

CODE BOOK
04/19/2016 version

Coder: acronym

Topic

CC: Climate Change

V: Vaccines

N: Nanotechnology

Number

1A. Video title

1B. Host webpage

2A. Author's name

2B. Author type

0. Unknown
1. Scientific institution (research/technology center, university, etc.)
2. Company (not media)
3. Television
4. Other media (newspaper, radio, online media, etc.)
5. Non-scientific institution (NGO/Association, etc.)
6. User-Generated Content (UGC). Non-institutional videos on platforms like YouTube
7. Other

2C. If authored by mass media, is it scientific (e.g. Nature, National Geographic)?

0. No
1. Yes

3A. Is the video positioned in favor or against the established scientific knowledge?

0. No (neutral)
1. Yes

3B. In case of positioning it goes

1. Against established scientific knowledge on vaccines/nanotechnology/climate change (anti-science)
2. Favorable to established scientific knowledge in each case and/or to take action (pro-science)

4. Do scientists speak in the video?

0. No
1. Yes
2. Unclear whether they are scientists or not