Zika virus-related photo sharing on Pinterest and Instagram

Appendix A

Manual Coding - Codebook

- Code both the image and the tagline for relevance
- If deemed relevant, the image and tagline will be further coded with codes listed under "Relevant to Zika Virus" below
- If relevant, images/taglines can have multiple codes
- *****DO NOT CODE COMMENTS. Comments are the un-bolded text. Only code taglines. Taglines will be in bold right under a "From [insert website here]".**

- **Not Relevant to Zika Virus/Does not make sense**
  - o Code as not relevant if the pin does not make sense, or if the tagline does not match the image. Videos will also be deemed not relevant.
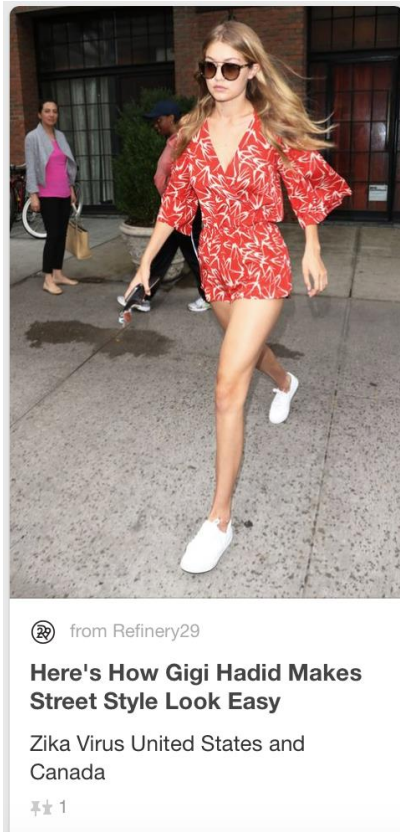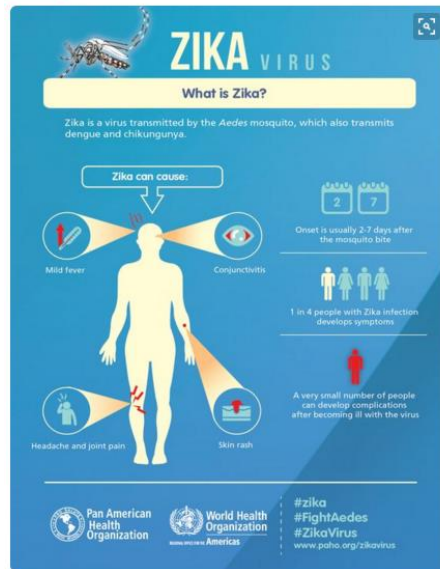   - ▪ Example:

Photo source: http://www.refinery29.com/2016/01/102185/gigi-hadid-style-pictures#slide-22

This pin is coded not relevant because it is not actually about the Zika virus - the Tagline and image do not match.

- **Relevant to Zika Virus**
  - o Symptoms: Code if image/tagline portrays/discusses any symptoms, potential symptoms, or believed symptoms of Zika virus.
    - ▪ Example(s):

Photo source:
http://www.healthcarecommunication.com/Main/Articles/Infographic_Are_you_sharing_health_warnings_about_13969.aspx

This pin is coded as "symptoms" because the image portrays potential symptoms of the virus. This pin would also be coded as "transmission" because it discusses transmission of the virus, as well as "active organizations" because the mention of WHO.

- o Transmission: Code if image/tagline portrays/discusses possible transmission. Includes images/discussions of mosquitos (the vector of Zika Virus). Only applies to discussion of transmission between people and vector. Do not code image/tagline of geographical spread/transmission of virus.
  - ▪ Example(s):

from Yahoo News

Zika Virus Spreading in the Americas: What You Should Know

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*Photo source:
https://www.yahoo.com/?err=404&err_url=https%3a%2f%2fwww.yahoo.com%2fnews%2fzika-virus-spreading-americas-know-155145073.html%3fref%3dgs*

This pin would be coded as transmission because it portrays a mosquito (the vector of Zika virus). This pin would also be coded as "spread of virus" because the tagline discusses the "spread" of zika into the Americas.

o Birth defects: Code if image/tagline portrays/discusses a child with microcephaly or other birth defects. Only applies to the living persons.
- Example(s):

from NPR.org

Zika Virus Can Cause Brain Defects In Babies, CDC Confirms

Photo source: http://www.npr.org/sections/health-shots/2016/04/13/474112727/cdc-confirms-zika-is-the-cause-of-severe-brain-defects-at-birth

This pin is coded as "birth defects" because it portrays microcephaly in the image, as well as discusses microcephaly in the tagline. This pin will be coded for active organization as well because it mentions CDC.

o Treatment/Medical: Code if image/tagline portrays/discusses treatment, medical care, medically trained officials giving treatment/involved in Zika response.
- Example(s):

from Kindle Publishing

Zika Virus DOES Trigger Microcephaly, CDC Announces

Photo source: http://kindlesamurai.net

This pin is coded as "treatment/medical" because the image portrays a child receiving medical care. This pin is also coded as "birth defects" because the tagline discusses microcephaly.

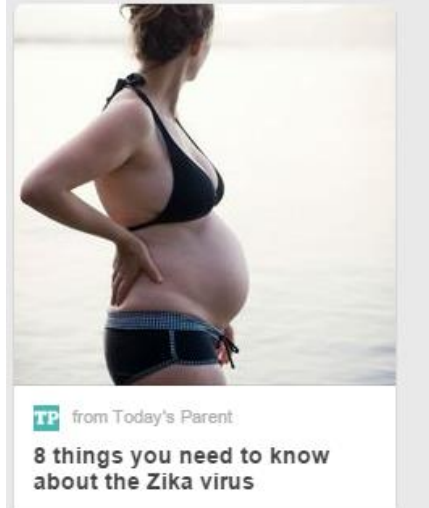- Pregnancy: Code if image/tagline portrays/discusses pregnancy.
  - Example(s):

    Photo source: http://www.todaysparent.com/baby/baby-health/8-things-you-need-to-know-about-the-zika-virus/

    This pin is coded as "pregnancy" because the image portrays a pregnant woman.

- Active Organizations: Code if image/tagline portrays/discusses organizations that are active in the Zika Virus response (Centers for Disease Control and Prevention (CDC), World Health Organization (WHO)), etc.) Includes active organizations from other countries (the ECDC, for example). **The list of applicable active organizations is at the end of this codebook.
  - Example(s):

    Photo source: http://mobile.nytimes.com/2016/01/14/health/zika-virus-cdc-travel-warning-brazil-caribbean.html?smid=fb-nytimes&smtyp=cur&referer=

This pin is coded as "active organizations" because it mentions the CDC. This pin would also be coded as "travel" because of the tagline's warning of travel", and "pregnancy" because the tagline mentions pregnancy.

- o Laboratory: Code if image/tagline portrays/discusses laboratory testing of Zika virus.
  - ▪ Example(s):

Photo source: http://www.businessinsider.com/afp-brazil-finds-zika-virus-causes-deformities-in-babies-2015-11

This pin is coded as "laboratory" because it shows testing in a laboratory. This image would also be coded as "birth defects" because the tagline discusses deformities.

- o Spread of virus: Code if image/tagline portrays/discusses Zika spread to country/geographical area. Also includes if image/tagline portrays/discusses geographical images related to Zika virus (a map with affected areas highlighted, for example).
    - ▪ Example(s):

Photo source: http://survivallife.com/new-developments-zika-virus/

This pin would be coded as "spread of virus" because it shows the geographical image of the spread of Zika virus and mentions "spread of virus" on the image.

- o Prevention: Code if image/tagline portrays/discusses prevention against Zika virus (spraying for mosquitos, warning against pregnancy, etc.).
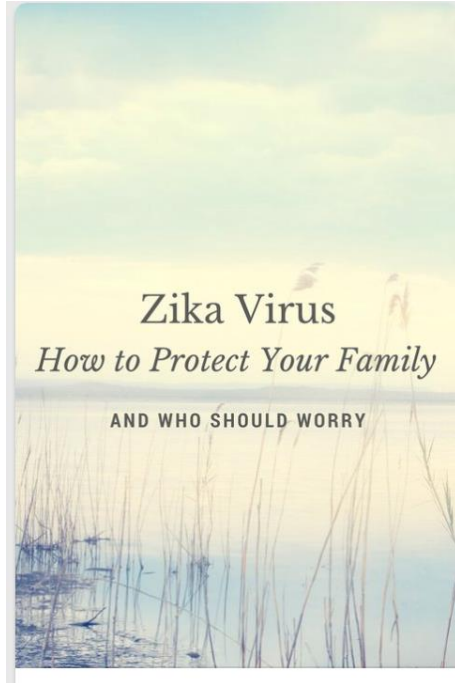   - Example(s):

Photo source: http://flusteredmom.com/2/post/2016/04/family-needs-know-zika-virus.html

This pin is coded as "prevention" because it discusses how to protect yourself/your family against Zika virus.

- New case(s): Code if image/tagline portrays/discusses a new case, multiple new cases, reports of new case(s), suspected or confirmed.
  - Example(s):

Photo source: http://www.dailystar.com.lb/News/World/2016/Jan-20/333111-florida-reports-first-three-zika-virus-cases.ashx

This pin is coded as "new case(s)" because it mentions 3 new cases reported.

- o Death(s): Code if image/tagline portrays/discusses death of baby/mother, abortions, miscarriages. Only applies to death of people.
  - ▪ Example(s):

Venezuela says 3 dead from Zika virus complications

Photo source: http://www.cbsnews.com/news/venezuela-says-3-dead-from-zika-virus-complications/

This pin is coded as "death" because the tagline discusses deaths related to Zika virus.

o Travel: Code if image/tagline portrays/discusses warnings against travel, discusses travelling to affected countries (suspected or confirmed), or affected people traveling (suspected or confirmed).
- Example(s):

Photo source: http://www.today.com/health/what-you-need-know-about-zika-virus-if-you-re-t81261

This pin is coded as "travel" because the tagline discusses what to know about Zika before traveling.

o Miscellaneous: Code if image/tagline is relevant, but cannot be coded into any of the above codes.

Photo source: http://www.greenmedinfo.com/blog/what-zika-virus-epidemic-covering

This pin is coded as "Miscellaneous" because it does not fall into any of the above codes.

LIST OF ACTIVE ORGANIZATIONS/PEOPLE OF ACTIVE ORGANIZATIONS:

Pins that are coded as "active organizations" should mention these active organizations WITHIN CONTEXT of Zika.

Centers for Disease Control and Prevention (CDC): Dr. Tom Frieden

World Health Organization (WHO): Dr. Margaret Chan, Dr. Bruce Aylward

Médecins Sans Frontières (MSF) or Doctors Without Borders: Dr. Joanne Liu

United Nations Children's Fund (UNICEF)

United States Agency for International Development (USAID)

Food and Drug Administration (FDA)

International Federation of Red Cross and Red Crescent Societies (IFRC or Red Cross)

United States Department of Defense (DoD) or Pentagon

National Institutes of Health (NIH): Dr. Anthony Fauci

White House: President Obama, Ron Klain, Josh Earnest, Samantha Power

Source for active organizations: CDC Ebola Twitter project (2015)