

Extremist Propaganda Imagery: IS codebook

A – Image Identifier: Image item#

Dabiq magazine number followed by number on image in magazine (e.g. D1_2 is the second image tagged in the first Dabiq magazine)

B – Magazine Number: Magazine Issue

Magazine (D for Dabiq and R for Rumiya) followed by the number of the issue

C – Image Number: Image number

The number assigned to the image

D – In or Out: Which group is present in the picture?

-99 unclear

0 in-group

1 out-group (Westerners/crusaders, shia, corrupt Muslims, apostate leaders, etc.)

*NOTE: when an image has both in and out-group members depicted, code which group is doing the action (e.g. code beheader, not beheadee).

E – Explicit: Which type of group depiction features in the picture?

-99 unclear

0 Explicit (the group or belongings of the group are shown in the image)

1 symbolic (the group or group member is not explicitly present but is represented by a symbol, e.g. religious text)

F – Symbol: Is a symbol present in the picture? If more than one, put the symbol that is most visible.

0 none

1 map (map of the Caliphate or region)

2 flag (jihadi flag)

3 cosmos (planets, dramatic sky, big sun, etc.) & earth landscapes

4 animal (lion, sheep, etc.)

5 religious artefact (holy scripture, holy representation, holy building, etc.)

6 ancient knight(s)

- 7 one of the main elements (fire, water/ice, wood, earth, air)
- 8 Gitmo suit

G – Weapon: Does the picture features a weapon?

- 0 absence of weapon
- 1 presence of weapon (e.g. kalashnikov, handgun, mortar, heavy machine gun, tank)

*NOTE: an image of an explosion does not count.

H – Gruesome: Is the image gruesome or not?

- 0 not gruesome (may be shocking, but still not gruesome)
- 1 gruesome (the picture is not just shocking but truly gruesome - e.g. a loose head, a disfigured corpse, a dead child)

I – Narrative: Which ISIS narrative is depicted in the image?

- 0 unclear or none
- 1 The West is sinful (characterized by a corrupt society in moral decay)
- 2 Utopian IS (Islam is practiced at its most perfect form in IS, therefore every aspect of life works perfectly - health, justice (e.g. fighting crime), politics, welfare, childcare, etc.)
- 3 IS absolute unity (Muslims - potentially from very different origins and ethnicities - unite and work together in perfect harmony and camaraderie -this is not just a collection of individuals but a group showing unity in gesture, formation, etc)
- 4 IS punishes enemies (IS uncompromisingly uses force when facing its enemies, retaliating against the enemy's action, issuing brutal justice)
- 5 Muslims are victims of their enemies' evil actions (e.g. they are killed, harmed, they suffer, etc.)
- 6 Outgroup plot against Muslims (Muslims who resist IS are corrupt and not true Muslims, either by ignorance because of Western propaganda and sin, or willingly by greed; images of Muslims who have been identified as corrupt or acts of corruption)
- 7 IS fighters engaging in violent jihad (IS has powerful fighters, IS wins its battles, overpowering its enemies with all kinds of weapons or battlefield operations, dying martyrs, firing at the enemy, IS members displaying weapons)
- 8 The West occupies the holy land (West soldiers or base camps in the Middle East)

J – Strength: What is the strength of the frame linkage?

- 0 none (it is hard to link the image to a dominant master frame or narrative)

- 1 weak (the image does participate in strengthening a dominant master frame or narrative, yet the link could be stronger)
- 2 strong (the image very obviously strengthens a dominant master frame or narrative, in a plain and unmissable way)

K – Caption: Presence/absence of caption (or obvious textual cue directly related to the content of the image, and explaining it)

- 0 none
- 1 caption

* NOTE: an article or title is not a caption. A caption is clearly enclosed within an image.