

Title: Example coding schemes appendix for “Research note: Understanding offline Covid-19 conspiracy theories: A content analysis of The Light ‘truthpaper’”

Authors: Rod Dacombe (1), Nicole Souter (2), Lumi Westerlund (2)

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Note: The material contained herein is supplementary to the article named in the title and published in the Harvard Kennedy School (HKS) Misinformation Review.

Appendix: Example coding schemes

Example coding schemes used to categorize content according to (i) content type and (ii) devices used to promote participation and activism.

Example coding scheme 1: Content type

Covid-19 conspiracy theories	Uses conspiracy theories (according to Barkun’s (2003) definition) to explain or make sense of the pandemic, including policy responses.
Other conspiracist content	Uses conspiracy theories (according to Barkun’s (2003) definition) to explain or make sense of an unrelated event or issue.
Non-conspiracist Covid-19 misinformation and content	Content related to the pandemic and aligned policy responses and phenomena that does not meet Barkun’s (2003) definition
Other non-conspiracist news items	News items unrelated to the pandemic that do not meet Barkun’s (2003) definition
Advertisements	Content in the form of paid-for or donated advertising space

Example coding scheme 2: Participatory content

Do your own research	Content calls for readers to research issues for themselves and/or to find information that refutes the “official narrative.”
Being “awake”	Content brings readers into an “in group” of conspiracy adherents who refute the “official narrative,” contrasted with those who do not.
Call for direct action	Content calls for readers to participate in some form of direct action (such as attending a protest march or distributing <i>The Light</i>).
Moral appeal to action	Content frames participation as a moral imperative
Puzzles/games	Content in the form of a puzzle/game that requires the reader to engage with conspiracist content