

Global Digital Activism Data Set

Version 1.0

User's Manual and Codebook
February 2013

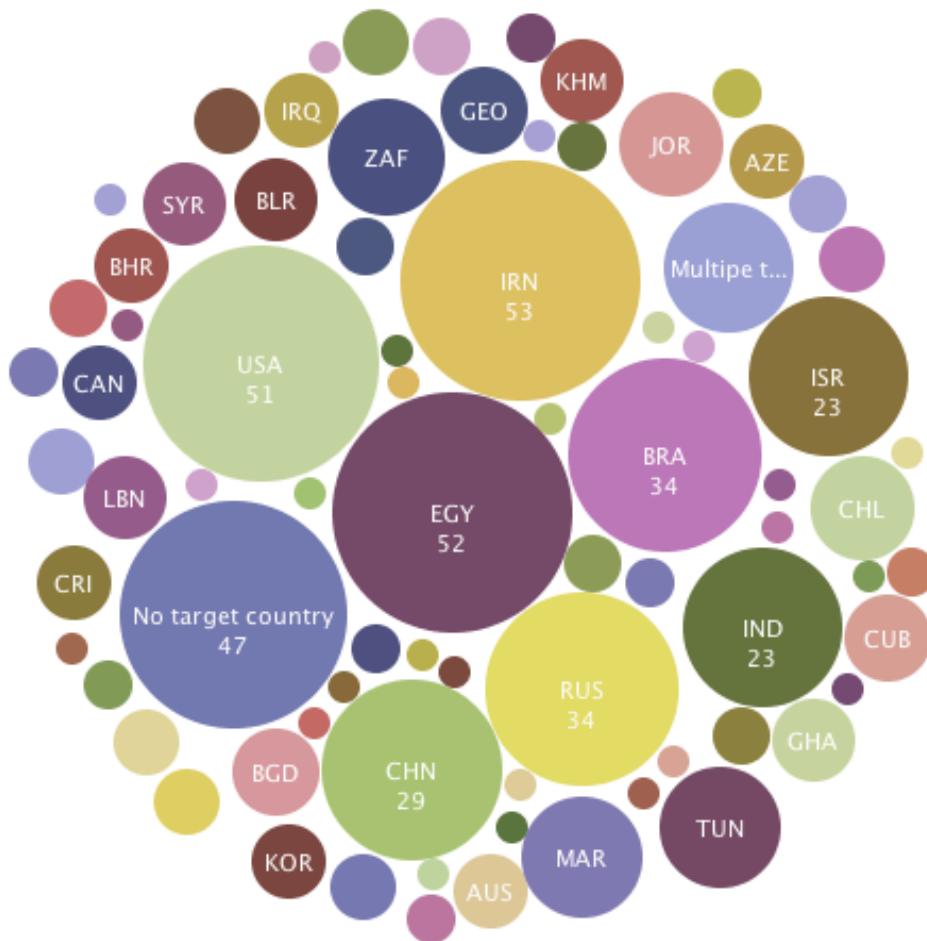


Image: Frequency graph,
digital activism target countries (Nov. 2012)

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About the Data

The Global Digital Activism Data Set (GDADS) contains two (2) sets of data:

Citation Information

Joyce, Mary, Philip N.
Howard, António Rosas.
"Global Digital Activism
Data Set Version 1.0:
Coded Cases." Digital
Activism Research Project,
2013.

1) Coded Cases: This spreadsheet contains 1,180 coded cases of digital activism from 151 countries and dependent territories, r from 1982 through 2012.

There were three criteria for inclusion. Cases needed to describe either 1) an activism campaign including at least one digital tactic or 2) an instance of online discourse in which citizens used digital technologies to try to achieve social or political change. In order to be included in the data set, the case also needed to 3) be described by a reliable third party source, a check on source quality as well as a filter on case volume. The initiator of the

case needed to be either a traditional civil society organization, such as an NGO or non-profit, or a looser grouping of one or more citizens. Cases initiated by governments or for-profit entities are not included in the data set.

Coding was based on qualitative sources that provide narratives of the case. While some traditional news sources and peer-reviewed journal articles provided this information, we found that most descriptive source on digital activism are also digital. The international citizen journalism curation site Global Voices Online was particularly useful, as were sites like MobileActive.org, InformationActivism.org, and Wikipedia.

2) Citation Information

Joyce, Mary, Philip N.
Howard, António Rosas.
"Global Digital Activism
Data Set Version 1.0: Case
Sources." Digital Activism
Research Project, 2013.

2) Case Sources: This spreadsheet contains links and citations to the source materials for 1,346 cases of digital activism collected for the project.

Though only 1,180 (88%) of these cases were ultimately coded, we think the full list of cases and sources may be useful to other researchers. The 12% of cases were excluded because they did not fit within the inclusion criterion described above. Most of these cases were rejected because they described an organization rather than an instance of digital activism undertaken by that organization or because they relied solely on

primary sources and did not include a source written by a reliable third party.

This spreadsheet serves two purposes. It provides replication data for those who wish to re-code out cases. It also provides raw material for those who wish to create their own coding schemes or use the data in other ways.

As is mentioned in greater detail in the Methodology section, 10.5% of the links on the spreadsheet were broken as of February, 2013. All links that were broken at this time are still included, since many were active at the time that coding occurred, but they are marked with the not [Broken link]. It should be noted that it is expected that further links will be become nonfunctioning as the link list ages, and those who use the list should bear that in mind. Despite this, there are less than ten cases where no live sources links existed at the time of release.

* * * *

All data in this dataset was initially compiled and processed by the Meta-Activism Project then, beginning in fall of 2012, by the Digital Activism Research Project. The project was funded by the United States Institute of Peace (USIP), with additional funding from the MacArthur Foundation's Network on Youth & Participatory Politics, with institutional support from the University of Washington.

Any opinions, findings, and conclusions or recommendations expressed in this material are those of the authors and do not necessarily reflect the views of USIP or the MacArthur Foundation.

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Data set Version 1.0, February 2013



About the Project

Digital media has transformed the ways in which citizens around the world engage in politics, and there are a growing number of occasions where the internet, social media, and information infrastructure seems to play an important role in the evolution of activism and non-violent conflict. Some argue that the new media environment supports democratization and peace-building efforts, while others argue the opposite. Either way, foreign policy analysts have no systematic way of “adding it all up.”

Submit a Case

This project is ongoing and this is only the first data release. We are still collecting cases and anyone can submit one using the following online form:

bit.ly/submitGDADS

The Global Digital Activism Data Set is an attempt to empirically describe this new global phenomenon through the creation of a rich public repository of coded digital activism case studies. The data set was designed as a public resource and speaks to a variety of interests, from social science to policy-making to tactical decisions by activists. Its format is conducive to further qualitative analysis or quantitative statistical methods. We invite scholars, policy-makers, and activists to bring their own interests to the data set and believe that the understanding of this complex phenomenon can only be understood by openness and collaboration.

The goal of the Digital Activism Research Project is to study the effect of digital technology on civic engagement, non-violent conflict, and political change around the world. We hope the findings of this report will contribute to the current academic, policy, and practical debate regarding how citizens are using new digital tools for activism around the world.

Many people contributed to this project. We would like to acknowledge the help of Ethan Zuckerman, Clay Shirky, and Hardy Merriman, who advised the project and assisted us in attaining funding, as well as Christopher Bail, who provided coders. Chris Evans at Mills College was an invaluable adviser and co-manager in the early days of writing and testing the codebook. Also the many coders: Joey Mornin, Anas Qtiesh, and Amanda Lloyd, the original group; Lauren Kohatsu and Dalia Owda at the University of Michigan; Ryan Beck, Gal Beckerman, Charles Berret, Ania Calderon, Diani Citra, Ron Davis, Ørjan Madsen, Violeta Duncan, Oray Egin, Roxanne Emadi, Camille Francois, Anna Gaarde, Sarah Girma, Shih-Chun Huang, Rasha Kashkoush, Rafael Kern, Isya Kresnadi, Ruizhi Li, Saranya Misra, Francis Murray, Veronika Rozmahelova, Aline Sara, Rajlaxmi Teli, Hector Trujillo, and Ran Ju at Columbia University; Colin Lingle, Danny Stofleth, Kelly Kistner, Laura Busch, Meara Faw, Ruth Moon, and Will Mari at the University of Washington. Rodrigo Davies at MIT was very helpful in reviewing submitted cases. We would finally like to thank the volunteers who worked on the GDADS when it began at the Meta-Activism Project: Brannan Cullum, Josh Price, Joshua Amberg, Abdulmajeed (last name withheld), Fabienne Der Hagopian, Marietta Le, who was also a volunteer coder, and the other volunteers, more than forty of them, who submitted cases to the data set. Thank you for being part of this truly collaborative effort.

This project is dedicated to the digital activists of the world.

History of the Project

This project was born in the summer of 2010 at a residential seminar organized by the International Center on Nonviolent Conflict at Tufts University. Following a lunchtime conversation with social movements scholar Douglas McAdam, project creator Mary Joyce was struck by the need to improve the empirical resources available to scholars of digital activism. She decided to create a public data set of digital activism cases from around the world and called it the Global Digital Activism Data Set (GDADS).

For the first two years, the GDADS was housed within the Meta-Activism Project, a digital activism think tank composed entirely of volunteers and founded by Mary. During that summer, volunteers began collecting digital activism cases from online sources. During the winter of 2011 Mary and António Rosas, a Portuguese scholar, began work on the codebook. A small grant from the MacArthur Foundation was provided through Ethan Zuckerman, Director of the Center for Civic Media at MIT, which allowed the project to pay coders. In the spring, codebook testing began with the MacArthur funds paying for the time of three coders: Joey Mornin, Anas Qtiesh, and Amanda Lloyd. Chris Evans of the Civic Engagement Research Group at Mills College, another MacArthur grantee, also provided valuable organizational support during this process. Coding began in the spring of 2011 and continued into 2012. Christopher Bail, then at the University of Michigan, also provided two of his research assistants as coders: Lauren Kohatsu and Dalia Owda. An undergraduate class of students from the University of Washington also added cases to the data set to increase its completeness.

In the winter of 2011, Mary and Philip N. Howard of the University of Washington (UW) met and decided to apply together for further financial support for the data set through UW and received funds from the United States Institute of International Peace (USIP). When Mary was also admitted to UW as an MA/PhD student, it became clear that moving the data set to UW was the most sensible course of action. The Digital Activism Research Project at the University of Washington was born in September of 2012, with the Global Digital Activism Data Set as its keystone project.

Coding continued. On sabbatical for the 2012-2013 academic year, Dr. Howard's graduate students at Columbia University coded about 25% of the data set. University of Washington students provided additional coding support and critique of the codebook. Coding of the initial tranche of cases ended in January of 2013. This is the first version of the data set, which we hope to improve in a 2.0 version for release in 2014.

Methodology Notes

Those who review the coded cases data set will quickly realize that the GDADS has been an iterative project, where methods, variable definitions, and even inclusion criteria have been frequently refined. For example, the data set began with 106 variables, yet the last cases were coded with only 57. Later discussion of intercoder reliability in this section will reveal lower than ideal rates of agreement. It is because of the experimental and “In process” nature of the data set that we are calling it a 1.0 release.

We plan to continue this project, refining our methods, and release more data in the future. However, we also believe that empirical understanding of complex phenomena requires open collaboration. It is for this reason that we are releasing data in what some may consider the mid-point of the project. We ask those who review our data to bear this context in mind while doing so.

Case Collection

In the original research design, cases collection was to be crowdsourced. Activists and digital activism experts were asked to submit cases via a Google Form. However, when this tactic was attempted in August of 2010, few people submitted cases. As a result, an alternative method was used. Volunteers were directed to search websites that were known to cover global digital activism – Global Voices Online, MobileActive.org, Movements.org, DigiActive.org, Tactical Technology Collective, and Mashable. A search was also made of the SAGE database to collect peer-reviewed journal articles that included digital activism case studies, though few were found. Most of the case collection was done by co-authors Mary Joyce and António Rosas, with the help of a handful of volunteers. However, a much larger number of people ultimately contributed a case. Version 1 of the GDADS includes cases submitted by over 50 individuals!

In addition to the initial case collection, which occurred in the summer of 2010, subsequent collections were made. In the spring of 2011, co-author Phil Howard assigned a class of undergraduates to seek digital activism cases by country, with a particular focus on countries in Africa, Latin America, and the Middle East that might otherwise have been undercounted. Cases were then reviewed by Mary Joyce before they were added to the data set.

In addition, a Google Form was set up at bit.ly/submitGDADS to collect cases from whomever wishes to submit one. These cases are reviewed by Mary and a volunteer, Rodrigo Davies, before being added to the list of cases to be assigned to coders.

It should be noted that the inclusion criterion was refined during the coding process, so cases that were collected early on were later determined to be outside the inclusion criterion and were not coded. For this reason we are publishing the data set of 1,180 coded cases as well as the complete list of 1,346 submitted cases, not all of which were ultimately coded.

Codebook Creation and Amendment

The first draft of the codebook was written by Mary Joyce and António Rosas and variable definitions were tested by project’s first three coders: Joey Mornin, Anas Qtiesh, and Amanda Lloyd. Mary and António wrote and refined the variable definitions, then assigned cases to the coders to test those definitions. Coding decisions were then discussed in-depth on Skype calls and

the definitions were further refined. Because of the great variance in cases, many special cases were found which were not covered by the original definition. This original version of the codebook was 1.0 and appears as a blank cell in the VERSION column of the data set because the VERSION variable itself was added in version 2.0.

Before the Columbia coders began their work, the codebook was drastically shortened in order to speed the pace of coding and the number of variables was reduced from 106 to 57. Country level indicators like GDP per capita and internet penetration rate were removed and also do not appear in this documentation. Also, many redundant variables were removed (for example, CAUSE1 was retained, but CAUSE2 and CAUSE3 were not). These variables were rarely used by coders and slowed down the coding process. In addition, the textual variables DIAGPROB, DIAGCAUS, DIAGANT, PROALT, PROPROG, and MOTFRA were also removed because it was not clear that they would be used and coding them was time-consuming. Following the removal of these variables, coding time was reduced from an average of 42 minutes to 15 minutes, allowing coding to progress more quickly.

Four new variables were also added at this time: two related to nonviolent tactics, plus textual variables for notes and the codebook version. The first two were added due to the strategic interests of funder USIP. The notes field was added to capture information that might have been lost when variables were removed, and the version variable was added so that cases based on different codebook versions could be easily filtered. The Columbia students coded version 2.0 and its sub-versions.

Following a codebook workshop in early January third and fourths version of the codebook were created which drastically narrowed the source materials that the coders could view when making coding decisions. The last version of the codebook used for this first version of this data set was version 4.03.

Coder Training

The first coders who worked on the project did so remotely, so coder training took place via Skype. Coders were given the codebook and were asked to review it. Then the codebook was reviewed over a Skype call, at which time they could ask questions. Coders were then given a series of cases selected by a past coder as being of varying degrees of difficulty. The training process took several days, and often more than two weeks to complete. After each test case, Mary, the coder trainer, would review the errors with the coder so that any misunderstandings could be clarified. Once a coder reached 75% simple agreement with the official coding of a case, they were passed on and allowed to begin coding. Each coder was then assigned a list of cases and sources on that case via Google spreadsheet, as well as a link to a dynamic version of the codebook. They submitted their codes via a Google form.

This process changed for the Columbia students. A 30-minute in-person training took place, where the codebook was reviewed and a test case coded. Because this was a relatively short training given the number of variables in the codebook (57 at that time), a Prezi of the training was created which coders could refer to and Mary was also made available to answer questions via email. Because responses to an initial test of 5 cases were lower than 50%, redundancy was adopted, and all cases coded by the Columbia students were coded at least twice. Intercoder reliability rates, discussed later in this section, indicate that a longer training period provided higher coding quality and additional training time had a high marginal rate of return.

Intercoder Reliability

We established intercoder reliability by coding 295 (25% of all cases) at least twice. Of these multiply coded cases, 10% (2% of all cases) were coded four or more times (see graphic below). (Since coding was assigned to pairs of coders at Columbia in order to build in redundancy, cases were coded four times instead of three, which is more common.) All cases coded more than once were reconciled by a coder who reviewed both codings and generated a single consensus coding for each case. Over 750 codings were reviewed in this way and notes about this process appear in the SECODER column of the data set.

Figure 1: Multiple Coding Breakdown



We did analysis of average pairwise agreement on the group of quadruple-coded cases. Within this group, not all variables were tested. We only tested numeric variables, so textual variables were excluded. We also did not test the source variables (SOURCENM, SOURCELM, SOURCEJO, SOURCEBK, SOURCEOTH), since coders

were allowed to find their own additional sources and variance was expected. We used ReCal3 software, created by Deen Freelon at American University, to carry out the reliability tests.

Because the codebook and coder cohorts underwent significant change throughout the project, codes from two coder cohorts and more than two codebook versions were tested. Most of the quadruple-coded cases were produced by a cohort of Columbia graduate students who worked from 2.0 versions of the codebook in the fall of 2012. There are twenty cases in this group. For the sake of comparison, a smaller group of cases from a different coder group was also tested. The second cohort of coders were University of Washington graduate students who coded from 2.0 and 3.0 versions of the codebook in January of 2013. There are 7 cases in this group.

Figure 2: Average Pairwise Agreement by Variable			
Variable	Columbia Coders (Fall 2012)	UW Coders (Winter 2013)	Trend
BYEAR	67.5%	85.7%	↑
BMONTH	41.7%	59.5%	↑
DURATION	30.8%	69.0%	↑
AGE	45.8%	64.3%	↑
INIACT	36.7%	61.9%	↑
TARGACT1	40.0%	59.5%	↑
ONOFF	72.5%	50.0%	↓
SCOPE	65.0%	64.3%	↓
APP	57.5%	64.3%	↑
SITE	61.7%	50.0%	↓
BLOG	65.8%	83.3%	↑
MSN	60.0%	92.9%	↑
ISN	54.2%	85.7%	↑
VID	76.6%	92.9%	↑

FOTO	66.7%	76.2%	↑
EMAIL	73.3%	64.3%	↓
FORUM	61.7%	85.7%	↑
EPET	70.0%	83.3%	↑
CHAT	72.5%	100.0%	↑
MOBAPP	76.7%	92.9%	↑
GAME	97.5%	100.0%	↑
MAP	100.0%	100.0%	=
WIKI	86.7%	90.5%	↑
VOICE	100.0%	90.5%	↓
ANON	76.7%	64.3%	↓
BYPURP	62.5%	66.7%	↑
SNTHPURP	60.8%	57.1%	↓
TRANSPURP	65.7%	78.6%	↑
COPURP	79.1%	59.5%	↓
MOBPURP	53.3%	66.7%	↑
BRODPURP	65.8%	90.5%	↑
NETPURP	70.0%	50.0%	↓
VIOLPURP	91.7%	100.0%	↑
NYTYPE	49.1%	66.7%	↑
CAUSE1	33.3%	57.1%	↑
OUTCOME	41.7	76.2%	↑

Though intercoder reliability rates did not match the levels we had hoped for, we are heartened that rates increased significantly between these two testing periods. Intercoder reliability increased for 72% of tested variables from fall 2012 to winter 2013, some by more than 50%, as the table above demonstrates. One way to interpret this improvement is that extended training had a high marginal value and variable definition refinement was improving. We plan to continue this process in the 2.0 GDADS data release.

We also believe that much of this low reliability was due to intrinsic challenges of internet research given the phenomenon we sought to describe. We believe that the most significant hurdles to high intercoder reliability are as follows:

- Incomplete Sources: There were several problems with the source materials. More than 10% of the links originally collected in the summer of 2010 were no longer valid when coding began due to broken links and altered URLs. Due to nonpayment of server fees, all DigiActive.org cases became inaccessible and all informationactivism.org and many MobileActive.org URLs changed. Besides broken links, few of the sources provided the information necessary to all variable (particularly OUTCOME, AGE, and DURATION). Many of the cases were written not by journalists, as is traditional in an events data set, but by citizen journalists and other amateurs. These sources were used because traditional news media does not sufficiently cover digital activism, but reliance on these imperfect sources nonetheless created difficulties. In 33% of cases, additional sources were required to code the case. In versions 1.0-3.0 of the codebook, coders were asked to use Google search to find missing information. While this strategy increased the accuracy in coding, it decreased intercoder reliability since different coders might find different sources. In version 4.0, coders were instructed not to use Google search. This approach was also flawed because there were many instances where the coder knew they could

easily find information necessary to code if allowed to search, but were forced to code a 99 (or code incorrectly) because they were limited to an inadequate source. In the next version of the GDADS, sources were pre-screened much more thoroughly to ensure that all information necessary to code is in the source provided. This will increase intercoder reliability while maintaining accuracy.

- Hidden Geography: The codebook includes eleven variables related to the geographic location of the initiators and targets of the digital action (SCOPE, REGCODE, CNTRY1, MULTCNT, CNTRY2, CNTRY3, CNTRY4, ICNTRY1, MULTCNT, and ICNTRY2), yet determining geographic location in “cyberspace” is challenging, sometimes due to lack of information and sometimes due to the intentional obfuscation by the user. Since coders were asked to make educated guesses about location, which was not always clear, there was often disagreement between coders.
- Disconnected Tools: The digital tools used by a formal organization are often easy to identify as the organization will neatly link to its Twitter and Facebook account from its website. If the site includes a blog or a fundraising page, it will be labeled as such. Loosely networked campaigns do not include such neat lists. One group of activists may be using a Facebook page while another may be operating from a blog and they may not crosslink to one another or even be aware of one another. While public and quasi-public tools like blogs and Facebook groups could be identified by coders relatively easily, more private tools, like chat and email, were harder to identify and were less likely to be referenced by sources due to their mundane nature. Again this led to lower agreement for the variables in the Applications section (SITE, BLOG, MSN, ISN, VID, FOTO, EMAIL, FORUM, EPET, CHAT, MOBAPP, GAME, MAP, WIKI, VOICE, ANON).
- Hidden Identity: The Internet is a place where personal identity can be hidden intentionally through semantic (pseudonymous) and technical (circumvention) means. It can also be hidden unintentionally, as when posted content does not include the identity of the author, or when a public profile is incomplete. These intrinsic characteristics of the internet made it difficult to determine AGE, INIACT, and IDENTIACT.
- Complex Collaboration: If a dissident writes a blog post, is harassed for it, and then a newspaper creates an e-petition seeking to rally support behind him, who is the initiator? Is the dissident the initiator and the digital action blogging or is the newspaper the initiator and the e-petition the digital action? Are these two separate cases? Are these entities both initiators? This case is one illustration of another difficulty of identifying the initiator(s) of a digital action. Someone makes a public action online. Then others join in, amplifying the claim and adding their own tactics, some more effective than those of the initiator. Many of the cases in the data set seem to build generatively, and it is difficult or irrelevant to identify the individual/organization that started a complex collaborative action. This tension affects the coding of the INIACT variable and the INIACT variable affects the coding of many other variables (for example, the application variables, like WIKI and EMAIL). For this reason, if different coders interpret this variable differently, they are likely to code other variables differently as well. Because it is so easy to initiate a digital action, how does one draw the line between who is and is not an initiator? We tried to refine and clarify this variable definition throughout the process, but were unable to account for the tremendous variation in the way digital actions begin and grow.

Codebook

The codebook has gone through more than forty versions during the course of this project and this is a consensus version. It contains 82 variables and includes the most recent variable definition for all variables used at any point during the coding process. Dropped variables (identified by the color-coding below) are also included in their most recent version.

Summary of Variables

Case Meta-Data

- **CASEID** – Case ID Number.
- **VERSION** – Codebook Version.
- **CODER** – Coder’s Name.
- **SECODER** – Second Coder’s Name.
- **TITLE** – Title of the Case.
- **SOURCELM** – Legacy Media Source.
- **SOURCENM** – New Media Source.
- **SOURCEJO** – Journal Source.
- **SOURCEBK** – Book Source.
- **SOURCEOTH** – Other Sources.

Color Key

Variables appears in all codebook versions
Variables dropped from codebook 2.0 and all subsequent versions
Variables added to codebook 2.0 and all subsequent versions

Time Data

- **BYEAR** – Year When Digital Action Began.
- **BMONTH** – Month When Digital Action Began.
- **DURATION** – Approximate Duration of Digital Action.

Actor Data

- **AGE** – Age Estimate of Initiator(s) of Digital Action.
- **INIACT** – Initiator(s) of Digital Action.
- **IDENTIACT** – Initiator(s) of Digital Action (Textual Description).
- **TARGACT1** – Target of the Digital Action.
- **TARGACT2** – Other Target of Digital Action.
- **TARGAUD1** – Audience Targeted by Digital Action.
- **TARGAUD2** – Other Audience Targeted by Digital Action.
- **ONOFF** – Only Online or Online/Offline Action.

Geographic Data

- **SCOPE** – Geographic Scope of Digital Action.
- **REGCODE** – Geographic Region Code.
- **POLREGCODE** – Politically/Economically Defined Region or Institution.
- **CNTRY1** – Country Targeted by Digital Action.
- **MULTCNT** – Names of Countries Targeted, If More Than One.
- **CNTRY2** – Other Country Targeted by Digital Action.
- **CNTRY3** – Other Country Targeted by Digital Action.
- **CNTRY4** – Other Country Targeted by Digital Action.
- **ICNTRY1** – Country of the Initiator(s) of the Digital Action.
- **MULTICNT** – Names of Initiator Countries, If More Than One.
- **ICNTRY2** – Country of the Other Initiator(s) of the Digital Action.

Applications Data

- **APP** – One or Several Applications Used.

- **SITE** – Website Used.
- **BLOG** – Blog Used.
- **MSN** – Mobile-Based Social Network Used.
- **ISN** – Internet-Based Social Network Used.
- **VID**– Digital Video Used.
- **FOTO** – Digital Photo Used.
- **EMAIL** – Email Used.
- **FORUM** – Internet Forum Used.
- **EPET** – e-Petition Used.
- **CHAT** – Chat or Instant Messaging Used.
- **MOBAPP** – Mobile Application Used.
- **GAME** – Game Used.
- **MAP** – Digital Map Used.
- **WIKI** – Wiki Used.
- **VOICE** – Digital Voice Application Used.
- **ANON** – Circumvention Tool Used.
- **OTHAPPID1** – Other Application Used (Textual Description).
- **OTHAPPID2** – Other Application Used (Textual Description).

Framing and Strategy Data

- **DOCPURP** – Document Purpose.
- **BYPURP** – Bypass Purpose.
- **SYNTHPURP** – Synthesis Purpose.
- **TRANSPURP** – Resource Transfer Purposes.
- **COPURP** – Co-Creation Purpose.
- **MOBPURP** – Mobilization Purpose.
- **BRODPURP** – Broadcast Purpose.
- **NETPURP** – Network-Building Purpose.
- **VIOLPURP** – Technical Violence Purpose.
- **OTHPURP** – Other Purpose(s).
- **OTHPURPID1** – Identify Other Purpose (Textual Description).
- **NVTYPE** – Type of Nonviolent Action Used.
- **MULTNV** – Multiple Types of Nonviolent Action Used (Textual Description)
- **OTHPURPID2** – Identify Other Purpose (Textual Description).
- **DIAGPROB** – Problem(s) Diagnosis (Textual Description).
- **DIAGCAUS** – Cause(s) Diagnosis (Textual Description).
- **DIAGANT** – Antagonist(s) Diagnosis (Textual Description).
- **PROALT** – Alternative(s) Prognosis (Textual Description).
- **PROPROG** – Protagonist(s) Prognosis (Textual Description).
- **MOTFRA** – Motivational Frame(s) (Textual Description).
- **CAUSE1** – Cause Advanced or Defended in Digital Action.
- **CAUSE2** – Other Cause Advanced or Defended in Digital Action.
- **CAUSE3** – Other Cause Advanced or Defended in Digital Action.
- **OTHCAUSEID1** – Other Cause (Textual Description).
- **OTHCAUSEID2** – Other Cause (Textual Description).
- **OUTCOME** – Outcome of Digital Action.
- **OUTCOMEID** – Identify Outcome (Textual Description).
- **OUTDEM** – Democratic Outcome(s).
- **OUTDEMID1** – Identify Democratic Outcome (Textual Description).
- **OUTDEMID2** – Identify Democratic Outcome (Textual Description).
- **NOTES** – Additional Information (Textual Description). OPTIONAL

Listing and Description of Variables

Case Meta-Data

CASEID – Case ID Number.

Description: An integer identifying each case with values beginning at 1.

Coder Notes:

- Note: A case's ID number cannot be changed by a coder.

Source: The case study list.

VERSION – Codebook Version

Description: Categorical variable to indicate which version of the codebook the coder is using.

Coder Notes:

- Examples: 2.1, 1.0

Source: The version number was placed on the cover page of the codebook, directly under the title.

CODER – Coder's Name.

Description: The given name and surname of the coder of each case.

Coder Notes:

- Example: Amanda Lloyd, Mary Joyce.
- Note: If you are shadow coding, enter "99" here and your name and surname under SECODER.

Source: Provided by the coder.

SECODER – Second Coder's Name.

Description: The given name and surname of the second (shadow) coder of each case, if available.

Coder Notes:

- Note: If you are the first coder, enter 0 for NO SECOND CODER. Please do not leave the cell blank.

Source: Provided by the coder.

TITLE – Title of the Case.

Description: A brief title of each case, used to identify the case and to distinguish it from others.

Coder Notes:

- Note: Please use the title exactly as displayed in the Final Case Study List; do not modify the title.
- Note: If the title in the Final Case Study list appears to be incorrect, use the title from that list and send an email to Mary Joyce, notifying her of the possible error.
- Examples: FrontlineSMS: Media Support Partnership Afghanistan, SWForum, Bloggers Speak Out Against Site Registration Policy, Access Flickr App

Source: The case study list.

SOURCELM – Legacy Media Source.

Description: Are any of Sources 1-7 and SOURCEOTH legacy media? Legacy media are wire services like Reuter's and The Associated Press or original reporting disseminated by TV, newspapers, radio, and magazines.

Coder Notes:

Values:

- 1 for YES
- 0 for NO
- Note: Inclusion in the legacy media category is determined by the organization that produced the content, not where it is found. For example, an article at NYTimes.com or CNN.com is still considered legacy even though it was published online.

- Note: If a legacy media link is broken or unavailable, do a Google search to see if you can locate it through another source. For example, a CNN.com video about the action is not available in the US. If this is the case, search for the title of the video via another link.

Source: N/A

SOURCENM – New Media Source.

Description: Are any of Sources 1-7 and SOURCEOTH new media? New media is original content from blogs and websites.

Coder Notes:

Values:

- 1 for YES
- 0 for NO
- Examples: Global Voices, MobileActive, DigiActive, Tactical Technology Collective, Wikipedia, Huffington Post, and independent bloggers or an organization’s website.

Source: N/A

SOURCEJO – Journal Source.

Description: Are any of Sources 1-7 and SOURCEOTH from an academic journal?

Coder Notes:

Values:

- 1 for YES
- 0 for NO
- Examples: peer-reviewed academic journal like *New Media & Society*, *International Communications Gazette*, or *Journal of Information Science* (all the articles from SAGE Journals Online fall into this category, as do conference papers).

Source: N/A

SOURCEBK – Book Source.

Description: Are any of Sources 1-7 and SOURCEOTH a book or e-book?

Coder Notes:

Values:

- 1 for YES
- 0 for NO
- Examples: *The Governance of Cyberspace: Politics, Technology and Global Restructuring* (Routledge: 2007), *Insurgency Online: Web Activism and Global Conflict* (University of Toronto Press: 2006)

Source: N/A

SOURCEOTH – Other Sources.

Description: Sources used in coding that are not Source 1-7.

Coder Notes:

- Note: There are only two circumstances under which you will use SOURCEOTH:
 - 1) A source link is broken and you find new source link;
 - 2) You use one of the Source 1 outgoing links in coding (if you do not use an outgoing link, you do not need to include it in SOURCEOTH) . You may not use any other kinds of additional sources when you code.
- Note: If you paste more than one source link or description, separate them with commas.
- 0 for NO OTHER SOURCES

Source: N/A

Time Data

BYEAR – Year When Digital Action Began.

Description: A four-digit number representing the year in which the action began.

Coder Notes:

Values:

- Use 99 for INFORMATION IS NOT AVAILABLE OR UNCLEAR. Please make an educated guess rather than using “99”.
- Example: 2008, 1987.
- Note: If BYEAR is not listed explicitly in the case, look at when the campaign materials were created (example: date the central campaign video or first blog post was published).
- Note: If the case describes a single tactic, use BYEAR for the beginning of that tactic. If the case describes a campaign, use BYEAR for the beginning of the first tactic of the campaign.

Source: N/A

BMONTH – Month When Digital Action Began.

Description: A two-digit number representing the month in which the digital action began.

Coder Notes:

Values:

- Code all months in two-digit format using zero on the left if the number is less than 10.
- Use 99 for INFORMATION NOT AVAILABLE OR UNCLEAR. Please make an educated guess rather than using “99”.
- Examples: “01” for January, “07” for July.
- Note: Like BYEAR, if BMONTH is not listed explicitly in the case, look at when the campaign materials were created (Example: date the central campaign video or first campaign blog post was published).

Source: N/A

DURATION – Approximate Duration of Digital Action.

Description: Several categories denoting the approximate number of days that the digital action described in the case lasted.

Coder Notes:

Values:

- 1 for LESS THAN ONE WEEK. The actions described in the case began and ended within the period of 1 week (7 days).
- 2 for LESS THAN ONE MONTH. The actions described in the case began and ended within a period that was greater than 1 week (7 days) but less than of 1 month (usually 31 days).
- 3 for LESS THAN ONE YEAR. The actions described in the case began and ended within a period greater than 1 month (usually 31 days) but less than 1 year (365 days).
- 4 for MORE THAN 1 YEAR. The actions described in the case began and ended within a period longer than 1 year (365 days).
- 66 for ONGOING. The action described in the case is ongoing or has not yet ended.
- 99 for INFORMATION NOT AVAILABLE OR UNCLEAR. Please make an educated guess rather than using “99”.
- Note: We are using estimates because case sources rarely identify the precise beginning and end of an action.
- Note: In order to find when a campaign or tactic starts, coders can check the action’s website, campaign materials, blog posts, the creation date of a Facebook group or other application, just as they did for BYEAR and BMONTH.

- Note: In cases where blogs or a Facebook page are central to the action, calculate duration based on the last entry. If the last entry on the blog or Facebook page is less than six months from the date you are coding then assume the case is ONGOING and code “66.”

Source: N/A

Actor Data

AGE – Age Estimate of Initiator(s) of Digital Action.

Description: Is at least one initiator 25 years old or younger?

Coder Notes:

Values:

- 1 for YES
- 0 for NO
- 99 for INFORMATION NOT AVAILABLE OR UNCLEAR. Please make an educated guess rather than using “99”.
- Note: If age is not mentioned, you can use age indicator words or photos of the initiators. For example, words like “youth” or “student” or a photo in which a blogger appears under 25 can be coded as “1” (yes). In the absence of contradictory evidence, actions initiated by formal organizations (nonprofits and NGOs) can be coded as “0” (no).

Source: N/A

INIACT – Initiator(s) of Digital Action.

Description: The type of individual or organization that initiated and implemented the digital action.

Coder Notes:

Values:

- 1 for INDIVIDUAL(S) *working alone*. This code can apply to a lone activist or a group of up to two (2) people. It should also be used to describe groups of individuals who are working in synchrony, but are not explicitly collaborating with one another (example: bloggers who are writing about the same topic but appear to be doing so by chance – they are all referring to the same event – rather than by intention – they have jointly decided to blog on the same topic at the same time).
- 2 for a NETWORK can be a network of loosely connected individuals (examples: Free Alaa Campaign, international Iran solidarity rallies, Anonymous’ Operation Payback) or connected formal organizations (a coalition of NGOs or nonprofits) or a combination (individuals and nonprofits working together on a campaign).
- 3 for a HYBRID STRUCTURE MIXING INFORMAL AND FORMAL ORGANIZATIONAL CHARACTERISTICS operated by a group. This is a rare organizational form. If in doubt, this is probably *not* the correct answer. Examples: Wikileaks, which has formal hierarchical elements (self-defined as a non-profit, annual budget of approximately \$1 million, executive director role played by Julian Assange) and informal networked elements (reliance on international network of volunteers, lack of clear legal status)
- 4 for a FORMAL ORGANIZATION *working alone*, a traditional nonprofit organization, non-governmental organization (NGO), political party, or charitable association (examples: Amnesty International, Obama for America, a local HIV treatment program).
- 99 for INFORMATION NOT AVAILABLE OR UNCLEAR. Please make an educated guess rather than using “99”.
- Note: Donors should not be considered as initiators, even if they are funding the digital action. Consider only those who work actively to initiate and implement the project.

Source: Bimber, Flanagin, Stohl, 2005; Earl, 2010

IDENTIACT – Initiator(s) of Digital Action (Textual Description).

Description: A brief textual identification of the initiator identified in INIACT.

Coder Notes:

Values:

- Please identify textually the organization (formal or informal) or the individual that initiated and implemented the action.
- 99 for INFORMATION NOT AVAILABLE OR UNCLEAR. Please make an educated guess rather than using “99”.
- Note: If there are multiple initiators, separate their names with commas.
- Examples: “Wikileaks working with volunteers in Europe and North America,” “Amnesty International,” “bloggers living in Cairo,” “an international group of activists based in Botswana, Kenya, and South Africa,” “Obama for America.”

Source: N/A

TARGACT1 – Target of Digital Action.

Description: The type of actor against whom the digital action is directed. This is the person or organization that the initiator intends to ultimately influence with the digital action and who has the power to enact the change the initiators seek.

Coder Notes:

Values:

- 0 for NO TARGET SPECIFIED.
- 1 for REGIONAL OR INTERNATIONAL INTERGOVERNMENTAL ORGANIZATIONS: The target is a regional or an international intergovernmental organization. Examples: ASEAN, EU (The European Union), UN (United Nations), G8, The Arab League of States.
- 2 for GOVERNMENT: The target is a government, government body, state, public institution or an individual or individuals representing a government body or a public institution. The target can be of any size, from federal to local, though not international. Examples: US Department of Defense, a Member of Parliament, the king, the police, France.
- 3 for PRIVATE INSTITUTION(S) (FOR-PROFIT): The target is a private firm or an individual or individuals who represent a private firm. The firm can be of any size, from a multi-national corporation to a local business. Examples: Coca Cola, Unilever’s CEO, Toyota, Kissinger & Associates.
- 4 for PRIVATE INSTITUTION(S) (NONPROFIT): The target is a nonprofit organization or an individual or individuals who represent a nonprofit organization. Examples: a political party, a foundation, an institute, an NGO (nongovernmental organization).
- 5 for INFORMAL INTEREST GROUP(S) : The target is an informal group of citizens who share a certain common characteristic, whom the campaign initiators seek to influence. People do not need to perceive themselves as members of the group, it just matters that the initiators see them as members of a group (for example, apathetic citizens who are not registered to vote, targeted by a voter registration campaign). Other examples: a campaign targeted at teens, encouraging them to use condoms; a blog post targeted at young urban men, condemning them for engaging in sexual harassment.
- 6 for PRIVATE CITIZEN: Target is an single individual, often identified by name in the case, who is targeted for their own actions, and not because of their membership in any group, or as a representative of any institution. Example: the campaign to find and prosecute the woman in the UK who dropped a cat in the garbage.
- 88 for OTHER TARGET: The target is not listed in this typology.
- 99 for INFORMATION NOT AVAILABLE OR UNCLEAR. Please make an educated guess rather than using “99” .

- Note: TARGACT1 does not include supporters that are mobilized to help the initiators put pressure on the target. (Example: If bloggers are mobilized in a campaign to lobby the Parliament to reject anti-piracy legislation, then the Parliament, not the bloggers, are the target).

Source: N/A

TARGACT2 - Other Target of Digital Action.

Description: A second target of digital action, using codes from TARGACT1.

Coder Notes:

Values:

- A character variable identifying other final target of action, in the case of more than one final target, OR a target not available in TARGACT1.
- 0 if NO OTHER TARGET.
- 99 for INFORMATION NOT AVAILABLE OR UNCLEAR.
- Note: As above with TARGACT1, TARGACT2 does not include agents that are mobilized to participate in the campaign to act on behalf of the initiators in order to help them achieve there goal. It refers only to the final target of the digital action.
- Note: In many cases the target of the action is the antagonist identified in DIAGANT (see TARGACT1).

Source: N/A

TARGAUD1 - Audience Targeted by Digital Action (Textual Description).

Description: Agents that are mobilized to participate in the action on behalf of the initiators in order to help them influence the final target or opponent (TARGACT). Up to two (2) audiences may be identified using TARGAUD1 and TARGAUD2.

Coder Notes:

Values:

- This a text variable assigning a brief textual description or identification of one audience that is targeted, if present
- 0 if NO TARGET AUDIENCE.
- 99 for INFORMATION NOT AVAILABLE OR UNCLEAR.
- Note: TARGAUD is the group being mobilized and TARGACT is the group being mobilized against. If bloggers are mobilized in a campaign to lobby the legislature to reject anti-piracy legislation, then the legislature is TARGACT and the bloggers are TARGAUD.

Source: N/A

TARGAUD2 - Other Audience Targeted by Digital Action (Textual Description).

Description: Other agents that are mobilized to participate in the campaign to act on behalf of the initiators in order to help them influence the final target or opponent (TARGACT).

Coder Notes:

Values:

- This a text variable assigning a brief textual description or identification of one audience that is targeted, if present
- 0 if NO OTHER TARGET AUDIENCE
- 99 for INFORMATION NOT AVAILABLE OR UNCLEAR.
- Note: TARGAUD is the group being mobilized and TARGACT is the group being mobilized against. If bloggers are mobilized in a campaign to lobby the legislature to reject anti-piracy legislation, then the legislature is TARGACT and the bloggers are TARGAUD.

Source: N/A

Geographic Data

SCOPE – Geographic Scope of Digital Action.

Description: A categorical variable to identify the geographic location of the target (TARGACT1) and initiator (INIACT) of the action described in the case.

Coder Notes:

Values:

- 1 for SUB-NATIONAL OR LOCAL: The target and initiator of the action are from the same sub-national area of a country. This category encompasses hyper-local (the same neighborhood), a municipality (same city or town), or the same state, province, or other national division.
- 2 for NATIONAL: The target and initiator of the action are from different parts of the same country.
- 4 for INTERNATIONAL: The initiator and target are based in two or more countries.
- 99 for INFORMATION NOT AVAILABLE OR UNCLEAR. Please make an educated guess rather than using “99”.

Source: N/A

REGCODE – Geographic Region Code.

Description: Geographic region. If REGION (3) is selected for SCOPE, a unique three-digit UN code will be used to identify which region.

Coder Notes:

Values:

- 0 for NOT A GEOGRAPHIC REGION (0 if SCOPE = Sub-National, National, International, or Politically/Economically Defined Region). Use POLREGCODE below for Politically/Economically Defined Region
- 99 for INFORMATION NOT AVAILABLE OR UNCLEAR. Please make an educated guess rather than using “99”.
- Only enter a region if you chose 3 (Regional) for the SCOPE variable. For all other categories of SCOPE use 0.

Source: United Nations International Organization of Standardization

POLREGCODE - Politically/Economically Defined Region or Institution.

Description: Use this variable to identify Politically/Economically Defined Regions or Institutions when SCOPE is coded 5 (POLITICALLY/ECONOMICALLY DEFINED REGION OR INSTITUTION)

Coder Notes:

Values:

- A unique acronym or abbreviation (see note below and more information on APPENDIX 1).
- 0 if NOT POLITICALLY/ECONOMICALLY DEFINED REGION OR INSTITUTION.
- 99 for INFORMATION NOT AVAILABLE OR UNCLEAR. Please make an educated guess rather than using “99”.
- Note: If the Other or Special Regional or Institutional code is not in APPENDIX 2, please provide a textual description, identifying the source of the new acronym or abbreviation, by adding that source as a link in SOURCEOTH.
- Examples: ASEAN, MENA, Mercosul, AL for Arab League, SA for Sub-Saharan Africa, CIS for some countries that were part of the ex-Soviet Union, IMF, WTO, G8 for the Group of Eight, G-20 for 19 more industrialized countries plus EU, IAEA for International Atomic Energy Agency, etc. See APPENDIX 3 for more (link in Source below).

Source: World Bank and AllAcronyms.com

CNTRY1 – Country Targeted by Digital Action.

Description: A unique three-letter code indicating the country that was the principle target of the action. You may enter only one country code for this variable.

Coder Notes:

Values:

- A unique UN three-letter ISO ALPHA-3 code. Examples: AFG.
- 0 for NO TARGET COUNTRY SPECIFIED
- 99 for INFORMATION NOT AVAILABLE OR UNCLEAR. Use this code if you do not know whether specific countries are targeted. Please make an educated guess rather than using “99” .
- Note: If multiple countries, code 55 for CNTRY1 and then enter the multiple countries in MULTCNT, separated by commas.

Source: United Nations International Organization of Standardization

Note: MULTCNT and MULTICNT codes are listed in the CNTRY2 and ICNTRY2 columns for the sake of continuity.

MULTCNT – Names of Countries Targeted, If More Than One.

Description: If more than one country was the target of the action, give three-letter codes for the other countries that were the target of the action, separated by commas.

Coder Notes:

Values:

- A unique UN three-letter ISO ALPHA-3 code. Examples: AFG, ALA, USA, CHE.
- 0 for ONLY ONE COUNTRY SPECIFIED or NO COUNTRY SPECIFIED.
- 99 for INFORMATION NOT AVAILABLE OR UNCLEAR. Use this code if you do not know whether specific countries are targeted. Please make an educated guess rather than using “99” .
- Note: On the spreadsheet, codes for MULTCNT are in the column labeled CNTRY1 since the former replaced the latter in the codebook.

Source: United Nations International Organization of Standardization

CNTRY2 – Other Country Targeted by Digital Action.

Description: A unique UN three-letter ISO ALPHA-3 code indicating another country targeted by the action, if more than one country was targeted.

Coder Notes:

Values:

- A unique UN three letter ISO ALPHA-3 code. Examples: AFG, ALA, USA, CHE.
- 0 for NO ADDITIONAL COUNTRY SPECIFIED
- 99 for INFORMATION NOT AVAILABLE OR UNCLEAR. Use this code if you do not know whether specific countries are targeted. Please make an educated guess rather than using “99”.
- Note: If you have coded the case as REGIONAL or POLITICALLY/ECONOMICALLY DEFINED REGION and specific countries are mentioned in the Primary and Secondary Sources please include the ISO ALPHA-3 codes for those countries here.

Source: United Nations International Organization of Standardization.

CNTRY3 – Other Country Targeted by Digital Action.

Description: A unique UN three-letter ISO ALPHA-3 code indicating another country targeted by the action, if more than one country was targeted.

Coder Notes:

Values:

- A unique UN three letter ISO ALPHA-3 code. Examples: AFG, ALA, USA, CHE.
- 0 for NO ADDITIONAL COUNTRY SPECIFIED
- 99 for INFORMATION NOT AVAILABLE OR UNCLEAR. Use this code if you do not know whether specific countries are targeted. Please make an educated guess rather than using “99”.
- Note: If you have coded the case as REGIONAL or POLITICALLY/ECONOMICALLY DEFINED REGION and specific countries are mentioned in the Primary and Secondary Sources please include the ISO ALPHA-3 codes for those countries here

Source: United Nations International Organization of Standardization.

CNTRY4 – Other Country Targeted by Digital Action.

Description: A unique UN three-letter ISO ALPHA-3 code indicating another country targeted by the action, if more than one country was targeted.

Coder Notes:

Values:

- A unique UN three-letter ISO ALPHA-3 code. Examples: AFG, ALA, USA, CHE.
- 0 for NO ADDITIONAL COUNTRY SPECIFIED
- 99 for INFORMATION NOT AVAILABLE OR UNCLEAR. Use this code if you do not know whether specific countries are targeted. Please make an educated guess rather than using “99”.
- Note: If you have coded the case as REGIONAL or POLITICALLY/ECONOMICALLY DEFINED REGION and specific countries are mentioned in the Primary and Secondary Sources please include the ISO ALPHA-3 codes for those countries here.

Source: United Nations International Organization of Standardization

ICNTRY1 – Country of the Initiator(s) of the Digital Action.

Description: A unique three-letter code indicating the principle country in which the initiator(s) of the action is/are based. You may enter only one country code for this variable.

Coder Notes:

Values:

- A unique UN three-letter ISO ALPHA-3 code. Examples: AFG, ALA, USA, CHE.
- 0 for NO INITIATOR COUNTRY SPECIFIED
- 99 for INFORMATION NOT AVAILABLE OR UNCLEAR.
- Note: When an action is initiated and carried out in the same country, CNTRY and ICNTRY will be the same.

Source: United Nations International Organization of Standardization

MULTICNT – Names of Initiator Countries, If More Than One.

Description: If the initiator(s) of the action is/are based in more than one country, give three-letter codes for those countries, separated by commas.

Coder Notes:

Values:

- A unique UN three-letter ISO ALPHA-3 code. Examples: AFG, ALA, USA, CHE.
- 0 for ONLY ONE COUNTRY SPECIFIED or NO COUNTRY SPECIFIED.
- 99 for INFORMATION NOT AVAILABLE OR UNCLEAR. Use this code if you do not know whether specific countries are targeted. Please make an educated guess rather than using “99” .
- Note: When an action is initiated and carried out in the same country, CNTRY and ICNTRY will be the same.
- Note: On the spreadsheet, codes for MULTICNT are in the column labeled ICNTRY1 since the former replaced the latter in the codebook.

Source: United Nations International Organization of Standardization

ICNTRY2 – Country of the Other Initiator(s) of the Digital Action.

Description: A unique UN three-letter ISO ALPHA-3 code indicating another country in which the initiator(s) of the action is/are based.

Coder Notes:

Values:

- A unique UN three letters ISO ALPHA-3 code. Examples: AFG, ALA, USA, CHE.
- 0 for NO ADDITIONAL COUNTRY SPECIFIED
- 99 for INFORMATION NOT AVAILABLE OR UNCLEAR. Use this code if you do not know whether specific countries were initiators. Please make an educated guess rather than using “99”.

- Note: When an action is initiated and carried out in the same country, CNTRY and ICNTRY will be the same.

Source: United Nations International Organization of Standardization

Applications Data

NOTE: For the tool variables (SITE through OTHAPPID1) only code a “1” (yes) for tools that appear (ie, a video) or are mentioned (ie, “visit our Facebook page!”) within source text (Source 1-7 plus external links from Source 1). “Share” icons that happen to appear on a source page and external links from Source 2-7 that are not explicitly described in the source text should not be counted.

ONOFF – Only Online or Online/Offline Action.

Description: This is a dichotomous variable describing whether the action was online only (all tactics described in case could be carried out from in front of a computer) or simultaneously online and offline (tactics described were carried out both online and in physical space). Only public tactics – not private coordination – are not included in this variable.

Coder Notes:

Values:

- 1 for ONLINE ONLY
- 2 for ONLINE AND OFFLINE
- Examples of online only: signing an e-petition, changing a Twitter avatar, creating a Facebook group, a DDoS attack, hacking
- Examples of online and offline: using Facebook to coordinate an offline protest rally, using SMS to encourage people to vote in an election

Source: Jennifer Earl (personal communication, November 30, 2010)

APP – One or Several Applications Used.

Description: Was one application or were two or more applications used in the action by the initiators?

Coder Notes:

Values:

- 1 for ONE APPLICATION USED, please see list of possible applications below.
- 2 for MORE THAN ONE APPLICATION USED.
- 99 for INFORMATION IS NOT AVAILABLE OR IS UNCLEAR. Please make an educated guess rather than using “99”.
- Application types: website, blog, mobile (Twitter) or Internet (Facebook)-based social network, digital video or photo, email, chat, SMS or voice, digital maps, wikis, circumvention software
- Note: This variable is not for hardware (example: mobile phones). The focus is on applications (e.g. Twitter) because applications can be accessed across multiple platforms (computer, smart phone, etc) and it is often impossible to tell what hardware was used based on the application used.

Source: N/A

SITE – Website Used.

Description: This variable indicates if a website was used in the case by the initiators.

Coder Notes:

Values:

- 1 for YES
- 0 for NO
- Note: Websites do not include sites based on blog software, which are coded under BLOG.
- Note: Websites as defined here cannot be part of larger platforms, so peace.org would coded “1” as a website, but peace.blogspot.com and facebook.com/peace would be coded a “0”
- Examples: www.greenpeace.org.uk, irrepressible.info, kleercut.net

Source: N/A

BLOG – Blog Used.

Description: This variable indicates if a blog was used in the case by the initiators.

Coder Notes:

Values:

- 1 for YES
- 0 for NO
- Examples: Blogger, Tumblr, Wordpress, Typepad, Live Journal, photo blogs.

Source: N/A

MSN – Mobile-Based Social Network Used.

Description: This variable indicates if a mobile social network (usually Twitter) was used in the case by the initiators.

Coder Notes:

Values:

- 1 for YES
- 0 for NO
- Note: Share icons do not count. The source text must either include the original use of the tool (ie, the text of a tweet) or an explicit textual reference of the tool use (“The activists used Twitter in their campaign”).
- Note: These applications are also sometimes called microblogs.
- Examples: Twitter, Indenti.ca.

Source: N/A

ISN – Internet-Based Social Network Used.

Description: This variable indicates if an Internet-based social network (usually Facebook) was used in the case by the initiators.

Coder Notes:

Values:

- 1 for YES
- 0 for NO
- Note: Share icons do not count. The source text must either include the original use of the tool (ie, the source is a Facebook page) or an explicit textual reference of the tool use (“The campaign started a Facebook page.”).
- Examples: Facebook, Orkut, MySpace, Friendster.

Source: N/A

VID – Digital Video Used.

Description: This variable indicates if a video was used in the case by the initiators.

Coder Notes:

Values:

- 1 for YES
- 0 for NO
- Examples: Content from YouTube, Vimeo, Daily Motion.

Source: N/A

FOTO – Digital Photo Used.

Description: This variable indicates if digital photos or any other digital images were used in the case by the initiators.

Coder Notes:

Values:

- 1 for YES

- 0 for NO
- Examples: Flickr account, mobile phone photos, digital photos on a website, infographics, satirical cartoons.

Source: N/A

EMAIL – Email Used.

Description: This variable indicates if email was used in the case by the initiators.

Coder Notes:

Values:

- 1 for YES
- 0 for NO
- Note: If the campaign or organization has an email address(es) posted, you can assume that they are using email in the case.
- Examples: Google Groups, Yahoo Groups, listservs, person-to-person emails.

Source: N/A

FORUM – Internet Forum Used.

Description: This variable indicates if an Internet forum was used in the case by the initiators.

Coder Notes:

Values:

- 1 for YES
- 0 for NO
- Note: Also known as “message boards”, an Internet forum is an online discussion site where people can hold conversations in the form of posted messages. They differ from chat rooms in that messages are at least temporarily archived. (Source: Wikipedia)
- Examples: In the eighties and nineties Bulletin Board Systems (BBS) were popular, image-centered “imageboards” like 4chan .

Source: N/A

EPET – e-Petition Used.

Description: This variable indicates if an e-petition was used in the case by the initiators.

Coder Notes:

Values:

- 1 for YES
- 0 for NO
- Examples: The Petition Site, Change.org petition, Care2 petition.

Source: N/A

CHAT – Chat or Instant Messaging Used.

Description: This variable indicates if instant messaging or chat was used in the case by the initiators.

Coder Notes:

Values:

- 1 for YES
- 0 for NO
- Examples: MSN, GChat (all must be Internet-based, do not include SMS).

Source: N/A

MOBAPP – Mobile Application Used.

Description: This variable indicates if a non-voice mobile phone application (often SMS) was used in the case by the initiators.

Coder Notes:

Values:

- 1 for YES
- 0 for NO
- Examples: mobile-to-mobile text messaging, called “short message service” (SMS), SMS apps like FrontlineSMS and RapidSMS, FourSquare and other smartphone apps not covered by other variables, such as GAME or VOICE.

Source: N/A

GAME – Game Used.

Description: This variable indicates if a game was used in the case by the initiators.

Coder Notes:

Values:

- 1 for YES
- 0 for NO
- Examples: Free Rice, The Extraordinaries, Darfur is Dying (can be computer or mobile-based)

Source: N/A

MAP – Digital Map Used.

Description: This variable indicates if a digital map was used in the case by the initiators.

Coder Notes:

Values:

- 1 for YES
- 0 for NO
- Examples: Ushahidi, Google Earth, Google Maps, Open Street Map.

Source: N/A

WIKI – Wiki Used.

Description: This variable indicates if a wiki was used in the case by the initiators.

Coder Notes:

Values:

- 1 for YES
- 0 for NO
- Note: A wiki may be textual or multimedia. For example the Wikimapa case combined mapping, photos, and textual information as part of their mapping of the favelas (slums).
- Examples: Wikispaces, Google Docs, Google Spreadsheets, Zoho Writer.

Source: N/A

VOICE – Digital Voice Application Used.

Description: This variable indicates if digitized audio applications were used in the case by the initiators.

Values:

- 1 for YES
- 0 for NO
- Examples: telephone and mobile phone calls, Skype calls, Interactive Voice Response (IVR), podcasts, Internet radio.

Source: N/A

ANON – Circumvention Tool Used.

Description: This variable indicates if a circumvention tool was used in the case by the initiators.

Coder Notes:

Values:

- 1 for YES
- 0 for NO
- Note: Does not include the creative use of other technologies (like email) for circumvention.

- Examples: proxy servers, Tor, Ultrasurf, Freegate, Guardian mobile app, HTTPS

Source: N/A

OTHAPPID1 – Other Application Used (Textual Description).

Description: An application was used that is not listed above.

Coder Notes:

Values:

- If an application was used and is not listed above, identify it textually here.
- 0 for NO OTHER APPLICATION.

Source: N/A

OTHAPPID2 – Other Application Used (Textual Description).

Description: Another application was used that is not listed above.

Coder Notes:

Values:

- If a second application was used and is not listed above, identify it textually here.
- 0 for NO SECOND UNLISTED APPLICATION.
- Note: This variable is to identify another, or a second, application not listed in the codebook.

Source: N/A

Strategy Data

BYPURP – Bypass Purpose.

Description: This is a binary variable to indicate whether the applications identified in the case were used for the purpose of bypassing, as with applications that circumvents censorship and evade government surveillance

Coder Notes:

Values:

- 1 for YES, the applications were used to bypass
- 0 for NO, the applications were not used to bypass
- 99 for INFORMATION IS NOT AVAILABLE OR IS UNCLEAR. Please make an educated guess rather than using “99”.
- Examples: using a proxy server to access forbidden information, using opt-in HTTPS for person to person communication, posting content online using a pseudonym to remain anonymous.

Source: N/A

SNTHPURP – Synthesis Purpose.

Description: This is a binary variable to indicate whether the applications identified in the case were used for the purpose of synthesizing content. Synthesis occurs when multiple pieces of content are combined through a process of aggregation or mash-up (defined below).

Coder Notes:

Values:

- 1 for YES, the applications were used to synthesize
- 0 for NO, the applications were not used to synthesize
- 99 for INFORMATION IS NOT AVAILABLE OR IS UNCLEAR. Please make an educated guess rather than using “99”.
- Note: In aggregation content from different sources (blog posts, news stories, photos) are collected and presented together (for example, collecting different citizen journalists’ tweets and publishing them on a website).
- Note: In a mash-up, content of different types (GPS data, images, text) are combined into a derivative product (for example, a map of SMS messages).

- Examples: Ushahidi mashes up SMS and geographic data to map crises (mash-up); during the Kyrgyzstan protests in 2008 bloggers filtered the raw social media reports to create coherent reports of the demonstrations (aggregation), creating a group YouTube channel (aggregation).

Source: N/A

TRANPURP – Resource Transfer Purpose.

Description: This is a binary variable to indicate whether the applications identified in the case were used for the purpose of resource transfer (usually the transfer of money), as for fundraising.

Coder Notes:

Values:

- 1 for YES, the applications were used to transfer resources
- 0 for NO, the applications were not used to transfer resources
- 99 for INFORMATION IS NOT AVAILABLE OR IS UNCLEAR. Please make an educated guess rather than using “99”.
- Examples: donating to a political campaign online, linking an online action to a third-party donation, like corporations sponsoring clicks at FreeRice.org, facilitating commercial transactions.

Source: N/A

COPURP – Co-Creation Purpose.

Description: This is a binary variable to indicate whether the applications identified in the case were used for the purpose of co-creation, a form of coordination in which a (usually) small group collaboratively plans and designs an action or product.

Coder Notes:

Values:

- 1 for YES, the applications were used to co-create
- 0 for NO, the applications were not used to co-create
- 99 for INFORMATION IS NOT AVAILABLE OR IS UNCLEAR. Please make an educated guess rather than using “99”.
- Examples: writing a manifesto on a wiki, using Skype to plan a national day of action, using a Facebook wall to jointly determine a response when an activist is jailed.

Source: N/A

MOBPURP – Mobilization Purpose.

Description: This is a binary variable to indicate whether the applications identified in the case were used for the purpose of mobilization, a form of coordination in which a “call to action” (defined below) is transmitted to supporters.

Coder Notes:

Values:

- 1 for YES, the applications were used to mobilize
- 0 for NO, the applications were not used to mobilize
- 99 for INFORMATION IS NOT AVAILABLE OR IS UNCLEAR. Please make an educated guess rather than using “99”.
- Note: A “call to action” asks the message recipient to take a specific action (for example: “email your Congressman,” “sign our e-petition,” “attend our protest tomorrow,” “recycle,” “register to vote,” “visit our website for more information”).
- Note: The difference between “mobilize” and “broadcast” is that in mobilization there is a call to action (a request for the recipient of the message to take a specific action), but in broadcast there is no call to action, just information sharing. It is possible (and common) for a case to include both.
- Examples: Recruiting people to attend a protest via SMS, tweets asking for donations, writing a post on a blog asking people to wear red to raise awareness of heart disease.

Source: N/A

BRODPURP – Broadcast Purpose.

Description: This is a binary variable to indicate whether the applications identified in the case were used for the purpose of sharing information or opinion.

Coder Notes:

Values:

- 1 for YES, the applications were used to broadcast
- 0 for NO, the applications were not used to broadcast
- 99 for INFORMATION IS NOT AVAILABLE OR IS UNCLEAR. Please make an educated guess rather than using “99”.
- Note: The difference between “mobilize” and “broadcast” is that in mobilization there is a call to action (a request for the recipient of the message to take a specific action), but in broadcast there is no call to action, just information sharing. It is possible (and common) for a case to include both.
- Examples: Publishing a mobile phone video of police abuse on YouTube, live tweeting a protest, publishing posts on environmental issues to educate the public, posting images of potholes to raise awareness of poor infrastructure maintenance.

Source: N/A

NETPURP – Network-Building Purpose.

Description: This is a binary variable to indicate whether the applications identified in the case were used for the purpose of establishing or expanding digital relationships, either between initiators or between initiators and the supporters they seek to mobilize.

Coder Notes:

Values:

- 1 for YES, the applications were used to build networks
- 0 for NO, the applications were not used to networks
- 99 for INFORMATION IS NOT AVAILABLE OR IS UNCLEAR. Please make an educated guess rather than using “99”.
- Note: This includes the weak ties of list-building and requests for volunteers (sharing of contact information with an initiator).
- Example: The Facebook group “We are All Khaled Said” was instrumental in creating relationships between Egyptian activists who later used those relationships to organize a nonviolent revolution.

Source: N/A

VIOLPURP – Technical Violence Purpose.

Description: This is a binary variable to indicate whether the applications identified in the case were used for the purpose of technical violence, which means destruction, defacement, or prevention of access to a online or mobile service or site. It is hacking for destructive and/or disruptive purposes.

Coder Notes:

Values:

- 1 for YES, the applications were used for technical violence
- 0 for NO, the applications were not used for technical violence
- 99 for INFORMATION IS NOT AVAILABLE OR IS UNCLEAR. Please make an educated guess rather than using “99”
- Example: Cyber attacks, cyber-stalking and harassment, hacking into a government web site and changing an image on the homepage to a picture of Hitler to humiliate the government, a DDoS (distributed denial of service) attack on a credit card company’s site, the virus STUXNET successfully targeted and made inoperable many of the computers in Iran’s nuclear enrichment infrastructure.

Source: Freedom House (Kelly and Cook, 2011)

OTHPURP - Other Purpose(s).

Description: This is a binary variable to indicate whether the applications identified in the case were used for a purpose not identified above. You can textually identify this purpose (or purposes) in OTHPURPID1 and OTHPURPID2.

Coder Notes:

Values

- 1 for YES, the applications were used for a purpose (or purposes) not identified above.
- 0 for NO, the applications were not used for any unlisted purpose. All purposes are identified above.
- 99 for INFORMATION IS NOT AVAILABLE OR IS UNCLEAR. Please make an educated guess rather than using "99"
- Note: Identity creation is a purpose that is not listed above and that can be identified below. In that case, coders will input "1" in this variable.

Source: N/A

OTHPURPID – Identify Other Purpose (Textual Description).

Description: This is a textual variable to indicate whether the applications identified in the case were used for a purpose not identified above.

Coder Notes:

Values:

- Please briefly textually identify the other purpose, which the applications in the case were used for but which was not offered as an option above.
- 0 for NO OTHER PURPOSE

Source: N/A

OTHPURPID2 - Identify Other Purpose (Textual Description).

Description: This is a textual variable to indicate whether the applications identified in the case were used for a second purpose not identified above.

Coder Notes:

Values:

- Please briefly textually identify a second purpose, which the applications in the case were used for but which was not offered as an option above.
- 0 for NO OTHER PURPOSE

Source: N/A

NVTYPE – Type of Nonviolent Action Used.

Description: This is a categorical variable to indicate which type(s) of nonviolent action are embodied by the digital actions described in the case. Definitions below are only summaries. For full list of tactics in each category, visit www.bit.ly/civres20

Coder Notes:

Values:

- 1 for PROTEST and PURSUASION: symbolic acts of peaceful opposition, often attempting to convince an audience of the rightness of one's position, or to take a particular action on behalf of the campaign. Examples: Using digital media to organize public rallies and meetings, also visual materials (images, video) online which promote a cause
- 2 for NONCOOPERATION: purposeful withholding of cooperation or unwillingness to initiate in cooperation with an opponent. Examples: Using digital media to organize boycotts and strikes offline or boycotts of digital service (dropping Netflix subscription because of price hikes, leaving Facebook because of privacy policy)
- 3 for INTERVENTION: actions that directly interfere by nonviolent means with the opponents' activities and operation of their system, Examples: Most obvious example is DDoS attacks that prevent the target from serving information via their website, also self-exposure (like Ai Weiwei

creating a livestream monitoring himself), fasting and using digital media to cover fasting, also using digital media to organize sit-ins and occupations.

- 4 for VIOLENT ACTION: Digital technology was used to mobilize people to do physical (offline) harm to other human beings or to property, Examples: use of Blackberry SMS to organize violent riots during the London riots.
- 55 for MULTIPLE TYPES: Multiple types of nonviolent action are mentioned in the case.
- 99 for INFORMATION NOT AVAILABLE OR UNCLEAR. Please make an educated guess rather than using "99".
- 0 for NO NONVIOLENT METHOD: This is the way to code cases that do not include non-violent methods by civil groups to challenge a powerful individual, policy, or organization. For example, a mobile phone application that helps women track their fertility cycles and engage in family planning or helps children learn seeks change, but not through directly challenging institutions of power.

Source: Sharp, 2005.

MULTNV – Multiple Types of Nonviolent Action Used, if More than One

Description: This is a textual variable to be used to list multiple types of nonviolent action that are used.

Coder Notes:

Values:

- Use codes from NVTYPE (1= Persuasion, 2=Noncooperation, 3=Intervention, 4=Violent Action.)
- 0 for NO MULTIPLES

Source: N/A

Note: The next set of variables (DIAGPROB-MOTFRA in particular) identify the problem identified by the initiator(s) of the action, the causes of that problem, and who is responsible for causing the problem presented in the case being coded. Use the Primary Source to help you determine the answers to those questions.

The goal in this section is to use the words of the digital action initiators if at all possible. If you need to add your own words to give context, use brackets []. For example, "It [The government controlled media in Libya] was making it impossible for us [pro-democracy demonstrators] to get media coverage of our ongoing demonstrations" Also, be sure to include the link to where you found the activists' words used to code these variables. Place the link in parentheses following the quote. For example: "Alaa [Egyptian Blogger - Alaa Abd El Fattah] and the rest of the group [10 activists] that was kidnapped yesterday, will be detained for 15 days."

(http://www.manalaa.net/alaa_detained_15_days).

For variables in this section, approach coding as if you were creating a logical narrative. Once you have completed coding this section, briefly review your coding to ensure that the narrative you have created – problem, cause, person responsible, solution, people needed to solve the problem – makes sense such that someone coming to the database for the first time would be able to understand the general features of the case.

DIAGPROB - Problem(s) Diagnosis (Textual Description).

Description: What is (are) the problem(s) or issue(s) identified or perceived by the action initiator(s)?

Coder Notes:

Values:

- DIAGPROB relates to the first dimension of strategic framing, diagnostic. Some event(s) are perceived as problematic, or as symptoms of a more general problem, or problems, needing repair or radical change.
- The basic task is to input how agents in their own words identified the problem(s) they want to confront.
- 99 if INFORMATION IS NOT AVAILABLE OR UNCLEAR.
- Note: If there are multiple problems identified, please insert them textually, separating them with commas, and using the same cell. Include the link where you found the text as a citation in parentheses following the quote Be sure to use quotation marks.

- Note: If the words of the activists do not provide enough context then use your own words in brackets [] within the quotes to give needed context.
- Examples: “We, as netizens, are not free!” or “Activism in the Middle East is under US control”. Importantly, all inputs must be transcriptions of the activists own words.

Sources: N/A

DIAGCAUS - Cause(s) Diagnosis (Textual Description).

Description: What are the causes/sources of the problem(s) identified by the action initiator(s)?

Coder Notes:

Values:

- DIAGCAUS also relates to the first dimension of strategic framing, diagnostic. Agents do not merely identify problem(s) or issue(s) that are problematic. They also identify their cause, or causes, using framing devices, i.e., selecting some aspects of reality over others.
- 99 if INFORMATION IS NOT AVAILABLE OR UNCLEAR.
- Note: If there are multiple causes identified, please insert them textually, separating them with commas, and using the same cell. Include the link where you found the text as a citation in parentheses following the quote. Be sure to use quotation marks.
- Note: If the words of the activists do not provide enough context then use your own words in brackets [] within the quotes to give needed context.
- Examples: “US imperialism”, “Occidental neo-colonialism”, “Neo-liberalism”, “Technological enslavement”, “Middle East Regimes”.

Sources: N/A

DIAGANT - Antagonist(s) Diagnosis (Textual Description).

Description: Who is (or are) responsible for the problem that this action is trying to fix? Antagonist suggests someone who through intentional actions created or contributed to creating the problem the action is trying to fix. The antagonist is the political opponent, adversary, enemy, globally defined as “the other”.

Generally, this dimension involves exposing the antagonists interests and motivations, treating them as guilty and eventually working at the service of very powerful others.

Coder Notes:

Values:

- DIAGANT also relates to the first dimension of strategic framing, diagnostic. Agent(s) do not merely identify a problem or issue and its causes. They attribute also the existence and cause or causes of the problem to an identifiable target(s) or antagonist(s) - governments, organizations or institutions (NGO’s for instance). These antagonists are behind the problem that must be confronted and solved.
- 0 if there is not a clear person, group, entity responsible for the action. For example, a non-profit group in Brazil worked to map the streets and points of interests in the favelas (slums) in Rio that had gone unmapped. In this case there is no clear antagonist.
- 99 if INFORMATION IS NOT AVAILABLE OR UNCLEAR.
- Note: TARGACT is often the same entity as DIAGANT.
- Note: If there are multiple antagonists identified, please insert them textually, separating them with commas, and using the same cell. Include the link where you found the text as a citation in parentheses following the quote (example: “Alaa [Egyptian Blogger - Alaa Abd El Fattah] and the rest of the group [10 activists] that was kidnapped yesterday, will be detained for 15 days.” (http://www.manalaa.net/alaa_detained_15_days). Be sure to use quotation marks.
- Note: If the words of the activists do not provide enough context then use your own words in brackets [] within the quotes to give needed context.
- Examples: “the US Secretary of State”, “US and its allies”, “The rich countries of the West”, “Anti-Middle East activists”.
- Sources: Benford & Snow, 2000.

PROALT - Alternative(s) Prognosis (Textual Description).

Description: What are the solution(s), or the alternative(s), to the problem(s) that are or were identified by the action initiator(s)?

Coder Notes:

Values:

- PROALT relates to the second dimension of strategic framing, prognostic (forward-looking). Prognostic frames encapsulate an alternative, a plan, or a solution, intended to solve a diagnosed problem or problems. They further specify a future state of affairs that embodies the solution. This variable describes what the action initiators see as the solution to the problem identified in DIAGPROB. This is the future goal the action hopes to achieve. For example, the overthrow of a dictator, the repeal of an Internet censorship policy. This variable is not intended to describe strategies and actors needed to achieve the goal. The basic task is to input in the words of the initiators what they propose as a solution to the perceived problem. Implicit are their objective(s), strategies and tactics, necessary to achieve the solution.
- 99 if INFORMATION IS NOT AVAILABLE OR UNCLEAR.
- Note: If there are multiple alternative prognoses identified, please insert them textually, separating them with commas, and using the same cell. Include the link where you found the text as a citation in parentheses following the quote. Be sure to use quotation marks.
- Note: If the words of the activists do not provide enough context then use your own words in brackets [] within the quotes to give needed context.
- Examples: “A genuine Middle East digital activism”, “Taking this matter in our own hands”.

Sources: Benford & Snow, 2000.

PROPROG - Protagonist(s) Prognosis (Textual Description).

Description: This variable describes who must solve the problem. This means identifying the individuals, groups, and organizations that are needed to carry out the resolution of the problem.

Coder Notes:

Values:

- PROPROG also relates to the second dimension of strategic framing, prognostic framing. Activists not only identify and propose an alternative or a solution to the problem or problems, they also identify who can solve them. Who can change things?
- The basic task is to input, in their own words, how agents expressed who must take action to solve the problem or problems.
- 99 if INFORMATION IS NOT AVAILABLE OR UNCLEAR.
- Note: If there are multiple protagonist prognoses identified, please insert them textually, separating them with commas, and using the same cell. Include the link where you found the text as a citation in parentheses following the quote. Be sure to use quotation marks.
- Note: If the words of the activists do not provide enough context then use your own words in brackets [] within the quotes to give needed context.
- Note: Individuals, groups, organizations are needed to carry out the solutions and will often include target audiences (TARGAUD1 and TARGAUD2).
- Examples: “We will liberate Middle East digital activism”, “We must create a coalition of digital liberators”, “Middle East Bloggers will be the solution”. The best solution is to identify “we”, “they”, or “you”, using contextualization brackets []. Examples, from above: “We [Tunisian digital activists] will liberate Middle East Activism”, or: “We [All Tunisians] will liberate Middle East Activism”. Coders should strive for the best possible identification.

Sources: Benford & Snow, 2000.

MOTFRA - Motivational Frame(s) (Textual Description).

Description: What are the main rhetorical phrases or slogans used for mobilization or motivating action [that are or were] used by the action initiator(s)?

Coder Notes:

Values (in bold):

- MOTFRA relates to the third and the last dimension of strategic framing - how discourse is framed to mobilize followers. How was discourse framed in order to appeal to the emotions and thoughts of individuals and to persuade them to mobilize for a cause? What slogans, if any, were used [if they were used]?
- Repertories of mobilization are slogans, phrases or sentences used by activists to mobilize and motivate their audiences in order to attain their objectives. They are very simple, emotionally charged, intended to have resonance within the audiences.
- These phrases and slogans should always be the words of the action initiators and so should always be in quotes. If the kind of action does not employ or warrant the use of motivational slogans or phrases use "0."
- 99 if INFORMATION IS NOT AVAILABLE OR UNCLEAR.
- Note: If there are multiple motivational frames (slogans) identified please insert them textually, separating them with commas, and using the same cell. Include the link where you found the text as a citation in parentheses following the quote, (example: "Free Alaa." (http://www.manalaa.net/alaa_detained_15_days)). Be sure to use quotation marks.
- Examples: "We want a free Middle East online activism, now!", "Let's stop Western digital invasion!", "Don't wait - mobilize now for a free Middle East activism" "Don't sell your soul for their technology"."Our digital freedom first!".

Sources: Benford & Snow, 2000.

CAUSE1 – Cause Advanced or Defended in Digital Action

Description: This variable identifies the main cause the action seeks to advance or defend.

Coder Notes:

- Choose the narrowest accurate cause.
- If there are many causes promoted in the case, please code the one cause that you think best defines the topic or purpose of the action in the case.
- Values (Categories are listed by type, values are in bold):

RIGHTS and HUMAN WELFARE

- 1 for HUMAN RIGHTS (only use if no more specific rights category stated).
- 2 for WOMEN'S RIGHTS: Women's Rights, Women's Empowerment, Women's Issues, Gender, Reproductive Rights, Sexism, (not sex work issues, which is 9).
- 3 for AGE-SPECIFIC RIGHTS: Youth, Children, Senior Citizens.
- 4 for CONTESTED CITIZENSHIP RIGHTS: Refugee Issues, Immigrants' Rights.
- 5 for ETHNIC IDENTITY: Indigenous Rights, African American Empowerment, Rights of Ethnic Minorities, Racism
- 6 for LGBT: LGBT Rights, Gay Rights, Queer Rights, Marriage Equality.
- 7 for FREEDOM OF INFORMATION: Freedom to Produce and Consume Information, Freedom of Speech, Freedom of Expression Online or Offline, Anti-Filtering and Anti-Censorship, Access to Information, Communication Rights (production, distribution, consumption), Freedom of the Press and Digital Press, Freedom to Publish
- 9 for WORKERS' RIGHTS: Workers' and Labor Rights, Sex Workers' Rights, Slavery, Sex Trafficking, Unions.
- 10 for RELIGIOUS RIGHTS: Freedom of Religion, Rights of Religious Minorities, Asserting Religious Principles, Demanding Recognition of Religious Identity, Fundamentalism, Freedom of Religion, Atheism
- 11 for ANTI-VIOLENCE: Anti-Torture, Anti-Genocide, Pro-Peace, Security Issues, Against Police Violence
- 12 for INTOLERANCE: Anti-Gay, White Supremacist, Terrorism
- 13 for MEDIA: Amplifying Information Ignored by Mainstream Media (not censorship issues, which are 7), Highlighting Media Bias

- 14 for ANTI-CORRUPTION
- 15 for AGAINST UNLAWFUL DETENTION: Imprisonment, Jailing, Kidnapping, and Forced Disappearances Without Due Process of Law

GENERAL POLITICS

- 21 for GOVERNMENT OR REGIME CHANGE: Radical change in the form of government – in the institutions, norms and political culture that are present in the political system, as from an autocracy to a democracy. This also includes removing government leaders outside of an electoral process (example: president forced to resign).
- 23 for DEMOCRATIC RIGHTS AND FREEDOMS: Free and Fair Elections, Transparent Elections, Voter Registration, Voter Rights, Accountable Officials, Political Participation, Freedom of Assembly, Government Accountability,
- Rule of Law, Civic Engagement, Citizen Education (Anti-Corruption is now 14)
- 24 for NATIONAL IDENTITY: Nationalism, Patriotism, Asserting National Identity (as in Tibet, Palestine), Sovereignty Issues, Border Issues, Asking for Fair Media Coverage of One’s Country
- 25 for CYBERWAR: Transnational DDoS Attacks, Politically Motivated Hactivism, Cyber-Vandalism, and Viruses (must involve actors from one country acting against the government of another country).
- 26 for CRISIS RESPONSE: Man-Made (Ethnic Violence, Civil War, Riot, Famine) or Natural (Earthquakes, Floods, Fires, Famine).

PUBLIC POLICY ISSUES

- 31 for TECHNOLOGY: Free and Open Source Software, Net Neutrality, Online Privacy, Data Security, Digital Rights, Digital Divide, Technology Law, Support for e-Government.
- 32 for ECONOMICS: Anti-Poverty, Development, ICT4D, M4D, Micro-Finance, Debt, Jobs Programs, Anti-Capitalism, Anti-Globalization
- 33 for HEALTH: Public Health, HIV/AIDS, Health Care, Hunger, Food Security, Water Security.
- 34 for LEGAL: Legal Reform, Drug Reform, Marijuana Legalization, Prisoner’s Rights.
- 35 for EDUCATION.
- 36 for NATURE and ENVIRONMENT: Environmental Justice, Clean Energy, Global Warming, Rights of Animals, Climate Change, Recycling, Sustainability, Preservation, Conservation, Green Issues.

PRIVATE SECTOR

- 41 for PRIVATE SECTOR: Anti-Corporate, Unethical Business Practices.
- 99 for INFORMATION NOT AVAILABLE OR UNCLEAR. Please make an educated guess rather than using “99”.
- 88 for OTHER CAUSE not listed above (identify textually in OTHCAUSE)

Source: N/A

CAUSE2 – Other Cause Advanced or Defended in Digital Action.

Description: If there are multiple causes associated with the action, use this variable to identify another cause, using the CAUSE1 variable list.

Coder Notes:

Values:

- 0 if there is NO ADDITIONAL CAUSE associated with the action to be identified.
- 88 for OTHER CAUSE not listed in CAUSE1 (you can textually identify these other causes in OTHCAUSE1 and OTHCAUSE2). [88 instead of 33]
- 99 for INFORMATION IS NOT AVAILABLE OR UNCLEAR. Please make an educated guess rather than using “99” .

Source: N/A

CAUSE3 – Other Cause Advanced or Defended in Digital Action.

Description: If there are multiple causes associated with the action, use this variable to identify another cause, using the CAUSE1 variable list.

Coder Notes:

Values:

- 0 if there is NO ADDITIONAL CAUSE associated with the action to be identified.
- 88 for OTHER CAUSE, not listed in CAUSE1 (you can textually identify these other causes in OTHCAUSE1 and OTHCAUSE2). [88 instead of 33]
- 99 for INFORMATION IS NOT AVAILABLE OR UNCLEAR. Please make an educated guess rather than using “99”.

Source: N/A

OTHCAUSE – Other Cause, if More Than One.

Description: Identify any other causes described in the case.

Coder Notes:

Values:

- Use numeric codes from CAUSE1, or write in a cause that is not in the list.
- 0 if NO OTHER CAUSE, there is no additional cause associated with the action to be identified.
- 99 for INFORMATION IS NOT AVAILABLE OR UNCLEAR. Please make an educated guess rather than using “99”.

Source: N/A

OTHCAUSEID2 – Other Cause (Textual Description).

Description: This a textual variable used to identify another cause not included in the CAUSE1 list. Please write in the cause (only one) in a few words.

Coder Notes:

Values (in bold):

- 0 if NO OTHER CAUSE, there is no additional cause associated with the action to be identified.
- 99 for INFORMATION IS NOT AVAILABLE OR UNCLEAR. Please make an educated guess rather than using “99”.

Source: N/A

OUTCOME – Outcome of Digital Action.

Description: This is a dichotomous variable intended to identify whether – in your opinion – the digital action described in the case succeeded or failed. Success (1) is defined as achieving the stated or implied goal of the digital action.

Coder Notes:

Values:

- 1 for SUCCESS
- 0 for FAILURE / NOT SUCCESS
- Note: Regardless of process successes (for example, in mobilizing supporters or increasing awareness of the issue), if the goal was not achieved, the case must be coded a failure (0).
- 99 for INFORMATION NOT AVAILABLE OR UNCLEAR. Please make an educated guess rather than using “99”.

Source: N/A

OUTID – Identify Outcome (Textual Description).

Description: Explain the reasoning behind your coding of OUTCOME.

Coder Notes:

Values:

- Note: This is a place to mention process successes, regardless of whether you coded OUTCOME a success (1) or failure (0). (Example: While the activists did not succeed in having corrective rape defined as a hate crime by the South African government their petition was signed by 170,000

people and the government agreed to meet with them and form a task force to investigate the issue.)

- 99 for INFORMATION NOT AVAILABLE OR UNAVAILABLE.

Source: N/A

OUTDEM - Democratic Outcome(s).

Description: Do the initiators identify any of the results of their action as democratic? .

Coder Notes:

Values:

- 1 for YES, there are IDENTIFIABLE DEMOCRATIC OUTCOMES perceived by the initiators.
- 0 for NO IDENTIFIABLE DEMOCRATIC OUTCOMES perceived by the initiators.
- 99 for INFORMATION NOT AVAILABLE OR UNAVAILABLE.
- Note: Do not give your own opinion; base your answer only on the presence/absence of democracy claims by initiator(s) by using the words “democracy,” “democratic,” or similar.
- Note: One way to find this information is to do a search of Primary and Secondary Sources for the keywords “democracy”, “democratic”, etc.

Source: N/A

OUTDEMID1 - Identify Democratic Outcome (Textual Description).

Description: Textually describe what the democratic outcome was, using only the words of the initiators. Up to two (2) democratic outcomes may be textually identified using OUTDEM1 and OUTDEM2.

Coder Notes:

Values:

- Textual entry to identify one democratic outcome.
- 0 if NO DEMOCRATIC OUTCOMES identified.
- 99 for THE INFORMATION NOT AVAILABLE OR UNCLEAR.
- Note: If you coded a 1 (yes) for OUTDEM, write here the words of initiators in which they identify democratic outcomes.
- Note: Use quotation marks for initiator words and brackets [] if you need to add text to clarify.

Source: N/A

OUTDEMID2 - Identify Democratic Outcome (Textual Description).

Description: Textually describe another democratic outcome, using only the words of the initiators.

Coder Notes:

Values:

- Textual entry identify another democratic outcome.
- 0 if NO OTHER DEMOCRATIC OUTCOMES identified.
- 99 for THE INFORMATION NOT AVAILABLE OR UNCLEAR.
- Note: If you coded a 1 (yes) for OUTDEM, write here the words of initiators in which they identify democratic outcomes
- Note: Use quotation marks for initiator words and brackets [] if you need to add text to clarify.

Source: N/A

NOTES – Additional Information (Textual Description). OPTIONAL

Description: This is a place for coders to include information which they think is valuable, but which was not requested in any of the existing variables. It is an optional variable and can be left blank

Coder Notes:

Values:

- Textual description or
- 0 for NO NOTES

Source: N/A

References

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Data File Labeling Conventions

This list of three-letter country codes, known as “ISO ALPHA-3” are used to code the following variables. The source is United Nations International Organization of Standardization:

- **CNTRY1**– Country Targeted by Digital Action.
- **MULTCNT** - Names of Countries Targeted, If More Than One.
- **CNTRY2** – Other Country Targeted by Digital Action.
- **CNTRY3** – Other Country Targeted by Digital Action.
- **CNTRY4** – Other Country Targeted by Digital Action.
- **ICNTRY1** – Country of the Initiator(s) of the Digital Action.
- **MULTICNT** - Names of Initiator Countries, If More Than One.
- **ICNTRY2** – Country of the Other Initiator(s) of the Digital Action.

Country or Area Name	ISO Alpha-3 Code
Afghanistan	AFG
Åland Islands	ALA
Albania	ALB
Algeria	DZA
American Samoa	ASM
Andorra	AND
Angola	AGO
Anguilla	AIA
Antigua and Barbuda	ATG
Argentina	ARG
Armenia	ARM
Aruba	ABW
Australia	AUS
Austria	AUT
Azerbaijan	AZE
Bahamas	BHS
Bahrain	BHR
Bangladesh	BGD
Barbados	BRB
Belarus	BLR
Belgium	BEL
Belize	BLZ
Benin	BEN
Bermuda	BMU
Bhutan	BTN
Bolivia (Plurinational State of)	BOL
Bonaire, Saint Eustatius and Saba	BES
Bosnia and Herzegovina	BIH
Botswana	BWA

Brazil	BRA
British Virgin Islands	VGB
Brunei Darussalam	BRN
Bulgaria	BGR
Burkina Faso	BFA
Burundi	BDI
Cambodia	KHM
Cameroon	CMR
Canada	CAN
Cape Verde	CPV
Cayman Islands	CYM
Central African Republic	CAF
Chad	TCD
Channel Islands	
Chile	CHL
China	CHN
China, Hong Kong Special Administrative Region	HKG
China, Macao Special Administrative Region	MAC
Colombia	COL
Comoros	COM
Congo	COG
Cook Islands	COK
Costa Rica	CRI
Côte d'Ivoire	CIV
Croatia	HRV
Cuba	CUB
Curaçao	CUW
Cyprus	CYP
Czech Republic	CZE
Democratic People's Republic of Korea	PRK
Democratic Republic of the Congo	COD
Denmark	DNK
Djibouti	DJI
Dominica	DMA
Dominican Republic	DOM
Ecuador	ECU
Egypt	EGY
El Salvador	SLV
Equatorial Guinea	GNQ
Eritrea	ERI

Estonia	EST
Ethiopia	ETH
Faeroe Islands	FRO
Falkland Islands (Malvinas)	FLK
Fiji	FJI
Finland	FIN
France	FRA
French Guiana	GUF
French Polynesia	PYF
Gabon	GAB
Gambia	GMB
Georgia	GEO
Germany	DEU
Ghana	GHA
Gibraltar	GIB
Greece	GRC
Greenland	GRL
Grenada	GRD
Guadeloupe	GLP
Guam	GUM
Guatemala	GTM
Guernsey	GGY
Guinea	GIN
Guinea-Bissau	GNB
Guyana	GUY
Haiti	HTI
Holy See	VAT
Honduras	HND
Hungary	HUN
Iceland	ISL
India	IND
Indonesia	IDN
Iran (Islamic Republic of)	IRN
Iraq	IRQ
Ireland	IRL
Isle of Man	IMN
Israel	ISR
Italy	ITA
Jamaica	JAM
Japan	JPN
Jersey	JEY
Jordan	JOR
Kazakhstan	KAZ

Kenya	KEN
Kiribati	KIR
Kuwait	KWT
Kyrgyzstan	KGZ
Lao People's Democratic Republic	LAO
Latvia	LVA
Lebanon	LBN
Lesotho	LSO
Liberia	LBR
Libyan Arab Jamahiriya	LBY
Liechtenstein	LIE
Lithuania	LTU
Luxembourg	LUX
Madagascar	MDG
Malawi	MWI
Malaysia	MYS
Maldives	MDV
Mali	MLI
Malta	MLT
Marshall Islands	MHL
Martinique	MTQ
Mauritania	MRT
Mauritius	MUS
Mayotte	MYT
Mexico	MEX
Micronesia (Federated States of)	FSM
Monaco	MCO
Mongolia	MNG
Montenegro	MNE
Montserrat	MSR
Morocco	MAR
Mozambique	MOZ
Myanmar	MMR
Namibia	NAM
Nauru	NRU
Nepal	NPL
Netherlands	NLD
New Caledonia	NCL
New Zealand	NZL
Nicaragua	NIC
Niger	NER

Nigeria	NGA
Niue	NIU
Norfolk Island	NFK
Northern Mariana Islands	MNP
Norway	NOR
Occupied Palestinian Territory	PSE
Oman	OMN
Pakistan	PAK
Palau	PLW
Panama	PAN
Papua New Guinea	PNG
Paraguay	PRY
Peru	PER
Philippines	PHL
Pitcairn	PCN
Poland	POL
Portugal	PRT
Puerto Rico	PRI
Qatar	QAT
Republic of Korea	KOR
Republic of Moldova	MDA
Réunion	REU
Romania	ROU
Russian Federation	RUS
Rwanda	RWA
Saint-Barthélemy	BLM
Saint Helena	SHN
Saint Kitts and Nevis	KNA
Saint Lucia	LCA
Saint-Martin (French part)	MAF
Saint Pierre and Miquelon	SPM
Saint Vincent and the Grenadines	VCT
Samoa	WSM
San Marino	SMR
Sao Tome and Principe	STP
Saudi Arabia	SAU
Senegal	SEN
Serbia	SRB
Seychelles	SYC
Sierra Leone	SLE
Singapore	SGP
Sint Maarten (Dutch part)	SXM

Slovakia	SVK
Slovenia	SVN
Solomon Islands	SLB
Somalia	SOM
South Africa	ZAF
Spain	ESP
Sri Lanka	LKA
Sudan	SDN
Suriname	SUR
Svalbard and Jan Mayen Islands	SJM
Swaziland	SWZ
Sweden	SWE
Switzerland	CHE
Syrian Arab Republic	SYR
Tajikistan	TJK
Thailand	THA
The former Yugoslav Republic of Macedonia	MKD
Timor-Leste	TLS
Togo	TGO
Tokelau	TKL
Tonga	TON
Trinidad and Tobago	TTO
Tunisia	TUN
Turkey	TUR
Turkmenistan	TKM
Turks and Caicos Islands	TCA
Tuvalu	TUV
Uganda	UGA
Ukraine	UKR
United Arab Emirates	ARE
United Kingdom of Great Britain and Northern Ireland	GBR
United Republic of Tanzania	TZA
United States of America	USA
United States Virgin Islands	VIR
Uruguay	URY
Uzbekistan	UZB
Vanuatu	VUT
Venezuela (Bolivarian Republic of)	VEN
Viet Nam	VNM
Wallis and Futuna Islands	WLF

Western Sahara	ESH
Yemen	YEM
Zambia	ZMB
Zimbabwe	ZWE

The End

Thank you!