

Lunk, B. (2008). *Myspace or ourspace: A cross-cultural empirical analysis of myspace comments* (Unpublished master's thesis). Cleveland State University, Cleveland OH.

Appendix A: Codebook (English version)

Codebook for Cross-cultural Analysis of MySpace Comments English Version

Bettina Lunk

Unit of data collection: Each written comment sampled from MySpace users with public profiles, located in the United States. Comments that need to be coded appear in the top of each page in the collection of sample comments.

First, code the demographic data associated with the person, who left the comment, second code demographic data about the receiver of the comment, and finally the features of the comment considering the specified variables.

1. Coder ID:

- 1- Bettina Lunk
- 2- Szabolcs Farkas
- 3- Carolyn Kane

2. Comment #:

The number that appears on the top of the page next to the “comment#” (marked by Arabic numerals; 1, 2, 3, etc.)

(language) Language of comment

- 1- English
- 2- Hungarian
- 3- Mixed (contains elements of both Hungarian and English language)

The following print screen shows you where you will find (if available) the next set of variables that need to be coded:

The screenshot shows a MySpace profile for a user named J-Rob. The profile includes a photo, a status, and a list of details. Annotations with arrows point to specific fields for coding:

- gender:** Points to the word "Male" in the profile details.
- geographic location:** Points to "PHOENIX, Alabama" and "United States" in the profile details.
- age:** Points to "19 years old" in the profile details.
- Here for:** Points to "Friends" in the "J-Rob's Details" section.
- orientation:** Points to "Straight" in the "J-Rob's Details" section.
- ethnicity:** Points to "White / Caucasian" in the "J-Rob's Details" section.

J-Rob's Details

Status:	Single
Here for:	Friends
Orientation:	Straight
Hometown:	Glendale
Body type:	6' 2" / Average
Ethnicity:	White / Caucasian
Religion:	Christian - other
Zodiac Sign:	<u>Aries</u>
Children:	Someday
Education:	In college

J-Rob

"sup fool?"

Male
19 years old
PHOENIX, Alabama
United States

Last Login: 11/20/2007

Mood: crazy
View My: [Pics](#) | [Videos](#)

(sender1) Sender's sex

The gender indicated by the sender of the comment. This information is found next to the profile photo, right below the tagline of the person.

- 0. Not indicated
- 1. M
- 2. F

(sender2) Sender's age

The age indicated in years on the sender's profile next to his/her photo, above his/her location and below his/her tagline.

(sender3) Sender is on MySpace for

The reason indicated by the sender why he/she is on MySpace. This information, if available, is found in the "details" section of the page.

- 0. not indicated
- 1. dating
- 2. networking
- 3. relationships
- 4. friends
- 5. networking and friends
- 6. dating and relationships
- 7. dating, networking, relationships and friends
- 8. networking, dating, friends
- 9. dating, relationships, friends
- 10. dating, friends
- 11. relationships, friends
- 12. networking, relationships, friends
- 13. netowrking, dating

(sender4) Sender's orientation

The information regarding the sender's sexual orientation. This information is found in the "Details" section of the profile, although it might not always be available.

- 0. Not indicated
- 1. straight
- 2. bi
- 3. gay
- 4. not sure

(sender5) Sender's ethnicity

The ethnicity indicated by the sender of the comment, found in the "details" section of the page if available.

- 0. Not indicated
- 1. Asian
- 2. Black/African
- 3. East Indian

4. Latino/Hispanic
5. Middle Eastern
6. Native American
7. Pacific Islander
8. White
9. Other

(receiver1) Receiver's sex

The gender indicated by the sender of the comment. This information is found next to the profile photo, right below the tagline of the person.

0. Not indicated
1. M
2. F

(receiver2) Receiver's age

The age indicated in years on the sender's profile next to his/her photo, above his/her location and below his/her tagline.

(receiver3) Receiver is on MySpace for

The reason indicated by the sender why he/she is on MySpace. This information, if available, is found in the "details" section of the page.

0. Not indicated
1. dating
2. networking
3. relationships
4. friends
5. networking and friends
6. dating and relationships
7. dating, networking, relationships and friends
8. networking, dating, friends
9. dating, relationships, friends
10. dating, friends
11. relationships, friends
12. networking, relationships, friends
13. netowrking, dating

(receiver4) Receiver's orientation

The information regarding the sender's sexual orientation. This information is found in the "Details" section of the profile, although it might not always be available.

0. Not indicated
1. straight
2. bi
3. gay
4. not sure

(receiver5) Receiver's ethnicity

The ethnicity indicated by the sender of the comment, found in the “details” section of the page if available.

0. Not indicated
1. Asian
2. Black/African
3. East Indian
4. Latino/Hispanic
5. Middle Eastern
6. Native American
7. Pacific Islander
8. White
9. Other

(location) Sender's and receiver's geographic location

Look at the geographic location of the sender and the receiver. This information, if available, is found next to their profile photos.

0. no information available
1. same state, same city
2. same state, different city
3. different state, different city
4. same state, unknown city/cities
5. different state, unknown cities

Individualism/Collectivism variables

When considering these variables, evaluate the presence of these variables based on the comment as a whole. Do not try to assume the presence of a certain variable, only code those features that are clearly present in the comment.

(ind1) # of “I”/ self references

Number of times any variations of first person singular pronouns, such as “I,” “me,” “my,” “mine,” etc. is used in the comment.

(coll1) # of “we” references

Number of times any variations of first person singular or plural pronouns, such as “we,” “our,” “ours,” “us,” etc. are used in the comment.

(coll2) # of “you” / other references

Number of times any variations of second person plural pronouns, such as “you,” “your,” “yours,” etc. is used in the comment.

(coll3) # of he/she/they references

Number of times any variations of singular and plural third person pronouns, such as “he,” “his,” “him,” “she,” “her,” “they,” “their,” “them,” etc. are used in the comment.

(ind2) reference to happiness

Expressing happy states of emotions, joy, pleasure, thrill, enjoyment of something or someone, cheerfulness, contentment, satisfaction that something is right or has been done right, a hope that somebody will enjoy a special day or holiday, enthusiasm about a particular thing or anything that results in happiness.

0. no reference to anyone's happiness
1. yes, **I REFERENCE**: sender's (own) happiness
2. yes, **YOU REFERENCE**: receiver's or receiver and third party/ies' happiness
3. yes, **WE REFERENCE**: both the sender and receiver and/or sender and third party/ies
4. yes, **HE/SHE/THEY REFERENCE**: reference to happiness of a singular or plural third party, not including the sender or receiver
5. yes, any COMBINATION of I/You/We/She/He/They references to happiness
6. yes, reference to happiness IN GENERAL
99. unable to determine / other

(ind3) use of apology

Use of a statement expressing remorse for something that typically the source of apology has done, by admitting guilt, regret, confessing something, requesting forgiveness, or defending the source of remorse.

0. no reference to anyone's apologies
1. yes, **I REFERENCE**: sender's (own) apologies only , nobody else's apologies mentioned
2. yes, **YOU REFERENCE**: receiver's or receiver and third party/ies' apologies (but no reference to the sender's own apologies)
3. yes, **WE REFERENCE**: both the sender's and receiver's and/or sender's and third party/ies'
4. yes, **HE/SHE/THEY REFERENCE**: reference to apologies of a singular or plural third party, not including the sender or receiver
5. yes, any COMBINATION of I/You/We/She/He/They references to apologies
6. yes, reference to apologies IN GENERAL
99. unable to determine / other

(ind4) use of request

Reference to a future behavior that asks something to be given or done, asks somebody to do something in a polite, courteous or formal way.

0. no use of requests
1. yes, **I REFERENCE**: sender's (own) request only , nobody else's requests mentioned
2. yes, **YOU REFERENCE**: receiver's or receiver and third party/ies' requests (but no reference to the sender's own requests)
3. yes, **WE REFERENCE**: both the sender's and receiver's and/or sender's and third party/ies' request
4. yes, **HE/SHE/THEY REFERENCE**: party reference to request of a singular or plural third, not including the sender or receiver

- 5. yes, any COMBINATION of I/You/We/He/She/They references to request
- 6. yes, reference to request IN GENERAL
- 99. unable to determine / other

(ind5) reference to resisting compliance

Any reference to the resistance to act or conform with or agreeing to do something.

Resistance of obedience.

- 0. no reference to resisting compliance
- 1. yes, **I REFERENCE**: reference to sender resisting compliance
- 2. yes, **YOU REFERENCE**: reference to receiver's or receiver and third party/ies' resisting compliance
- 3. yes, **WE REFERENCE**: reference to both the sender's and receiver's and/or sender's and third party/ies' resisting compliance
- 4. yes, **HE/SHE/THEY REFERENCE**: reference to a singular or plural third party's resisting compliance, not including the sender or receiver
- 5. yes, any COMBINATION of I/You/We/He/She/They references to resisting compliance
- 6. yes, reference to resisting compliance IN GENERAL
- 99. unable to determine / other

(ind6) commanding an act

The sender (source), who has some sort of (personal) power or authority over the recipient to control and direct his/her actions, expresses an order or instruction to be done.

- 0. no reference to command an act
- 1. yes, **I REFERENCE**: sender commands an act
- 2. yes, **YOU REFERENCE**: reference to receiver's or receiver and third party/ies' commanding an act
- 3. yes, **WE REFERENCE**: reference to both the sender's and receiver's and/or sender's and third party/ies' commanding an act
- 4. yes, **HE/SHE/THEY REFERENCE**: reference to commanding an act of a singular or plural third party, not including the sender or receiver
- 5. yes, any COMBINATION of I/You/We/He/She/They references to commanding an act
- 6. yes, reference to commanding an act IN GENERAL
- 99. unable to determine / other

(ind7) use of excuse

Expressing release from an obligation or responsibility, providing a reason or explanation for a behavior in order to make it appear more acceptable or less offensive. This explanation is related to a reason that the sender has no control of.

- 0. no uses of excuse
- 1. yes, **I REFERENCE**: sender uses an excuse
- 2. yes, **YOU REFERENCE**: reference to receiver's or receiver and third party/ies' uses of excuse

3. yes, **WE REFERENCE**: reference to both the sender's and receiver's and/or sender's and third party/ies' using an excuse
4. yes, **HE/SHE/THEY REFERENCE**: reference to using an excuse of a singular or plural third party, not including the sender or receiver
5. yes, any COMBINATION of I/You/We/He/She/They references to using an excuse
6. yes, reference to using an excuse IN GENERAL
99. unable to determine / other

(ind8) references to autonomy needs

Expressing a concern of the need for others to acknowledge independence, self-sufficiency, privacy, boundary, nonimposition, control issues.

0. no reference to autonomy needs
1. yes, **I REFERENCE**: sender expressing his/her autonomy needs
2. yes, **YOU REFERENCE**: reference to receiver's or receiver and third party/ies' autonomy needs
3. yes, **WE REFERENCE**: reference to both the sender's and receiver's and/or sender's and third party/ies' autonomy needs
4. yes, **HE/SHE/THEY REFERENCE**: reference to autonomy needs of a singular or plural third party, not including the sender or receiver
5. yes, any COMBINATION of I/You/We/He/She/They references to autonomy needs
6. yes, reference to autonomy needs IN GENERAL
99. unable to determine / other

(ind9) references to hedonism

References to a devotion, especially a self-indulgent one, to pleasure and happiness as a way of life, references to pleasure-seeking behaviors and activities, expression of self-satisfaction. Might refer to an activity that results in fun.

0. no reference to hedonism
1. yes, **I REFERENCE**: sender expressing his/her hedonistic needs/habits
2. yes, **YOU REFERENCE**: reference to receiver's or receiver and third party/ies' hedonistic needs
3. yes, **WE REFERENCE**: reference to both the sender's and receiver's and/or sender's and third party/ies' hedonistic needs
4. yes, **HE/SHE/THEY REFERENCE**: reference to hedonism of a singular or plural third party, not including the sender or receiver
5. yes, any COMBINATION of I/You/We/He/She/They references to resisting compliance
6. yes, reference to hedonism IN GENERAL
99. unable to determine / other

(coll4) references to family

Any reference to family ties, either by mentioning the term "family" or a reference that indicates family status from the context of the comment.

0. no reference to any family

1. yes, **I REFERENCE**: sender refers to his/her family/ family ties
2. yes, **YOU REFERENCE**: reference to receiver's or receiver and third party/ies' family/family ties
3. yes, **WE REFERENCE**: reference to both the sender's and receiver's and/or sender's and third party/ies' family ties
4. yes, **HE/SHE/THEY REFERENCE**: reference to family ties of a singular or plural third party, not including the sender or receiver
5. yes, any COMBINATION of I/You/We/He/She/They references to family ties
6. yes, reference to family/family ties IN GENERAL
99. unable to determine / other

(coll5) references to friends

Any reference to friendship or friends, either by specifically using the term "friend" or an indication that implies to friendship.

0. no reference to any friends
1. yes, **I REFERENCE**: sender refers to his/her friends/friendships
2. yes, **YOU REFERENCE**: reference to receiver's or receiver and third party/ies' friends/friendships
3. yes, **WE REFERENCE**: reference to both the sender's and receiver's and/or sender's and third party/ies' friends/friendships
4. yes, **HE/SHE/THEY REFERENCE**: reference to friends of a singular or plural third party, not including the sender or receiver
5. yes, any COMBINATION of I/You/We/He/She/They references to friends/friendships
6. yes, reference to friends/friendships IN GENERAL
99. unable to determine / other

(coll6) references to any other social role(s)

Any reference to one's membership in school, church, clubs, associations, organizations, work, etc. Any references that are not family roles or friendship status.

0. no reference to anyone's social role(s)
1. yes, **I REFERENCE**: sender refers to his/her social roles
2. yes, **YOU REFERENCE**: reference to receiver's or receiver and third party/ies' social roles
3. yes, **WE REFERENCE**: reference to both the sender's and receiver's and/or sender's and third party/ies' social roles
4. yes, **HE/SHE/THEY REFERENCE**: reference to social roles of a singular or plural third party, not including the sender or receiver
5. yes, any COMBINATION of I/You/We/He/She/They references to social roles
6. yes, reference to social roles IN GENERAL
99. unable to determine / other

(coll7) reference to sadness

Expressing sad states of emotions, depression, exhaustion, negative feelings, loss of someone or something, grief, sorrow, an unfortunate event, hopelessness, misery, heartbreak, distress, gloomy mood, dark feelings or anything that results in sadness.

0. no reference to anyone's sadness
1. yes, **I REFERENCE**: sender expressing his/her sadness
2. yes, **YOU REFERENCE**: reference to receiver's or receiver and third party/ies' sadness
3. yes, **WE REFERENCE**: reference to both the sender's and receiver's and/or sender's and third party/ies' sadness
4. yes, **HE/SHE/THEY REFERENCE**: reference to sadness of a singular or plural third party, not including the sender or receiver
5. yes, any COMBINATION of I/You/We/He/She/They references to sadness
6. yes, reference to sadness IN GENERAL
99. unable to determine / other

(coll8) use of compliment

Reference to something to express praise and approval, to show respect or honor regarding something that has been done, congratulating for someone, expressing good wishes, admires. The sender of the compliment typically likes what the receiver of the compliment has done.

0. no use of compliments
1. yes, **I REFERENCE**: sender uses compliments
2. yes, **YOU REFERENCE**: reference to receiver's and/or receiver's and third party/ies' compliments
3. yes, **WE REFERENCE**: reference to both the sender's and receiver's and/or sender's and third party/ies' compliments
4. yes, **HE/SHE/THEY REFERENCE**: reference to compliments of a singular or plural third party, not including the sender or receiver
5. yes, any COMBINATION of I/You/We/He/She/They references to compliments
6. yes, reference to compliments IN GENERAL
99. unable to determine / other

(coll9) use of promise

Assuring, pledging to somebody that something will certainly happen or be done, will be provided, thus can be expected.

0. no use of promises
1. yes, **I REFERENCE**: sender promises something
2. yes, **YOU REFERENCE**: reference to receiver's and/or receiver's and third party/ies' promises
3. yes, **WE REFERENCE**: reference to both the sender's and receiver's and/or sender's and third party/ies' promises
4. yes, **HE/SHE/THEY REFERENCE**: reference to promises of a singular or plural third party, not including the sender or receiver
5. yes, any COMBINATION of I/You/We/He/She/They references to promises
6. yes, reference to promises IN GENERAL
99. unable to determine / other

(coll10) use of dispositional accounts

The sender of a comment providing a reason or explanation for a behavior, based on internal causes instead of external causes for something that has happened or something that he or she has done, taking responsibility for the action.

- 0. no use of dispositional accounts
- 1. yes, **I REFERENCE**: sender uses dispositional accounts
- 2. yes, **YOU REFERENCE**: reference to receiver's and/or receiver's and third party/ies' dispositional accounts
- 3. yes, **WE REFERENCE**: reference to both the sender's and receiver's and/or sender's and third party/ies' dispositional accounts
- 4. yes, **HE/SHE/THEY REFERENCE**: reference to dispositional accounts of a singular or plural third party, not including the sender or receiver
- 5. yes, any COMBINATION of I/You/We/He/She/They references to dispositional accounts
- 6. yes, reference to dispositional accounts IN GENERAL
- 99. unable to determine / other

(coll11) references to inclusion needs

Indicating a need for others to recognize that one is a worthy companion, likable, agreeable, pleasant, friendly and cooperative, or a need to get together with someone. Expressing any desires for any types of interaction, such as communicating, meeting, talking, or doing anything together with a person.

- 0. no reference to inclusion needs
- 1. yes, **I REFERENCE**: sender expresses his/her needs for inclusion
- 2. yes, **YOU REFERENCE**: reference to receiver's and/or receiver's and third party/ies' need for inclusion
- 3. yes, **WE REFERENCE**: reference to both the sender's and receiver's and/or sender's and third party/ies' needs for inclusion
- 4. yes, **HE/SHE/THEY REFERENCE**: reference to inclusion needs of a singular or plural third party, not including the sender or receiver
- 5. yes, any COMBINATION of I/You/We/He/She/They references to needs for inclusion
- 6. yes, reference to inclusion needs IN GENERAL
- 99. unable to determine / other

(coll12) references to survival

Expressing difficulties of managing to live through something, referring to lack of endurance.

- 0. no reference to survival
- 1. yes, **I REFERENCE**: sender refers to his/her survival difficulties
- 2. yes, **YOU REFERENCE**: reference to receiver's and/or receiver's and third party/ies' survival difficulties
- 3. yes, **WE REFERENCE**: reference to both the sender's and receiver's and/or sender's and third party/ies' survival difficulties

4. yes, **HE/SHE/THEY REFERENCE**: reference to survival of a singular or plural third party, not including the sender or receiver
5. yes, any **COMBINATION** of I/You/We/He/She/They references to survival difficulties
6. yes, reference to survival difficulties **IN GENERAL**
99. unable to determine / other

Masculinity/Femininity variables

(length1) # of sentences in the comment

The total number of sentences in the comment. Sentences are typically divided by punctuation marks, such as periods, exclamation points or question marks. New sentences might, but don't necessarily start with capital letters.

If the sentences are lacking punctuation marks, count the number of thought processes, where new thoughts divide sentences.

- Do not count acronyms, such as LOL as separate sentences

(length2) # of words

The total number of words in the comment. A word is a unit of language that carries meaning and consists of one or more morphemes which are linked more or less tightly together, and has a phonetical value.

- Punctuation marks, dashes, hyphens, emoticons are not considered words.
- contractions (e.g. don't, wasn't, can't) count as 2 separate words
- acronyms (LOL, LMAO, wtf, btw, BS, etc.) count as 1 word

(fem1) # of exclamation points

(!)

The use of the ! punctuation mark. Generally used at the end of a sentence, but it might occur within the sentence.

(fem2) use of egocentric sequences

(e.g., *I think, I guess, I believe*)

A sequence in which a first-person pronoun is followed by a cognitive activity verb.

These sequences attempt to reflect on one's opinion, judgment or understanding of a particular issue, thus they reflect a certain degree of uncertainty of the claim that follows.

1- yes

0-no

(fem3) # of intensifiers

(eg. *really, so, very, extremely, awesomely*)

A word tending to give force or emphasis to an adverb (which modifies a verb) or an adjective (which modifies a noun). An intensifier has little meaning by itself, except to intensify the meaning of the adverb or adjective it modifies.

(fem4) # of oppositions

(eg. *peaceful, yet full of movement; hard, but fun*)

Retracting a statement and posing one with an opposite meaning.

(fem5) # of negations

(eg. *it's not a..., I'm not a liar*)

A statement of what something is not. Any time when the word “not” is used, including contractions (can't, won't, etc.) even if they are spelled without apostrophes.

(fem6) # of hedges

(eg. *sort of, somewhat, kind of, maybe*)

Modifiers that indicate lack of confidence in, or diminished assuredness of, the statement.

(fem7) # of questions

(eg. *What are you doing? Who are you?*)

A request for information or for a reply, which usually ends with a question mark.

- If the question mark is missing from the end of the sentence, but the sentence is a form of question, still code it as a question.

- Don't count the number of question marks, count the number of questions!

(fem8) # of dashes

(-, ~)

The use of the – or ~ punctuation marks.

- Don't count them if they are part of emoticons!

(fem9) # of pair of brackets/parantheses

() and []

The use of what is sometimes referred to curved brackets or oval brackets. Parentheses typically contain material that could be omitted without destroying or altering the meaning of a sentence. Parentheses when part of an emoticon is not coded here.

Count pairs as one. Eg: () = 1

(fem10) # of references to emotion

(eg. *happy, hurt, sad, depressed*)

Count the number of adjectives that refer to the following emotions. Code only if the following words or their synonyms are found:

- | | |
|---------------------------|----------------------|
| - <i>fear</i> | - <i>love and</i> |
| - <i>anxiety</i> | <i>attachment</i> |
| - <i>anger, hostility</i> | - <i>happiness</i> |
| - <i>sadness</i> | - <i>empathy and</i> |
| - <i>embarrassment</i> | <i>sympathy</i> |
| - <i>pride</i> | |
| - <i>shame</i> | |
| - <i>guilt</i> | |
| - <i>disgust</i> | |

(fem11) # of emoticons

An emoticon is an emotional icon that is used to indicate the emotional state of the communicator in computer-mediated communication. Emoticons can refer to jokes, humor, sarcasm, irony or non-seriousness. Emoticons consists of various punctuation marks and are viewed by turning the page sideways or tilting someone's head to the left or right. The most widely used emoticons are:

:-) Basic smiley

;-) Winking smiley

:-(Sad smiley

:~p Sticking out the tounge smiley

The hyphenless forms of these smileys are often called "midget smileys" :) ;) :(:p

- if an emoticon has just one eye, but several mouthes, e.g. :)))))), count them all as separate!

(fem12) expressing caring/gentleness

A prosocial behavior in which one expresses a considerable or kind disposition to the other person or offer support in difficult times. A thoughtful approach to serve others, typically involving the exhibition of feelings, concerns and/or empathy through the expression of love, warmth, positive emotions. Looking after someone, taking responsibility or being worried about someone.

- Asking someone about how they or any of their friends/relatives are doing, what needs they might have or being concerned about their physical/emotional well-being are just some examples.

1=yes

0=no

(mas1) use of connective phrases

(e.g., *for example, for instance*)

Phrases that show the relationship between ideas in an effort to help the reader/listener to interpret ideas that the writer wants the reader/listener to understand.

Can be used to:

- contrast two items (*on the other hand*)
- illustrate and argument (*for example*)
- extend an argument (*in addition*)
- coming to a conclusion of a topic, section, issue (*in conclusion*)
- move on to a next step in an argument or description (*aside from this; after that*)

Other connective phrases:

on the one hand. . . It can be seen from this that. . . first(ly). . . second(ly). . . and finally. . . two further points need to be considered, firstly. . . secondly. . . in addition. . . for instance. . . an example of this can be seen in. . . to return to the point. . .

1=yes

0=no

(mas2) # of judgmental adjectives

(eg. *stupid, distracting, dumb, nice*)

An adjective that indicates personal evaluation rather than merely description.

- They include those words that you typically would not use in an academic paper.
- These adjectives rather express judgments than just objectively describing something/or someone.

(mas3) use of elliptical sentences

(eg. *Gorgeous!, Great picture! Day time. A beautiful snowy setting.*)

- The historic definition of an elliptical sentence is: "A unit beginning with a capital letter and ending with a period (or other end point) in which a part of the structure of the sentence is omitted/missing." (Originates from the latin ellipsis, which means "falling short"). Elliptical sentences lack an element that is recoverable or inferable from the context. Because of the logic or pattern of the entire sentence, it is easy to infer the missing words.

- Examples of elliptical sentences also include short answers to questions. (E.g., Where are you going? *To Greymouth.*)

- In MySpace comments, due to the lack of use of capital letters or punctuation marks, an elliptical sentence might just stand on its own as a separate thought divided by several punctuation marks from other sentences, or no punctuation marks at all.

1- yes

0- no

(mas4) use of directives

(eg. *Write that down!, Call me!, Think of another!*)

Apparently telling another person what to do.

1-yes

0-no

(mas5) use of references to quantity

(eg. *below 52 F, 6'4" tall, most of the area, 6-8 thousand feet, all, a, an*)

Any reference to an amount of quantity within the comment.

- Do not count numbers that are used to shorten a word, e.g. 2gether, 2day, etc.

1-yes

0-no

(mas6) use of locatives / references to places

(eg. *in New York City, right next to*)

Any indication of the position or location of objects.

1-yes

0-no

(mas7) reference to career

References to any course of successive situations or overall evaluations to one's worklife or positions. For students, references to school does count as a reference to career.

1-yes

0-no

(mas8) reference to success

Reference to a level of social status, achievement of an object/goal in any area of life.

1-yes

0-no

(mas9) reference to money

Reference to any kind of monetary unit, the lack or abundance of money, or the price of an object/possession.

1-yes

0-no

(mas10) reference to material things/possessions

Reference to property, belongings, holding, something owned or any kinds of tangible and intangible possessions.

1-yes

0-no

(mas11) expressing ambition

Expressing an ardent desire for rank, fame or power, to achieve a particular end/goal.

- Expressing any kinds of goals for personal-, career-, financial-, emotional- achievements.

1-yes

0-no

(mas12) Ego boosting

A comment in which the sender attempts to enhance, increase, heighten his/her own ego by using self-compliments, referring to his/her merits, values, or by articulating only great things about him/herself. The sender's goal is to enhance his/her own ego instead of his/her relationship with the receiver.

1-yes

0-no

(topic) Topic of the comment

1. Male-stereotypical topics: sports, cars, computers, pornography

2. Female-stereotypical topics: fashion, health, shopping, celebrity gossip, personal issues

3. Gender neutral topics: music, films, TV, books, current affairs, fitness

4. other

Only code as 1, 2, or 3 if those exact topics are present. Code everything else as 4 (other).