**Codebook for Coders**

The text was posted by breast cancer nonprofit organizations on Facebook and contained narratives/stories related to breast cancer.

* **Narrative Event(s) related to breast cancer “NE” [choose all that apply]**

Definition: A narrative event involves specific events or actions experienced by a character or narrator in the post. Please code the occurrences of all events in the post, such as “3”, “2,4”, or “2,4,5”.

1. Prevention
2. Detection, diagnosis
3. Treatment
   * Receiving treatment (e.g., getting the IV chemo, lying in the hospital bed)
   * Treatment effects (e.g., bald head, flat chest, wearing a head wrap)
   * Treatment milestone or completion (e.g., ringing the chemo bell, showing radiation therapy completion certificate).
4. Survivorship
   * Complete remission/cancer free; recurrence; a second cancer; and death.
   * Fundraising, any prosocial or philanthropic activities.

* **Narrator perspective “NP” [choose one]**

Definition: Narrator is the person telling the story. When coding, prioritize a perspective that is NOT the breast cancer organization.

1. Breast cancer survivor

2. Breast cancer survivor’s family or friends

3. Mixed (i.e., survivor + family or friends)

4. Journalists/news media

5. Breast cancer organization