## Appendix B: Data Analysis

As defined by Hsieh and Shannon (2005), summative content analysis “involves counting and comparisons, usually of keywords or content, followed by the interpretation of the underlying context.” Our content analysis was facilitated by NVivo 12 software (QSR International). In NVivo, automated word frequency queries generated lists of unique hashtags (e.g., #FireFauci), Twitter handles (e.g., @NYGovCuomo), and other text terms (e.g., “lockdown”, “Chinese virus”). The lists contained rows of the most frequent terms mentioned within the entire corpus of the tweet text – up to 280 characters containing numbers, letters, special characters, or emojis. Terms were organized into groups based on their similarity and named according to topic category. As shown in Table B1 (below), topic categories were further grouped under broad domains and were not mutually exclusive. Separate indicator variables (0=no; 1=yes), 27 variables in total, were created for each topical code and descriptive statistics were generated (see Appendix A, Tables A1 and A2). For example, tweets were coded as mentioning US President Trump if any of the following terms were included within the tweet text: “@realdonaldtrump”, “@potus”, “@whitehouse”, “trump”, “#maga”. Confirmatory factor analysis was conducted to assess the robustness (i.e., fit) of our topic modelling, finding that our topic categories (n=27 total) accounted for 98.5% of variance in the dataset across 12 key factors (Brown, 2015). To briefly characterize reply tweets, we identified top recipient users – in other words, users who were most often targeted with tweets mentioning plandemic.

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| **Table B1.** Examples of topic category key text terms.Analyses were not case sensitive; capitalization is used below when appropriate or for emphasis.  |
| **Domains** | **Category** | **Term criteria examples** |
| COVID-19 | *Anti-pandemic terms* | “scamdemic”, “shamdemic”, “plannedemic”, “mandemic”, “covidiot” |
| *Neutral pandemic terms* | “#covid19”, “covid-19”, “#coronavirus”, “coronavirus”, “pandemic” |
| *Pro-containment* | “#socialdistancing”, “wearmask”, “#stayhome”, “#donotopen” |
| *Anti-containment* | “#endthelockdowns”, “#getbacktowork”, “#openamerica”, “liberate” |
| *Chinese virus* | “chinese virus”, “china virus”, “wuhan virus”, “wu flu”, “kungflu” |
| *Economic impact* | “pension”, “bailout”, “strife”, “markets”, “commerce”, “business” |
| *Civil liberties impact* | “freedom”, “liberty”, “rights”, “constitution”, “#wethepeople” |
| *Health impact* | “people are dying”, “[#] people die”, “hospitalized”, “health”, “risk |
| *Plandemic film* | “#plandemicdocumentary”, “#plandemicfilm”, “@drjudyamikovits” |
| Conspiracy Theories | *Bill Gates & global elite* | “bill gates”, “#arrestbillgates”, “#event201”, “#id2020” |
| *Nefarious cover-up* | “#coverup”, “cover up”, “secret, “planned”, “ set up”, “hidden” |
| *Deep state* | “qanon”, “qarmy”, “#newworldorder”, “deep state”, “#wwg1wga”  |
| *5G Broadband* | “5g”, “ggggg”, “fiveg”, “5 g”, “5-g” |
| *Anti-Vaccine* |  “antivax”, “vacscene”, “vaxxed”, “wakefield”, “robert f. kennedy jr.” |
| Online Information | *False information* | “misinformation”, “false claims”, “false information”, “debunked” |
| *Censorship* | “censor”, “free speech”, “first amendment”, “removed”, “blocked” |
| *Online media sharing* | “youtube”, “reddit” “bitchute”, “vimeo”, “video link”, “watch here” |
| Politics & government | *Political left* | “Pelosi”, “Cuomo”, “democrat”, “#planDEMic”, “#panDEMic" |
| *Political right* | “@senatemajldr”, “McConnell”, “gop”, “republican”, “conservatives” |
| *President Donald Trump* | “@realdonaldtrump”, “@potus”, “@whitehouse”, “trump”, “#maga” |
| *President Barack Obama* | “@barackobama”, “Barack Obama”, “Obamagate” |
| *Dr. Anthony Fauci* | “#firefauci”, “fauci”, “fire fauci”, “#faucifraud”, “fauci fraud” |
| *Health officials and organizations* | “CDC”, “FDA”, “NIH”, “WHO”, “Birx”, “Surgeon General” |
| Media | *Alternate* | “Ingraham”, “Hannity”, “Limbaugh”, “Breitbart”, “Infowars” |
| *Mainstream* | “@msnbc”, “@cnn”, “@nytimes”, “@washingtonpost”, “@abcnews” |