

Appendix C: Target and narrative theme coding

Misinformation posts identified during the monitoring period were coded using a structured codebook designed to capture key narrative characteristics of the content. Each post was coded for two dimensions: target and narrative theme. The target refers to the organization, political party, institution, or individual that the content attempts to discredit or malign. The narrative theme captures the central narrative claim conveyed by the post. Not all posts contained a clear target. The target coding scheme and results are provided below; the full narrative theme codebook and complete frequency tables are available in the project repository: <https://doi.org/10.7910/DVN/UZ42LX>.

Target categories

Table C1. Targets of misinformation submissions, grouped by type.

Targets	Type
Political parties and political actors	Labor party
	Liberal party
	The Greens
	Teal Independents
	Australia’s Voice
	Trumpet of Patriots
	Lidia Thorpe
Media Organizations	ABC
	Channel 9
Institutions	Australian Electoral Commission (AEC)
	Electoral system
	South Australia Police
Political coalitions or combined targets	Labor / Greens
	Labor / Liberal
	Greens / Teal Independents

Target analysis results

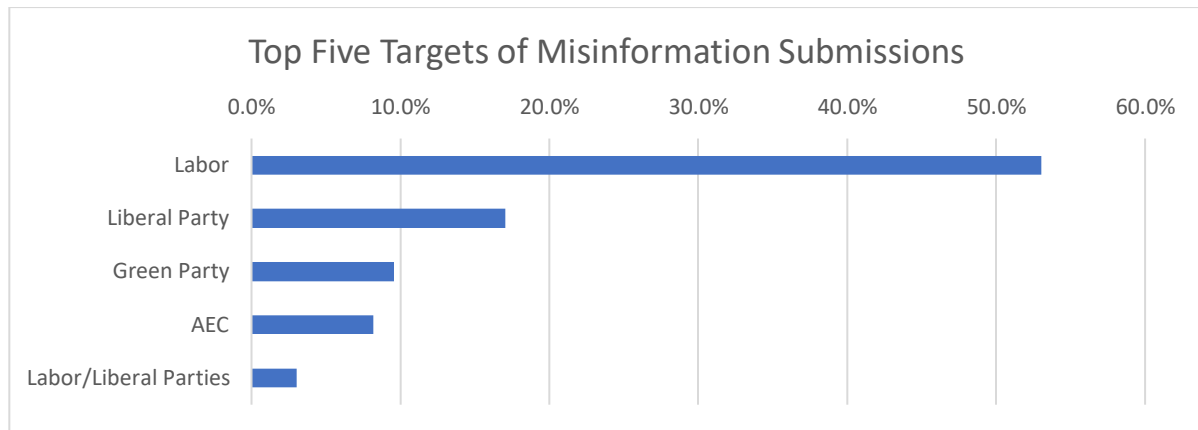


Figure C1. Top five targets of misinformation submissions, as a proportion of the 428 submissions with an identifiable target.
A further 164 submissions (27.7% of all submissions) had no clear target and are not shown.