

## Supplementary File

**Table A.** Intercoder reliability (Krippendorff's alpha) scores for Facebook post coding

Code	Krippendorff's alpha
Purpose (fact check, explainer/analysis, promotion, other purpose)	0.92
Location of claim (local, away, ambient, N/A)	0.80
Claim types (elite actor, debunk, ambient or N/A)	0.81
Elite claim source (political, science/health, media, celebrity, or other elite actor)	0.95
Media type where claims identified (Meta platform, non-Meta platform, ambient platforms, website, media, other media type or N/A)	0.81

**Table B.** Analysis of variance (ANOVA) of mean differences between Facebook post engagement rates and the five claim source groups

ClaimSource	N	Mean	SD
Celebrities	5	0.019	0.023
Other	9	0.076	0.059
Media	24	0.154	0.273
Science/health	66	0.112	0.142
Political	159	0.110	0.191
Debunks	471	0.060	0.084

# Codebook for analysing COVID-19 vaccine-related posts from fact-checkers on Facebook in 2021

1 July 2024

## 1. About this codebook

This codebook has been developed to code Facebook posts gathered using Crowdtangle from the publicly accessible Facebook pages of Meta-supported IFCN-accredited fact-checkers in the Latin American and sub-Saharan African regions in 2021.

We collected all posts using the terms “coronavirus/COVID-19”, “vaccine”, “pandemic”, and the corresponding Spanish terms, “coronavirus/covid-19”, “vacunas,” “vacunación,” “pandemia,” and variations on those terms. After removing duplicates, we identified 2,103 Facebook posts (1,880 Facebook posts from four Latin American fact-checking organizations and 223 posts from two sub-Saharan African fact-checking organizations).

We developed the coding frame using existing research on fact-checking and known contextual factors that have been considered to impact fact-checkers’ practices. We drew on Luengo and Garcia-Marin (2020)’s description of “top-down” and “bottom-up” claims to code posts, including elite actor claims (top-down) and debunks (bottom-up). The coding scheme for the topics and types of posts were developed inductively through a consensus coding approach.

## 2. Coding instructions

1. Open the **coding spreadsheet** provided.
2. **Each row** will include a code for the name of a fact-checking organisation and the URL for a Facebook post, along with the language of the outlet (English or Spanish), and post engagement data.
3. **Each column** of the spreadsheet corresponds to a different coding category (all of which are defined, alongside examples, below).
4. Copy the Facebook post URL into your web browser and **examine the contents**.
  - a. Check that the language is, in fact, English or Spanish. Exclude the post if it is not in those languages.
  - b. Also exclude the post if the URL to the Facebook post does not resolve (i.e. a broken link).
  - c. Note any name/domain name changes or other inconsistencies in the “Notes” column.
5. **Explore the Facebook post** and use the information provided to fill out each of the coding columns.
6. If the post itself does not provide the information you need, you may need to **go to the original post on the fact-checking site if a link is supplied**.
7. If anything is odd or unclear, add it to the **Notes column**.
8. If you have any **questions**, please contact [Anonymised for review (xxx@xxx.xxx)].

## 3. Purpose: Facebook post purpose

**Possible codes:** Fact-check, Explainer/Analysis, Promotion, Other purpose (describe in notes).

**Notes:** Start coding with purpose because this will help to inform the other categories. Check the hashtags and visual elements because they can give an indication of the purpose. If the purpose is “Explainer” the code is N/A for all other categories.

### 3.1 Fact-check

**Notes:** If a Facebook post contains a correction or verdict, then it is a fact-check. Fact-checks can include visuals or tags that indicate that that content is false. Visuals or tags can include: altered; partly false; misleading; missing content; satire; or hoax.

Fact-checks can include:

- content that contains inaccurate or misleading information.
- content that has no basis in fact. This includes fake quotes.
- claims that are impossible, or that could not be considered an interpretation of something that actually happened or was said.
- conspiracy theories that explain events as the work of secretive individuals or groups, which may cite true or unverifiable information but present an implausible conclusion.
- fabricated content from websites misrepresenting themselves as real news outlets.
- image, audio, or video content that is authentic but offered as proof of a separate event (i.e., false context).

Fact-checkers may use creative ways to create a fact-check, e.g. using dialogic terms like myth/reality or question/answer formats. Fact-checks do not need to be long.

If more than one Covid-19 vaccine claim is included (e.g. in a presidential address or a media interview) and not all of them are false e.g. two false and two partly false, then code as “fact-check”.

Examples:

“A post circulating on Facebook quotes xxx law firm xxx as saying employers in the country may have grounds to dismiss workers for refusing to take the Covid-19 vaccine. This is accurate.” <https://xxxxx>

A part of an interview that the doctor gave in August 2020 circulates as if it were current.

The figures provided by the president are true, but they omit some important nuances and, above all, they ignore that xxx has been one of the countries hardest hit by COVID-19 in terms of mortality. 📌

### **3.2 Explainer/analysis**

**Notes:** Facebook content with the purpose of providing further context or explanation of an issue that is not associated with an explicit correction or verdict.

Explainers/analysis can:

- be presented in a question-and-answer format.
- give answers to FAQs.
- focuses on a “how” question.
- be a summary of an official report.
- be associated with prebunking but not debunking.
- be in video form.

If Facebook content appears to be both promotion and explanatory, then code as “explanatory”.

Examples:

 Covid-19 vaccines explained: AstraZeneca Covishield = AstraZeneca-Vaxzevria. #xxxxx

### 3.3 Promotion

**Notes:** Facebook content with the purpose of promoting the fact-checking organisation or particular fact-checking services.

If unsure about the promotional nature of a post, e.g., reporting on the activities of the fact-checker in a positive light, then code as “other”

Examples:

As #xxx, be on the lookout for #misinformation online. 🤖 \xxxx 📄 Send us photos, videos, or posts you would like fact-checked through our WhatsApp number +xxxxxxxxxx

### 3.4 Other purpose

**Notes:** Code as “Other purpose” if:

- a post scrutinises a claim but does not make a verdict or direct correction, then code as “Other”.
- there is a structure of an explainer but acts like a verdict.
- the content falls between a fact-check and an explainer (e.g. labels like “spin” or “split hairs” fall into this category).
- there is a political or recognised figure included, but it is not a fact-check.
- there are intentions to scrutinise the source, but a claim is not fact-checked.
- it is a veiled fact-check i.e. post focuses on “who” or “what”, for example there is an agent criticised for doing something wrong.
- post links to a fact-checkers’ newsletter article with multiple entries (fact-checks combined).

**\*\*NOTE:** Always put a description in the Notes section for why it is an “other”.

Examples:

Why it is irresponsible that xxx MP Fxxx has said he will not be vaccinated against coronavirus. 📌 All the #data and arguments in this #xxxx.

This week the statements by the director of the xxxx CDC, xxxx, and the dissemination of a study by the University of xxx on the Sinovac vaccine caused confusion. In this note we explain differences and similarities between each vaccine.

## 4. Location: Geographical location of source

**Possible codes:** Away, Local, Unsure (describe in notes), N/A.

**Notes:** The location of the claim that is fact-checked i.e. what the fact-checker picked up. Code according to the actor making the claim if they are being fact-checked directly or corrected, or the source who is amplifying a claim. Adhere to the final destination of the claim that is fact-checked, i.e. what the fact-checker picked up to check.


Click on post and/or Google the name of the claim maker if not sure.

### 4.1 Local

**Notes:** Code as local if:

- the claim source is located in the country or region that is the focus of the fact-checker
- the last person or group who touched the claim before it was fact-checked (as disclosed by the fact-checker) is local.
- a claim identified by a fact-checker comes from a local authoritative source (politician, government, health expert etc.) or from a local non-authoritative source (post on FB, Twitter, Instagram etc.).
- specific names are mentioned that turn out to be local actors (Google it) or local political actors are mentioned (e.g. mayor), then code as local.
- a local story is misinterpreted or misused, then code as local.
- the fact-checker mentions social media posts from local actors within the country.

Examples:



 There is no evidence to support the claim that the delta variant of Covid-19 is not detectable in the nasopharyngeal region: [bit.ly/xxx](http://bit.ly/xxx) (xxx religious leader)


#xxxx


Aunque sí hubo un error una infografía presentada por el xxxx, no se han perdido 208 vacunas.


#xxxx

Although there was an error in an infographic presented by the Government, 208 vaccines have not been lost.

A tweet claiming Covid-19 is modified malaria and can be treated with anti-malarial drugs is  FALSE.  Malaria is caused by Plasmodium parasites, and the World Health Organisation has said Hydroxychloroquine — a malaria drug — is not an effective treatment for Covid-19: xxx

#FALSE  Some posts circulate on networks that make believe that the photos in which Claudia López appears were recently taken and criticize the mayor for it. We found that the images have circulated since May 2017. Images circulated by both local journalists (LBU) and local political party (LTD).

 xxxx's president did not scold importers in xxxx for allegedly raising the price of the Sputnik V vaccine as claimed in the altered subtitles of this video: [bit.ly/xxx](http://bit.ly/xxx)


"Refusing to take the vaccine is a form of racism" warns a flier with the CDC logo.  But that fake flier was created by changing the text of a real one: [bit.ly/xxxx](http://bit.ly/xxxx)

A local celebrity advocates for a herbal remedy for COVID-19 made popular by a social media micro-influencer in another country.

#xxx: ¿Ya le llegó la información según la cual no aparecen 208 vacunas de las que llegaron el lunes a Colombia? Es falsa. Se trata de un malentendido que divulgó el mismo xxx en una infografía imprecisa, y que se hizo viral gracias a un matemático y profesor de la Universidad xxxx.

Más información aquí: <http://bit.ly/xxxx>

#Liedetector: Did you already receive the information that says 208 vaccines that arrived on Monday to xxx don't appear? It's fake. This is a misunderstanding that the government itself disclosed in an inaccurate infographic, and that went viral thanks to a mathematician and professor at the xxxx University.

A Facebook post with a photo claiming to show xxx's former Prime Minister xxxx "mingling freely" with family and friends despite testing positive for Covid-19 is FALSE.  The photo is from 2010: <https://bit.ly/xxxx>

#xxx

¿Que prometieron 850 mil vacunas al finalizar febrero y que faltó el 85 por ciento de estas? Esos datos son erróneos porque comparan dos cosas diferentes y hacen un cálculo incorrecto. Aquí le explicamos.

#xxx

That they promised 850 thousand vaccines at the end of February and that 85 percent of these were missing?

Those data are wrong because they compare two different things and make an incorrect calculation. Here we explain it.

## 4.2 Away

**Notes:** Code as “Away” if:

- the actor or source of a claim is located in the country or region that is not the focus on the fact-checker.
- the claim is coming from an authoritative source (politician, government, health expert etc.) in another country or region.
- a claim is identified by a fact-checker as coming from a non-authoritative source (post on FB, Twitter, Instagram etc.) in another country or region.

Examples:

👉👤 Is inhaling steam an effective way to prevent Covid-19 as claimed in a tweet? ⚠️ Not according to the World Health Organization (WHO). Steam inhalation, which also isn't a confirmed cure, can cause burns serious enough to require surgery. 📄 [bit.ly/xxx #xxx](#)

[A video, shared on Twitter by the founder of xxx Hospital, xxx, (an Ayurvedic Treatments clinic) claims the institution introduced steam inhalation for all their staff in May 2020. By December 2020, Mr xxx says, none of their staff had contracted the disease despite interacting with more than 4,000 COVID-19 positive persons who sought treatment from the facility. WHO info confirming that steam is not a Covid-19 cure.

It is false that it is not proven that children spread coronavirus, as an xxx doctor in xxx[European country] claims. 📍 Circulates on Facebook a video of doctor xxx, who says that in kindergartens in the European country health protocols are not applied because "there is no evidence that the child is a spreader of this disease (COVID-19)". 🤝 However, there are studies from different parts of the world that realize that infected children present an even higher viral load than adults. virus Despite being less susceptible to infection, as susceptibility to the virus increases with age, when they contract it, they are more infectious. 📌 Read the full note at: [link]

#xxx

¿A su WhatsApp le llegó una cadena que asegura que médicos de Rusia se dieron cuenta que el covid no es un virus y que se puede curar con antiinflamatorios, anticoagulantes y antibióticos? Carretaaa. La cadena es falsa.

#xxxx

Did your WhatsApp get a chain claiming that doctors in Russia realized that covid is not a virus and that it can be cured with anti-inflammatory, anticoagulants and antibiotics? Road. The chain is fake.

#xxxx ¿The New York Times dijo que xxx [politician] no ha hecho nada por xxx [country], acabó con la esperanza del país y aumentó el hambre? No coma cuento, la imagen que circula en redes es de un reportaje del NYT sobre la pandemia y no habla de xxx.

#xxx xxx [politician] said The New York Times has done nothing for xxx [country], ended the country's hope and increased hunger? For no reason, the image circulating on networks is from a NYT report on the pandemic and it doesn't mention xxx

Este antiparasitario ha sido mostrado por políticos como una “esperanza” en el tratamiento contra el COVID-19. Sin embargo, analizamos los estudios que, a la fecha, han sido publicados, y el consenso de expertos afirma que no hay evidencia para recomendarlo o no.


This antiparasitic (Ivermectin) has been shown by politicians as a "hope" in the treatment against COVID-19. However, we analyzed the studies that have been published to date, and the expert consensus states that there is no evidence to recommend it or not.

## 4.3 Ambient

**Notes:** Code as “Ambient” if:

- there are no geographic signifiers that indicate the code could be local or away.
- the post states that the claim has come from "posts" or that "people have said" something.

Examples:

There are efforts to improve personal identity systems around the world, but the UN has never talked about inserting chips in humans. A #misinformation that has gone viral after the start of global vaccination against Covid-19. 

#### 4.4 N/A

**Notes:** Code “N/A” if there is no distinct actor or source e.g. for explainers.

Examples:

Here’s what you need to know about Covid-19 variants and why getting vaccinated is so important in combating their spread.

\*This series is part of a wider #xxxx project. Stay tuned for more helpful videos and podcasts!\*

### 5. Claim types: Source type of claim

**Possible values:** Elite actor, Non-elite actor, Ambient (describe in notes), N/A.

**Notes:** Considered this code to be the actor making the claim if fact-checked directly, or the source of amplification of a claim i.e. what the fact-checker picked up. Adapted from Luengo & García-Marín (2020). Look at the website post and/or Google name of claim maker if not sure.

#### 5.1 Elite actor

**Notes:** Code as “Elite actor” if

- the creator or disseminator of the claim is an elite actor i.e. representative of an official institution.
- the last person or group who touched the claim before it was fact-checked (as disclosed by the fact-checker).
- the post fact-checks altered or misrepresented media objects (image, video or media article) from prestige outlets only when a top-down actor is sharing it e.g. a politician.
- the post includes content from social media accounts that represent a political party.
- media outlet columnists (even right-wing extremists that are associated with media).
- a social media source is included from an established media source.
- a politician on social media is the source of a claim.

Examples:

Why it is irresponsible that National MP xxx has said he will not be vaccinated against coronavirus.

 All the #data and arguments in this #xxx  By xxxx.

[NEW] After xxx's sentence, poverty rose 7 points and xxx [country] surpassed 100,000 coronavirus deaths. "I'd rather have 10% more of the poor and not 100,000 dead in xxx [country], because you don't come back from death, from the economy yes," said the President xxx, on April 12, 2020 during an interview with xxxx, CEO of the xxx. More info in the note.

xxx [politician] exaggerates the numbers of businesses closed during the xxx [politician] administration and omits the context of the pandemic The number of companies created during his mayorship adds to speculations about the size of the informal economy.

## 5.2 Non-elite actor

**Notes:** Code as "Non-elite actor" if:

- the last person or group who touched the claim before it was fact-checked (as disclosed by the fact-checker) is not affiliated with a recognised institution. the verification is altered or misrepresented media objects (image, video or media article) from prestige outlets posted by a general user of a social media platform is sharing it e.g. a citizen (the disseminator of the claim is what is coded).
- a fact-checking post reports that "posts" are spreading content and an institutionally-recognised actor is not mentioned.
- a local story is reported as being misinterpreted or misused on platforms.
- platforms are mentioned generally in terms of multiple posts.



## 5.3 Ambient

**Notes:** Use "Ambient" if:

- you are not sure if there is an original source for a claim or where it originates.
- the post does not mention "posts" but talks about rumours or myths or generalised "people" making statements.

Describe in notes.



Examples:

[NEW]  Myths and truths about coronavirus vaccine technology.  Have you seen them? We tell you why they're fake in these xxxillustrations for #xxx

## 5.4 N/A

**Notes:** Use N/A if there is no distinct actor or source e.g. for explainers.

Examples:

[NEW] Record infections: xxx [country] surpasses 41 thousand cases of coronavirus.  The Ministry of Health reported this figure in the last 24 hours. See how infections evolve day-by-day in the chart  and in this note: <https://xxxx>

Some women and menstruating people say they experience changes in their menstruation after receiving the COVID-19 vaccine. Why? xxx tells you what is known so far.\* These effects in no way mean that vaccination is dangerous or not recommended.



## 6. Elite claim source

**Possible values:** Science/health, Political, Celebrities, Media, Other elite (describe in notes), N/A.

**Notes:** This category identifies the elite actors making the fact-checked claims. Use if “Elite actor” is selected in the previous category. The actor could be “Local” or “Away” e.g. a media report about a politician making a claim would mean that the subject of the claim is the politician.

### 6.1 Science/health

**Notes:** Code if actor is an accredited professional association with scientific or health professional association or a recognised scientific or medical institution.

Examples:

It is false that it is not proven that children spread coronavirus, as an xxx doctor in xxx[European country] claims. 📌 Circulates on Facebook a video of doctor xxx, who says that in kindergartens in the European country health protocols are not applied because "there is no evidence that the child is a spreader of this disease (COVID-19)". 🤝 However, there are studies from different parts of the world that realize that infected children present an even higher viral load than adults. virus Despite being less susceptible to infection, as susceptibility to the virus increases with age, when they contract it, they are more infectious. 📌 Read the full note at: [link]

### 6.2 Political

**Notes:** Code “Political” if source of claim is a member of congress, a political candidate, a political party representative, part of the political opposition (including individual elected regional government officials). Presidents, ministers, government press secretaries (national government) and official political advocacy groups are coded as “Political”.

Examples:

Raising the alarm over a surge in Covid-19 infections in xxx [country] and the resulting shortage of intensive care beds, xxx county governor xxx claimed that the country had “less than 300 ICU beds”. This is INCORRECT. xxx [country] has at least 596 intensive care beds.

While xxx [country] is not as ahead as the president has said, it is not part of the most lagging countries in the world in vaccination against #Covid19. We review the claims of xxx [politician] and xxx [politician].

### 6.3 Celebrities

**Notes:** Code as “Celebrities” if source of claim is an actor or professional athlete (with reputation) or a model. Social media influencers are not coded as “Celebrities”.

Examples:

Spanish actress, xxx, made these statements:  
“The COVID-19 vaccine is not tested on humans” and that “It’s all about a ‘plandemic’”. xxx [fact-checker] checked the veracity of their sayings 🤔

## 6.4 Media

**Notes:** Code as “Media” if source of claim is a mainstream media outlet or journalist. Fringe media are considered “Media” if they are established organisations and professional in their presentation.

Examples:


After the statements by xxx [country] Deputy Prime Minister xxx, who recommended reducing alcohol consumption after the application of the first dose of the Sputnik V vaccine, some media claimed that the xxxx Government prohibited alcohol consumption after the injection.

A part of an interview that the doctor gave in August 2020 circulates as if it were current. xxx [media outlet] published a recent article citing his claims. The content has been taken out of context to misinform.

## 6.5 Other elite actor

**Notes:** Code as “Other elite actor” if source of claim does not fit into one of the other categories. Describe in notes.

Examples:



Pfizer DOES NOT  sell COVID-19 vaccines “to the general public” in xxx [country]. xxx warned that a fake site is circulating. xxx [fact-checker] tells you.

## 6.6 N/A

**Notes:** Use “N/A” if an elite source has been altered or misappropriated by another user. An altered *New York Times* article or a photograph of political actor is coded using “N/A”. If the fact-checked claim comes from a citizen source, then select N/A.

Examples:

**#FALSE** Neither the actual name nor argument of the film is related to COVID-19. The 'Omicron Variant' thing is a montage about the movie's original title which is 'Events in Phase IV.'

**#FALSO**  The alleged phrase from Figueres emerged when taken out of context and misinterpreting statements that the sss [country] woman offered in 2013. Disinformation has been circulating since 2015, four years before the current pandemic. 

## 7. Media type where claim identified

**Possible values:** Meta platform/s, Meta included; non-Meta platforms, Website, Media, Other media type or N/A

**Notes:** This code is used to categorise the media used by the actor or group who shared the claim last before it was fact-checked (as disclosed by the fact-checker). Code of media source as the final destination of a fact-checked claim. Use if a fact-checked claim refers directly to a media claim.

Be aware of screenshots of social media platforms in the posts and articles for coding (platform screenshots are important - particular emphasis on politicians and claims made on Meta or non-Meta platforms e.g. Facebook vs Twitter).

### **7.1 Meta platforms**

**Notes:** Code “Meta platform” for when Meta platforms (Facebook, Instagram, WhatsApp) are mentioned. Use if the Facebook content does not mention Meta in post text, but displays an attributable screenshot of a post from a Meta platform.

Examples:

It is false that it is not proven that children spread coronavirus, as an xxx doctor in xxx[European country] claims. 📌 Circulates on Facebook a video of doctor xxx, who says that in kindergartens in the European country health protocols are not applied because "there is no evidence that the child is a spreader of this disease (COVID-19)". 🤝 However, there are studies from different parts of the world that realize that infected children present an even higher viral load than adults. virus Despite being less susceptible to infection, as susceptibility to the virus increases with age, when they contract it, they are more infectious. 📌 Read the full note at: [link]

On social networks such as Facebook and Twitter (1 and 2 ) the poster for a film supposedly called 'The Omicron Variant' or 'The Omicron Variant' in Spanish, as the new variant of COVID-19 was baptized by the World Health Organization (WHO) .

### **7.2 non-Meta platforms**

**Notes:** Code as “Non-Meta platform” if post

- does not mention Meta but mentions non-Meta e.g. Twitter, YouTube, TikTok.
- does not mention other platforms in text, but displays an attributable screenshot of a post from a platform.

Examples:

In a tweet about xxx [country]’s third wave of Covid-19 infections, xxx county governor xxx said the country had “less than 300 ICU beds.

While xxx [country] with his policy bankrupted 600,000 companies, in my government we created 400,000 companies, and they say that I am the one who expropriates." That is the message published on July 28, 2021 by Senator xxx on his Twitter account and that has since been shared some 6,900 times.

### **7.3 Ambient platforms**

**Notes:** Fact-check refers to “social media posts” but do not specifically single out a platform. If post points to general social media posts and there are no screenshots, then code as “Ambient platforms”.

Examples:

☹️ Why have rumours and false claims about #vaccines been flying on social media? #xxxx

#### 7.4 Website

**Notes:** If the post directs users to a URL that is not a social media platform. This includes citizen websites e.g. citizen blogs and inauthentic websites e.g. scam websites

Examples:

Pfizer DOES NOT 🚫 sell COVID-19 vaccines “to the general public” in xxx [country]. xxx warned that a fake site is circulating. xxx [fact-checker] tells you.

#### 7.5 Media

**Definition:** Reporting in established media outlet that provides news. Describe in notes e.g. Newspaper outlet story

National deputy xxx spoke today with the team of the radio program xxx, hosted by xxx, and spoke about the possibility of getting vaccinated. In this regard, he said: “As much as it touches me, I am not going to get vaccinated. The virus does not smell good to me, I have a personal question of credibility and an in-depth analysis of the pandemic in general and visions of power and geopolitical issues. I don't know, I'm not convinced by the coronavirus directly.

#### 7.6 Other

**Notes:** Use for other types of media e.g. blogs, newsletters, political statements directly made

Examples:

<https://chequeado.com/ultimas-noticias/alberto-fernandez-hoy-el-10-de-los-paises-acapara-el-90-de-las-vacunas-existent/> [This includes a political statement]

#### 7.7 N/A

**Notes:** Use N/A if not applicable. If you cannot determine the media type then choose “N/A”

Examples:

Here's what you need to know about Covid-19 variants and why getting vaccinated is so important in combating their spread.\*This series is part of a wider #xxx project. Stay tuned for more helpful videos and podcasts!\*

What it is for and how the health pass is processed. Starting January 1, the vaccination certificate will be required for people over the age of 13 to attend certain rides and crowded events. 📌 Read the details in the note.

By xxxx

### 8. Altered or misappropriated media object type

**Possible values:** Yes or No

**Notes:** This is the only code where coders do not focus on the final destination of the claim. This code investigates altered content of official media sources.

Code “Yes” only if the claim includes an altered or misappropriated media object e.g. photograph, media article or video. The original source of the photograph, media article or video should be clear.

Code as “No” for imposter accounts or websites. Code “No” if final agent making the claim appears to be the creator of the photo, media article or video.

## 9. Platform-specific content

**Possible values:** Yes or No

**Notes:** This codes is for the use of innovative content strategies by fact-checkers.

Code ‘Yes’ if entry contains content that is anything other than a post text and a URL. If the URL leads to content on another platform, code as “Yes”.

Use “No” if an entry only contains post content and a URL to the fact-checker’s website.

## 8. Vernacular (platform-specific) content

**Possible values:** Video, Memetic content, Infographic, Other (describe in notes)

**Notes:** This coding is open to refinement/coder consensus

### 8.1 Video

**Notes:** Code as video, even it the Facebook post links to another platform e.g. YouTube. Make a note in “Notes”.

### 8.2 Memetic content

**Notes:** Repeated images or text with some changes made in each version.

### 8.3 Infographic content

**Notes:** A visual representation of data (charts, graphs, tables etc.). Used to communicate information quickly and clearly.

### 8.4 Other

**Notes:** Use for coding other kinds of creative content that make use of platform affordances. Describe in notes.

## References

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