

Title: YouTube video selection criteria appendix for “Emotional resonance and participatory misinformation: Learning from a K-pop controversy”

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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 C: YouTube video selection criteria

To analyze sentiment, themes, and participatory discourse during the HYBE-Min Hee-jin controversy, we curated a dataset of Korean-language YouTube comments drawn from 23 highly viewed videos. This appendix outlines the process used to identify and select those videos.

Search process and terms

Video collection took place between April 22 and May 16, 2024, using the YouTube Data API. The initial list of search terms was developed from early media coverage and trending topics and was expanded using YouTube’s auto-suggest feature and frequently co-occurring phrases in user comments. The following Korean-language search terms were used:

- 민희진 기자회견 [Min Hee-jin Press Conference]
- 하이브 민희진 고발 [HYBE Accusation of Min Hee-jin]
- 하이브 민희진 감사 [HYBE Audit of Min Hee-jin]
- 뉴진스 탄원서 [NewJeans Petition]
- 아일릿 표절 [ILLIT Plagiarism]
- 하이브 단월드 [HYBE Dahn World]
- 하이브 입장 [HYBE Response]

These search terms were selected to capture the breadth of narratives, actors, and themes in circulation during the initial stage of the controversy.

Inclusion and exclusion criteria

Videos were included in the dataset based on the following criteria:

- Original upload by credible sources (e.g., news organizations)
- Korean-language audio
- Had an active comment section at the time of data collection
- Showed high levels of engagement (e.g., views, comments, likes)
- Were surfaced through targeted keyword searches and confirmed for relevance via manual review

Excluded content included:

- Shorts or vertical videos
- Performance-only music-related uploads
- Reuploads or duplicates of existing footage
- Videos with comments turned off
- Non-Korean content

Video types and media sources

The 23 videos in the final dataset included:

- Full-length footage of Min Hee-jin's press conference
- News reports by major broadcasters
- Investigative and commentary segments

Media outlets represented in the sample include:

- JTBC News
- YTN
- MBC NEWS
- Channel A News
- SBS 뉴스 [SBS News]
- 연합뉴스 Yonhapnews
- KBS News

Framing diversity

To ensure representational balance, videos were manually reviewed to assess their framing. The dataset includes a mix of pro-Min, pro-HYBE, and neutral/mixed perspectives. Framing labels were validated through spot-checking video titles, comment sentiment, and presenter tone.

Supplemental video list

A full list of the selected videos, including URLs, channel information, and engagement metrics, is available in the supplemental materials.