

Appendix 4a: Coding scheme for newspaper articles, blog postings

Thematical Categories T1-T14	Possibilities, examples Coding rules	
INITIAL RECEPTION <i>The news is:</i>	<i>If not identical, headline frame overrules lead paragraph frame</i>	
T1. Wikileaks publication	First main news is not the video itself, but Wikileaks publishing it. “Wikileaks publishes, releases, posts video of [Baghdad attack that killed two journalists].”	
T2. Video itself	a. Own frame	News angle independent from WCM frame (...) Video shows <i>killings, shooting, etc.</i>
	b. Very similar to WCM frame	WCM frame with attribution, subtle distance Video shows ‘what Wikileaks calls’ ‘ <i>Collateral Murder</i> ’ OR Video shows alleged cover-up OR Video shows ‘murder’ in Iraq
	c. WCM frame	Exact WCM frame Video shows <i>Collateral Murder</i> in Iraq, and/or cover-up
T3. Incident	News angle refers to the incident two years ago. “Two years ago...”	
T4. Precedent	News angle is the precedent to the publishing: Reuters had in vain tried to get the video	
T5. Discussion of video	News angle is a direct discussion of the content of the video: Collateral murder or the risk of war zones? Cover-up by army or something else?	
FOLLOW-UP <i>The follow-up:</i>		
T6. Video authenticity	The video is real, authentic, say sources “(Senior) official(s) say(s) the video is real”	
T7. White House responds	The White House responds to the video.	
T8. Lost tape	Army, military cannot find its version of leaked tape	
T9. CENTCOM	Army CENTCOM releases documents of own investigation into 2007 incident	
T10. Journalism	Social media influence on journalism / war reportage / future of journalism	
T11. Video criticism	Criticism from US army, military, commentators: images lack context	
T12. Wikileaks	Focus on Wikileaks, the organization, precedents, history	
T13. Discussion over incident, what video shows	Does the video show murder? How to interpret the video?	
T14. Colbert interviews Wikileaks’ Assange		
Rhetorical & Lexical Categories R1-R5	Possibilities, examples Coding rules	
<i>For both initial reception and follow-up</i>	<i>Multiple adjective categories possible. Please note the term “2007 video” is not coded here.</i>	

R1. Adjective before 'video' OR 'footage' OR 'images', description immediately after (e.g. the video, which is graphic,...)	a. SOURCING Wikileaks('), Wikileaks "Collateral Murder" video [only with brackets], Wikileaks Iraq video, United States military
	b. CATEGORIZING AS WAR IMAGES Combat, war, Apache gunship, guncamera
	c. EMPHASIZING LEAKED/CLASSIFIED CHARACTER Classified, until now classified, long-sought, leaked, decrypted
	d. EMPHASIZING KILLING, SHOOTING (Iraq)-killing, Iraq (shooting)
	e. LABELLING CONTROVERSIAL Contraversial
	f. EMPHASIZING SHOCKING CHARACTER Disturbing, shocking, graphic
	g. EMPHASIZING BRUTAL CHARACTER Brutal, grisly, harrowing, disgusting, deadly, sickening, depressing, deeply disturbing, gruesome
	h. PERTAINING TO QUALITY Gritty
	Others: no adjective
	<i>Multiple labels possible</i>
R2. Labels for / description of incident	a. TECHNICAL TERM Attack (that killed), firefight, air attack, engagement, strike
	b. FOCUSSED ON THE ACT OF SHOOTING Shooting (at), firing (repeatedly) (on), opening fire on
	c. FOCUSSED ON THE ACT OF KILLING Shooting and killing, killing(s), gunning down, gunned down, ...gunfire kills
	d. WCM FRAME WITH ATTRIBUTION What Wikileaks calls 'collateral murder', 'slaying', 'coverup'
	e. WCM FRAME COPY Murdering / murder, indiscriminate targeting and killing, slaying [without brackets], massacre, cover-up
	f. IN LINE WITH WCM FRAME Slaughtering / slaughter, unleashing devastation and killing, atrocity
	g. HORRIBLE MISTAKE Grave and horrible mistake
	<i>Only one source per unit of analysis. Please note, when no source was named at all, no coding.</i>
L1. Source	a. FULL SOURCE Wikileaks, the web site Wikileaks, the whistleblower web site Wikileaks
	b. SOURCE NAME HIDDEN A (whistleblowers) website
	No source
	<i>Only one victim category per unit of analysis, choose the one with most determined victims</i>
L2. Victims As named in the title and lead paragraph	a. IRAQIS / CIVILIANS People in Iraq, Iraqis, (Iraqi) civilians, (group of) men, more than a dozen Iraqis
	b. A GROUP OF MEN, SOME UNARMED (...a group of men, some of whom were) unarmed (men)
	c. ONLY JOURNALIST(S) ((Two) Reuters) journalists, employees, news photographer (and his driver)
	d. JOURNALISTS AND (POSSIBLY) ARMED MEN Men who are believed to be holding guns and ((two) Reuters) journalists
	e. IRAQIS/PEOPLE AND REPORTERS

	Iraqis, group of men <i>and</i> journalists, group of men including journalists, “shooting into Iraqi crowd, including two Reuters employees”, “killing reporters and (dozens of) others”
	f. IRAQIS, JOURNALISTS and VAN COLLETING WOUNDED / CHILDREN Iraqis, group of men <i>and</i> journalists, group of men including journalists, “shooting into Iraqi crowd, killing two Reuters employees” and a van collecting the wounded(innocent civilians, children)
	<i>Only one culprit category per unit of analysis. Naming forces overrules naming the above</i>
L3. Culprit	a. COUNTRY, ARMY or HELICOPTER US, US Army, US military, US Army,military/American helicopter, Apache
	b. FORCES US (or American) forces (or soldiers, or troops, pilot, personell) “Video shows soldiers firing in on...”