**News Framing of Gun Violence Codebook**

**Instructions:**

To code each news story, take a look at the headline and an image associated with the story, and then answer the following questions.

Please note that the image may (or may not) help you decide the theme(s) of the story. You should decide the theme(s) mainly based on the headline.

**Q1: Is this news article related to gun violence in the United States?**

*Note:* Irrelevant articles include the coverage of gun violence in other countries and shootings involving police officers. An article that covers a list of stories (e.g., the top 10 news stories of this month) is also considered not relevant.

1. Yes
2. No (End of coding; enter “99” for the rest of the cells)

**Q2: What is the focus of the news story?**

1. The story focuses on one incident or event related to gun violence
2. The story focuses on the issue of gun violence as an ongoing problem

**Q3-1/2: What is the main theme of this news story?**

*Note:* Code up to two dominant themes. Consider the following headline as an example: “The Second Amendment rights of more than 4 million Americans are at risk thanks to Republicans in Congress.” This headline should be coded as both 1) Gun rights, and 3) Politics. Whichever theme that comes first in the headline should be entered as Theme1. Enter “99” if there is no theme identified for both Q3-1 and Q3-2.

1. Gun/2nd Amendment rights
2. Gun control/regulation
3. Politics
4. Mental health
5. School or public space safety
6. Race/ethnicity
7. Public opinion
8. Society/culture
9. Economic consequences

99) None of the above

**Q4\_1: To what extent does the image represent the first theme (Q3-1) of the news story?** Enter a number between 0 and 10, where 0 = The image is not relevant to the theme at all and 10 = The image perfectly represents the theme. Take a note if the photo is clearly not relevant to the story, e.g., logo of the media site.Enter “99” if no theme is identified.

**Q4\_2: To what extent does the image represent the second theme (Q3-2) of the news story?** Enter a number between 0 and 10, where 0 = The image is not relevant to the theme at all and 10 = The image perfectly represents the theme. Enter “99” if no theme is identified.

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| **Variable** | **Definition** | **Example** |
| Q2-1  Episodic frame | The story focuses on a single case such as information about one incident of gun violence and one individual’s story about gun ownership.  Often times, stories coded in episodic frame only contain facts of one incident. | “Man shot, injured with what was thought to be a toy gun” |
| Q2-2  Thematic frame | The story focuses on the issue of gun violence in general such as suggesting causes of or solutions to the problem.  Generally speaking, news stories about protests should be considered thematic because protests are usually about advocating a certain solution to the gun violence issue.  Stories that are about consequences of one shooting incident (e.g., the impact of one shooting incident on a certain community) are also considered thematic. | “Parkland School Shooting Leads to New Vermont Gun Laws”  “Miami Democrats protest to remove gun show from fairgrounds” |
| Q3-1  Gun rights | The story is related to the Constitution, the second amendment, and protection of individual liberty and gun ownership as a right, including:   * Meaning of the 2nd amendment * The irrefutability of one’s right to own guns * Gun ownership as critical to democracy and protecting oneself | “Membership, interest in gun rights groups soar in the weeks after the Florida high school shooting”  “Rapper ‘Killer Mike,’ NRA host Colion Noir: No guns would turn people into slaves” |
| Q3-2  Gun control | The story is about issues related to regulating guns through legislation and other institutional measures.   * Enforcing and/or expanding background checks * Limiting sale of guns and/or related dangerous equipment (e.g., AR15s, semi-automatic rifles, bump stocks, large-capacity ammo) * Increasing age limits on gun purchases * Implementing licensing and gun safety training programs | “GOP lawmaker calls for age restriction on AR-15s”  “No bump stocks turned in to Denver police after ban” |
| Q3-3  Politics | The story is mainly about the political issues around guns and shootings, including:   * Political campaigns and upcoming elections (e.g., using guns as a wedge issue or motivating force to get people to the polls) * Fighting between the Democratic and Republican parties, or politicians * Political money contributions from gun lobbies (e.g., NRA) * One political party or one politician’s stance on gun violence. Therefore, as long as the news headline mentions a politician’s name, it often indicates the theme of politics. * Often times, the politicians’ names or the party names should be mentioned. | “How Illinois governor candidates would address gun violence”  “Trump warns Dems will 'take away your Second Amendment'”  “Lindsey Graham: Both parties will suffer if Congress doesn't act on new gun bill” |
| Q3-4  Mental health | The story is about issues related to individuals’ mental illnesses or emotional well-being, or the mental health system as a whole, including:   * Predicting and preventing mental health breakdowns * Treating mental illness * Creating measures to ensure mentally ill people do not have access to guns * Descriptions of individuals’ behavioral / personality traits that indicate instability, impulsivity, anger, etc. | “Gun debate hits home for families dealing with myths about violence, mental illness”  “Renewed Debate Over Gun Access, Mental Health”  “Las Vegas gunman lost money, became unstable before shooting” |
| Q3-5 Public/school safety | Issues related to institutional and school safety, including:   * Awareness and monitoring of “troubled” individuals by law enforcement (e.g., local police, FBI) * Safety measures in schools to prevent or mitigate shootings (e.g., police/safety officers in the school, armed teachers, metal detectors, clear backpacks) * Note that a headline simply mentioning “school shooting” does not necessarily mean it uses this safety measure frame. | “Preschoolers among students required to carry clear backpacks in Texas school district”  “Scott wants armed police at Stoneman Douglas after disturbing incidents at Parkland school”  “Sales of bulletproof school supplies spike after Florida shooting” |
| Q3-6  Race/ethnicity | The story is about gun issues related to certain ethnic group(s), including:   * Angry, isolated white men as primary perpetrators of domestic gun violence * Immigrants from Mexico bringing in guns from across the border * Muslim “terrorists” * Gun violence in African American communities | “Illegal immigrant acquitted of Kate Steinle's murder faces judge on gun charges”  “The disparities in how black and white men die in gun violence, state by state” |
| Q3-7  Public opinion | The study is about the public’s, including a certain community’s reactions to gun-related issues, including:   * Public opinion polls related to guns * Protests * Mourning victims of gun violence * The public’s emotional responses | “Baltimore students walk out of class to protest gun violence” |
| Q3-8 Social/cultural issues | Societal-wide factors that are related to gun violence, including:   * Violence in media (e.g., TV/movies and video games) * Social pressures that may incite someone to violence (e.g., cliques/bullying and isolation) * Breakdown in family structures, so there is a lack of familial support and stability * Breakdown in community structures (e.g., religious organizations, other civic-oriented groups), so there is a lack of community support and stability | “There's Not A Single Ounce Of Evidence To Link Mass Shootings To Video Games” |
| Q3-9  Economic consequences | The story is about financial losses or gains, or the costs involved in gun-related issues, including:  - The actual sales of firearms  - The financial consequences of gun regulation (e.g., lost tax revenue, or gun manufacturing companies moving to a different state)  - The financial state of gun-related lobbying groups (e.g., the NRA)  - Federal budget for gun-related programs | “The NRA Is In Deep, Deep Financial Trouble” |