**Visual framing analysis**

**V1: What is central subject of the photo?**

**Each subject implies certain theme(s) but not necessarily so.**

1. People: Gun shooter/suspect (🡪 theme “mental health”)
2. People: Gun hobbyist/activist + gun-related activities with a hand (🡪 theme "gun rights")
3. People: Victim / affected family and friends/bystanders (🡪 theme “public opinion”)
4. People: Politicians (🡪 theme “politics”)
5. People: Law enforcement (e.g., police offers, security guards) (🡪 theme “public safety”)
6. Object: Firearm/bullets (can mean anything or “gun control” for certain gun images)
7. Object: Gun /hunting gear stores/gun show (🡪 theme “economic consequences” or “gun rights”)
8. People: Demonstrators/Demonstrations (🡪 theme “public opinion”)
9. Object: Protest signs (🡪 theme “gun control” or “gun rights”)
10. People/mainly object: Memorials objects and people (🡪 theme “public opinion”)
11. Object/people: Crime scene/police cars/people during or right after the crisis (🡪 episodic theme)
12. Object: Legislative buildings/courthouses (🡪 theme “gun control” or “politics”)
13. Object/people: School/campus/students indicating school/campus (🡪 theme “public safety”)
14. NRA objects / NRA representatives (🡪 theme “gun rights” or “economic consequences”)
15. Object: Company buildings/logos (🡪 theme “economic consequence”)
16. Other

**V2: Does the image show anything related to race/ethnicity?**

* 1. Racial/ethnic minority groups /buildings of a specific group (🡪 theme “ethnicity”)
     1. Only if the CENTRAL subject is from racial/ethnic minority group
     2. Do NOT code it if there is only one or a couple of non-White people in a large crowd
  2. KKK/white supremacy/hate groups (🡪 theme “ethnicity”)

0) None

**V3: Is the image relevant to theme 1?**

**(See notes in V1/V2 and Lee’s image examples in the Google Doc)**

1. Yes

0) No

**V4: Is the image relevant to theme 2?**

1. Yes

0) No

Notes

* Bullets + single gun (generic, it can be anything)
* Object: 3Dgun or a pile of gun or bump stocks (🡪 “gun control”)