

Adi, A., Gerodimos, R., and Lilleker, D.G. (2018), 'Yes We Vote': Civic Mobilisation and Impulsive Engagement on Instagram, *Javnost - The Public*, Vol. 25, No. 3, pp. 1-18

SUPPLEMENTAL FILE: CODING BOOK

ITEM DETAILS

0	Coder		1	Item code	
2	Caption (copy/paste from database)				

IMAGE PROPERTIES

3	Colour (tick all that apply)	Full colour	Greyscale	Sepia	Other filter

4	Collage	Single	Composite

5	Sharpness	Blurry	Sharp	Both (collage)

IMAGE ORIGIN

6. Does the photo appear to be: [Multiple ticks only for composite photos]	
Official/promotional communication shared by the user?	
Satire/meme/collage circulated online and shared by the user?	
A live action photo taken by the user?	

IMAGE PURPOSE

Based on the caption and the photo, which of these functions does the image fulfil? [Tick all that apply]				
	Function	Coding criteria	Tick	Explain how that happens
7.	Presenting self or action taken by the user	Image shows / text explicitly refers to the user (being somewhere, doing something etc). Use of first person and active verbs.		e.g. user is part of a group queuing or voting
8.	Expressing feelings or views	Satirising, mocking, criticising or praising politicians or political parties; associating with symbols, identities, values etc. Emphasis is on opinions or feelings.		e.g. image focuses on flags; text expresses pride
9.	Witnessing/reporting a live incident	Image shows / text describes action taking place that does not involve the user. Use of third person. Emphasis is on being there on the spot.		e.g. violent clashes taking place
10.	Exposing a social problem (e.g. corruption)	Post presents evidence of a social problem without necessarily action unfolding in front of the user. Emphasis is on highlighting the problem.		e.g. traces of vandalism
11.	Representing everyday setting or environment	Image/text does not focus on a particular person or action but attempts to convey or represent a social or natural setting, routine or reality. Emphasis is on objects, buildings etc.		e.g. landscape or objects at home

HUMAN PRESENCE

12.	How many people are there in the photo? (if too many to count write CROWD)	
-----	--	--

Which of the following appear in the photo? [Tick all that apply / also refer to the caption]	
13.	Self (selfie)
14.	Family
15.	Friends
16.	Random people
17.	Small group
18.	Large group (gathering/protest)
19.	Queue
20.	Politicians
21.	Celebrities
22.	Police
23.	Other (explain)

24.	Is there any evidence of diversity or homogeneity in terms of the demographics featured in the photo? (e.g. age, gender, ethnicity etc)

SPACES

Which of the following appears in the image? (also refer to the caption)					
25. Public or civic space (outdoors)		26. Public or civic space (indoors)		27. Public or civic space (transit/transport)	
28. Private space		29. Work space		30. Industrial space	
31. Religious space		32. Mediated / virtual space (e.g. screen)		33. Natural environment	
34. Boundaries, fences or space control		35. Other (describe)			

BUILDINGS

Which of the following appears in the image? (also refer to the caption)					
35. Polling station		36. School		37. Monument or landmark	
38. Museum		39. Library		40. Embassy or Consulate	
41. Other public or state building		42. Hospital		43. Religious building	
44. Other (describe)					

OBJECTS

Which of the following appears in the image? (also refer to the caption)					
45. Documents/IDs		46. Voting ballot		47. Voting booth	
48. Ballot box		49. Posters		50. Banner	
51. Placard		52. Graffiti		53. National flag	
54. National colours		55. EU flag		56. EU colours	
57. Political flags		58. Political colours		59. Slogans	
60. Other (describe)					

CIVIC/POLITICAL ACTIVITIES

Which of the following appears in the image? (also refer to the caption)					
61. Queueing / waiting to vote		62. Voting		63. Having just voted	
64. Celebrating		65. Rally or gathering (people standing)		66. March or demo (people walking)	
67. Non-violent direct action (e.g. sit-in)		68. Violent direct action		69. Fighting with other groups	
70. Fighting with police		71. Other (describe)			

OTHER ACTIVITIES

Which of the following appears in the image? (also refer to the caption)					
72. Walking		73. Working		74. Eating	
75. Drinking		76. Resting / Contemplating		77. Shopping	
78. Reading		79. Other (describe)			

EMOTIONS

Is there evidence of the following emotions? (if so, explain how these are represented)		
	CAPTION	IMAGE
80. Hope		
81. Fear		
82. Happiness		
83. Sadness		
84. Anger		
85. Frustration		
86. Disgust / Indignation		
87. Mistrust / Cynicism		
99. Pride		

ISSUES

88. Are there any specific political issues mentioned? (e.g. health, education, corruption, taxes etc)		
	CAPTION	IMAGE

CALL TO ACTION

89. Is there a call to action?		
	CAPTION	IMAGE

CIVIC DISCOURSE

What evidence is there of the following civic discourse elements? And how are these represented visually? [Refer to both caption and photo]		
	Concept	
90.	Identity	
91.	Memory	
92.	Belonging and inclusion or exclusion; references to diaspora	
93.	'Othering' (targeting, stigmatising)	

94.	Ideology and values (either a specific political ideology or things that matter to the user)	
95.	Isolation (people being apart) v. interaction (people coming together)	
96.	Institutions or social organisation (making decisions, governance, citizenship structures)	
97.	Other type or element of civic discourse (explain)	

98.	Final comments: Any other relevant observations not covered above?	
-----	--	--