

APPENDIX

CODEBOOK USED FOR THE CONTENT ANALYSIS OF TWEETS

0. Copy-pasted data

Collected during the scrapping process

- 0.1. User name
- 0.2. Full name
- 0.3. Date
- 0.4. Tweet content (message text)
- 0.5. URL Path

1. Coding

1.0. ID number

Assign the number for registering any case in the database

1.1. Positioning of tweets

Determine the frame of each tweet regarding its text.

a) **Favourable** to Complementary Therapies (CTs): the tweet defends the use and effectivity of the CTs

Example: “Homeopathy expands the therapeutic field and doesn’t have any of the side effects of conventional medicines #HomeopatíaSíGracias”

b) **Sceptical**: the tweet is against the use of CTs. Gives a negative view of the effectiveness of CTs

Example: “If you sell mobile phones that don’t work, they arrest you for fraud. But you aren’t punished for selling false cures for cancer or diabetes #StopPseudociencias”

c) **Neutral**: the tweet does not show a clear stance in favour or against the CTs.

Example: “#StopPseudociencias asks the Health Department to take action against pseudoscience <https://www.redaccionmedica.com/secciones/pacientes/los-pacientes-piden-a-sanidad-que-tome-medidas-contra-las-pseudociencias-1401> ... @apetp_ @GEPAC_ @redunecontacto @escepticos”

d) **Off-topic (Noise)**: The hashtag is used for attracting attention but the tweet has nothing to do to the campaign topic

Example: “#StopPseudoCiencias #Let’s put a stop to the BUSINESS OF GENDER IDEOLOGY, hundreds of millions of euros being distributed among PP, PSOE, Ciudadanos and Podemos”

1.2. Sources of information (links)

Does the tweet mention any source of information (by mentioning or linking)?

- a) No – The tweet does not include or mention any source of information
- b) Yes – The source is from an official health institution or research centre
- c) Yes – The source is from a sceptical webpage
- d) Yes – The source is from a pro CTs webpage
- e) Yes – The source is from a news media channel
- f) Yes – The source is from a content of social media
- g) Yes – The source does not fit in previous categories: Others
- h) It does not apply – This variable is only for the accounts previously tagged as “favourable”, “sceptical” or “neutral”.

1.3. Mentions incorporated in the tweet

Does the tweet include any mention (@username)?

- a) No
- b) Yes – the account of any of the associations or users that promoted the campaign
- c) Yes – the account of the ministry/minister of health
- d) Yes – other accounts mentioned to reply or start a conversation
- e) Yes – an account of a CT provider in order to report it
- f) Yes – other kind of accounts
- g) It does not apply – This variable is only for the accounts previously tagged as “favourable”, “sceptical” or “neutral”. Mark if the tweet is “noise”.

1.4. Comments of the coder

CODEBOOK USED FOR THE CONTENT ANALYSIS OF TWITTER ACCOUNTS

0. Copy-pasted information

Collected during the scrapping process

0.1. User name

0.2. Full name

0.3. Bio text

0.4. URL Path

1. Coding

1.0. ID number

Assign the number for registering any case in the database

1.1. Account type

Look at the name and the bio of the account. Could you tell who is behind that account? If so, it is a person or a corporation/association?

- a) **Anonymous account:** by the name and the description it is not possible to guess who it is
- b) **Corporate account:** it is an account belonging to an association, blog, institution, enterprise, etc.
- c) **Personal account:** it is an account of a citizen

1.2. Profession

Write down the profession in case that is revealed in the bio

1.3. Specialist on biomedicine/bioscience

- a) **Yes:** The information in the bio does provide the profession or the studies performed and those are related to biomedicine (or bioscience)

Example: Medical doctor, biologist, physical therapist, nurse, pharmacist, etc.

- b) **No:** The information in the bio does provide the profession or the studies performed and those are NOT related to biomedicine.

- c) **It does not apply:** This variable is only for the accounts previously tagged as “personal” and that his/her background is revealed in the bio. Mark this option in the case of anonymous or corporate accounts or in case that the personal account bio does not provide any indication about their profession or background.

1.4. Comments of the coder

CODEBOOK USED FOR THE CONTENT ANALYSIS OF MEDIA ITEMS

0. Copy-paste material

Collected by the newspaper repository MyNews

0.1. Publication name

0.2. URL

0.3. Date

0.4. Headline

1. Coding

1.0. ID number

Assign the number for registering any case in the database

1.1. Related with the campaign

Is the story related with the campaign? It reports or mention that event?

- a) **Yes:** it includes information about the campaign or refers to it.
- b) **No:** the story addresses the CTs topic but the sceptical campaign is not mentioned.

1.2. Positioning of the news item on CTs

Determine the frame of each story.

- a) **Favourable to CTs:** it contains statements in favour of using CTs as treatment
- b) **Against CTs:** it contains statements that refuse the validity of CTs
- c) **Neutral:** there are not any positioning
- d) **Mixt:** there are statements pro and against CTs

1.3. Literal reproduction of the press release issued by the association promoting the campaign: <http://www.escepticos.es/node/5034>

Does the story reproduce the press release / call to action spread by those promoting the campaign?

- a) **Yes:** it contains all the information published by the Sceptics in their note.
- b) **No**

1.4. Comments of the coder