

Website/Source/Type	Content Text/Speech	Informativeness Coding (Evidence based report on player/team performance, screen capture of information from source) Yes = 1, No = 0	Informativeness Coding (Transparency of sources of information) Yes = 1, No = 0	Informativeness Coding (Balanced rhetoric, no favoritism of player/team) Yes = 1, No = 0	Informative Coding (Direct Quote)	Persuasiveness Coding (Engagement farming, uses profound rhetoric to entice) Yes = 1, No = 0	Persuasiveness Coding (Conflict exaggeration/compari son, or unrelated to game/sport) Yes = 1, No = 0	Persuasiveness Coding (Personal narrative/bias indicated in text/speech) Yes = 1, No = 0	Positive (1), Negative (2), Neutral (0)	Additional Comments/Added Context
<a href="#">X Post (@TheDunkCentral)</a> (NBA)	Boogie Cousins says Rudy Gobert is the most overrated player in the NBA  "You can't be a 4x DPOY and get played off the floor."  ( @RunItBackFDTV) [Video Attached]	0	1	0	1	1	1	1	2	Regardless of Rudy Gobert's (the player that initiator Boogie Cousins is referencing) playstyle, Boogie used Fanduel TV's platform during a healthy discussion/debate about the Lakers-Timberwolves playoff run to inset his own narrative, ultimately slandering the player.
<a href="#">X Post, Interview Clip (@FirstTake - ESPN Affiliate)</a> (NBA)	@stephenasmith says NFL teams don't want to deal with Shedeur Sanders because of his dad's influence and they "can't admit it."  "[Shedeur's] not gonna just take instructions ... he's going to challenge your football intellect."	0	0	0	1	1	1	1	2	Not only is the source's (@FirstTake) use of emojis implies controversy and skepticism, but the reporter Stephen A. Smith (in video) uses rhetoric to talk down about the possible NFL draftee, Shedeur Sanders.
<a href="#">X Post (@TheNBACentel - Gimmick/Parody Account, posing as @TheDunkCentral)</a> (NBA)	Doc Rivers has informed the Bucks he'll start approaching the playoffs with a serious mindset beginning Game 3. (Via @ChrisBHayne) [Gimmick Account, Gimmick Source in on the joke]	0	0	0	0	1	1	0	0	@TheNBACentel is a gimmick account that is parodying @TheDunkCentral's X account, which has garnered engagement from a large media audience of their accounts appearance similarity ('Centel' parodied by 'Centel' - missing a letter) and it's spread of wild misinformation of basketball news.
<a href="#">Fox Sports Article Headline</a> (NBA)	Mark Williams doesn't buy Lakers' reason for rescinded trade: 'They had second thoughts'	0	0	0	1	1	1	0	0	After a trade got rescinded between the Los Angeles Lakers and Charlotte Hornets (very uncommon in the NBA), Fox Sports used this opportunity to stir more controversy through this headline, with what seems like an aim to have audiences choose sides.
<a href="#">Yahoo Sports Headline</a> (NBA)	ESPN reporter hints at drama between 'turned off' Dirk Nowitzki, Mavericks in Luka Doncic fallout	0	1	1	1	1	1	1	2	By implying the ESPN reporter 'hints at drama', there is no solid claim that there is drama between Dirk Nowitzki (former NBA player) and the Dallas Mavericks, only speculation.
<a href="#">X Post @BleacherReport (Hockey)</a> (NHL)	ALEX OVECHKIN STRIKE HE HAS MORE CAREER PLAYOFF GOALS THAN ENTIRE MONTREAL ROSTER [Video Attached]	1	1	0	0	1	1	0	0	By comparing Ovechkin's goals to the entirety of Montreal's team, it isn't explicitly harmful rhetoric, but sets up discourse between fandoms of comparison and contrasting which can lead to a spread of negativity.

<a href="#">Clip from the Stephen A. Smith Show (Independent podcast with ESPN anchor, affiliated with "First Take" show (NBA))</a>	<p>"And I know there's some people out there that's going to be like, "I'm milking the story for all it's worth." Well, I've been winning in television for quite some time. I don't need an incident like this to talk about LeBron, and I don't need an incident like this to get ratings. LeBron gives us plenty of ammunition to talk about him, both good and bad... You want me to act? You want this to be a reincarnation of Chris Rock and Will Smith?...let me assure you it wouldn't have gone down like that...I would've immediately swung on him."</p>	0	0	0	1	1	1	1	2	<p>The situation Stephen A. Smith is referring to is a conflict between him and LeBron James, where James approached Smith courtside during a game to warn him about using harmful rhetoric against his son. By mentioning that he 'would've swung on him', had the situation been in private, let alone mentioning the situation on his personal podcast when he already mentioned it on ESPN's First Take is him taking advantage of the publicity he was given to create his own narrative.</p>
<a href="#">X Post (@CollegeSportsO). Headline + Graphic (NFL)</a>	<p>We're begging ESPN not to do this tomorrow night. #NFLDraft (Graphic depicting 3 football players' descriptions on the broadcasted NFL draft, which include mentions of tragedies these players faced in life, familial and personal)</p>	1	0	1	0	1	1	1	0	<p>While the OP (original poster) applies his personal bias towards ESPN coverage, ESPN including these personal experiences of players that may have brought trauma in their lives is unnecessary in the circumstance of the NFL Draft, where the coverage should be focused on the draftees abilities. The graphic depicted included previous examples of ESPN draft graphics of examples of this tactic being used in the past.</p>
<a href="#">X Post (@BleacherReport). Headline + Graphic (NFL/NCAAF)</a>	<p>GIANTS PASS ON SHEDEUR at pick 25 and draft Jaxon Dart TWO QBs off the board before Sanders</p>	1	0	0	0	1	1	1	2	<p>By assuming the New York Giants would draft Shedeur Sanders to the NFL, a college QB whom has constantly been criticized and highlighted for his playstyle due to his father, Deion Sanders, who is an NFL Legend, Bleacher Report continues to feed into this narrative the media made, by saying they 'pass' on Sanders, focusing the attention more on him than the actual draftee, Jaxon Dart.</p>