Image content analysis – Instructions for coders

<u>Guidelines:</u>

- It is ok to make inferences based on previous photos in a sequence (e.g. if you can tell that they are in the same room)
- We will not code what position the camera appears to be in (only what is in the photo)

<u>Codes:</u>

- Activity type (if apparent) - e.g. eating, walking, watching tv, studying; or if none: no discernible objects
- Number of other people present
- Number of faces visible and invisible
  - We code the face of a person in a photo as "invisible", if:
    - the face of that person is fuzzy due to distance of that person from the camera or due to the resolution of the camera, or
    - the face of the person is covered or that person is not facing the camera, or
    - the face of that person is not in the photo.
- Activity that other people in photos appear to be doing
- Do they appear to be interacting with the camera wearer or not?
  - Based on proximity and orientation to camera (close and facing the camera)
  - This can be inferred from previous photos
- Is the photo a selfie?
  - yes if the participant was either standing in front of a mirror, or if they seemed to have turned the camera to face them. If they just have an arm or something in shot, this is not a selfie.
- Indoors/outdoors: "outdoors" or "indoors" or "unknown"
- Location: in addition to outdoors/indoors, if possible label where they are (e.g. a bedroom, kitchen, park, café, etc). If unclear, code as unclear
- Presence of computer/phone/tablet screen. If the computer/phone/tablet screen is closed, code that image as "yes (closed)". If the screen in the photo is turned on but fuzzy code that photo as "yes (fuzzy)".
- Presence of participant, and if yes what part of them (e.g. hand)
- Presence of another camera wearer/camera: yes or no
- Presence of identifying object: e.g. ATM/Card machine or id card, visible photographs of people: yes or no
- Presence of documents or writing – e.g. on paper, printout, book (not photographs): yes, yes (fuzzy) or no
- Alcoholic beverages/cigarettes/other vices visible: yes or no
- Food and drink: glass, plates, etc are included even if empty. Does not include queuing for food.

- Any other unusual/interesting detail – such as people in embarrassing moments (open ended text)

Instructions for keeping coding consistent so we can analyse it categorically:

- For image name just put it without the .jpg extension (so we can match with the image reviewing software data)
- Use YYYYMMDD date format in the date column
- Don't put remarks, question marks, extra details in any column except the 'other detail' column at the end
- Try to use the same consistent codes each time – e.g. "walking" rather than "walk" or "walking down street" etc
- Use "unclear" as the code for anything that is indiscernible, blurry, etc, or unknown if you cannot tell if they are indoors or outdoors
- Don't put anything other than numbers in the columns where you count people present (e.g. don't use >4, if unsure just put the number you can make out)
- If you think the person in the photo might be the participant, put Y in the selfie column. The recruiting researcher will confirm this.
- If any of these columns you are not sure about, probably best to put NO.