябваше да е смъкнала сланините . И като цяло тази година с това чистилище се изложихте, тук трябваше първите двама се връщат, и дебелианата която за нищо не става, отпада, точка!</p>	<p>how did she not lose weight</p> <p>lying to the viewers that they stay hungry</p> <p>embarrassed yourself with the purgatory</p> <p>should have been otherwise</p> <p>fatty</p>	<p>negative comment about a contestant, fat shaming</p> <p>staged</p> <p>discussing game dynamics, disappointed</p>	appearance
2	<p>Дебелата още ли вярва, че може да влезе в играта 😊😊😊</p>	<p>fatty believes she can enter the game</p>	<p>negative comment about a contestant's performance, fat shaming</p>	appearance
3	<p>Николчето нещо беше много отворена,а сега</p>	<p>was confident now she's crying</p>	<p>making fun of a contestant</p>	making fun of a contestant

	плачка 🙄 😊 🙄			
4	Ейй това момиче едно килце да свали поне много я храни продукцията	did not drop a single kg fed by the production	negative comment about a contestant, fat shaming	appearance
5	Никол: “В последните битки не се представих добре..” Май не са излъчили битките в които се е представила добре.. Позор!	did not air a game you performed well in shame	negative comment about a contestant’s performance	performance, negative
6	Николчето няма нито воля ,нито стратегия,нито адаптацияС една дума за какво е там и я правят да е най-силната жена и даже ще влезне в играта с нито една победа.	neither willpower, nor strategy, nor adaptation will enter without a single win	negative comment about a contestant’s behavior, performance	performance, negative behavior, negative
7	Най-справедливо би било сама да се номинира тази Никол, ако все пак има някакво достойнство и срам.	just would be if she nominates herself if she has dignity and shame	discussing game dynamics dignity	worthiness
8	Не мога да разбера целия този хейт към Никол 🙄 да, не се представя добре в битките на чистилището. Но това са индивидуални битки, ако бяха отборни, може би нямаше да прави такова впечатление. Да не би мрънкащата Виктория,	don’t get the whole hate not the best at individual games others would not have done/survived better happy and smiling despite all	discussing game dynamics positive comment about a contestant’s behavior, strong	support behavior, positive

	<p>плоскоумната фризьорка, че дори и Мудева или Албена можеха да издържат на това място без храна и да се справят по- добре в индивидуални битки? На мен лично не ми се вярва. Усмивната и лъчезарна, въпреки всичко. Браво, Никол! 🤝</p>			
9	<p>Аз правилно ли разбрах, че ще има съвет преди битката? Демек ще изгонят Цвети, и после Дунева ще отпадне защото в нищо не я бива, но ще изгони нечестно още 1 играч</p>	<p>trial before the game</p> <p>who will go home</p> <p>x will go home because she's not good at anything</p> <p>kicking out one other contestant unfairly</p>	<p>discussing game dynamics</p> <p>eliminations</p> <p>referring to the upcoming episode</p>	<p>game dynamics</p> <p>speculations</p>
10	<p>Както и прогнозирах, след като видях битката-дебелото недоразумение,отн ово остана последно 😊. Обаче продукцията всячески се опитва да я остави докрая. Сега няма имунитет на новия играч и няма минус гласове за дебелието. Всичко е ясно-бабата и дебелието елиминират новия играч и после бабата с лекота бие мис пиги...то бива бива аванти,ама тоя сезон се оляхте бе,продуценти 😊</p>	<p>the fat misunderstanding is last again</p> <p>production tries to push her forward</p> <p>everything is clear</p> <p>producers you overdid the advantages</p>	<p>negative comment about a contestant, fat shaming</p> <p>production's involvement in the game, pushing favorites</p> <p>discussing game dynamics</p> <p>negative comment about a contestant, ageist</p>	<p>appearance</p> <p>criticizing the production</p>

				
1 1	Утре ни очаква другарски съд 2-ра част. Значи както днес гледахме една от може би най-най тежките индивидуални битки в историята, така утре ще гледаме една от най-тежките междуплеменни битки в историята. Първата номинационна битка според мен ще завърши с победа за Старейшините, Гладияторите ще се спасят от съвет с 2-рото място, а Амазонките ще отидат на съвет и ще номинират най-вероятно Ива и Гатьо или Ива и Момчил, ако преди това на другарския съд някой не повтори съдбата на Ситнилска, което е много вероятно да се случи на още някого, този път може на повече от един.	friendly trial part two breaking down what will happen tomorrow winners, second place, who will be nominated	referring to the upcoming episode eliminations discussing game dynamics speculating	speculations
1 2	Ей тая СВИНКЯ няма отървани.	no getting rid of this pig	negative comment about a contestant, fat shaming	appearance
	Comments Post 5 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Браво на Дени и Вики. А при Гладияторите, Цвета	x, y bravo z is whining and	discussing dynamis between contestants	strategy behavior, negative

	<p>пак нещо взе да мрънка и се оплаква. После се чуди, защо двете коалиции си я прехвърлят като топка, ту при едните, ту при другите, но всички я искат само за глас, иначе въобще не им пука за нея. При първа възможност, когато не им е нужна ще я шитнат. Аз не мога да я изтрия, не знам как тия момчета я търпят. "Много хубаво момиче, ама да не ти е в къщата".</p>	<p>complaining</p> <p>no wonder they don't want her in any team</p> <p>no one cares about her</p> <p>will be eliminated at the first given opportunity</p> <p>can't stand her</p>	<p>coalitions</p> <p>negative comment about a contestant's behavior, annoying</p>	
2	<p>Това племе стана ПЛЕМЕ и му потръгна всичко, откакто разкараха баба Вили от него. Верно е заразно зло тая. И от Чистилището изгониха Цецо заради нея без да е победен. Абе зло сее тая бе. Добре, че я магнаха от там.</p>	<p>tribe became whole once x left</p> <p>resident evil</p> <p>good she went to the purgatory</p>	<p>negative comment about a contestant, ageist</p> <p>negative comment about a contestant's behavior, malicious</p> <p>discussing game dynamics</p> <p>happy a contestant left</p>	<p>age</p> <p>behavior, negative</p>
3	<p>Респект към всички, Дени не спира да се представя великолепно! Браво момиче! 🌸👏</p>	<p>respect for all</p> <p>x is performing incredibly</p>	<p>positive comment about a contestant's performance</p> <p>supporting a contestant</p>	<p>support</p>
4	<p>Игри на волята е предаване за хора, като Денислава. Просто да гориш в играта ,да печелиш и да си</p>	<p>show for people like x</p> <p>burning in the game</p> <p>winning and being</p>	<p>positive comment about a contestant's behavior, excited</p>	<p>support</p>

	себе си!!!	herself		
5	Браво! Добра тактика, без никакви драми и викания. В момента са ми най-симпатичното племе.	good tactic no drama and yelling	discussing game dynamics tactics	strategy
6	Браво на Дени! Страхотно чисто и добро същество, а в игрите е машинка! Фаворитка ми е!	x is amazing and pure machine in the games favorite	positive comment about a contestant's behavior, kind positive comment about a contestant's performance	behavior, positive performance, positive
7	Това племе щеше да е още на реката ако Денислава не им редеше пъзелите 😊😊😊	would still be at the river if not for x	positive comment about a contestant's performance	performance, positive
8	Браво на всички, Дунев и Мастагарков им беше леко дори 😊	bravo x and y had it easy	positive comment about a contestant's performance	performance, positive
9	Много по лесно щеше да е за амазонките само жени и с един мъж, ама кой да мисли бате	amazons would have it easier with one man	discussing game dynamics gender	strategy
10	Вики и Дени думичка не казаха тук ме боли не мога и т.н Браво на всички 🙌	did not say a word about being hurt bravo everyone	positive comment about a contestant's performance	behavior, positive
11	Топ, топ, топ!! 🙌🙌 Браво	top, bravo	supporting a contestant	support
12	Браво на всички !Супер сте на терена !Дени е върха!	great on the arena	positive comment about a contestant's performance	support

Table 8
Week 8 (Oct, 16 - Oct, 22)

	Comments Post 1 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	<p>Мартин обърна палачинката с идеята за лесно промушване към финала, ок, тактика, но да продължава пред всяка поява на камера да съска по Мастагарков, като квартална тъотка е мега калитарско и смешно. Шубето е голям страх са казали хората.</p>	<p>flipped the pancake</p> <p>easy way to the finale</p> <p>tactics</p> <p>talking against another contestant</p> <p>fear making him talk bad</p>	<p>strategy</p> <p>negative comment about a conetstant's behavior, fearful, ugly</p> <p>offensive language</p>	<p>strategy</p> <p>behavior, negative</p> <p>offensive language</p>
2	<p>Дунев докога ще я кара на оправдания и криеница?</p>	<p>excuses and hiding</p>	<p>negative comment about a conetstant's behavior, hiding</p>	<p>behavior, negative</p>
3	<p>Ако не беше Мастагарков да поеме всички тегави битки, Мартин щеше друга песен да пее, много подло, и некоректно отношение, дори с чувалите битката пак Мастагарков ги извади , и болен ходи и на битка, а на края ... Мартин бил велик, айде прекалиха вече.</p>	<p>x carrying all hard games</p> <p>vile and improper attitude</p> <p>x is sick and carrying the games but y seen as the hero</p>	<p>discussing game dynamics</p> <p>negative comment about a conetstant's behavior, vile, unfair</p> <p>injuries</p> <p>one contestant saving all</p>	<p>behavior, negative</p>
4	<p>Още преди да заложат за мен беле логично да осъществят разговор или Марти или Оряшкова. Браво на племето! Няма нищо по-ценно от децата, всяка раздяла с тях в тежка и болезнена. Но това могат да го разберат хора, които са родители.</p>	<p>should talk before betting</p> <p>nothing more precious than kids</p> <p>parents</p>	<p>discussing game dynamics</p> <p>choosing who wins a prize</p>	<p>game dynamics</p>
5	<p>znachi mastagarkov go chaka kato kuchence i ne e glasuval za nego a toi za</p>	<p>x waiting for y like a puppy</p>	<p>negative comment about a contestant's behavior, unfair</p>	<p>behavior, negative</p>

	edin oburkan kapitanski glas samo go hapi.Marto ne e korekten i e po slab ot blago	y not acting appropriately towards x y weaker		
6	Тоя редовно го виждам пиян и други неща май...	often see him drunk	negative comment about a contestant's life outside the show	behavior, negative
7	Елвиса е поредното недоразумение родило се мъж, пуснете го в една стая с мен да видим дали ще крещи и дали ще се прави на мъж🙄🙄	another misunderstanding born a man let him come to me	negative comment about a contestant, unmanly gender dynamics	gender
8	Мисля , че Мартин заслужава това защото за втори пореден път води племето си само към по-добро. Заслужено @elvisarata ❤️🙄	deserved helps the tribe a second time	positive comment about a contestant's performance deserved, leader	performance, positive
9	Мастагарков може само да се гордее с раните,с битките и победите.Ето това дразни клюкарите,превърща ги в лицемери и ги прави смешни	can only be proud of his wounds and wins annoys gossipers and turns them into hypocrites	supporting a contestant gossip, hypocrite	support
10	Мартина е много гадна, долна, евтина, мръсна жина!	nasty, low, cheap, dirty woman (referring to a man)	negative comment about a contestant, unmanly gender dynamics	gender
11	В Мастагарков има нещо много фалшиво и престорено	something fake about him	negative comment about a contestant's behavior, fake	behavior, negative
12	Мартин е лицемер сега играе по свирката на Десислава Вижда че Мастагарков е силен и се извъртя като мъжка к...а.	hypocrite plays along x male prostitute	negative comment about a contestant's behavior, hypocritical offensive language, gender labeling	behavior, negative gender
	Comments Post 2 I	Initial Categorization	Emerging Patterns III	Refining Findings IV



		II		
1	<p>С всяка година интелектуалното ниво на предаването пада прогресивно. Все имаше няколко участника, които се отличават с нещо хубаво. Тази година как сте ги избирали, не знам, но кой от кой по-голям шовинист, нарцисист, кой от кой по-злюбен, по-дребнав, по-двуличен, по-прост. Димо и Ралица, респект към вас като личности, но нивото просто е потресаващо. Жалко, игрите са готини, обаче тази плява в лицето на Биг Бродър интриги просто отблъскват стойностните зрители.</p>	<p>intellectual level of the show dropping progressively</p> <p>no participants with good qualities</p> <p>narcissistic, evil, petty, two-faced, stupid</p> <p>level of participants is terrifying</p> <p>Big Brother intrigues</p> <p>repulsive for the viewers</p>	<p>negative comment about the show, chasing intrigues, bad contestants</p> <p>positive comment about the hosts' behavior</p> <p>Big Brother intrigues</p> <p>uninterested to watch</p>	<p>criticizing the production</p>
2	<p>Виолета отблъскваща, мазна, противна, хитра, фалшива, интригантка седнала да говори и посочва кой е лицемер и кой мишка. Направо отблъскваща е тази жена 😞😞</p>	<p>x is repulsive, greasy, nasty, sly, fake, scheming</p> <p>discussing who's two-faced</p>	<p>offensive language</p> <p>negative comment about a contestant's behavior, cunning, fake, scheming</p> <p>hypocritical</p>	<p>behavior, negative</p>
3	<p>Радо горкия, докато вдене.. мъка мъка. Не знам Рълев как издържа с такова спокойствие да му говори. 😞😞 аз пред екран се ядосвам 😞👤</p>	<p>takes time to understand what's going on</p> <p>annoyed looking at this</p> <p>can't stand it</p>	<p>negative comment about a contestant's behavior, stupid</p> <p>annoyed to watch</p>	<p>behavior, negative</p>
4	<p>Това уж бяха игри на волята, тоз сезон който не се кланя на дъртата мумия е този който проявява воля!!!!</p>	<p>old mummy</p> <p>willpower to the people not following her lead</p>	<p>negative comment about a contestant, ageist</p> <p>discussing dynamics between participants,</p>	<p>age</p> <p>strategy</p>

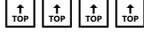
			coalitions	
5	Разчиства полето за дъщеря си-маха силни мъже,за да й осигури слаби жени във финалните битки	cleans the arena for her daughter gets rid of the strong men, leaves weak women	discussing game dynamics, tactics eliminating strong contestants	strategy
6	Tbh, nadqvam se Rado, Rulev i Vili da mahnat toq Krum. Mn e protiven	hope they get rid of him repulsive	discussing game dynamics hoping a contestant goes home negative comment about a contestant's behavior, repulsive	game dynamics
7	Радо и Рълев нямат друга опция освен да играят със змията, онези не им дадоха шанс все са срещу тях. Крум се взе насериозно плете стратегията да играе със жени и Калоян, който вижда че е слаб. Жалко защото е добър играч и може и с игри да бие вместо да пада толкова ниско да оставя слабите това е най-дразнещата, безинтересна и недостойна игра за мен. А само повтарят за достойнство и мъжкарско. Вижда заплаха в Рълев понеже е машина и го е страх колкото и да отрича. И каква победа е като си победил някой мега слаб играч. Тия мишквания са жалки.	no other option than to play with the snake no other option took himself seriously weaving a strategy pity good player, can win by competing not weaving strategies annoying, uninteresting, disrespectful game but talking about dignity and manhood scared by x not a win if winning against a weaker player	discussing dynamics between contestants, coalitions, strategies uninterested to watch unworthy honor, manliness fear, mouse	strategy worthiness gender


		mouse		
8	Защо просто не ги вкарът в биг брадър там поне ще си правят скандали. Биг брадър игри на волята 5 😂😂😂😂 @igrinavolya ta	call then in Big Brother can create drama there	Big Brother intrigues commenting on drama, dynamics between the contestants	criticizing the production
9	Добра стратегия! Иван и Радо са по- силни играчи от Цвети и Калата. А :) посредникът трябва да е мн хитър :) иначе го отнася! Цвети не става за политик.	good strategy x stronger than y the middleman must be cunning	strategy discussing dynamics between contestants negative comment about a contestant's behavior, not strategic	strategy
10	abe ne e garancia che cveti she padne ot mudeva	not guaranteed x will lose to y	referring to the upcoming episode speculating	speculations
11	rulev kvo si misli che posle vili s mudeva i tedi shte gi pazyat s rado li	does he think x and y will save his back	discussing dynamics between contestants, coalitions, delusional	strategy
12	За мен предаването приключи. Интриги и фалш не ми се гледат.	show is over not interested in intrigues and fakeness	uninterested to watch fake, intrigues	criticizing the production
	Comments Post 3 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Насран Дунев!	shat himself	offensive language	offensive language
2	Дунев, мишока на сезона!!!	season's mouse	negative comment about a contestant's behavior, mouse, fearful	behavior, negative
3	Никол е изключително ПРОСТО момиче. Виолета така я манипулира и използва, уж играят комбина с нея, но Виолета	x is incredibly dumb manipulated and used	negative comment about a contestant's behavior, stupid, easily manipulated	behavior, negative strategy gender

	<p>нарочно си я остави за накрая, защото Никол е изключително слаб играч и така на практика Виолета си осигури победа още преди да започнала битката между двете. Сега Виолета ще създаде абсолютен хаос в племето на гладиаторите, уж че ще е в коалиция с жените, но реално тя пак играе нейната си игра, за да може с помощта на жените да елиминират силните мъже, а накрая да останат слабите жени и с лекота да ги победи. Виолета е изключително токсичен и грозен урод. Не я знам как може сама да си помпа болното его, казвайки че дори 20 годишни мъже я харесвали, като съм сигурен, че с отвратителната си, отблъскваща визия и противен характер даже куче не би си вдигнало крака да я препикае. Смъртоносно противна американска порно актриса на стероиди!</p>	<p>leaving her on purpose, easy win</p> <p>securing a win before the game</p> <p>chaos in the tribe</p> <p>coalition with the women, but still playing her own game</p> <p>eliminating strong men, leaving weak women</p> <p>toxic and ugly freak</p> <p>even a dog would not piss on her</p> <p>deadly disgusting american porn actress on steroids</p>	<p>discussing dynamics between contestants, fake support, strategy</p> <p>discussing the future development of the game, coalitions</p> <p>eliminating stronger contestants</p> <p>men as stronger, women as weaker</p> <p>negative comment about a contestant's behavior, toxic, ugly</p> <p>offensive language</p>	<p>offensive language</p>
4	<p>Дано да ги е срам като го гледат на запис че са трагични и четиримата 🤔</p>	<p>hope they're ashamed looking back</p> <p>tragic</p>	<p>negative comment about a contestant's behavior, shameful</p>	<p>behavior, negative</p>
5	<p>На бабЕто и висна ченето. Явно щерка й е с повечко разум от нея и още много отдавна заяви, че тя и майка й са отделни играчи.</p>	<p>grandma is shocked</p> <p>daughter is smarter</p>	<p>negative comment about a contestant, ageist</p> <p>negative comment about a contestant's behavior, stupid</p>	<p>age</p> <p>behavior, negative</p>

			discussing dynamics between contestants, coalitions	
6	Дунев е много жалък - няма нищо мъжко в него.Добре,че Виолета я нямаше дълго време в играта - да изгледаме спокойно двубоите!	very pitiful nothing manly in him good x was gone a bit to watch in peace	negative comment about a contestant's behavior, unmanly negative comment about a contestant's behavior, overpowering	behavior, negative
7	Дунев,как можа да обърнеш лопатата бе,алоуууу 😞 😞 😞	switching sides	negative comment about a contestant's behavior, unloyal	behavior, negative
8	Ей го Дунев, колко е достоен - три реплика и жест и видяхме истинското му лице :) А това сега е плюс за Крум, който ще се вразуми да играе с Рълев и Радо с идването на Виолета, иначе отиваше яко надолу... голяма мъка е да се избутат няколко жени до финал от продукцията, което за зрителя е неприятно тотално, защото не смятам, че един нормален човек би трябвало да разделя хората на база пол, а не качества!	“worthy” saw his true face better for x he will play with others torment to push a couple of women to the finale unpleasant for the viewer should not divide based on gender	negative comment about a contestant's behavior, unworthy discussing dynamics between contestants, coalitions pushing women, mean as stronger women as weaker annoyed to watch importance in performance	behavior, negative strategy gender
9	Дунев направо мина Виолета по антипатия обаче, евала 😏 и вика”и падна” с мега драматичен гаден тон - тотален манипулатор излезе! Аз се чудех защо се кефи на Виолета, а той и той просто злобар като нея само че хитър да се прикрива, та да издрапа досега с някакви смешни	x even more antipathetic than y now dramatic and nasty x evil like y cunning and hides it to move forward	offensive language negative comment about a contestant's behavior, manipulative, cunning, hiding	offensive language behavior, negative

	аргументи и измислени скандали - топ слабо!!!			
10	Все виждал зловни жени, ама тази е за Гинес по злоба.	evil woman Guinness evilness	negative comment about a contestant's behavior, cunning gender mentioned	behavior, negative gender
11	Дени и Мартин топлят една завивка.... Много ясно, че ще играе с него, колкото и на старата змия да не ѝ харесва това! 	x and y warming one bed clear coalition	commenting on a contestant's outside life speculating negative comment about a contestant, ageist	speculations age offensive language
12	Дунев, най-големия смешник.	biggest clown	negative comment about a contestant's behavior, ridiculous	behavior, negative
	Comments Post 4 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Харесвам ви и двете! Абсолютни машини и истински Жени! Вие и двете сте пример каква трябва да бъде една жена, майка и дъщеря!	like you both machines true women, example of what a woman/mother should be	positive comment about a contestant's behavior, true woman setting a good example positive comment about a contestant's performance	support gender
2	Не съм и фенка на бабата. Даже ме дразнеше яко в началото. Но пред алтернативата да влезе нищо не умеещата Кюфтол, предпочитам бабата. Не знам това момиче как не го е срам да се нарече гимнастичка. Гимнастичка е колкото аз съм пианистка 	not a fan of x annying in the beginning prefer grandma over meatball should be shamed to call herself a gymnast	negative comment about a contestant, ageist negative comment about a contestant, fat shaming negative comment about a contestant's performance	age appearance performance, negative offensive language

			offensive language	
3	Вили е машина, аз съм го казала още от онази битка дето се буташа с гладиаторите. Само тя и Моника ги избутваха, мъжете се излагаха.	machine men were embarrassing themselves	positive comment about a contestant's performance one contestant winning for all	performance, positive
4	Браво Вили страхотна си! Напомняш ми за мен самата преди 20г...	bravo, you're great reminds me of myself	supporting a contestant	support
5	 Браво Вили, това е игра а не сериал, тате, мама, моя, мойта. Топ си	this is a game not a soap opera bravo	supporting a contestant just a game	support
6	Твърде млада е за баба вилито 😏😏	too young for a grandma	making fun of a contestant, ageist	making fun of a contestant
7	Страхотна жена! !Адмирации 🙌❤️	great woman	supporting a contestant	support
8	Тази вещица през цялото време манипулира Никол за да играе срещу нея.	with manipulates x	negative comment about a contestant's behavior, manipulative offensive language	behavior, negative offensive language
9	Най-накрая да се раздвижи това предаване с влизането на Вили!! ❤️Успех!!	gave life to the show good luck	interested to watch supporting a contestant	positive feedback support
10	Беше страхотна	you were great	supporting a contestant	support
11	Виолета е топ 😊 уникална игра . Само напред и на финал 🙌	top, great game to the finale	supporting a constant positive comment about a contestant's performance	support performance, positive
12	Тази баба ако беше човечна щеше да даде на това младо момиче шанс	if grandma was humane she'd give a chance to the young	discussing game dynamics, leaving	age behavior, negative

	,а тя е нагла и за нея най важното е победи ,пУ алчна Баба	girl greedy grandma	negative comment about a contestant's behavior, insolent offensive language, ageist	
	Comments Post 5 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Tedi beshe moqt purvi izbor ot jenite #mashinka	my first choice machine	positive comment about a contestant's performance supporting a contestant	support
2	Старейшините не виждам как биха могли да имат загуба от тук нататък 	don't see how they could lose from now on	discussing future games strong vs weak contestants	game dynamics
3	Браво на бат Кокича, Крумеца и Цвети! Цвети не се отказва макар и бавна зае второто място и спаси отбора! Мн добре и Крумеца разшири коалицииката си, има защо бат Раде и Рълев да се бесни 😊. Крумеца използва силата си като капитанец в посока спокойствие на своята коалиция, която е с двама повече! Човека работи за сполотяване на племето, а то ще е сплотено само с подкрепящи се хора! Засега са 5-ма срещу Рълев и Радко. Обичайте повече, коментиращи!	bravo x did not give up y expanded his coalition y used his power like a captain calmly works to unite the tribe union comes from supportive people love yourselves more in the comments	supporting a contestant discussing game dynamics, willpower, contestant's performance discussing dynamics between contestants, coalitions worthy captain referring to the others commenting, love more	support strategy worthiness critique
4	Да не казвам голяма дума ама племето на старейшините с новите им попълнения е непобедимо!	the elders tribe is undefeatable with their new additions	strong vs weak contestants highlighting the strongest tribe	game dynamics

5	Крумеее, много се изложи! Тотално!!! Страх ли е, яд ли е, завист ли е, но нито си стратег, нито си човек... жалко, че си в играта!	embarrassed yourself afraid, greedy neither a strategist, not a human pity you're in the game	negative comment about a contestant's behavior, embarrassing bad strategy wishig a contestant goes home	behavior, negative startegy
6	Гладиаторите се превърнаха автоматично във най слабото племе.	automatically the weakest tribe	strong vs weak contestants highlighting the weakest tribe	game dynamics
7	Крум.. толкова за тъп не те смятах. Но факт.	did not think you were that dumb	negative comment about a contestant's behavior, stupid	behavior, negative
8	@momchi.bjj за него съм.Поне един честен и силен човек в игрите.	support x honest and strong	supporting a contestant positive comment about a contestant's behavior, honest positive comment about a contestant's performance, strong	support behavior, positive performance, positive
9	Заради Крум се радвам, че са на реката! Жал ми е само за Цвети!	pity for x happy they will suffer because of y	pity a contestant happy a contestant is suffering	game dynamics
10	🤔 Крум си има стратегия... Какво??! 🤔 Марти-министър... 👏👏👏👏	making fun of x's strategy	negative comment about a contestant's behavior, lack of strategy supporting a contestant	behavior, negative support
11	Крум страда от синдрома на Мишока	mouse syndrome	negative comment about a contestant's behavior, fearful, mouse	behavior, negative
1	От самото начало	elders are my	supporting a tribe	support

2	СТАРЕЙШИНИТЕ са ми фаворити и продължават да са фаворитите ми. 🙄	favorites beginning to now		
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Table 9

Week 9 (Oct, 23 - Oct, 29)

	Comments Post 1 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Вие се подигравате с нас 😊 И още по-лошото е, че ви гледат деца на които давате пример, че правила и да има, полза от тях няма, защото можеш лесно да минеш между капките. Първо никой не повдигна на въпрос след съвета грозната ѝ постъпка, а после ѝ дадохте зверско предимство с което противникът да няма никакъв шанс.	making fun of us kids watching setting an example existing rules but not imposed no justice	criticizing the actions of the production, pushing a contestant forward setting a bad example avoiding the rules discussing game dynamics, headstart unfair game	criticizing the production
2	Най-нечестната игра на продукцията!	most unfair game	unfair game	criticizing the production
3	Как може такава подигравка с Цвети . Защо не дадохте всички топчета на Виолета на сушата 🙄 супер глупава преднина, вие я обрекохте Цвети да бъде отстранена. Направо се изложихте тотално. В тази битка истинския победител е ЦВЕТИ (Браво момиче) когато искат да те прецакат няма как да се бориш.	making fun of x ridiculous advantage doomed x to be removed embarrassed yourself true winner is the kicked-out wanted to screw x over	discussing game dynamics, headstart unfair game contestant already chosen for elimination criticizing the actions of the production supporting a contestant staged win	criticizing the production support

4	<p>Сега и герой ще я изкарат, смешнициии.. контузията и мина моментално, как така</p>	<p>will make her seem like the hero</p> <p>trauma healed immediately</p>	<p>discussing game dynamics, injuries</p> <p>negative comment about a contestant's behavior, fake</p>	<p>game dynamics</p> <p>behavior, negative</p>
5	<p>Изключително незаслужена победа за Виолета. 1/4 предимство за индивидуална битката е направо потрес! 😲</p>	<p>undeserved win</p> <p>crazy unfair advantage</p>	<p>undeserved win</p> <p>criticizing the actions of the production, unfair headstart</p>	<p>worthiness</p> <p>criticizing the production</p>
6	<p>Цяла България видя, че Цвети те отрепа на арената. Ако беше останала щеше да направи същото и с русата. Ако имаше чест и достойнство, щеше да си тръгнеш след битката и да оставиш Цвети да играе. Сега трябва да ти гледаме мазната муцуна още дълго, но не мерси- няма да гледам, докато не се махнеш. Даже минавам на #Фермата . Дъното ударихте #игринаволятабългария . Заради това чучело отпаднаха Цецо и Цвети.</p>	<p>x killed you in the arena</p> <p>if you had dignity and honor you'd leave after the game</p> <p>have to watch your greasy face now</p> <p>won't watch</p> <p>hit the bottom</p>	<p>discussing game dynamics, contestants performance</p> <p>negative comment about a contestant's behavior, unworthy, dishonorable</p> <p>offensive language</p> <p>uninterested to watch</p>	<p>performance, positive</p> <p>worthiness</p> <p>behavior, negative</p> <p>offensive language</p>
7	<p>Въобще не беше страха от водата на Цвети, а беше ОГРОМНОТО предимство, което дадохте на Виолета! Стандартно предимство - Виолета има с 1 мишена от първото</p>	<p>huge advantage</p> <p>production needs to keep the biggest shit stirrer in the show</p> <p>the "right" character profile</p> <p>assessing the game</p>	<p>discussing game dynamics, unfair headstart,</p> <p>breaking down contestant's performance</p> <p>criticizing the actions of the production,</p>	<p>criticizing the production</p> <p>game dynamics</p>

	<p>тресе; предимство, когато продукцията трябва да задържи най-голямата интригантка с подходящия "профил" в играта - Виолета има с 25% по-малко от обема на състезанието и то от трудната половина (даже, ако гледаме трудността бих казал 30-35% по-малко)! За пореден път продукцията ми пада в очите! Един колега ви наричаше Игри на ролята</p>	<p>production lost my respect</p>	<p>unfair, chasing intrigues</p> <p>keeping contestants for the sake of ratings</p>	
8	<p>Гнусно, гнусна продукция, лансираща гнусна жена @violetastaykova даваща гнусен пример на подрастващите</p>	<p>disgusting woman</p> <p>disgusting production</p> <p>disgusting example to the young generation</p>	<p>criticizing the actions of the production, supporting a contestants for the sake of ratings</p> <p>setting a bad example</p> <p>negative comment about a contestant's behavior, disgusting</p>	<p>criticizing the production</p> <p>offensive language</p>
9	<p>Хора предлагам да измислим някакъв начин това да не остане безнаказано, защото не може да живееш в такъв нечестен свят и да се излагат истинските и достойни играчи като Цвети. Давайте ако имате някакви идеи нека да подкрепим всички и да бъде честно!</p>	<p>need to fight back</p> <p>unfair world</p> <p>should be punishable</p> <p>should support the true worthy players</p>	<p>referring to the others commenting</p> <p>looking for justice</p> <p>unfair elimination</p> <p>stronger contestant leaving</p>	<p>critique</p>
1	<p>Уааау, какво</p>	<p>unfair advantage</p>	<p>criticizing the actions</p>	<p>criticizing the</p>

0	<p>предимство само... Бях убедена, че Виолета е нагласена от продукцията да вземе грошовете на Цвети, за да не ги вземе друг, уж служебно я номинираха.... АДСКИ нечестна битка, никога не е имало чак такава предимство. И естествено яко плуване - специално за Цвети 😏 нямам думи!!!</p>	<p>nomination staged by the production to kick out another contestant</p> <p>unfair game</p> <p>never seen advantage</p>	<p>of the production, unfair headstart</p> <p>pushing a contestant forward</p> <p>staged nomination</p> <p>staged game, tailored to a contestant's weaknesses</p>	<p>production</p>
1 1	<p>Отвратителен пример за морални, спортни и общочовешки ценности!!! Заради това предимство, това предаване няма да го погледна никога повече през живота си, защото то показва в един епизод всичко което презирам!</p>	<p>awful example of moral, athletic, and human values</p> <p>stop watching because of this advantage</p>	<p>setting a bad example</p> <p>immoral values</p> <p>criticizing the actions of the production</p> <p>uninterested to watch</p>	<p>criticizing the production</p>
1 2	<p>Досега някак търпях глупостите на продукцията във сезоните, защото участниците са интересни, битките, идеята. Това беше най-голямата подигравка на която един зрител може да е свидетел. Всички пред екраните тая вечер 😏😏😏😏 айде, финито от мен за продукцията ви, не успяла да превъзмогне страха</p>	<p>closed my eyes to the production's schemes before</p> <p>biggest mockery a viewer could observe</p> <p>turned us into clowns</p>	<p>criticizing the actions of the production, ridiculous</p> <p>uninterested to watch</p> <p>offended as a viewer</p>	<p>criticizing the production</p>

	си Цвети 😊... На клоуни ни направихте			
	Comments Post 2 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Тотален саботаж от страна на Виолета. Тя знае, че нейната коалиция е мнозинство, знае се и кой ще е следващия номиниран, та тя изобщо не си даде зор да решава пъзела 😊😊😊	sabotage knows who will be nominated did not try hard enough	discussing game dynamics, sabotage, poor performance discussing dynamics between contestants, nominations, coalitions	performance, negative
2	Какви възходи и падения, Момчи си беше машина, водеше ги, внасяше сигурност и увереност и както винаги направи играта атрактивна. Мачка Стития лъв и това е ❤️	machine security and confidence made the game attractive	positive comment about a contestant's performance, confident supporting a contestant interested to watch discussing game dynamics, ups and downs	performance, positive support
3	vili she ima li ochi da izleze na bitka s tzveti ili samo she suska	will x fight or just bark at y	negative comment about a contestant's behavior, hiding, malicious	behavior, negative
4	Трябваше Рълев да реди пъзела, а не Виолета. Тогава нямаше да загубят	x should have switched with y would have won	discussing game dynamics, proposing a different strategy	strategy
5	Тази Виолета е най-злобното същество, което съм виждал. Като изключим днешната битка и саботажа ѝ, изключително	evilest creature sabotage arrogant, evil, and gossiping	negative comment about a contestant's behavior, malicious, scemer, discussing others discussing game	behavior, negative

	арогантна, злобна, постоянно интригантства и обсъжда другите състезатели.		dynamics, sabotage	
6	Сега продукцията ще трябва да режисира някоя простотия да измести двама сини при червените.	production needs to stage more shit now flip the game	making fun of the production, more staging needed discussing game dynamics, shifting contestants between tribes	criticizing the production
7	Само двете с дъщеря и не минаха последното изпитание !!! После другите печелили на късмет като се върнат от победа ! @violetastaykova Много слаби играчи с комплексирано поведение. Другите като ги боли нещо нямало как. Вчера имаше битка за 2 минути... много контузена, всички я слушат.	only x and y did not make it in the game but others are "lucky" to make it weak players with low self-esteem too many traumas	discussing game dynamics, contestants performance negative comment about a contestant's behavior, low self-esteem, manipulative injuries	performance, negative behavior, negative
8	Виолета дето обвиняваме Туньо че саботирал пъзела в началото още..... Ся се видя кой наистина саботира по брутално грозен и неадекватен начин	x balmed y in sabotage x sabotagig now ugly, inadequate	discussing dynamics between contestants, previous drama negative comment about a contestant's behavior, sabotaging, ugly	behavior, negative
9	Много са жалки продукция 🤔🤔🤔 не ги оставиха да си правят стратегиите 🤔, бърка	pitiful prouction did not let them strategize messing to create	criticizing the actions of the production, pitiful, always meddling in the show chasing intrigues for ratings	criticizing the production

	т се постоянно да създадат някое скандалче за рейтинг, дано бъдещите участници си извадят поуците	drama/ratings		
10	Браво, Момчил 🙌. Чудесно води племето :) (че и Мартин подпираше), справяне с пъзел 6+ 🙌🙌🙌	bravo, great leader supporting players and good problem solver	supporting a contestant positive comment about a contestant's performance	support performance, positive
11	Очевидно е че Виолета си седна на сандъка и почти не взе участие в редене на пъзела Тотем. Това не е типично за нея. Но накрая си получи заслуженото. 🙌	sitting on the side, not participating got what she deserved	discussing game dynamics, sabotage low-effort	performance, negative
12	Фаворит си ми, Момчи! 🙌🙌	favorite	supporting a contestant	support
	Comments Post 3 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Мартин не спря да мрънка, много грозно поведение като цяло .	did not stop whining ugly behavior	negative comment about a contestant's behavior, ugly, whining	behavior, negative
2	Калоян другия път по пишок ще излезе на арената	will be naked on the arena next time	making fun of a contestant's appearance	appearance
3	Като ги видя с тия гащета ми иде да се гръмна 😊😂	panties make me want to shoot myself	making fun of a contestant's appearance	appearance
4	Тоз Мартин голям мишок бе	big mouse	negative comment about a contestant's behavior, fearful, mouse	behavior, negative
5	Чак се чудя Мартин как ми беше	how did I like him in the beginning	opinion about a contestant changed	behavior, negative

	симпатичен в началото		negative	
6	Как си личи че е гейче	obvious he's gay	making fun of a contestant, labeling based on sexuality	gender
7	Като цяло не харесвам такъв тип скучни и ясни битки, но вашето @kaloyan_mitov беше забавно 😄 иска ми се да те гледам и по-напред в играта ❤️👍	don't like such boring games this was fun want to watch you more	discussing game dynamics, fun supporting a contestant, want to watch more of a contestant interested to watch	support
8	Калоян е голям женчо,ако можеше да стои прав щеше да бъде 2:0 за Мартин	big pussy result would have been different	discussing game dynamics, other possible outcomes offensively labeling a based on gender	gender
9	Как го бутна с ръце 😏😏😏😏	pushed him	discussing game dynamics	game dynamics
10	Женски бой.	female fight	making fun of a contestant offensively labeling based on gender	gender
11	Martin е egati jen4oto ne sprq da mrunka	pussy did not stop whining	negative comment about a contestant's behavior, whining offensively labeling based on gender	gender
12	Бахти меките китки 😏	gays	making fun of a contestant, labeling based on sexuality	gender
	Comments Post 4 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Браво, Момчил! Ти си шампионът тази година! ❤️👍👏	champion this year	supporting a contestantsnt	support

			champion	
2	Уникален Момчил. Много искам той да спечели	want you to win	supporting a contestant wishing a contestant wins	support
3	Как се надъха той Момчил. Направи ми кефа	excited enjoyed it	positive comment about a contestant's behavior, excited	support
4	Браво! Уникално представяне! 👏❤️👏	amazing performance	supporting a contestant positive comment about a contestant's performance	performance, positive
5	Когато от екрана усетиш адреналина от битката, евала Момчи, и нас зарази, беше като футболна еуфория!!👏👏	felt the adrenaline from the screen euphoria	supporting a contestant positive comment about a contestant's behavior, excited, euphoric interested to watch	support
6	Победата е на Момчил! Мастагарков щеше да духа супата сам!	x won y would have lost without him	discussing game dynamics one contestant winning for all strong vs weak contestants	performance, positive worthiness
7	Велики Мастагарков и Момчил! Отвратителен, страхлив, интригант - Мартин!	x and y are great z is disgusting, fearful, and schemer	supporting a contestant negative comment about a contestant's behavior, fearful, intriguer	support behavior, negative
8	Браво, Момчи! Реваншира се за цветните квадратчета in their	made it up for a previous game	supporting a contestant referring to older	support performance, positive

	faces 🤔 🤝		games	
9	Бравоооо, истински машини. Заедно са много силни 🤝	machines strong together	supporting a contestant positive comment about a contestant's performance, strong	support performance, positive
10	Респектът ми към Мартин 🙄 🙄 🙄	respect for x went down	lack of support for a contestant	critique
11	Момчи, изкефи ме на макс! 🤝 🤝 Браво!	loved it	supporting a contestant	support
12	Най-добрите играчи този сезон! Особено в светлината на последните събития и развитието на играта. Дано са на финал, ще е удоволствие! ❤️	best players this season hope they go to the finale game development	positive comment about a contestant's performance wishing a contestant goes to the finale	performance, positive support
	Comments Post 5 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Дунев : Мастагарков дойде имал рани мани както и да е Абе дъртак вземи малко да се докажеш в тази игра заешко сърце	x has wounds y prove yourself in the game rabbit heart - fearful	negative comment about a contestant's behavior, fearful, unworthy, ageist	age behavior, negative performance, negative
2	Леле майко, в игри на волята ли сте или в кражок по лицемерие от страх?! Двете лавандули са ясни, но Оряшкова ми падна рязко в очите. Само Момчи не се оказа под чехъл 🤝 Мачкай, Мастагарков, те мишките сами ще се наигроят!	course on hypocrisy and fear x disappointed me y proved he can think for himself mouses will mess it up themselves	discussing dynamics between contestants, hypocritical, fearful, mouses lack of support for a contestant supporting a contestant	behavior, negative support

3	Дуневи- какъвто бащата, такава и дъщерята. Мишкуване цял сезон	like father like daughter mouse behavior	negative comment about a contestant's behavior, fearful, mouse	behavior, negative
4	Дунев и Мартин - абсолютни жени ☹️	x and y (men) total women	negative comment about a contestant's behavior, unmanly offensive labeling based on gender	gender
5	Племето на старейшините, вместо да е олицетворение на мъдрост и справедливост - то просто е толкова гнусно, смешно и сякаш гледаш 18-годишни хвърчащи мозъци, мислещи само за интрига, лицемерие и кой как да се скрие и избяга от отговорност ! Вие сте пълна срам! Денислава, Мартин, Дунев вие сте мишките, а не Благо!	instead of showing wisdom and justice the tribe is disgusting and ridiculous focused only on intrigues hypocritical running away from responsibilities totally shameful mouses	negative comment about a tribe's behavior, disgusting, ridiculous intriguing, hypocritical, hiding negative comment about a contestant's behavior, fearful, mouse supporting a contestant	behavior, negative support
6	Мастагареца горкия изглежда сякаш се е върнал от война, целия в рани, ама и тях всички ги боли по нещо, пък той се преструва. Гнусотия, дано ги бие всичките.	looks like he came back from war everyone is in pain he's "faking" it disgusting, hope he beats them all	supporting a contestant injuries hypocritical, disgusting behavior	support
7	Сините, зловни и страхливи мишки на съвет, хайде пак Мастагарков на битка	malicious and fearful mouses x fights again	negative comment about a tribe's behavior, malicious, fearful. mouses discussing game	behavior, negative game dynamics

			dynamics, who's chosen to fight	
8	Много долно постъпиха ... Стана ми жал за Мастагарков	low blow pity x	negative comment about a tribe's behavior, ugly pity a contestant	game dynamics
9	Денислава е много жалка. Отиде на една елиминация и орева света. От там на сетне само скатаване и плюе по Мастагарков че го е страх. Явно нея повече я е страх. Не знам защо не си го каже направо, че праща най силния играч в племето за да го отстрани и да и е па лесно ако иде на финал случайно 😏😏	x is pitiful cries from one nomination hiding around afraid sends the strongest to be eliminated	negative comment about a contestant's behavior, pitiful, weak, hiding, afraid taking about other contestants badly discussing game dynamics, sending strong contestants to eliminate weak ones strong vs weak contestants	behavior, negative hame dynamics
10	Мартин се чуди как да отстрани Мастагарков, защото знае, че е много по-слаб от него - типична постъпка на страхливец :D	x weaker than y wants to eliminate him cowardly behavior	negative comment about a contestant's behavior, fearful discussing dynamics between contestants, eliminating stronger contestants strong vs weak contestants	behavior, negative
11	Дунев как веднъж не се предложи да отиде на битка !!!??! Той явно очаква директно на финал да си отиде. За какво го пазят !	x did not offer to fight once expects to be sent directly to the finale	negative comment about a contestant's behavior, hiding	behavior, negative
12	Не, срам ме е от тяхно	ashamed of their name	negative comment about a tribe's	support

име....Мастагарков ще излезе най-!	x will prove to be the best	behavior, shameful supporting a contestant	
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Table 10

Week 10 (Oct, 30 - Nov, 5)

	Comments Post 1 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Давай Алекса. Омразата в тези коментари е напълно незаслужена и несправедлива. Алекса изглежда добър човек и очевидно е силен играч. ❤️❤️❤️	hatred in these comments is undeserved good person strong player	supporting a contestant criticizing the negativity in comments undeserved positive comment about a contestant's behavior, kind positive comment about a contestant's performance, strong	support behavior, positive performance, positive
2	Алекса винаги е бил силен участник! 🙌	always was a strong player	positive comment about a contestant's performance, strong	performance, positive
3	Dobre che go butaha	good he was boosted	contestant pushed by the production	criticizing the production
4	Мачкайй 🙌	kill	supporting a contestant	support
5	Не мога да го дишам тоя фалшив герой 😏	can't stand him false hero	annoyed by a contestant	behavior, negative
6	Дано да отпадне и никога повече да не го гледаме	hope he fails never want to watch him again	wishing a contestant goes home	game dynamics
7	Най послееее 🙌🙌🙌 Давай Алекса мой фаворит от	favorite kill	supporting a contestant	support

	миналата година, днеска мачкаш и влизах във All Stars ❤️ @aleksaerskii	enter all-stars	referring to an older season discussing the future season	
8	Аз под All Stars разбирам играчи от предишните сезони, а те половината, които до момента се явиха на тия двубои са от миналия сезон. Толкова други играчи от сезон 1, 2 и 3 можеше да бъдат поканени, защо най- много от сезон 4 са поканени?	other contestants can be selected to compete for all-stars unhappy with the selection	discussing the future season criticizing the actions of the production, poor choice of contestants	game dynamics criticizing the production
9	Тази битка със сигурност ще я пропусна. На тоя името му не искам да чувам даже. 🤔	will skip this game don't want to hear his name	uninterested to watch annoyed by a contestant	game dynamics
10	Айдеее Алекса! Очаквам истинска битка 🤝🤝🤝	expecting a true fight	supporting a contestant interested to watch	support
11	Стратимир явно няма и да го поканите 🤔	will not invite x clearly	wishing to see a different contestant on the show	criticizing the production
12	Евала са Алекса обаче трябва да дадът шанс на Гого от миналят сезон също	need to give a chance to x also	supporting a contestant wishing to see a different contestant on the show	support
	Comments Post 2 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Милото момче ❤️ Ако не беше спечеленото предимство от Момчи, Дунев	advantage from x y had no chance otherwise	supporting a contestant discussing game dynamics, winning	support worthiness



	нямаше шанс ! Жалко ! Представи се достойно Кала, горе главата и повече увереност ! Много ми харесаха думите на Ралица, респект 🤝	worthy game pity respect	because of a headstart worthy performance positive comment about the host's behavior, appropriate words	
2	Страхотен Калоян, толкова мил, толкова чист. Ако не беше предимството на Дунев, което наистина беше сериозно (ама за едни може едно предимство, за други - почти победа), както и естеството на играта, което изцяло беше нагласено, като за Дунев, победител щеше да бъде Калоян. Ама племето им си го заслужи, докато държат Виолета и онази другата, ще си търпят последиците.	great guy kind, pure unfair advantage staged win x would have won if not for y's advantage negative consequences from other players	supporting a contestant positive comment about a contestant's behavior, kind, pure discussing game dynamics, winning because of a headstart discussing game dynamics, staged game deserved loss	support behavior, positive game dynamics criticizing the production
3	Прекрасно момче и безспорен победител в тази "битка". Това е наистина най-НЕСправедливия сезон до тук, но да не бързам де, може да ме изненадате още нататък..... Успех, Калояне <3 Беше по-добрия на арената., но явно това не винаги има значение....	great guy undoubtful winner most unfair season x was better on the arena better not always recognized	supporting a contestant unfair season stronger contestant leaving	support behavior, positive
4	Толкова добро и възпитано момче! Евала на тези родители, които са го	good and well-behaved boy never change	positive comment about a contestant's behavior, good, well-mannered	behavior, positive

	отгледали! Калоян, не се променяй за никого и за нищо, защото си прекрасен! ❤️	wonderful	supporting a contestant	
5	Честен, спокоен, открит млад човек!!! От такива като теб имаме нужда. Не се съди толкова сурово, представи се страхотно!!! 🙌	honest, calm, open need people like you don't be harsh on yourself great performance	positive comment about a contestant's behavior, honest, open positive comment about a contestant's performance, great	behavior, positive performance, positive
6	Много, мило и добро момче... Много ме е яд за него... Ако не беше предимството на Дунев... Калоян щеше да спечели... Жалко, добрите момчета винаги си тръгват!!! Но... Калоян показва мъжка игра, достойнство и добър сърце. И нека си остане такъв човек в живота... И животът ще му се отблагодари със сигурност... Късмет във всичко! 🙌🙌🙌🙌🙌🙌🙌🙌🙌	kind, good boy annoyed for him would have won if it wasn't for x's advantage good boys always leave male game, honor, good heart	positive comment about a contestant's behavior, kind, good discussing game dynamics, winning because of a headstart positive comment about a contestant's performance, honorable, manly supporting a contestant	behavior, positive criticizing the production
7	Поредната жертва на продукцията...	another victim of the production	criticizing the actions of the production, choosing who will be eliminated	criticizing the production
8	Страхотно момче, възпитан, добър. Ако Дунев нямаше такова предимство нямаше да победи.	great boy well-behaved x would not have won without the advantage	positive comment about a contestant's behavior, kind, well-mannered discussing game dynamics, winning because of a headstart	behavior, positive criticizing the production

9	Калоян не заслужаваше да си тръгне! Евала, Кала за готиният човек, който си, аз искрено ти симпатизирах и беше сред моите фаворити. 👏 Успехи, момче! 👏	did not deserve to go favorite cool person	undeserved loss supporting a contestant	criticizing the production support
10	За мен вчера Калояне ти си победител. Подаръкът на Дунев го издърпа напред, иначе Калояне ТИ щеше да бъдеш пръв.. Както стана и при Цвети. Не падай духом, всички сме за теб. УСХЕХ в живота момче!💕	you were yesterday's winner x's advantage pushed him forward would have been you otherwise all supporting you	supporting a contestant discussing game dynamics, winning because of a headstart stronger contestant leaving	support
11	Един от най-добрите и възпитани участници някога изобщо във игри на волята, евалата Кала за мен ти беше по-добрия и незаслужено отпадна	best and well-behaved contestant you were better undeserved loss	positive comment about a contestant's behavior, king, well-mannered undeserved loss stronger contestant leaving	behavior, positive
12	Кала ти беше страхотен, просто беше много тих, кротък и възпитан, а продукцията обича интригите...	you were great too quiet, well-behaved production loves drama	supporting a contestant criticizing the actions of the production, eliminating contestants that do not cause drama	support criticizing the production
	Comments Post 3 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Не трябва да има предимства. Редно е да печели, който е посилен....Без предимството Калоян щеше да го бие!!! За Цвети плуване, за	advantages are unfair stronger should win x would have won if y	criticizing the actions of the production, staging games discussing game dynamics, headstarts	criticizing the production

	Калоян...ни плуване, ни пъзел - изобщо нищо не е нагласено, ама грам 🤔	had no advantage staged	are unfair	
2	В Игри на волята 5 никой не играе до край, а всеки играе докато продукцията реши.	everyone plays until the production decides	criticizing the actions of the production, deciding when contestants leave, pushing forward drama rather than physical performance	criticizing the production
3	А най-смешното е, че нито Виолета имаше доблестта да признае, че е спечелила, най-вече заради даденото предимство, нито Дунев ще го направи. Ама е най-важно да се биеме в гърдите, колко сме добри 😊 😊	x did not admit winning because of an advantage y either pretending to be good	discussing game dynamics, winning because of a headstart negative comment about a contestant's behavior, hypocritical	behavior, negative
4	Браво на Калоян.Калата е победителя в тази битка.На Дунев му подариха победа да не реве	x is the winner in the battle y was gifted the win	supporting a contestant discussing game dynamics, winning because of a headstart	support performance, negative
5	Честито Дунев. 🐶🐶🐶 Ако Крум беше спечелил предимство на Калоян, сигурно за някои щеше да. Е правилно. Дунев се е доказал в битки, ще продължи да се доказва, честито дунев. Злите кучета нека да си лаят нщколкото си искат	congratulations x has proven himself in the battles evil dogs will bark	supporting a contestant discussing game dynamics, other possible outcomes positive comment about a contestant's performance, proven criticizing the people commenting, malicious	support performance, positive
6	Какво правят баби и	what are grandmas	negative comment	age

	<p>дядовци, вместо да се радваме на млади хора, които имат нужда да покажат какво могат, трябва да гледаме такива, които е добре да гледат от диванът, у дома.....</p>	<p>and grandpas doing here</p> <p>watching people that should stay at home on the couch</p> <p>no opportunity for young contestants</p>	<p>about a contestant, ageist</p> <p>does not belong here</p>	
7	<p>Чак да не повярва човек че Дунев победи не знам защо изобщо правят трасе и се тормозят казват че дунев тря да бие продукцията като е решила кой ще е победителят на 5ти сезон както направиха в 4ти избухта Алекса чак на финал защо изобщо правят предаването да дават 100 000 на който са решили и тва е</p>	<p>production says who will win</p> <p>winner already decided</p> <p>season 4 winner pushed by the production</p> <p>prize received by someone chosen from the production</p>	<p>criticizing the actions of the production, staged game</p> <p>pushing contestants forward</p> <p>set game outcomes</p> <p>referring to an older sason</p>	<p>criticizing the production</p>
8	<p>Дунев крайно време е мишкарите да си вървят и без това стихнаха много далеч с интриги схеми и коалиции.</p>	<p>mouses should go home</p> <p>reached far through intrigues, schemes and coalitions</p>	<p>negative comment about a contestant's behavior, fearful, mouse</p> <p>intriguing, scheming</p> <p>coalitions as negative</p>	<p>behavior, negative</p>
9	<p>Калояне ти си най красивото и добро същество в този сезон. Ти въобще нямаш проблем с психиката имаш проблем с добрината си. Много доверчив и себераздаващ се. Знаеш ли обичай себе си повече от всеки друг. Ако не беше предимството на</p>	<p>prettiest and kindest human being</p> <p>too kind</p> <p>too trusting, giving</p> <p>would have won if it wasn't for y's headstart</p> <p>unfair loss</p>	<p>positive comment about a contestant's behavior, kind, good</p> <p>supporting a contestant</p> <p>discussing game dynamics, winning because of a headstart</p> <p>stronger contestant</p>	<p>behavior, positive</p> <p>criticizing the production</p>

	<p>Дунев щеше да го смачкаш. Нечестно те победиха. Но ти забравим продължи напред. Успех във всичко момче. Когато загубиш не знаеш какво печелиш. Нека цялата благодат се изсипе върху теб. Гордея се с теб, нека има повече момчета като теб.  </p>	<p>good luck</p> <p>positive feedback</p> <p>proud of you</p>	<p>leaving</p>	
10	<p>Сезона на Предимствата... На големите предимства</p>	<p>season of the headstarts</p>	<p>criticizing the actions of the production, headstarts</p>	<p>criticizing the production</p>
11	<p>Не беше честно да връщате Калата отначало, въпреки че е минал предпятствието!</p>	<p>not fair to send him back in the game</p>	<p>discussing game dynamics, unfair rules set</p>	<p>criticizing the production</p>
12	<p>Чудя се защо изобщо имаше битка след като продукцията си е решила кой да победи ???</p>	<p>why even fight</p> <p>production has already decided</p>	<p>criticizing the actions of the production, deciding who wins</p>	<p>criticizing the production</p>
	<p>Comments Post 4 I</p>	<p>Initial Categorization II</p>	<p>Emerging Patterns III</p>	<p>Refining Findings IV</p>
1	<p>Мартин , докато обижда Мастагарков и имаш чувството как всъщност описва себе си . Защото е точно така!</p>	<p>x offending y</p> <p>x describing himself</p>	<p>negative comment about a contestant's behavior, offensive</p>	<p>behavior, negative</p>
2	<p>Ужасно грозно поведение, Мартинчо ДЕЦАТА ТИ ТРЯБВА ДА СЕ СРАМУВАТ УЖАСНО МНОГО ОТ ТАКЪВ БАЩА! Като те гледам, може и да не си ги правил ти тези</p>	<p>ugly behavior</p> <p>kinds should be ashamed of such a father</p>	<p>negative comment about a contestant's behavior, ugly</p>	<p>behavior, negative</p>

	деца 😊			
3	Мартин става все по неприятен и противен.	unpleasant and obnoxious	negative comment about a contestant's behavior, repulsive	behavior, negative
4	Какво може да се каже за Мартин - огромно разочарование! Емоционалност граничеща с невъзможност да сдържа нервите си! Никой, абсолютно никой няма правото да унижава и оронва достойнството на друг човек! БЛАГО - МЪЖ изпълнен с доброта, достойнство, чистота и страхотни умения! Браво Боги! 🙌	x is a huge disappointment can't hold his nerves no one has the right to humiliate someone else y - man full of kindness, honor, purity, geat skills	lack of support for a contestant negative comment about a contestant's behavior, neurotic, offensive positive comment about a contestant's behavior, kind, honorable supporting a contestant	behavior, negative behavior, positive
5	Респект, Мастагарков! Рядко се срещат мъже като теб..	respect rarely seen men like you	supporting a contestant	support
6	Не знам по какви критерии е бил избран Мартин да участва, но съм убедена, че заради тоя бо_лук, не е могъл да влезе някой друг, който е заслужавал наистина да участва този сезон!	trash taking the spot of someone more worthy	lack of support for a contestant offensive language taking another contestant's place	worthiness
7	А вие продукцията какво направихте, аплодирахте Мартин, който си е платил за да влезе! Браво,NOVA, дъно сте!!	production supporting someone who paid to enter rock bottom	criticizing the actions of the production, supporting the wrong contestants	criticizing the production
8	Мартин се сърди на Благо все едно му е изневерил	x mad at y as if he's his lover	discussing dynamics between contestants,	behavior, negative gender

	любовник. 🙄 🙄		disagreements	
9	Защо от продукцията му дават право на този наглец да говори по този начин на Мастагарков?	production allowing inappropriate behavior	criticizing the actions of the production, supporting offensive language	behavior, negative
10	В никакъв случай @не е прав , само един простак може да действа с грозни обиди в ръкавите си 🙄 🙄 🙄. Повръщаме се от този Мартин !!!	x is not right simpleton ugly offenses	negative comment about a contestant's behavior, unmannered, ugly lack of support for a contestant	behavior, negative
11	Как изобщо публикувате изказването на Мартин след като си позволихте да го излъчите и по телевизията. Децата ни също гледат предването. На такава агресия ли трябва да са свидетели те? Изказването и обидите му бяха липса на елементарно възпитание и уважение!!! Честно казано очаквах да го прекъснете, а след като не го прекъснахте очаквах да бъде наказан с нещо!!! Защо толерирате подобна агресия и жлъч??? Децата виждат това и не случайно има обиди и побоища в училищата. Възмутена съм че толерирате накарняването на човешкото достойнство!!!	airing bad words kids watching too showing aggression offending lack of basic manners no punishment tolerating aggression setting an example hurting human dignity	criticizing the actions of the production, supporting offensive language setting a bad example negative comment about a contestant's behavior, unmannered, aggressive	criticizing the production behavior, negative

1 2	<p>Мартине, дано четеш глупако прост. Личи си , че си направил пари с лицемерие, лъжи, лизане на гъ...ве, и кой знае какви далавери. Честно толкова противен човек, като теб не съм виждала. Интригант мазен 🤔🤔🤔</p>	<p>simpleton two-faced, liar, schemer disgusting intriguer</p>	<p>offensive language negative comment about a contestant's behavior, intriguing, repulsive</p>	<p>offensive language behavior, negative</p>
	Comments Post 5 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	<p>Само аз ли виждам в Мастагарков едно мрънкащо момченце, което с постоянните си оплаквания се превърна в жертва и събира състрадателност, а останалите от племето излязоха мръсни гадове?! Мастагарков обиколи абсолютно всички от племето по 3 пъти за да набута някой за капитан, боляло го това и онова, а излъчиха как си тренира и прави не знам си колко лицеви и ако наистина го болеше рамото, толкова колкото твърди той, то нямаше да има възможност за такова натоварване върху "контузеното" си рамо. За мен той е най-голямата примadona! А Мартин, че е бъркачка - бъркачка е, но Мастагарков е възможно най-изкуствения човек в</p>	<p>whining boy complaining all the time playing victim collecting compassion setting others for captains - afraid injured but workouts fake</p>	<p>negative comment about a contestant's behavior, whining, victim mentality, fake, scheming discussing dynamics between contestants, hiding behind other contestants</p>	<p>behavior, negative</p>

	това предаване!			
2	Браво! Поне играеш играта с достойни битки, а другите мишоци се крият зад гърба ти.	worthy mouses hide behind your back	supporting a contestant positive comment about a contestant's performance, worthy negative comment about a tribe's behavior, fearful, mouse	support worthiness
3	Браво Благо !!! И нямаш нужда от псевдо приятели в играта! Ти и сам си по-добър от тях!Браво Благо !!! И нямаш нужда от псевдо приятели в играта! Ти и сам си по-добър от тях!	no need for pseudo-friends you are better	supporting a contestant discussing dynamics between contestants, fake friendships	support
4	Много правилно решение ! Според мен Старейшините не бяха прави и постъпиха нечестно спрямо него .	right desision tribe was wrong unfair actions	supporting a contestant discussing game dynamics, switching tribes negative comment about a tribe's behavior, unfair	support
5	Където и да е, в компанията на майката или на дъщерята, все ще бъде под прицел. Достоен играч и човек!	always at gunpoint worthy player and human	discussing dynamics between contestants, rivals positive comment about a contestant's behavior, performance, worthy	game dynamics worthiness
6	Това беше много трудно решение . Обаче тия скапани подлоги Старейшините не ти	difficult decision did not leave you with any other	supporting a contestant discussing game	support

	оставиха опция за оставане.	chances	dynamics, switching tribes negative comment about a tribe's behavior	
7	Истински боец е Благо. Въпреки непрекъснатите елиминации, капитански битки той не се отказа. Беше контузен, болен те го изпращаха на арената, но той показа воля и сила на духа. Момчил е моят фаворит, но Мастагарков е за уважение също и респект. Тези, които го наричат предател да се поставят на неговото място за 1 ден само и да пишат после как е. Играчи като Мартин има много и в живота, схемаджии мачкайки наред. Браво Мастагарков, направи правилен избор! 🤝	fighter does not give up trauma but showed willpower and a strong spirit deserves respect called traitor but put yourself in his shoes lots of schemers like y right choice	positive comment about a contestant's behavior, fighter, willpower supporting a contestant discussing game dynamics, switching tribes criticizing the people commenting, too fast to judge negative comment about a contestant's behavior, scheming	behavior, positive game dynamics critique behavior, negative
8	Само човек, който рискува по такъв начин може истински да спечели. Ако тъпчеше в познатите води щяха да го махнат. Истински се радвам за него! Дано спечели! 🤝🤝🤝🤝	risk bring true victory familiarity gets you sent home happy for him support	positive comment about a contestant's behavior, risk-taker supporting a contestant	behavior, positive
9	Тъпо парче	stupid	negative comment about a contestant's behavior, stupid	offensive language
10	То е ясно, че от предаването са му казали какво да	production told him what to do	criticizing the actions of the production, telling contestants	criticizing the production

	направи, или това момче има раздвояване на личността	bipolar	what to do negative comment about a contestant's behavior, bipolar	behavior, negative
1 1	Малеее срамота,от началото си въртиш опашката,чудиш се къде да застанеш и накрая оака всичко....предател	shameful traitor	negative comment about a contestant's behavior, treacherous shameful behavior lack of support toward a contestant	behavior, negative
1 2	Трудно решение.Не можем да предположим през какво е преминал,за да вземе това решение.Само той си знае!Успех в новото племе!	difficult decision can't understand his struggles good luck	supporting a contestant discussing dynamics between contestants, difficult	support

Table 11*Week 11 (Nov, 6 - Nov, 12)*











	Comments Post 1 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	"Игри на волята" ще отшуми, то не бяха схеми, сценарии.. Върнете "Биг брадър" и да се приключва. Пълно разочарование.	schemes scripted show is disappointing, will be replaced	negative comment about the show overall, scheming, staged Big Brother intrigues	criticizing the production
2	Каква е тази шейна, поне 1 път да се тегли на едно минаване, останаха без ръце тези хора.	difficult challenge should be different	discussing game dynamics, too difficult obstacles	criticizing the production
3	Искат Дунев до края!!!! И на финал ли ще го пазите 😏😏😏😏	protecting a contestant pushing him to the	criticizing the actions of the production, pushing a contestant to the finals	criticizing the production behavior, negative

	<p>🙄 поведението му не е на шампион....</p>	<p>finale</p> <p>not winner-like behavior</p>	<p>negative comment about a contestant's behavior, lack of sportsmanship</p>	
4	<p>Машината. Давай, Круме! Дунев ако загуби, ще се оплаче:ама аз защото не съм ял... Пет пъти каза, че не е ял. Ама миналата седмица не каза че е преял на резиденцията. Ама няма да спомене, че ОТНОВО имаше МНОГО голямо предимство пред Крум, благодарение на Момчи.</p>	<p>machine</p> <p>x justifying his loss</p> <p>x ignoring to mention his advantage</p> <p>advantage thanks to another player</p>	<p>supporting a contestant</p> <p>negative comment about a contestant's behavior, whining</p> <p>contestant winning because of a headstart</p>	<p>support</p> <p>behavior, negative</p>
5	<p>Дунев стига с твоята победа за дъщеря ти .Благодариш на Момчил и правилно,но показва от себе си и другото си лице.Стига го боготворяхте големия спортист ,а пък му пращате човек за да му вземе предимство,нали е битка за елиминация.Стига сте го щадяли и той да се възгордява и оплаква ,че два пъти е на битка.Спортистите не се оплакват а играя до кръв като Крум.Банален човек е за мен от видяното до тук .</p>	<p>stop repeating you win for your daughter</p> <p>showed your other face</p> <p>worshipped unjustly</p> <p>spared</p> <p>proud and complaining</p> <p>athletes do not complain</p> <p>banal person</p>	<p>negative comment about a contestant's behavior, two-faced, proud</p> <p>winning because of a headstart</p> <p>positive comment about a contestant's behavior, sportsmanlike</p>	<p>behavior, negative</p> <p>criticizing the production</p> <p>behavior, positive</p>

6	Машина, не заслужаваше да отпадне на този етап! Очаквам участие в all stars и там да ги пръсне	machine did not deserve to go home	contestant leaving, undeserved want to see more of him, discussing the upcoming season	support
7	Думи нямам. Направо го спрях!	no comment stopped watching	uninterested to watch	criticizing the production
8	Продукцията дали знаете, че съществува и балансирано предимство, а не в двете крайности 🤖 🤖	production balanced advantage exists this is extreme	criticizing the actions of the production, extreme headstart	criticizing the production
9	Крум е приятната изненада на сезона. Тактика и умения в игрите на ниво.	pleasant surprise tactics and skills	positive comment about a contestant's performance and tactics	performance, positive
10	Късмет, Крум! 🍀 🍀 🍀 Дунев е време да си ходи и да види дъщеря си!	good luck x time to go home	supporting a contestant wishing a contestant goes home	support
11	Айде тая продукция си прави тяхната игра да запази само интриганти ,а не играчи .	production plays it's own game saves intriguers not players	criticizing the actions of the production, pushing forward intrigues eliminating strong contestants	criticizing the production
12	Ти си страхотен! Толкова добър! Не е важна силата ... а социалната игра! Социалната игра побеждава навсякъде! Ако силата падне днес, психологията ти ще те вдигне УТРЕ! Успех! Твоето съществуване е	great, good social game more important than strength good luck you are important to me	positive comment about a contestant's behavior, good social game supporting a contestant	performance, positive support

	важно за мен и за света! Продължавай да съществуваш!			
	Comments Post 2 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Рълев е машина! Тази контузия няма да го спре по пътя нагоре! Той е силен, корав и способен и със сигурност ще мачка на(п)ред!	machine trauma will not stop him strong and capable	positive comment about a contestant's performance, strong injuries	performance, positive
2	Успех, Рълев! Дано получената травма да отmine леко и да продължиш напред в "Игри на волята". Ти го заслужаваш!	good luck easy recovery you deserve to continue forward	supporting a contestant injuries contestant deserves to stay	support
3	Рълев за мен е най-комплексния и достоен играч за победата.Ще се оправи и ще мачка.Моят фаворит.👍👏❤️	the most complex and worthy player will recover favorite	contestant deserves to win injuries supporting a contestant	support
4	Момчи с най-бързото преминаване. Великолепен!🏆👍	fastest pass magnificent	positive comment about a contestant's performance, fastest	performance, positive
5	👍👏Рълев❤️❤️	name	supporting a contestant	support
6	Рълев заслужава да победи!	deserves to win	contestant deserves to win	support
7	Рълев можеш!!!👍👏@rule v_dental	you can do it	supporting a contestant	support
8	Давай момче ! Ти си финалиста!🏆	you're the finalist	supporting a contestant	support

			contestant deserves to win	
9	Слуховете кой печели никога не са били верни. Ако този път е вярно, че Рълев печели много ще се радвам. Супер мн заслужава най-слабия като телосложение, но най доказал се 🤔🤔	rumors who will win are never true if x wins will be very happy he deserves it skinniest but proved himself the most	speculating, winner supporting a contestant contestant deserves to win	speculations
10	1 Мачкай момче ти си шампион,пък оня с картиге е ебаси	you're a champion x is...	supporting a contestant contestant deserves to win negative comment about a contestant's behavior	support
11	1 Теди е Велика "Удавете го тоя нервак у реката 😂😂😂😂😂"Не могаааа	x is amazing (funny) quote	positive comment about a contestant's behavior, funny	support
12	1 С теб сме Рълев цялото семейство ! Ще се справиш !	entire family supports you you can do it	supporting a contestant	support
	Comments Post 3 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Теди-Марто1:0 😂😂😂😂😂	x 1, y 0	positive comment about a contestant's behavior, sharp	game dynamics
2	Теди в скрита лимона не я подценявайте. Справя се с битките. Да мълчи като риба, но то не е нужно да говори за да я чуят. Да ме се	don't underestimate x good in the games woman on the finale	positive comment about a contestant's performance gender, women as weaker	performance, positive gender support

	изненадате ако жената на финала е тя. На мен ми харесва. Една обикновена майка и домакиня показва сила без да се набива на очи.   	like her regular mom and housewife showing strength not in your face	supporting a contestant	
3	Ясно картинката е пълна втората битка винаги е с плуване защо не измислят нещо различно. Нагласено е да печелят Сините мишоци. 	clear outcome nothing new staged for tribe x to win	criticizing the actions of the production, staged game pushing contestants forward negative comment about a tribe's behavior, fearful, mouse	criticizing the production
4	Ауе без да йиска уе чук  Тедито убива с тоя диалект направо ми пълни душата    	funny with her dialect making fun	making fun of a contestant's dialect	making fun of a contestant
5	тоя не завърши ли на последно място в битката за елиминация преди 1 месец	wasn't he last?	discussing game dynamics, elimination games	performance, negative
6	Ахахахах оправи го Теди   	put him at his place	positive comment about a contestant's behavior, sharp	support
7	Оряшкова и Вики много се излагат... възмутени, че Момчи щял да си ползва грошовете срещу Мартин и даже ще го номинира за това, реали? Въобще не я разбират играта, за чест да не говорим!	x and y embarrassing themselves they don't understand the game let's not mention honor manipulated	negative comment about a contestant's behavior, embarrassing, stupid discussing game dynamics, coalitions, nominations dishonorable	behavior, negative strategy

<p>Обаче не бяха възмутени същевременно като Мартин стисна ръка на Мастъгарков зад гърба им ама сега много възмутително като Дунев го е направим и то с друга цел даже... направо нелепо не си ползват нозъчните клетки и са вко манипулируеми, не очаквах това зрителите! Даже Мишо повече зацепва... а тая Денислава още по-нелепа с възмушенията си и тя! Как миже някой да си помисли да е срещу тях - немислимо!!! 😏😏😏 добре че си взеха едни безхарактерни хора да манипулират с Мартин иначе отдавна да са аут с тия смешни схеми, ако бяха в Гладиатори примерно с по-адекватни хора (не мога да повярвам, че Гладиаторите станаха по-адекватно племе честно, тотален провал за Старейшините!)</p>	<p>double standards manipulating characterless players funny schemes adequate vs inadequate total failure</p>	<p>discussing dynamics between contestants negative comment about a contestant's behavior, absurd opinion about a tribe changed, positive negative comment about a tribe's behavior, inadequate</p>	
<p>8 Добре, че има субтитри! Адски дразнещ диалект.</p>	<p>good for subtitles annoying dialect</p>	<p>negative comment about a contestant's dialect</p>	<p>making fun of a contestant</p>

9	Браво, Теди! ♥	bravo	supporting a contestant	support
10	Това кречетало Мартин, никой не би го издържал.	no one can stand him	negative comment about a contestant's behavior, annoying offensive language	behavior, negative
11	Сега знаем защо не дават синхрони на Теди 🤪🤪🤪🤪	now we know why they don't show her more funny dialect	making fun of a contestant's dialect	making fun of a contestant
12	На Теди и включиха най накрая микрофона 😊	turned on her microphone finally quiet	making fun of a contestant, quiet	making fun of a contestant
	Comments Post 4 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Дунев копае дъното жестоко! Срамно поведение за един спортист! Държи се даже още по-двулично и грозно и от Матъгарков. И този човек е уж уважаван спортист.... Тотален срам!!! Страх го е, защото живее на стари лаври и видиш ли тук, в предаването всички са длъжни да го дондуркат до финала и най-добре направо да му дадат наградата накрая. Смешник!!! Видяхме и дъщеря му какъв спортист е!!!!	x hitting rock bottom shameful behavior for an athlete two-faced and ugly behavior afraid living off of old fame loser	negative comment about a contestant's behavior, shameful, unsportsmanlike, two-faced, fearful negative comment about a contestant's performance	behavior, negative performance, negative
2	Мисля, че повече думи от Мартин	no one has spoken more than him	negative comment about a contestant's	gender

	<p>никой не е изприказвал.... женски номера</p>	<p>female behavior</p>	<p>behavior, talks too much</p> <p>offensive labeling using gender</p>	
3	<p>Синята помия начело с Мартин....освен Момчил....всички мълчат като ... Помия не, ами 🙄</p>	<p>blue vomit led by x</p> <p>quiet like vomit</p>	<p>negative comment about a tribe's behavior</p> <p>offensive language</p>	<p>offensive language</p>
4	<p>Горкият Дунев - той сигурно цял живот не се е сблъсквал с такъв злобен човек като Мартин.</p>	<p>x never faced a man as evil as y</p> <p>poor x</p>	<p>pity a contestant</p> <p>negative comment about a contestant's behavior, malicious</p>	<p>behavior, negative</p>
5	<p>Дунев изобщо не владее социалните отношения. Изглежда, че много затворен човек в реалния живот. Тук се опитва да се показва друг, но толкова не му се отдава, че изглежда жалък. Изобщо цялостното му поведение е опит за актьорска игра, но изключително не сполучливо. И както каза Неделчо Богданов - drama queen</p>	<p>x has no social game</p> <p>closed person</p> <p>pitiful</p> <p>behavior of a bad actor</p> <p>drama queen</p>	<p>negative comment about a contestant's behavior, bad social game, fake, two-faced, inadequate</p>	<p>behavior, negative</p>
6	<p>Дунев с всеки изминал епизод ми пада в очите Да вземе да си ходи вече</p>	<p>loses my respect with every episode</p> <p>should go home</p>	<p>opinion about a contestant changed, negative</p> <p>wishing a contestant goes home</p>	<p>behavior, negative</p>
7	<p>Момчил достойно му отговори, че не играе с никой. Успя да се опази от</p>	<p>worthy</p> <p>saved himself from intrigues and</p>	<p>positive comment about a contestant's behavior, worthy</p>	<p>behavior, positive</p>

	интриги и двуличие и схеми.	schemes		
8	Дунев е пълно ДЪНО!!!! Отвращава ме!	total rock bottom disgusting	offensive language	offensive language
9	Male zatova sprex da gledam tova predavane toq sezon go napraviha tolkova drami intrigi toq Martin e ujasen zatova e bogat kato gledam kakva mrasna igra igrae .	stopped watching so much drama x is disgusting dirty game	uninterested to watch critiizing the actions of the production, pushing intrigues forward negative comment about a contestant's behavior, disgusting	criticizing the production behavior, negative
10	Заклей се в децата си 🤔🤔🤔	making fun of a phrase	making fun of a contestant	making fun of a contestant
11	Пратете ги на елиминационна и да се свърши вече	eliminations needed let it be over	discussing game dynamics, eliminations	game dynamics
12	Дунев се скри за Мартин цял сезон за да го пази, племето го добутаха до финал, продукцията му подари една победа и виж ти..... живна, че се и наду 😊 няма по голямо дъно от този уж "голям спортист" ... авторите бил горкия 😊	x using y as a shield pushed to the finale by the tribe production gifted him a win biggest rock bottom	hiding behind other contestants undeserved win negative comment about a contestant's behavior, cocky offensive language	behavior, negative worthiness
	Comments Post 5 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Пъзълни глупости.....за какво игра Момчил? Да му падне наградата за 2 домата и 5 ябълки?	total bullshit insufficient prize	criticizing the actions of the production, harsh penalties	criticizing the production

2	Ако правилно следя играта, Мартин стиска ръката на Мастагарков, което не е лицемерно, а когато Дунев му стиска ръката, е много лицемерно!	questioning hypocrisy comparing two instances	discussing dynamics between contestants, hypocrisy	behavior, negative
3	Тази година правилата са, че няма правила 😊 Наказаните уж, им дават предимство, че и грошове 😊	rules are no rules this year punished get advantages	criticizing the actions of the production, double standards, pushing contestant's forward	criticizing the production
4	В тази игра думата справедливост е абсолютен виц...	justice is a joke here	negative comment about the show overall, unfair, lack of justice	criticizing the production
5	Пълна трагедия е цялото племе, може би без Момчил. Едните набеждават другите за неща, които и те правят и то доста по-грозно. По-глуповатите се хващат за това, без да се усетят, че тяхната коалиция имат абсолютно същите постъпки, ако не и по-грозни. Поне може да измъкнете поука, като се гледате от страни. Не трябва всичко да е на всяка цена, запазете си достойнството и бъдете хора, защото всичко е много грозно от страни. Повечето имате качества, но не си ли човек- всичко отива по дяволите..	tribe is a tragedy contestants blaming certain actions they do themselves stupid players accept the blame save your dignity act like real humans ugly from the side	negative comment about a tribe's behavior discussing dynamics between contestants, coalitions, manipulation dishonorable unworthy behavior	behavior, negative strategy worthiness

6	За това ли игра Момчил? Напрасно. За да може другото племе при загуба да отива на стопанството. Много се издънихте тази година и продукцията и половината от участниците, някои от които напуснаха дори без да ги видим в битка...	pointless effort production and competitors are rock bottom this year	criticizing the actions of the production strong contestants leaving	criticizing the production
7	Кой яде от домати? 🤔	who ate from the tomatoes	discussing game dynamics, cheating	game dynamics
8	От цялата работа Момчил си остана най светния при старейшините! Дано спечели тази игра! Успех му желая!	x the best out of tribe hope he wins good luck	positive comment about a contestant's behavior supporting a contestant contestant deserves to win	behavior, positive support
9	Звучи справедливо нека погладуват малко, иначе няма да се научат тия хора.	just let them stay hungry learn their lesson	discussing game dynamics, cheating, penalties justice	game dynamics
10	Изгубих интерес да ви гледам тази инсценировка наречено риалити предаване...	lost interest to watch staged	uninterested to watch criticizing the actions of the production, scripted show	criticizing the production
11	Толкова ли не могат да издържат?! Все пак отидоха от Резиденцията... Много слаба воля...	weak willpower can't survive little with no food	discussing game dynamics, cheating willpower	game dynamics
12	Ралица им сипа	put them at their place	positive comment about the host's behavior, sharp	support

Table 12

Week 12 (Nov, 13 - Nov, 19)

	Comments Post 1 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	<p>Ново дъно. Момчи си е спечелил тези грошове с пот на челото, както се казва, и какво? Великата продукция реши как да му ги вземе. Тотал щета. Никога не е имало толкова голяма гавра с някой играч. Как не ги е срам!! 🤔🤔🤔 Ама нищо, взете ги всичките грошове . Момчи ще им покаже какво е Воля, и къде зимуват раците дори и без предимства. 🤔🤔🤔</p>	<p>new rock bottom</p> <p>production took away hard earned prize</p> <p>production making fun of the contestants</p> <p>x will show them willpower without advantages</p>	<p>criticizing the actions of the production, unfair penalties</p> <p>supporting a contestant</p> <p>strong willpower</p>	<p>criticizing the production</p> <p>support</p>
2	<p>Още един коментар копат от фейса, че направо нямам желание да ви пиша вече: Продукцията, ние в г@з не сме правени. Това информативно. Сега, аз по-явно нарушаване на принципите на тази игра не съм виждала в нито един сезон. Все едно / а, и нищо чудно/ някой преди битката беше казал на Стратимир: тръгваш на макс, после се забавяш, после правиш всичко каквото трябва, за да паднеш. И, помнете</p>	<p>breaking the principles of the game</p> <p>aim to take another contestant's advantage</p> <p>staged</p> <p>shameful</p> <p>viewers should be respected</p> <p>production stages the outcome of the events</p>	<p>offensive language</p> <p>criticizing the actions of the production, staging games, hidden agenda</p> <p>discussing game dynamics, staged</p> <p>discussing the upcoming season</p> <p>supporting a contestant</p> <p>criticizing the actions of the production, shameful behavior, setting a bad example</p>	<p>offensive language</p> <p>criticizing the production</p>

<p>ми думата - Стратимир ще участва в All stars . Целта беше да вземат грошовете на Момчил. Ясно е, че не им е удобен. Не ни е ясно с какво точно не се е съгласил да направи в предаването. Но, едно е ясно - продукцията копае вече няколко метра под дъното. Следващият път, когато се избират съюзници при елиминиционни битки - казвайте на тези съюзници, ако спечелят, какво ще предложите на кастинг битките. За Момчил това не е проблем, но за мен лично е проблем. Предполагам и за повечето зрители. Подценявате ни. Ние не сме толкова глупави, колкото Ви се иска. Ревахте /водещите/ вчера за Оряшкова, но няма проблем - вие сте артисти - изиграхте го добре. Стратимир не е професионален артист и когото почва да слага 5 минути ръкавици, за да се забави - не само бие на очи, а направо ни ги изкарва извън орбита. Уважението трябва да е взаимно - уважавайте</p>			
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	интелигентността на хората, които гледат продукцията ви, докато не е станало късно. Тази вечер сътворихте един СРАМ. Тази вечер беше долно и гнусно.			
3	Следващият път директна елиминация. Ако спечели залога му вземете останалите грошове, ако загуби - елиминиран. Правите всичко възможно да го провалите, но Момчил се доказва и зрителите разбрахме, че освен сила, разум, дух, Момчил е над нещата!!! Играе, за да разбере какво може, раздава се за всеки един съотборник и за всяко едно племе! Момчил е ПОБЕДИТЕЛ!!! Жалко за продукцията и за сценаристите на предаването!!!	should be eliminated directly next time doing everything possible to fail him x proved himself x is a winner pity the production	discussing game dynamics, eliminations criticizing the actions of the production, failing a contestant on purpose positive comment about a contestant's behavior, performance contestant deserves to win	criticizing the production performance, positive worthiness
4	Ми... не ми пука особено кой влиза в All Stars и кой - в сезон 6, защото просто няма да ви гледам.	don't care who continues in future seasons will not watch more	discussing the upcoming season uninterested to watch	criticizing the production
5	Господа продуценти намерихте как да прецакате и Момчил!! Отврат! Направих те го със	screwed x disgusting	criticizing the actions of the production, failing a contestant on purpose	criticizing the production

	<p>Цецо-силен играч и сега наред е Момчил ! Тук тотално ми загубихте интереса! Интригите и пошлостта не са ми интересни и вярвам че не съм единствена. Излагация!!!</p>	<p>screwed y now x</p> <p>lost my interest</p> <p>embarrassing</p> <p>not interested in intrigues</p>	<p>disgusting behavior, setting a bad example</p> <p>uninterested to watch</p> <p>against intrigues</p>	
6	<p>Отново покажете че не струвате, това с грошовете е невиджано. Ако го нямаше това Момчил щеше да победи в сезона, а не Рълев.</p>	<p>production showed it's worthless</p> <p>changed the course of the game</p>	<p>criticizing the actions of the production, unfair penalties</p> <p>stronger contestant losing because of a staged game</p>	<p>criticizing the production</p>
7	<p>Продукцията...пълен ПРОВАЛ!</p>	<p>failure</p>	<p>criticizing the actions of the production, failure</p>	<p>criticizing the production</p>
8	<p>И тук да питам - @desafiocaracol имали ли са някъде по света такова условие - ако не познаеш, давай си грошовете? Или това е побългарен вариант на Игри на волята?!? Никви Игри на волята не сте! Пародия сте! Момчил няма място във вашето измисленко предаванце!</p>	<p>questioning the rules of the game</p> <p>parody</p> <p>x is too good for this stupid show</p>	<p>criticizing the actions of the production, parody</p> <p>supporting a contestant</p>	<p>criticizing the production</p>
9	<p>Игри на волята, Вие сте шмекерите.</p>	<p>you are schemers</p>	<p>criticizing the actions of the production, scheming</p>	<p>criticizing the production</p>
10	<p>Zashto nqmashe puzel?</p>	<p>why no puzzle?</p>	<p>discussing game dynamics, game setup</p>	<p>game dynamics</p>
1	<p>Човек колкото и</p>	<p>producers coming</p>	<p>criticizing the actions</p>	<p>criticizing the</p>

1	добре да живее.. идват едни дебилни и безсилни продуценти, крадат му заплатата, за която е гърбил три месеца и го изхвърлят от играта! Евала! Няма какво повече да стане. 😞 😞	and taking the hard-earned advantages unfairly	of the production, unfair, failing a contestant on purpose	production
1 2	Стратимир игра за продукцията. Намериха начин да накажат Момчил, заради техните грешки и пропуски. Голям кашмер сте. Стигнахме дъното и няма на къде повече да падате. Като не сте си свършили работата за която ви плащат, Момчил плати. И това предаване върви към залез.	x played for the production production punished by for its own mistakes hit rock bottom	criticizing the actions of the production, failing a contestant on purpose	criticizing the production
	Comments Post 2 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	ей сега Дунев ще се изяде... хак му на Дунев... дано Дунев да е следващият, който ще отпадне!	hope he's next to go home	lack of support for a contestant wishing a contestant goes home	game dynamics
2	Браво на Марто, може да е много труден и отвратителен характер, но със сигурност е топ 3 най-добър стратег от всички сезони и изключително умен също	x has an awful personality but amazing strategist smart	supporting a contestant negative comment about a contestant's behavior, repulsive positive comment about a contestant's strategy, smart	behavior, negative performance, positive
3	Евала Елвис.Всички	everyone is quiet	supporting a	behavior, positive

	мълчат когато им казваш истината в очите. Никога особено мишките не са готови за нея 🤝	when the truth is spoken in their eyes mice are not ready to hear the truth	contestant positive comment about a contestant's behavior, honest, brave	
4	Колкото и да е неприятен Мартин, трябва да му се признае, че беше по-добър. И това, че вие не можете да се сетите за тази сентенция, не означава, че някой му е подсказал на Мартин. На него му сече акъла. Не случайно победи Оряшкова. Само ,докато показаха предварително подредените букви беше ясно как	unpleasant but better smart won with a reason	negative comment about a contestant's behavior, unpleasant positive comment about a contestant's performance, better, smart discussing game dynamics, stronger contestant winning	behavior, negative performance, positive game dynamics
5	Браво, Марто!!! Аз те харесвам, нищо че всички те плюят! Справяш се в игрите, владееш до съвършенство социалната игра! Имаш моите адмирации!	I like you everyone is against you good in the games perfect social game admiration	supporting a contestant positive comment about a contestant's behavior, good social game positive comment about a contestant's performance, good	support behavior, positive performance, positive
6	Не бях нито за Оряшкова, нито за Мартин...но ми беше прекалеееено странно, че Мартин дори не си погледна буквите, а директно почна да ги реди....как пък не се направи, че мисли поне за половин	didn't support either weird he started solving the puzzle without inspecting first suspecting a staged outcome	lack of support for a contestant discussing game dynamics, questioning the realness of events	criticizing the production

	минута... 🤔🤔🤔			
7	ТОЙ Е ПО - ДОБРИЯТ ТВА Е ПОЛОЖЕНИЕТО	he's better	supporting a contestant	support
8	Чакам да видя реакцията на Виолета и Дунев 👁️👁️	waiting for x and y's reactions enemies	discussing dynamics between contestants, rivals	game dynamics
9	Мачкай, @elvisarata. Всички хейтъри да се пукнат от яд 😡	let the haters explode	supporting a contestant	support
10	Браво Марто! Не трябва само сила, трябва и акъл и то да ти дойде навреме.	not only strength but cleverness necessary	supporting a contestant positive comment about a contestant's behavior, smart	support behavior, positive
11	Бравооо Мартии...до последно бях на тръни дали ще успееш 🙏❤️	was on edge for you to succeed	supporting a contestant interested to watch	support
12	Браво, Мартине аз те харесвам! Уникален стратег и много умен! С тези две неща направо яко се открояваш от останалите! Успех ти желая в играта!	I like you great strategist different from the rest good luck	supporting a contestant positive comment about a contestant's strategy positive comment about a contestant's behavior, smart	support behavior, positive
	Comments Post 3 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Тоя Момчил нещо почна много да се вживява много се взе на сериозно	took himself too seriously	negative comment about a contestant's behavior, cocky	behavior, negative
2	Бе кво му става на тоя Дунев ,защо се държиш така ,като-	what's up with him acts like a kid	negative comment about a contestant's behavior, childlike	behavior, negative

	дете? 😊			
3	<p>Изключително грозни коментари виждам тук. Не знам какво ни става като човеци и на къде отиват нещата, ама е толкова грозно и тъжно да чета коментарите тук. Едни гнусни думи и крайно осъждане кой какъв е и какво заслужава. Потресена съм колко токсични могат да бъдат тези мрежи. Вярвам, че можем повече от това ама трудно го вярвам. Момчил и Рълев са мои фаворити и няма нищо лошо в това някой от тях да е пренадъхан и уверен. Имат за какво да бъдат. Не влизат в конфликти, разбрани са, играят си игрите, морални са и се справят както могат. На база условията и хората, с които са и манипулациите от продукцията, са най заземените и добри хора. Не знам защо чакате само някой да сгафи и да му се хвърлите с цялата си отрова. Някой само да спомене и наклони посоката(да каже, че някой е мамил например) в това предаване, масата се хващате за</p>	<p>ugly comments</p> <p>judging who deserves what</p> <p>toxic social media</p> <p>x and y my favorites</p> <p>good to be confident</p> <p>waiting for someone to fuck up to start judging him</p> <p>forgetting all good</p> <p>adaptability is what matters</p> <p>should understand that certain events are used for ratings</p>	<p>referring to the people commenting, offensive language used, judgemental</p> <p>supporting a contestant</p> <p>discussing dynamics between contestants, peaceful</p> <p>positive comment about a contestant's behavior, moral, good</p> <p>criticizing the actions of the production, manipulative</p> <p>discussing game dynamics, adaptability vs cheating</p>	<p>critique</p> <p>support</p> <p>behavior, positive</p> <p>criticizing the production</p>

	<p>това и намразвате някого от дъното на душичките си. Забравяте всичко хубаво, което е направил и е. Не го разбирам, тъжно е. Тук важна е адаптивниста, да пробваш там където никой не е поставил граници, да си помогнеш и търсиш друг начин. Не е измама или заобикаляне на правила. Гъвкавост и адаптивнист е. И ако не виждате как това се използва за рейтинг и тн и скачате да разкъсвате, жалко.</p>			
4	<p>Момчил вече ми идва в повече. То пък бива его, самонадеяност, гордост и какво ли още не, ама хайде... няма нужда.</p>	<p>his too much ego, pride, conceit</p>	<p>opinion about a contestant changed negative comment about a contestant's behavior, cocky</p>	<p>behavior, negative</p>
5	<p>Да не се радват много много 😊</p>	<p>shouldn't rush to be happy</p>	<p>referring to the upcoming episode lack of support for a contestant</p>	<p>game dynamics</p>
6	<p>Браво, Момчил! 👍 👏</p>	<p>bravo</p>	<p>supporting a contestant</p>	<p>support</p>
7	<p>Как така да пренаписва рекордите? Юлиян не беше ли с 29 победи? 😊</p>	<p>doubting the record</p>	<p>discussing game dynamics, record setting referring to the previous season</p>	<p>game dynamics</p>
8	<p>Момчил 🙌🙌🙌</p>	<p>name</p>	<p>supporting a contestant</p>	<p>support</p>

9	Надявам се Момчил да отпадне и да реве като л****	hope he goes home	wishing a contestant goes home offensive language	offensive language
10	Браво, Момчи! За пореден път!	bravo	supporting a contestant	support
11	igri.na.voliata.bulgaria, забелязахте ли една голяма измама? Момчил си беше поставил кубчето на един милиметър по-надясно, отколкото трябва, според железните правила на играта. Вземете мерки!	deceit breaking the rules of the game take action	criticizing the actions of the production, allowing cheating discussing game dynamics, game setup, rules	criticizing the production
12	Някой да каже на сития лъв 🐾🐾🐾 (простете,но като се сетя как само го крещи това сит лъв и ме избива на смях),та някой да му каже,че няма лошо в това човек да има гордост и самочувствие,но предвид това,че се оказа,че на голяма част от игрите той си е помагал с неща,които не са много много по правилата,мисля че е добре за напред да си мълчи повече!	nothing bad in having pride and confidence he was cheating during the games should be quiet in the future	making fun of a contestant discussing game dynamics, cheating negative comment about a contestant's behavior, cocky, unworthy	making fun of a contestant behavior, negative
	Comments Post 4 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Шампионът на сезона, без значение от развитието! 🏆	season's champion	contestant deserves to win	support
2	Момчил и Филип -	x and y strongest	positive comment	performance,

	най-силните момчета за целия формат до момента! Точка!	contestants	about a contestant's performance, strongest	positive
3	Най- накрая и Момчил да им отговори подобаващо на тези "играчи"! Мастагарков!!! С какви очи въобще гледа Момчил!? Благо е все още в играта, само и благодарение на Момчил. Грозно. За Мартин даже не искам да пиша. Страхът явно все повече расте. Момчил само може да бъде горд от себе си и от представянето си. Така че да вдига гордо глава и още по- смело напред. Предстоят му най-важните победи, включително и тази на финала! 🙏🙏	x finally fought back y is still i the game only thanks to x ugly z's fear is rising x should be proud of himself/his performance winner at the finale	positive comment about a contestant's behavior, sharp discussing dynamics between contestants negative comment about a contestant's behavior, fearful supporting a contestant contestant deserves to win	behavior, positive behavior, negative support worthiness
4	Защо продукцията не реагира на момента, когато Момчи е заобикалял правилата ? После пуснаха видеа от битките, за да стане сеира ! Не смятам Момчи за измамник, напротив, той заедно с Рълев са най-достойните този сезон за голямата награда 🙏	production did not react when he broke the rules not a cheater worthy to go to the finale	criticizing the actions of the production, chasing intrigues supporting a contestant, worthy contestant deserves to win	criticizing the production support worthiness
5	Момчел е топа на	season's best	supporting a	support

	сезона! За съжаление сиг ще го прецакат, точно както прецакаха Юлиан, Фифо, Цецо...жалко. 🙄👍🏆	will screw him over just like x, y, z	contestant criticizing the actions of the production, failing a contestant on purpose	criticizing the production
6	Топ си, не съм съгласен с продукцията! За мен това не измама.	disagree with the production this is not cheating	supporting a contestant criticizing the actions of the production, too harsh penalties	support criticizing the production
7	Всичките думи по адрес на Момчи, не биха омаловажили факта, че той е любимецът и фаворитът на публиката. Едно достойно момче, притежаващо всички необходими качества да спечели Игрите! 🙌👍👏	words against him don't change he's audience's favorite worthy boy all necessary qualities to win	supporting a contestant positive comment about a contestant's behavior, worthy contestant deserves to win	support behavior, positive
8	Браво, @momchi.bjj ! Добре им го каза на тези лицемери! А продукцията... нямам думи! @igri.na.voliata.bulgaria, Сериозно ли това ви се стори добра идея?! Да се опитате да очерните името на най-добрия на арената и изобщо в играта?! Момчил - ти си най-силният, най-достойният, най-истинският в този сезон! Каквото и да се случи - ти си нашият победител! Сит лъв! 🙌👍👏	two-faced no comment to the production staining the name of the best competitor strongest, worthiest, truest our winner	supporting a contestant positive comment about a contestant's behavior, sharp criticizing the actions of the production, scheming	support behavior, positive criticizing the production
9	Браво, бе, момче! Ти	valiant, honest and	supporting a	support

	си изключително доблестен, честен и сърцат мъж, с дойستگی и отговорност. Ти си победил вече в този живот, без значение как ще свършат Игрите. Ти си истинския победил, Момчил! 😊❤️	hearty man dignity and responsibility already a winner	contestant positive comment about a contestant's behavior, honorable, honest contestant deserves to win	behavior, positive worthiness
10	Момчил хем си го призна преди време, хем сега отрича мислейки си, че признанието не е хванато в казър. Биткаджия е, но арогантността му минава граници.../	came clean now backtracks good in the games but arrogant	discussing game dynamics, cheating positive comment about a contestant's performance negative comment about a contestant's behavior, arrogant	game dynamics performance, positive behavior, negative
11	Момчиле, ти наистина си герой! Мартин, може да е трогнат, а може и да не е, двамата са две вселени.....пълна противоположност. А Мартин.....да си .з.....вре някъде социалната игра.....	hero x and y total opposites y shove your social game	supporting a contestant discussing dynamics between contestants, opposites, social game offensive language	support offensive language
12	Най-Комплексния Игращ ❤️	most complex player	positive comment about a contestant's performance, complex	support
	Comments Post 5 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	😬😬😬 Страх е голямо шубе. Както каза Дунев - сега се чуди за кого да се закачи, за да оцелее. 😬	fear tagging to people to survive	negative comment about a contestant's behavior, hiding behind other contestants	behavior, negative
2	Стратегия,	strategy	negative comment	behavior, negative

	Стратегия.... ама да реве като си тръгваше Мартин и това ли е Стратегия? Ако е така 🤔🤔🤔	but cried when x was leaving	about a contestant's strategy, tears	
3	Това е най долният и лъжлив миндил който съм виждал. И лошото е че се афишира най нагло.	low and lying bad she's showing it	negative comment about a contestant's behavior, liar, cocky	behavior, negative
4	Десислава през цялото време е играла.Браво,който го може,го може.	faked it the entire time strategy	discussing dynamics between contestants, coalitions, betrayal	stategy
5	🤔🤔🤔 крушата не пада по-далече от дървото!Лицемерки!	hypocrites	discussing dynamics between contestants negative comment about a contestant's behavior, hypocritical	behavior, negative
6	Никой не е изненадан все пак е дъщеря на Виолета. Мастагарков бил неznam си какъв, а ти каква си. Интересно как съдят другите и се напъват с майка й и се дразнят а техните действия когато са същите си ги оправдават все едно е нещо нормално. Сякаш само те имат право да играят, смешки.	no one is surprised judging others but doing the same as if only they have the right to play	discussing dynamics between contestants, coalitions, betrayal, judgement double standards	strategy behavioe, negative
7	Направо се вързахме, тя или е за Оскар или е супер двулична в момента, дори това наистина да беше така както казва, нищо не й пречеше да го	actress or two-faced used to act differently before/in front of the cameras unbelievable	negative comment about a contestant's behavior, two-faced discussing game dynamics, honesty, sharing	behavior, negative game dynamiics

	сподели пред зрителите и да е честна с тях, както правеше Юлиан в първи сезон, но напротив, пред камерите за зрителите винаги беше като дубльор на Мартин и повтаряше неговите думи и разсъждения... Следователно, е недостоверно 😞		referring to a previous season, setting a better example	
8	И рязко Мартин ми стана симпатичен. Игра играта много хитро, но Мастагарков му го каза супер точно - ако една жена реши да го оплете в мрежите си, ще го направи. В случая Марто беше сдъвкан и изплют от Денислава и най-тъжното е, че сигурно едва сега го разбира.	x is more sympathetic to me now played the game cunning if a woman wants to manipulate you she will	opinion about a contestant changed, positive negative labeling using gender, females as manipulative discussing dynamics between contestants, manipulation	behavior, positive gender strategy
9	Въобщо не е играла личеше си че истински играе с него и само да го види отново ще му се лепне на вратъ. ЩЕ видите. Смехъ е пълен с нея и майка й.	she did not pretend was obvious x supported y	discussing dynamics between contestants, coalitions	strategy
10	Дени кого смята, че заблуждава? Чак смешна стана. 😞	who does she think she's lying to ridiculous	negative comment about a contestant's behavior, fake	behavior, negative
11	Аз бях шокирана. Това е прекалено!	too much	opinion about a contestant changed,	behavior, negative

	Ебаси.... Бях за нея, но това е просто повече от грозно, какъвто и да е Мартин	shocked ugly no matter what x is	negative negative comment about a contestant's behavior, ugly	
1 2	Из клюките на пловдивските ежедневници, Деси е спечелила доверието на част от старейшините по много специален начин?? (g)	gossip won x's trust in a special way implying intimate relations	speculating discussing a contestant's personal life	speculations

Table 13*Week 13 (Nov, 20 - Nov, 26)*

	Comments Post 1 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Дано сега Мартин види грешката си към Масагарков, който не го предаде и въпреки това получи хиляди обиди за това, докато Денислава, която всъщност го направи и мазно го използваше, за което впрочем Масагарков го предупреди, не получи никаква реплика. Това показва, че той наистина ѝ е вярвал и колко е наранен, докато Благо просто го ползваше и се възползва от случая да го премахне и затова избълва тази почия, защото не е бил въввлечен емоционално както се опитваше да изкара. Но в живота и в играта явно всичко се връща :)	hope he sees his mistake now x did not betray him x was criticized y betrayed him z was hurt everything comes back	discussing dynamics between contestants, betrayal, double-standards	strategy
2	Мартин е прав във всяко едно нещо, има само	x is right about everything	supporting a contestant	support

	<p>един проблем и той е,че много грубо ги изказва нещата,а хората не обичат да чуват истината за тях. Иначе и Денислава и Дунев и Мишо ме дразнят. Дунев цял сезон се крие зад мантрата за дъщеря си. Е извинявай,но дъщеря ти е на 20+ години,а не е на 8 за да я мислиш. След като е влезнала в Игри на волята какво очакват?! Пратиха го на елиминации и това е причината за целия жлъч,който се изсипа. Много евтино...</p>	<p>but too rude</p> <p>y, z annoying</p> <p>a hiding behind the idea of his daughter</p> <p>a sent to elimination and evil</p> <p>cheap</p>	<p>negative comment about a contestant's behavior, rude</p> <p>annoyed by a contestant</p> <p>negative comment about a contestant's behavior, hiding behind others</p> <p>discussing dynamics between contestants, eliminations</p>	<p>behavior, negative</p> <p>strategy</p>
3	<p>Мартин не изневерява на себе си-прямо,директно,нервен,но винаги прав и предвидлив!!!</p> <p>Определено доста ми паднаха в очите някои участници,но той е там да ги приземява и да ги анализира на 100% правилно.</p>	<p>x does not betray himself</p> <p>straightforward, direct, nervous</p> <p>always right and fair</p> <p>lost respect for a lot of competitors</p> <p>x grounds them</p>	<p>positive comment about a contestant's behavior, honest, just</p> <p>opinion about a contestant changed</p>	<p>behavior, positive</p>
4	<p>Имам усещането, че Дунев се беше съсредоточил повече в Мартин, отколкото в символите, които Ралица показваше.</p>	<p>x more focused on y than the game</p>	<p>discussing game dynamics, contestant's performance</p>	<p>performance, negative</p>
5	<p>Марти, страхотен си! Направо ми влезе в сърцето, не знам как може някой изобщо да те мрази, но образи всякакви. Глупави хора какво да кажа... Който не е поискал не е видял, че си човек с голямо</p>	<p>you're great</p> <p>how can they hate you</p> <p>stupid people</p> <p>human with a big heart</p>	<p>supporting a contestant</p> <p>positive comment about a contestant's behavior, good</p> <p>contestant deserves to continue further</p>	<p>support</p> <p>behavior, positive</p> <p>worthiness</p>

	сърце, толкова добричък и чаровен. Нека се пукат от злоба всичките пък ти да продължаваш напред, най-добрият си, продължавам да го твърдя и ти желая успех! ❤️❤️❤️	good and charming let them explode from maliciousness good luck		
6	Хахаха 🤔 Номер 1 е Марто 🙌🙌🙌🙌🙌❤️ с класи над всички!!! Истинската звезда на предаването! Много жалко как останалите сами се излагат и показват какви са действително 🤔🙄 БРАВО МАРТО 🙌🤔🙌🙌🙌⭐⭐⭐🙌	number 1 classes above the rest show's star the rest embarrassing themselves pity	supporting a contestant positive comment about a contestant's behavior, classy negative comment about a contestant's behavior, embarrassing	support behavior, positive behavior, negative
7	Ужас,обсъждането и мрънкането на Дунев да започнат 🤔	x analyzing and whining terrible	negative comment about a contestant's behavior, whining	behavior, negative
8	Да определено тук се видя колко злоба има тук в повечето участници.Евала на Мартин изкефи ме много 🙌	evilness in certain players clear supporting x	negative comment about a contestant's behavior, malicious supporting a contestant	behavior, negative support
9	Много злоба в този гном Дунев	too much malicious in x dwarf	negative comment about a contestant's behavior, malicious offensive language	behavior, negative offensive language
10	Газ пикаят всички миндили краля като ги бие!	annoyed when he beats them	supporting a contestant offensive language	support offensive language
11	Дъщерята беше като кученце на Марто ,а сега стана мастия 🤔	x followed like a puppy y the bitch now	offensive language	offensive language

1	Браво Марти !   	bravo	supporting a contestant	support
2	Ти си уникален 	amazing		
	Comments Post 2 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Най-гнусните парцали в историята на предаването	most disgusting mops ever	offensive language	offensive language
2	Денислава нямаше никакъв шанс да стигне дотук без майка си въпреки напъните за стратегии, които в крайна сметка се оказаха само една повърхностна и двулична игра без особени резултати. Майка ѝ повече заслужава с ходовете си макар да не съм ѝ фен. Жалкото е, че имаше прекрасни участници, чиито места заемат като Вики и Радо например, които имаха огромни шансове за топ 3 за разлика от тях двете. И това цялото бутане на продукцията за най-недостойните участници не го разбирам... дори не са интересни достатъчно, особено Дени с тия мазни плоски лигни. Но и двете са зловни до немай къде.	x had no chance to go this far without y no strategy shallow and two-faced game y deserved to go further, had more strategy taking the places of better/more deserving players production pushing forward unworthy contestants evil	discussing dynamics between contestants, support negative comment about a contestant's strategy, shallow negative comment about a contestant's behavior, two-faced, malicious taking another contestant's place criticizing the actions of the production, pushing forward unworthy contestants	strategy behavior, negative worthiness criticizing the production
3	едната стигна само с криене зад други хора без нито една елиминационна, а другата само с интриги и злоба, много заслужено няма що 😏	x came this far by hiding y came this far by being evil and a schemer very "deserved"	negative comment about a contestant's behavior, hiding behind others negative comment about a contestant's behavior, malicious	behavior, negative worthiness

			unworthy	
4	не достойни за финал и двете достойни те си тръгнаха	unworthy of finals the worthy left	unworthy stronger contestants eliminated	worthiness
5	Някой осъзна ли какво направи Рълев 😊. Страхотен гамбит, принесе се в жертва уж да я спаси ,но всъщност жертвеното агне е тя 😊. Сега ще я номинират и ще напълни кесиите 😊. Браво Рълев! Радвам се да видя хора което мислят,мн добър играч	incredible strategy by x will receive benefits as a result happy to see thinking people good player	discussing game dynamics, strategy, nominations supporting a contestant positive comment about a contestant's strategy, good	strategy support behavior, positive
6	Много достойни за финал....пълн смях...Плюят Мартин , а са едно към едно с него.Само дете Мартин е директен и си казва всичко , а тия двете са пълни гротески....По интригантски и схемаджийски сезон не е имало...И Дунев е безумно разочаравание...абсолютна мишка...	"worthy" of finals funny talking behind's x's back but are actually the same intriguer/schemer season y is a total disappointment mouse	unworthy contestant does not deserve to continue further negative comment about a contestant's behavior, hypocritical positive comment about a contestant's behavior, direct, honest negative comment about the show overall, intrigues, scheming negative comment about a contestant's behavior, fearful, mouse	worthiness behavior, negative criticizing the production
7	Най-интересното е, че обвиняват Мартин в същото, което правят и те 😊😊😊	blaming x for the same thing they are doing	negative comment about a contestant's behavior, hypocritical	behavior, negative

8	Пълен мрак и двете. Пази ме боже от такива хора!	total darkness stupid	negative comment about a contestant's behavior, stupid	behavior, negative
9	Много зле и двете	very bad	negative comment about a contestant's behavior, stupid	behavior, negative
10	Много ги харесвам! Това са двете жено, които знаят как се играе социалната игра! Успех им желая! ❤️👏👏	like them know how to play the social game	supporting a contestant negative comment about a contestant's behavior, good social game	support behavior, positive
11	Същински боклуци , от най-най-долните	low trash	offensive language	offensive language
12	Супер противна Денислава! С всеки епизод все по-противна 🤢	x is disgusting	negative comment about a contestant's behavior, disgusting	behavior, negative offensive language
	Comments Post 3 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Мишо, радваш се като, че ли спечели финала...факта е, че това момиче те би на трасето. Не заслужаваш да си на финала повече от нея. Просто и ти си част от нагласения и режисиран сезон тая година. Смешници	happy as if he won 1st place the girl was better than you x unworthy to continue just as y part of a staged season losers	discussing game dynamics, stronger contestant leaving contestant does not deserve to criticizing the actions of the production, staged, scripted season	game dynamics worthiness criticizing the production
2	Елементарна анаграма и ест се знае, че Вики няма опит с топчета. Защо не дадоха пъзел?:))))	easy puzzle clear x has no experience with it	discussing game dynamics, game setup	criticizing the production
3	Много жалко за Вики и тази радост в Мишо е не пристойна . Аз съм	pity for x y's happiness in out	pity a contestant negative comment	behavior, negative worthiness

	голям фен на играта рядко си позволявам да пиша или коментирам но за мен това е най най недостойната победа. И да се хвали че е изживял всичко в играта на гърба на едно момиче е не просто Не мъжко ами мили Мишо абсолютно недостойно е.	of place the unworthiest win shouldn't be proud to have won against a girl not manly unworthy	about a contestant's behavior, inappropriate unworthy win gender dynamics, women as weaker dishonorable	gender
4	По добре сменета канала защото ще е трудно за гледане онова русото как ще се лигави сега 😞 😞	change the channel x is clowning	uninterested to watch negative comment about a contestant's behavior, stupid	behavior, negative
5	Нагласена победа, уредена от продукцията! Вики заслужаваше финал 😞 😞 😞	staged win x deserved to reach the final	criticizing the actions of the production, staged win contestant deserves to continue forward	criticizing the production worthiness
6	Жалко, Виктория заслужаваше поне топ 5, наистина най-силната жена този сезон.	x deserved at least top 5 strongest woman	pity a contestant contestant deserves to continue forward negative comment about a contestant's performance, strongest	worthiness
7	В коментарите е пълно с хора, които не са спортували и един ден през живота си, не са изпитвали радостта от победата. Злобари, проста и и жлъчния хора. Срамота! Поздравления и за двамата. Страхотна битка!	non-athletes commenting evil, stupid shameful great game	referring to the others commenting, evil, stupid, shameful supporting a contestant discussing game dynamics, interesting	critique support
8	И дано някога видим	hope to see worthy	criticizing the actions	worthiness

	достойни хора който са стигнали. На финал без подсказване без бутане напред а със спортните си способност. С мъжки чест. И силен характер тея	people no cheating no boosting manly honor	of the production, pushing forward unworthy contestants honor	criticizing the production
9	Такава радост ,че е бил едно момиче тоя не е добре 😊	happy he won against a girl funny	negative comment about a contestant's behavior, inappropriate gender dynamics	gender
10	Той не видя всичките буквите 😊 Димо през цялата игра казваше, колко сложна е анаграмата, а той я реши за по-малко от 3 секунди. Вики го водеше през цялата физическа част. По-нагласена битка не е имало в този сезон	saw all the letters complicated anagram 3 seconds solution x was further consistently staged game	discussing game dynamics, game setup, contestants' performance criticizing the actions of the production, staged game	criticizing the production
11	Няма Злоба в честността избра да отидеш на битка с Виктория,защото за теб е по слаба Уви не беше ,Рълев където те хвана те би ,а ти му разби носа като беше контузен ,Мастагарков те би ,дори Мартин те изпревари на чистилището и той те Би ... Статистика приятел ,ти нали си Най-силният затова 🙌👊😊	chose x because she was weaker but she wasn't a, b, c, d also better in the games "strongest"	negative comment about a contestant's performance, poor gender dynamics, women as weaker stronger contestant leaving discussing game dynamics, contestants' performance	performance, negative gender game dynamics
12	@igri.na.voliata.bulgaria защо не го дисквалифицирахте след водната битка с дърпането на пояса,в която той много явно фрасна Марто и Рълев.Другия сезон	why wasn't he disqualified after x rule breaching should be sanctioned y also cheating	discussing game dynamics, penalties, disqualification criticizing the actions of the production, double standards, different rules	criticizing the production behavior, negative performance, good

	трабво обсолютно всяко нарушение да се санкционира.И Момчил дано да не мами в повече битки,че става грозно.Той е много добър играч и не мисля,че му трябва да мами,за да печели	good player, doesn't need to cheat	applied negative comment about a contestant's behavior, cheating positive comment about a contestant's performance, good	
	Comments Post 4 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Момчил ако беше задържал някоя секунда и беше пушал малко по-късно след като хубаво намери баланса, щяха да бият. Не разбрах защо го направи тоя автогол, сложи кубчето и веднага се отдръпна и вдигна победно ръце. 👁️ Заслужена загуба за сините.	close call, could have won acted too fast deserved loss	discussing game dynamics, contestant's performance contestant deserved to lose	performance, negative
2	Заради Дунев, Мартин ще стане народен фаворит за финала. Яд ме е, че Вили с тия проблеми няма да е на финал. Машина е за тия години. Мишо има къмет,че влезе на късен етап в игрите иначе щяха да го мяхнат като слаб играч рано-рано.	x will become loved because of y annoyed z won't reach the finale machine for her years a just lucky, not strong	opinion about a contestant changed, positive pity a contestant, injuries positive comment about a contestant's performance, linked to age negative comment about a contestant's performance, weak	behavior, negative performance, positive performance, negative
3	Марто заслужава похвали наистина, най-голямата изненада на всички сезони, супер играч е и заслужава финал 100%	x deserves to be praised pleasant surprise deserves finals	supporting a contestant contestant deserves to continue forward	worthiness

4	Мартин леко пипна кубчето докато броеше. WTF?	observation that he cheated	discussing game dynamics, cheating	game dynamics
5	Без Вики сините са нетърпими. Само мрънкат и са доста подмолни	tribe is annoying without her whining, insidious	negative comment about a tribe's behavior, whining, insidious, annoying	behavior, negative
6	Как бие Мартин 🤔 с РАЗЛИКАА 🤔🤔🤔 Сега и утре да паднат Старейшините и да гледаме цирк 🤔 много ще се изкефя 🤔	not a strong win watching a circus	negative comment about a contestant's performance, weak referring to the upcoming episode, wishing a tribe fails	performance, negative
7	Мартин добре че отиде в другото племе, че хората да почнат по-да го харесват.	good he switched will start to be liked	discussing game dynamics, switching tribes	game dynamics
8	Значииии, Дунев гледаше като бик в скоростна кутия когато Мартин победи, гледах го 100 пъти от кеф 🤔🤔🤔 @elvisarata	x was so annoyed y won loved it	discussing dynamics between contestants, rivals interested to watch	game dynamics
9	Страхотен е Марто! ❤️ Любимият ми играч от този сезон! Успех, Марти! 🤔🤔🤔	great my favorite, good luck	supporting a contestant	support
10	За първи път видях Мартин искрено усмихнат и щастлив след тази победа. Досега усмивките винаги бяха премерени. Чудесно е когато човек е искрен и с отворено сърце. ❤️	x was truly happy never smiled like this honest and with an open heart	positive comment about a contestant's behavior, open, sincere	behavior, positive
11	Удоволствие е да гледам играта ти в това предаване - много добре се справяш на арената, няколко хода си преди всички и това е очевидно. Но	pleasure to observe you in the show great performance contestants unable to speak up face to	positive comment about a contestant's performance, good, strategic positive comment about a contestant's	performance, positive behavior, positive support

	качеството, което липсва на участниците в това предаване е - когато седнат на масата гледайки в очите другия да имат смелостта да си изразят мнението! Това те прави победител! Браво Мартин! 🙌🙌🙌	face makes you a winner	behavior, brave, honest supporting a contestant	
1 2	Айде Дунев ще се изяде от злоба	will blow up from maliciousness	discussing game dynamics, rivals	game dynamics
	Comments Post 5 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Еми, че как нали трябва да бутнем "достойния" Рълев. На червените мега удобни числа, смятат се наум и е по-лесно да се дели на 5, отколкото на 4. Най-малкото като видиш числото, което ще делиш и ако не завършва на 0 и на 5, значи си сгрешил. Това правило се помни цял живот. Да вдигнат ръка колко си спомнят правилото за деление на 4:числото да завършва на 00 или последните му две числа да се делят на 4. Браво на Момчи и Вики. 🙌	need to boost the "worthy" x explaining maths bravo y and z	criticizing the actions of the production, pushing unworthy contestants forward discussing game dynamics, game setup supporting a contestant	criticizing the production support
2	Не е реално колко е лесно да манипулираш и насочващ общественото мнение. По телевизията да се каже, че някой е измамил и всички скачат да разкъсват и линчуват човека. Страшно е направо. Момчил, каквото и да се говори за теб и каквито и несправедливости	easy to manipulate public opinion exposing cheating results in immediate hatred scary support you no matter what	manipulation criticizing the actions of the production, spreading hatred, unfair treatment of a contestant supporting a contestant	criticizing the production support critique

	<p>продукцията да извършва. Ние виждаме, много хора сме зад теб. Обикновено не пиша коментари и не си хабя времето за такива неща. Но съм бясна. Не разбирам цялата човешка злоба и защо когато човек носи в себе си светлина, другите всячески се опитват да я смачкат и да си доказват, че не е истинска. Понеже по лесно е да сме в мизерията и да се самоизяждаме, заедно. Търсим и виждаме добродетели в някого и в другия момент се надяваме да попаднем на гнилоч и да се хвърлим с цялата си осъдлива злоба в душичката. Защо е така?</p>	<p>unfair actions made by the production</p> <p>I'm raging</p> <p>don't understand human hatred</p> <p>easier to be suffering and hating on each other</p> <p>hoping to find hatred/get the opportunity to hate on someone - why?</p>	<p>referring to the others commenting, hateful, malicious, judgemental</p>	
3	<p>Сега продукцията ще изкара, че Момчил е имал калкулатор в задника и е измамил пак... 😂😂😂😂</p> <p>Момчил, ти си достоен победител и човек и колкото и продукцията по грозен начин да опитва да те очерни, ти си победителят за мен... а и не само за мен... Рълев ще е пировия победител... без</p>	<p>production will prove he's cheating again (in an absurd way)</p> <p>you are a worthy winner</p> <p>production tries to stain your name</p>	<p>criticizing the actions of the production, unfair treatment of a contestant, ugly</p> <p>positive comment about a contestant's behavior, worthy</p> <p>contestant deserves to win</p>	<p>criticizing the production</p> <p>behavior, positive</p> <p>worthiness</p>
4	<p>momchi e pobeditel strashnokompleksen</p>	<p>winner</p> <p>complex player</p>	<p>contestant deserves to win</p> <p>positive comment about a contestant's performance, complex</p>	<p>support</p> <p>performance, positive</p>

5	Разочарована съм!!! Димо направи забележка на Момчил, че краката са му извън клетката, минути по-късно Виолета беше в същото положение, но на госпожата забележка нямаше!!!	disappointed x was reminded to follow the rules y wasn't	criticizing the actions of the production, setting double standards, disappointing discussing game dynamics, game setup, performance	criticizing the production
6	Не на всеки математиката му е сила, но Рълев е просто впечатляващ. Всеки път минава по два пъти по трасето и се справя невероятно. Момчил е страшно добър- факт, но по-достойният победител за мен е Иван Рълев, последният останал гладиатор! ❤️	x is amazing - good math amazing on the arena y is good too but x is the worthiest	positive comment about a contestant's performance, impressive positive comment about a contestant's performance, good stronger vs weaker contestant contestant deserves to win, worthy	performance, positive worthiness
7	Pravqt zabelejka na momchil che izliral izvyn kletkata. Violeta obache kato napravi syshtoto neshto- grobna tishina. Lichi si koi ne im e udoben	x was reminded to follow the rules y wasn't clear who's less "comfortable" to the production	discussing game dynamics, game setup, double standards criticizing the actions of the production, pushing a contestant forward	criticizing the production
8	Подариха една резиденция на Момчил .. дадоха гъбки и хималайски истории БЕЗ ПРАВО НА НАКАЗАНИЕ , знаейки от предни игри, че Виолета не може да ги минава 😊 прекалено явно беше нагласено в полза на сините и въпреки ТОВА ПОБЕДИХА НА КОСЪМ 😊 абсолютни слабаци. Гладиаторите са	gifted win obstacles on the arena tailored against a contestant stages for tribe x to win barely won losers tribe y is amazing	discussing game dynamics, undeserved win, game setup criticizing the actions of the production, staged game negative comment about a tribe's performance, weak positive comment	criticizing the production performance, negative performance, positive worthiness

	брутални. Рълев и Мастагарков могат да са сами едно племе и да смажат всички 🤝❤️ брутални! Дано са на финал и двамата @blagomir_mastagarkov	hope to see x and y at the finals	about a tribe's performance, brutal positive comment about a contestant's performance, brutal contestant deserves to continue forward	
9	Дунев неприятен и изкуствен както винаги!!!	x unpleasant and fake	negative comment about a contestant's behavior, fake, unpleasant	behavior, negative
10	Страшен резил - елементарна задача за намиране на едно неизвестно... 4-ти клас...	embarrassing elementary problem 4th grade	discussing game dynamics, game setup negative comment about a contestant's performance, embarrassing	performance, negative
11	Браво! За пореден път Старейшините доказват че са по добри!	proving they're better once again	positive comment about a tribe's performance, better	performance, positive
12	Виктория беше много адекватна. 🤝🤝 Момчи Дъ Бест 🤝🤝🤝🤝🤝 Сун Дзъ! Мачкай Сит 🎲 😊	x was very adequate y the best	positive comment about a contestant's behavior, adequate supporting a contestant	behavior, positive support

Table 14

Week 14 (Nov, 27 - Dec, 1)

	Comments Post 1 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Айдеее Йоанна сега ще го налази 🤔🤔🤔	x girlfriend will be all over him now	speculating referring to a contestant's personal life	speculations
2	Думите.... "Тате, това е за тебе"... 🤝🤝🤝🤝	strong words	positive comment about a contestant's behavior, emotional	behavior, positive

	♡♡			
3	Най-добрия! 🙌♡	the best	supporting a contestant	support
4	♡🙌👏 Напълно заслужена победа Браво Рълев 🙌😄🏆 🏆	deserved win	contestant deserved to win supporting a contestant	worthiness
5	Много ясно,че го прецакаха,с грошовете също 😞	screwed him over	criticizing the actions of the production, failing a contestant on purpose	criticizing the production
6	Браво Рълев,когато искаш нещо много така става и баща ти е бил с теб. Браво един път да е достоен човек в тези игри който ми допадна 🙌🙌🙌	fighting hard for the things you want bravo worthy human	supporting a contestant positive comment about a contestant's behavior, worthy	support worthiness
7	браво♡	bravo	supporting a contestant	support
8	Любим победител от всички сезони до сега! Пребори играта с усмивка на уста и абсолютно безапелационна игра! 🙌🙌🙌🏆	favorite winner always smiling impeccable on the arena	supporting a contestant positive comment about a contestant's behavior positive comment about a contestant's performance, impeccable	support behavior, positive performance, positive
9	Браво, Рълев!Показа силна воля и отлична физическа подготовка!Дано те видим в All stars!Успех!🙌🙌🙌	bravo strong willpower and great physical preparation hope to see more of you	supporting a contestant positive comment about a contestant's performance, strong, willpower	support performance, positive
1	Честита победа 😄	congratulations	supporting a	support

0			contestant	
1 1	Браво, момче! Най-добрият и достойният!	the best the worthiest	supporting a contestant worthy	support worthiness
1 2	Най-заслужената победа 🏆 Браво, момче! Респект! 🙌	most deserved win respect	contestant deserved to win supporting a contestant	worthiness support
	Comments Post 2 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Хаха, набутаха Мартин на финал. Първия платен финалист. С това ще запомня този сезон.	pushed him to the finals first paid finalist	criticizing the actions of te production, pushing an unworthy contestant forward	criticizing the production
2	Браво на Мартин. Игрите не са изцяло физическа игра, трябва и стратегическо мислене. Мартин е умен и това не е никак лошо. Защо е толкова мразен? Може би, защото притежава и пари и ум, които малко хора могат да кажат, че имат. Пожелавам му да спечели първо или второ място. Да стигне тук е изцяло негова заслуга! ❤️	bravo games are not only physical strategic thinking is important x is smart, good thing money and brains wish he wins his own work reaching this far	supporting a contestant discussing game dynamics, importance of strategy and performance positive comment about a contestant's behavior, smart contestant deserves to win, his own work	support game dynamics behavior, positive worthiness
3	Браво на Мартин!	bravo	supporting a contestant	support
4	Браво Марто	bravo	supporting a contestant	support
5	❤️ ПОБЕДИТЕЛ 🙌 Марто! победи себе	winner	supporting a contestant	support

	си и някои други, които цял живот тренират. Има УМ, и не се страхува да го използва 🙌🙏	overcame himself and many athletes smart	negative comment about a contestant's performance, smart	performance, positive
6	martin pobedi vsi4kite si vragove vili dunev blago i im se izvini puk после violeta da si zlobee i samozalugva che go e bila	won against all of his enemies x being evil about it	discussing dynamics between contestants, rivals positive comment about a contestant's behavior, appropriate negative comment about a contestant's behavior, malicious	game dynamics behavior, positive behavior, negative
7	Смешен финал	funny finals	discussing game dynamics, criticizing the finalists	criticizing the production
8	Браво на Мартин, ясно е, че Рълев печели, но поне един достоен финалист в лицето на Мартинбраво. А на онзи дето си избиваше комплексите през целия сезон може да извика силно. СИБ ПЛЪХ.	bravo clær x wins but worthy finalist in y's face z - low self-esteem, gray mouse (wordplay)	supporting a contestant speculating, winner negative comment about a contestant's behavior, fearful, mouse	support speculations behavior, negative
9	Както каза Ралица, сензацията на сезона	season's sensation	positive comment about a contestant's performance, sensation	support
10	Благо елиминира трима силни мъже, а Мартин три силни жени.....Рълев един Мишо..	x eliminated 3 strong men y eliminated 3 strong women	discussing dynamics between contestants, eliminations	game dynamics
11	Браво на @elvisarata за всичко, което каза	well spoken to y x showed honor and	supporting a contestant	support behavior, positive

	<p>на Благо накрая! 🙌</p> <p>Показа чест и достойнство признавайки грешката си! Така се прави, накрая трябва да се завърши играта с достойнство!</p> <p>🙌🙌🙌</p>	<p>dignity</p> <p>admitted his mistake</p> <p>the way it should be done</p> <p>completing the game with honor</p>	<p>positive comment about a contestant's behavior, appropriate, honor, worthy</p>	
1 2	<p>Полуфинала е абсолютно разочароващ 🙄 каква беше тази игра, с един и същи компонент (баланс) Ама така е, като трябва да набутат Мартин на финала. Който плаща, той поръчва музиката, така е в България. Жалко за Благо, достоен за финала.</p>	<p>disappointing semi-finals</p> <p>unhappy about the game</p> <p>need to push x to the finals</p> <p>x paid to be there</p> <p>reflective of Bulgaria</p> <p>pity for y, was worthy</p>	<p>discussing game dynamics, game setup, disappointing</p> <p>criticizing the actions of the production, pushing a participant forward</p> <p>generalizing to Bulgaria</p> <p>pity a contestant, worthy</p>	<p>criticizing the production</p> <p>worthiness</p>
	Comments Post 3 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	<p>Исключително нечестна и недостойна победа. След като толкова време критикува Виолета, че иска наказания и играе с контузия в отборния стадий на играта, той с чиста съвест си ги прие във финалната фаза, вместо да се откаже и да даде на подготовления и достоен участник да продължи. Абсолютно разочарована от</p>	<p>unfair and unworthy win</p> <p>criticized y for doing xyz... did the same in the end</p> <p>double standards</p> <p>disappointed</p> <p>unfair and ugly development of the game/rules</p> <p>physically x is not at the level of the other contestants, trauma</p>	<p>discussing game dynamics, unfair, unworthy win, penalties</p> <p>negative comment about a contestant's performance, taking another contestant's place</p> <p>criticizing the actions of the production, double standards</p> <p>wishing a contestant goes home</p>	<p>criticizing the production</p> <p>performance, negative</p>


	<p>двойните стандарти на предаването. Когато на жена с контузия в битка преди финалите е отказано наказание с основаниято “във финалите няма наказания”, е абсолютно нечестно и грозно да се дадат 3 наказания в една игра преди полуфинала. Той не може да се изправи физически наравно с останалите и трябваше да отпадне...</p>	<p>had to be eliminated</p>		
2	<p>Адски несправедлива игра. 2 минути наказание? Той докато ръката му беше “добре” не минаваше препятствието за две минути. Димо започна да дава насоки за анаграмата чак, когато Мартин стигна до нея. Той цървул не заслужава въобще да продължи. Направо минахте всякаква граница днес с тая нагласена битка. Много излагация!</p>	<p>unfair game</p> <p>2 min penalty is not enough</p> <p>host started helping x at the anagram, did not help y</p> <p>does not deserve to continue</p> <p>staged game</p> <p>embarassing</p>	<p>discussing game dynamics, unfair, contestant’s performance</p> <p>offensive language</p> <p>contestant does not deserve to continue forward</p> <p>criticizing the actions of the production, staged game</p>	<p>criticizing the production</p> <p>offensive language</p> <p>worthiness</p>
3	<p>И сега заради 3x2 минути и един лицемер всички женомразци ще наскачат, ще се трупат по гърдите и</p>	<p>penalty helped him</p> <p>women haters will say women have no place at the finale</p>	<p>discussing game dynamics, penalties, contestant’s performance</p> <p>gender dynamics,</p>	<p>game dynamics</p> <p>gender</p> <p>behavior, negative</p>

	<p>ще викат "Видяхте ли, че жените не са за там? Имаха цяло женско племе". Аз не съм против Мартин като играч, като човек не ги познавам. Но устата и действията трябва да са в синхрон. Да обясняваш 2-3 седмици как Виолета трябва да се откаже, как си бил по твоите думи НЕЧЕСТНО и въпреки това да продължиш.... в това няма нищо достойно. Още едно време Левски е казал "Дела трябва да се правят, а не думи". А делата на Мартин и думите му са в двете посоки.... аз не виждам нито достойнство, нито воля в това да си лицемер</p>	<p>not against x, don't know him as a person</p> <p>x's words and actions should align</p> <p>nothing worthy in x's actions</p> <p>nothing worthy and no willpower in being two-faced</p>	<p>women as weaker</p> <p>negative comment about a contestant's behavior, unworthy, hypocritical</p> <p>discussing dynamics between contestants, rivals</p>	
4	<p>Ами Виолета го каза много отдавна: Всеки тук си получава заслуженото. Така че и те двете с дъщеря й напълно заслужено бяха отстранени от Мартин! Честито на печелившите 🎉</p>	<p>everyone here receives what they deserve</p> <p>deserved to be sent home by x</p> <p>congratulations</p>	<p>discussing game dynamics, eliminations</p> <p>contestant deserved to go home</p>	<p>strategy</p> <p>worthiness</p>
5	<p>Наказание то се даде защото играта беше доста по трудна от всякакво естество „и беше зле видимо а при</p>	<p>penalty given because the game was too difficult</p> <p>x was clearly failing</p>	<p>discussing game dynamics, contestant's performance, penalties</p>	<p>game dynamics</p> <p>critique</p>

	Виолета. Тя наистина не можеш и се връща ще. А Мартин продължава лв,,вие наистина не сте добре такава на злоба и завист	y was trying evil and envious people commenting	referring to the people commenting, malicious, envious	
6	Казах го, когато победи Виолета и пак ще го кажа сега, Мартин е джентълмен, има добро възпитание, а те нека го наричат както искат	x is a gentleman well-mannered let them call him anything	positive comment about a contestant's behavior, well-mannered	behavior, positive
7	Браво на Мартин! Изключително умен,интелигентен и в много битки показва,че владее финната игра с концентрация и спокойствие! Истинско удоволствие е за мен да гледам този човек! И днес с една ръка показва воля и победи! И знаете ли защо? Защото в умен и си реши пъзела! А Денислава имаше голяма преднина,но по акъл просто не може да се сравнява с Мартин!	bravo incredibly smart mastered the finer elements of the game concentration, calmness plesure to watch him smart y was faster but x is smarter	supporting a constant positive comment about a contestant's behavior, smart positive comment about a contestant's performance, concentrated interested to watch willpower stronger vs weaker contestant negative comment about a contestant's behavior, stupid	support behavior, positive performance, positive beavior, negative
8	Той и здрав не го минаваше за 2 минути 😊	slower than 2 minutes before the penalty	discussing game dynamics, penalties	criticizing the production
9	Мартин ти беше по-добрия преди да се контузиш и дори с една ръка успя да	you were better with one sick hand	stronger vs weaker contestant positive comment	worthiness performance, positive

	<p>държиш тъмпо. Все пак това да Игри на волята и ти показа именно воля.</p> <p>Абсолютно заслужаваше да продължиш и да победиш. А относно хората, които пишат и сравняват наказанията с тези на Виолета - Виолета беше минала преглед и докторите потвърдиха , че НЯМА никакви сериозни контузии, както и Ралица напомни това на съвета, когато Виолета се опитваше да се оправдава с контузиите си! Тук случая е различен ! И говори само за ВОЛЯ и хъс, въпреки болката!</p>	<p>showed willpower</p> <p>deserved to win and continue</p> <p>penalties</p> <p>y had no serious physical injury</p> <p>different for x</p> <p>speaks of willpower</p>	<p>about a contestant's performance, willpower, injuries</p> <p>contestant deserves to continue forward, win</p> <p>discussing game dynamics, penalties, injuries</p>	<p>game dynamics</p>
10	<p>За кое евала бе, хора?! Че поиска три пъти наказание ли? Че тегли същата тежест на шейната, каквата и Денислава ли? Двойни стандарти, смешни правила.... През целия сезон нелепи избори на продукцията.</p>	<p>praising this?</p> <p>3 penalties</p> <p>same weight a y (female)</p> <p>double standards, funny rules</p> <p>production, ridiculous choices</p>	<p>criticizing the actions of the production, inadequate, double standards</p> <p>discussing game dynamics, contestant's performance</p> <p>gender dynamics, women as weaker</p>	<p>criticizing the production</p> <p>gender</p> <p>performance, negative</p>
11	<p>Тука мрънкате за наказанията, колко от вас биха продължили изобщо? Виолета има 1 месец общо в</p>	<p>penalties</p> <p>x has far too many penalties</p> <p>y showed willpower</p>	<p>referring to the people commenting, whining</p> <p>referring to a contestant's</p>	<p>critique</p> <p>performance, negative</p> <p>behavior, positive</p>

	наказания... не го харесвам, но показва ВОЛЯ в игри на ВОЛЯТА 🤖	don't like y	performance, negative positive comment about a contestant's behavior, willpower	
1 2	Marto bravo za volqta, no deni trqbwache da Ostone.	x has willpower y should have stayed	positive comment about a contestant's behavior, willpower stronger contestant leaving	behavior, positive worthiness
	Comments Post 4 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Защо се правят толкова много изказвания пълни с обиди към участниците 🤖 Това е игра и те я играят както могат. Защо се използват вулгарни думи и както виждам все от млади момичета и момчета. Това показва какъв народ сме. 🤖	offensive comments to the contestants, why? this is a game they play it as they can vulgar comments coming from young people Bulgarian people	referring to the people commenting, offensive language towards the contestants generalizing to Bulgaria	critique
2	На играта не може да диша но продължава да пръска злоба. Чудовище	can't breath oozes malice, monster	negative comment about a contestant's performance, poor negative comment about a contestant's behavior, malicious offensive language	performance, negative behavior, negative offensive language
3	Бих казала, че това трябваше да стане отдавна. На Димо много му се искаше да я набута още по-напред, ама уви,	should have happened a long time ago production is powerless, played to	contestant deserved to go home criticizing the actions of the production, pushing a contestant	worthiness criticizing the production performance,

	<p>понякога дори продукцията е безсилна да те набута напред.  Мартин не пророни нито дума, просто играеше, а тя изоставаше и въпреки това не спря да бълва отровата си. Не знам колко много злоба в тая жена, злобата ѝ е безгранична... през цялото време. Тя е еталон за безскрупулност, чиста злоба, безпощадност, ограниченост.... Каквото и да кажа за нея ще е малко. Тотално грозно поведение, отношение, колкото по-малко хора като нея среща човек толкова по-добре. Изключително антипатичен образ за всичките пет сезона и фактът, че Рълев ѝ подпираше задника през цялото време за мен е достатъчен, за да не е достоен за победата за мен.</p>	<p>bag</p> <p>behind all the time</p> <p>spewing poison</p> <p>never-ending evilness in this woman</p> <p>a standard for unscrupulousness, pure malice, ruthlessness, narrowness</p> <p>ugly behavior</p> <p>unsympathetic personality</p> <p>y supported her, undeserving to win</p>	<p>forward</p> <p>discussing game dynamics, contestants performance</p> <p>negative comment about a contestant's behavior, malicious</p> <p>discussing dynamics between contestants, coalitions</p> <p>contestant is unworthy to win</p>	<p>negative</p> <p>behavior, negative</p> <p>strategy</p>
4	<p>Най хубавия момент за сезона. Сега искам да видя лицето на дъщеря и</p>	<p>best moment of the entire season</p>	<p>contestant deserved to leave</p> <p>discussing dynamics between contestants, coalitions</p>	<p>worthiness</p> <p>strategy</p>

5	Марто от благоприличие не се зарадва,а тя щеше да увива три дни ☹️	too polite to enjoy his win	discussing dynamics between contestants, rivals positive comment about a contestant's behavior, well-mannered negative comment about a contestant's behavior, malicious	strategy behavior, positive behavior, negative
6	👋👋👋 чаооо за винаги, злобата е порок и тя яде само тебе!	goodbye malice is a vice	contestant deserved to go home negative comment about a contestant's behavior, malicious	worthiness behavior, negative
7	Много противна жена ! Не мога да проумея как човек с такава злоба ,завист към хора на годините на дъщеря и са успешни в живота и с такъв махленски език на тези години ! Според мен хора като нея са най - голямото дъно ! Немога да повярвам ,че Дени и е дъщеря тя е достойна жена а майка и е много зле	nasty woman malicious, envious bad language, at this age biggest rock bottom x is a worthy daughter y is an unworthy mother	negative comment about a contestant's behavior, disgusting, malicious positive comment about a contestant's behavior, worthy	behavior, negative behavior, positive
8	Тя нямаше място на финала ! Много лицемерна ,двулична обижда младите жени и други играчи махленски ,но това не е важно в Игри на Волята, най - важното ,че тя е	did not belong to the finale hypocritical, two-faced and insulting average player should have gone home way sooner	contestant deserved to go home negative comment about a contestant's behavior, hypocritical, two-faced negative comment	worthiness behavior, negative performance, negative

	среден играч и трябваше да си отиде много преди финала а на нейното 7 място трябваше да е Крум		about a contestant's performance, average taking another contestant's place	
9	малее най-накрая 🙄	finally	contestant deserved to go home	worthiness
10	Браво , Марти вярвах в теб. Най - накрая Вили си тръгва 😊	x believed in you y is finally leaving	supporting a contestant contestant deserved to go home	support worthiness
11	Сега вече ще е гледаемо предаването	now we can watch	interested to watch	positive feedback
12	въй отдахнах си	relieved	contestant deserved to go home	positive feedback
	Comments Post 5 I	Initial Categorization II	Emerging Patterns III	Refining Findings IV
1	Еее пак добутван от продукцията-въжетата му най-отгоре. Веднъж не направиха честна битка,все някой любимец ще е с бонус.То така и Виолета ще бие като всичко и е на табла.	pushed by the production favorites get bonuses	criticizing the actions of the production, pushing a contestant forward, different game setup unworthy contestants winning	criticizing the production worthiness
2	Направо смешна беше тази победа... което показва колко всъщност е силен и достоен за финал Благо, щото тук щеше да победи, ако не бяхте сложили въжетата на Рълев толкова на повърхността! За пореден път	funny win showed how worthy y was for the finale would have won if y had his ropes buried deeper annoying viewers with unfairness and pushing forward a	criticizing the actions of the production, pushing a contestant forward, different game setup supporting a contestant, contestant deserved to continue forward	criticizing the production support worthiness

	<p>някакви преференции имате и дразните зрителите с нечестност и толериране на даден участник... на камерата в общ план кадър се виждат купчините и на тримата и тази на Рълев е някаква доста мизерна в сравнение с останалите!</p>	<p>contestant</p> <p>can see how little x had to dig</p>	<p>discussing game dynamics, game setup, unfair</p>	
3	<p>Браво и на тримата, направиха епична битка преди финала. Жалко за Мишо, добро момче, и да стигнеш до 8-мото място, идвайки от Чистилището си е абсолютен подвиг. Той беше и единственият участник минал и през 4-те племена, така, че от мен само респект и адмирации. Относно битката за имунитет утре - Тухличките, Мартин я загуби предишния път, когато го изпратиха на Чистилището, но това не означава, че и сега ще е последен, според мен битката утре я печелят Вили, Дени или Момчи, но единственото нещо което ме притеснява утре е</p>	<p>epic battle well played all</p> <p>pity for x, great success</p> <p>been to all 4 tribes, absolute feat</p> <p>respect, admiration</p> <p>debating how the game will go tomorrow</p>	<p>supporting a contestant</p> <p>positive comment about a contestant's performance, epic</p> <p>pity a contestant, supporting a contestant</p> <p>discussing game dynamics, switching tribes</p> <p>referring to the upcoming episode, discussing game dynamics, speculating, winner</p>	<p>support</p> <p>performance, positive</p> <p>game dynamics</p> <p>speculations</p>

	дали Момчи ще влезе в топ 6?			
4	<p>Аз не разбрах още в началото на епизода - виждайки Мишо как издъхва почти на всяка игра , кое го кара да се мисли за равен с Благо и Рълев? То е хубаво да имаш самочувствие, на с покритие. Стигнал си до там - къде с битки, къде със стратегии и бутане - окей, поздравления. НО не се заблуждавай, че на 100% заслужаваш това място и няма кой да те бутне....</p>	<p>x barely goes through each game</p> <p>what makes him think he's as strong as y, z</p> <p>confidence with nothing to back it up</p> <p>don't fool yourself you deserve the place</p>	<p>negative comment about a contestant's performance, lacking</p> <p>stronger vs weaker contestant</p> <p>contestant does not deserve to continue forward</p>	<p>performance, lacking worthiness</p>
5	<p>Мишо дай да мина. Много е толерантен този Рълев 🙌🙌</p>	<p>"let me pass"</p> <p>tolerant, joke</p>	<p>discussing game dynamics, contestant's behavior</p>	<p>behavior, negative</p>
6	<p>Не зная дали е така, но ми се струваше че неговите въжета много бързо ги вадеше от пясъка! Но иначе евала, добър е не като онзи мишок Мишо</p>	<p>think he kept taking his ropes out way too quickly</p> <p>x, good player</p> <p>y, mouse</p>	<p>discussing game dynamics, contestant's performance, staged</p> <p>positive comment about a contestant's performance, good</p> <p>negative comment about a contestant's behavior, fearful, mouse</p>	<p>criticizing the production</p> <p>performance, positive</p> <p>behavior, negative</p>
7	<p>Пак шмекери. Харпунът Рълев почти не копа за въжетата си. Направо отиваше и си ги взимаше от</p>	<p>cheeky</p> <p>x almost did ot have to dig</p>	<p>discussing game dynamics, contestants performance, different game setup</p>	<p>criticizing the production</p>

	ринга, все едно бяха наредени върху пясъка, докато другите двама копаха като багери. Да ви се изтропам на нагласеното предаване.	y, z having to dig like crazy staged game	criticizing the actions of the production, staged game	
8	Най-добрият развой за Марто! Един човек отпадна от коалицията на жените, а Мастагарков ще влезе в коалиция с Мартин срещу тях. Най-интересното предстои!	best case scenario for x discussing coalitions	discussing dynamics between contestants, coalitions interested to watch	strategy
9	Как да го имаш за победител, да буташ една контузуена жена към финал! Не е честно, мъжко....тя е дъното като поведение, език и държане!	hard to see him as a winner pushing forward an old injured woman unfair, not manly she is rock bottom, behavior, language, actions	contestant does not deserve to win negative comment about a contestant's behavior, unfair, unmanly, supporting the wrong contestant negative comment about a contestant's behavior, rock bottom	worthiness behavior, negative
10	И какво беше това: Мишо дай да мина!? Баси наглият! Взел се е нещо много насериозно... ако бях на Мишо нямаше да го пусна и щях да се влача като черво!	"let me pass", what was that cheeky, took himself too seriously	discussing game dynamics, contestant's performance negative comment about a contestant's behavior, cheeky	behavior, negative
11	Миналия сезон нагласихте Алекса да спечели. Този сезон 1000 чалъма правите само и	staged x as the winner last year doing everything for y to win this year	criticizing the actions of the production, staging winners fairness	criticizing the production

	само харпунът с ехидна и самодоволна усмивка да спечели. Няма нищо справедливо в тази държава.	nothing fair in this country	generalizing to Bulgaria	
1 2	Рълев има страхотни физически заложби и му симпатизирах до един момент, но много ми падна с тези действия спрямо Виолета. Би трябвало да е обидно дори за самата нея, да продължава в състезание, защото някой я е пуснал и е загубил нарочно. Без значение с каква цел го е направил, изключително недостойно поведение на Рълев. И така или иначе беше ясно, че няма да отпадне от един момент нататък, това да пререждаш Мишо, за да минеш ти първи, беше изключително неспортсменско. За да си победител, трябва да имаш и други качества, не само да хвърчиш на арената. Към момента, единственият достоен, ми е Мастагарков.	x, great physical qualities sympathized towards him lost my respect because of his relationship with y lost on purpose to let her through unworthy behavior was clear he'd stay unsportsmanlike passing in front of z, unsportsmanlike winners need other qualities not just running only worthy is a	positive comment about a contestant's performance, great opinion about a contestant changed, negative discussing dynamics between contestants, coalitions negative comment about a contestant's behavior, unworthy, unsportsmanlike discussing game dynamics, contestant's performance on the field contestant is unworthy to win contestant is worthy to win	performance, positive behavior, negative strategy worthiness