

Appendix 1: Summary; Selection of data, units of analysis

Platform	Selected media productions (all dates 2010)	Unit of analysis
10 most trafficked U.S. newspaper Web sites New York Times, USA Today, Washington Post, Los Angeles Times, Wall Street Journal, Daily News, Chicago Tribune, New York Post, Boston Globe, San Francisco Chronicle.	<i>Initial reception:</i> first article published about the news on the website of the selected newspaper (presumably published April 5) N=8	Headline and lead paragraph of articles N=16
	<i>First follow-up to the initial reception:</i> second article published about the news on the websites of the selected newspapers (presumably published April 5, 6, or 7) N=8	<i>Drawn from 10 newspapers; initial reception (N=8) and follow-up (N=8) produced by same newspaper</i>
10 popular U.S. blogs Huffington Post, Hot Air Blog, The Daily Beast, Think Progress, Politico, Talking Points Memo, Salon, Mediaite, The Dangerroom at Wired, Truthdig	<i>Initial reception:</i> first posting published about the news on the selected blogs (presumably published April 5) N=12	Headline and lead paragraph of postings N=18
	<i>First follow-up to the initial reception:</i> second posting published about the news on the selected blogs (presumably published April 5, 6, or 7) N=6	<i>Drawn from 10 blogs; initial reception (N=12) and follow-up (N=6) produced by same blog</i>
Twitter	<i>Initial reception:</i> stratified sample (N=100) from Google search results for Twitter updates Query: <i>wikileaks iraq video OR "collateral murder"</i> ; Date: April 5 <i>First follow-up on the initial reception:</i> stratified sample (N=100) from Google search results for: Twitter updates Query: <i>wikileaks iraq video OR "collateral murder"</i> ; Date: April 7 Excluded: tweets that break the news for the first time	Whole tweet N=200 <i>Drawn from 200 tweeters; initial reception and follow-up produced by different tweeters</i>