

APPENDIX. Multinomial logistic regression to explain protest frames (model with five generic frames as predictors).

Protest frames ^a		OR	95% C.I.	
			Lower	Upper
Riot				
	Conflict	.424*	.19	.949
	Responsibility	4.389***	1.921	1.028
	Morality	0	0	. ^b
	Public Service	.716	.294	1.744
	Economic	1.009	.3	3.385
	Human Interest	.406	.076	2.155
	Other	.776	.286	2.104
Confrontation				
	Conflict	3.747**	1.506	9.319
	Responsibility	2.507***	7.277	57.791
	Morality	1.915	.185	19.844
	Public Service	.878	.272	2.837
	Economic	0	0	. ^b
	Human Interest	1.514	.21	1.883
	Other	1.963	.432	8.928
Spectacle				
	Conflict	1.225	.322	4.666
	Responsibility	6.674**	1.503	29.641
	Morality	0	0	0
	Public Service	.635	.104	3.875
	Economic	0	0	. ^b
	Human Interest	4.047	.596	27.469
	Other	2.838	.455	17.681
Debate				
	Conflict	.51	.052	5
	Responsibility	.293	.031	2.789
	Morality	1.527	.124	18.788
	Public Service	.195	.016	2.448
	Economic	0	0	. ^b
	Human Interest	0	0	. ^b
	Other	.441	.037	5.298

a. "Does not apply" was used as the reference category in the dependent variable.

b. Floating point overflow occurred while computing this statistic. Its value is therefore set to system missing.