

**Appendix A: Codebook: Increasingly polarised or finding common ground?
Exploring pro- and anti-vaccine rhetoric on two South African Facebook pages**
[V = variable]

Exclusion criteria: Posts that appeared on the pages, but were not related to vaccines were excluded from the final analysis.

V1 Unique item identifier (**bitly link**) – The full unique bitly link for each post

V2 **Page name:** On which page was the post published?

1. Pro-vaccine page
2. Anti-vaccine page

V3 **Date of publication:** When was this post published? – Format: day_month
All dates refer to the year 2019.

V4 Is this an **original post**?
Not re-shared from Facebook – thus original to Facebook

1. Yes
2. No

V5 Does this post refer / link to **social media platforms**?
Social media platforms here meaning platforms with user-generated social content

1. Yes
2. No

V6 If V5 = yes, choose one or more of the following platforms
If V5 = no, indicate none

1. Facebook (group / page)
2. Facebook (personal profile)
3. Instagram
4. Twitter
5. YouTube
6. Other (specify)
7. Not clearly evident

V7 Does this post refer / link back to **sources other** than social media platforms?

1. Yes
2. No

V8 If V7 = yes, choose one or more of the following to indicate the sources the post refers to, answer the question where is the information obtained from?
If V7 = no, indicate none

1. Material presented as scholarly (university website, a journal, a PubMed link)
2. News website (online mass media)
3. Alternative medicine / health or wellness website
4. Medical / health information website (example: WebMD)
5. Anti-vaccine website
6. Pro-vaccine website
7. Other (specify)
8. Not clearly evident

V9 Geographic link of post

Which geographical locations (cities, countries or regions) does the post refer to, if any?

1. South Africa
2. United States
3. UK
4. Europe
5. Africa (excluding South Africa)
6. Other (specify)
7. Not clearly evident
8. None

V10 Nature (types) of claims / opinions

What claims or opinions about vaccines are evident in this post?
Answer the question what is being said about vaccines?

List of options for the pro-vaccine page:

1. Vaccines are safe and/or necessary
2. Vaccines are safe and/or necessary during pregnancy
3. Vaccine-preventable diseases are still a serious issue and ought not to be taken lightly (this includes updates on disease outbreaks with encouragement to get vaccinated and news of recent deaths related to vaccine-preventable diseases)
4. The efficacy of vaccines is proven by research and/or there is scientific consensus on the issue
5. Not getting vaccinated is dangerous
6. Misinformation related to vaccines is dangerous
7. Vaccines promote community health (you should get vaccinated not only for your own benefit but also for the benefit of the community and those who cannot be vaccinated)
8. The historical threat of vaccine preventable diseases has been largely forgotten due to vaccines (a call to collectively remember our history and the nature of these diseases)

9. New vaccines should be developed and/or such development should be supported by the entire community

List of options for anti-vax page:

10. Mandatory vaccination is a violation of individual right to choose (freedom of choice focus)
11. Promotion of natural remedies
12. Too many vaccines are currently mandatory and/or the number of vaccines are continually increasing
13. Vaccine ingredients are manufactured and/or obtained through unethical means
14. Vaccines are part of a wider conspiracy and/or deception
15. Vaccines are unnatural and/or contain chemicals and/or additives and/or other harmful substances
16. Vaccines are unnecessary
17. Vaccines are potentially harmful and/or dangerous
18. Vaccines are ineffective
19. Vaccines cause autism
20. Vaccines cause injury and/or other illnesses
21. Vaccines cause death

22. Other (specify)
23. Not clearly evident

V11 Justifications (substantiation) of claims / opinions

How are the claims made in this post supported or justified?
Answer the question what evidence is provided for claims?

1. Anecdotal justification (example: a personal experience and/or someone else's experience)
2. Personal opinion (statements made without providing any obvious evidence)
3. Scientific justification (evidence based/linked to peer reviewed research)
4. Claim to authority/expert (example: Dr or Professor or medical expert; no link to peer reviewed research)
5. Other (specify)
6. Not clearly evident

Comments

Include here any comments about the specific post that you consider worth noting (for reference for the current coding group only).