

CUTESY CUES CARRY CITATION CONSEQUENCES

Online Appendix

Table A

Communication Journals from which Articles were Extracted

National Communication Association Journals	
Communication & Critical/Cultural Studies	Communication Education
Communication Monographs (formerly Speech Monographs)	Critical Studies in Media Communication (formerly Critical Studies in Mass Communication)
First Amendment Studies* (formerly Free Speech Yearbook)	Journal of Applied Communication Research
Journal of International & Intercultural Communication	Quarterly Journal of Speech
Text and Performance Quarterly (formerly Literature and Performance)	
International Communication Association Journals	
Annals of the International Communication Association (formerly Communication Yearbook)	Journal of Computer-Mediated Communication
Communication Theory	Human Communication Research
Journal of Communication	Communication, Culture, & Critique
Regional Communication Association Journals	
Communication Quarterly (formerly Today's Speech)	Communication Studies (formerly Central States Speech Journal)
Communication Research Reports	Communication Reports
Qualitative Research Reports in Communication	Southern Communication Journal (formerly Southern States Speech Journal)
Western Journal of Communication (formerly Western Journal of Speech Communication)	

Note: *Articles published in First Amendment Studies published prior to 1996 were not able to be acquired.

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Table B

Descriptions, Examples, and Alpha Coefficients for Coded Title Characteristics

Stylistic Cue	α^1	Description	Examples from Data
Metaphor	.85	The title incorporates a figure of speech in which an object or action is described in a way that is not literally applicable	"The web of shyness: A network analysis of communicative correlates"
Sarcasm	.79	The title implies mockery or contempt for a person or idea, potentially through the use of verbal irony	"A kinder, gentler discipline: Feeling good about being mediocre"
Alliteration	1.00	The language in the title contains stylistic, rather than incidental or technical, alliteration in which a sequence of words has the same first consonant sound	"Revivalists, reverends, and raconteurs: Studies in contemporary preaching"
Idiom/Cliché	1.00	The title incorporates a phrase or expression that has a figure meaning which is deducible only from the combination of words used	"Two birds with one stone: Training communication specialists while teaching medical students"
Simile	1.00	The title incorporates a figure of speech that makes a comparison between two distinct things in order to more vividly describe one of them	"The president as God, the recession as evil: Actus, status, and the president's rhetorical bind in the 1992 election"
Famous Quote: Movie or Play	100%	A quote in the title contains an original or modified line from a movie or play	"'...And by opposing, end them.' The genre of moral justification for legal transgressions."
Famous Quote: Public Figure	1.00	A quote in the title contains an original or modified quote from a well-known public figure, such as a politician, coach, or scientist	"Copyright notices in traditional and new media journals: Lies, damned lies, and copyright notices"

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Table B, cont'd

Stylistic Cue	α	Description	Examples from Data
Famous Quote: Lyric	1.00	A quote in the title contains an original or modified song lyric	“What's love got to do with it? Exploring the impact of maintenance rules, love attitudes, and network support on friends with benefits relationship”
Double Entendre	100%	The title incorporates a figure of speech that can be understood as having at least two meanings, one of which is often risqué	None observed in the data
Onomatopoeia	100%	The title contains language that imitates a sound	None observed in the data
Order: Main Title Stylistic Cues	.78	In cases in which there is a separating punctuation mark and stylistic content, indicates whether the stylistic content appears in the main title or subtitle	Main: “Of mighty mice and meek men: Contextual reconstruction of the Iranian airbus shutdown”
Subtitle Stylistic Cues			Subtitle: “The rhetoric of Roe v. Wade: When the (male) doctor knows best”
General Characteristic	α	Description	Examples from Data
Separating Punctuation:		A punctuation mark is used to separate the main title from the subtitle	Question Mark: “Does television news about UFOs affect viewers' UFO beliefs? An experimental investigation”
Colon	1.00		
Question Mark	1.00		
Exclamation	100%		Exclamation: “Knowledge workers of the world! Unite?”
Period	1.00		
Em Dash	100%		Em Dash: “Sparky Candide—A Behavioral scientist's view (with apologies to Voltaire and Buber)”

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Table B, cont'd

General Characteristic	α	Description	Examples from Data
Proper Name	.92	The title includes a proper name (e.g., person, place, organization)	"J. Edgar Hoover's four baggers: An analysis of rhetorical functions"
Results Preview	.84	The title specifically indicates that a bivariate or multivariate relationship was observed in the article	"The effects of nonverbal behavior on outcomes of compliance gaining attempts"
Question	1.00	The title contains any form of question	"Receiver apprehension and listening comprehension: A linear or curvilinear relationship?"
Quotations	.85	Quotation marks are used to express the words of others in the title	"'You're my parent but you're not': Dialectical tensions in stepchildren's perceptions about communicating with the nonresidential parent"
Theory	1.00	The title explicitly mentions a theory	"Speech accommodation theory: The first decade and beyond"
Model	1.00	The title explicitly mentions a model	"Expanding the persuasive arguments explanation of the polarity shift: A linear discrepancy model"
Assertion	100%	The title is a complete sentence in which an assertion is made (i.e., a noun and a verb form a grammatically correct statement)	"Lyndon Johnson redefines 'equal opportunity': The beginnings of Affirmative Action"

Note: Except for stylistic cue "order," the table is ordered by title cue prevalence;

¹Krippendorff's alpha coefficients are from the final subset of cases double-coded by raters; "100%" denotes instances where the coders reached 100% agreement but the computed alpha coefficient was 0 because the title characteristic was absent in every case

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Table C

Statistical Results Related to Research Questions 2 and 3

Title Characteristic	Research Question 2: Changes over time	Research Question 3: Differences across journals
Any Stylistic Cue	$r_{pb}(2398) = .13, p < .001$	$\chi^2(2) = 5.06, p = .080, V = .05$
Metaphor	$r_{pb}(2398) = .10, p < .001$	$\chi^2(2) = 1.94, p = .379, V = .03$
Sarcasm	$r_{pb}(2398) = .10, p < .001$	$\chi^2(2) = 2.70, p = .259, V = .03$
Alliteration	$r_{pb}(2398) = .03, p = .157$	$\chi^2(2) = 2.87, p = .238, V = .03$
Idiom/Cliché	$r_{pb}(2398) = .04, p = .040$	$\chi^2(2) = 3.49, p = .174, V = .04$
Colon Use	$r_{pb}(2397) = .17, p < .001$	$\chi^2(2) = 10.87, p = .004, V = .07$
Proper Names	$r_{pb}(2397) = -.02, p = .268$	$\chi^2(2) = 65.55, p < .001, V = .17$
Results Preview	$r_{pb}(2398) = .10, p < .001$	$\chi^2(2) = 33.72, p < .001, V = .12$
Question	$r_{pb}(2398) = .03, p = .204$	$\chi^2(2) = 0.55, p = .759, V = .02$
Quotations	$r_{pb}(2395) = .02, p = .305$	$\chi^2(2) = 5.39, p = .068, V = .05$

Note: The tests were only conducted when the cue was present in at least 2% of titles but in fewer than 98% of titles; r_{pb} are point-biserial correlations