

Supplementary Material

A qualitative review of social media sharing and the 2022 monkeypox outbreak: did early labelling help to curb misinformation or fuel the fire?

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Supplementary Material: Codebook for #monkeypox

Table S1. Coding Definitions for Nodes and Sub-Nodes

Broad Themes	Nodes	Definition
<i>Accurate Information</i>		
	News Coverage	Media coverage of the issue by a news outlet
	NGO or Governmental Releases	Release on the number of cases in a location/country by a government or organization
	Infographics	Infographic showing disease manifestation, symptoms, transmission or otherwise
	Personal Stories	Individual sharing their experience with monkeypox
<i>Satirical Messaging</i>		
	Racist Images	Includes content that is racist and relates Monkeypox to African American populations
	“Memeing” of issue	Meme related to the issue
<i>General Mistrust</i>		
	Government lies	The government is covering up or fabricating information that is shared with the public including lies about the number of cases and/or the severity of the disease/ govt. lies about vaccine - propaganda
	Media lies	The media is lying about the number of cases and/or the severity of the disease. Media outlets are being controlled by the government to spread propaganda.
	Do your own research	The only way to find the truth is to do your own “research”.
	It IS a hoax	Statements suggesting that monkeypox is a hoax.
	The resistance	We need to resist control and maintain our autonomy over a “corrupt” government
<i>Anti-misinformation</i>		
	Calling out misinformation	Pointing out misinformation and/or providing alternative information.
	Misinformation prevention	Methods already in place to

		prevent misinformation or the spread of misinformation as well as suggestions to prevent misinformation (and the spread of it). Includes advice on how to recognize misinformation.
Unrelated		
	Opportunistic hash tagging	Unrelated content with the use of a trending hashtag to achieve a greater audience. Including advertising.
Conspiracies		
	Child trafficking	Mentions child trafficking/abduction as the more pressing issue at hand (Spreads QAnon conspiracy re: child kidnapping/trafficking)
	5G	Conspiracies about COVID-19, monkeypox and 5G.
	Human experimentation	This is all one big human experiment
	The Matrix	Compares the pandemic/vaccination to “the matrix” whereby you have the option to take the “red” or “blue” pill
	Dr Fauci	Mentions all the “information coming to light” via the Fauci emails – used to validate the “theories”
	Race War	The left is trying to push the “race war” on us to maintain unrest – perpetuates BLM protests to keep people scared (“antifa”)
	New World Order (or NWO)	Post mentions the presence/surfacing of a new world order as a result of vaccination/the COVID-19 pandemic
	Hypothetical Future	Displays a hypothetical scene or future (ex: One person left standing in a field after all vaccinated people die, dystopian future, etc.)

Table S2. Relation to Monkeypox

<u>Related</u>	<u>Unrelated</u>
Caption and/or image explicitly or imply relation to monkeypox	Caption and/or image do not explicitly state information about monkeypox and/or no connection is implied.

Table S3. Relation to COVID-19 (Cobranding of issue)

<u>Related</u>	<u>Unrelated</u>
Caption and/or image explicitly or imply relation to COVID-19	Caption and/or image do not explicitly state information about COVID-19 and/or no connection is implied.

Table S4. Image Attribute Classification(s)

Relation of Image to Caption		Content of Image	
Attribute	Definition	Attribute	Definition
Related	Image clearly relates to the context of the caption	Selfie	Image taken by the individual(s) in the image
Unrelated	No explicit relation between image and caption	Product placement	Advertisement of product
		Text	Image is mainly or entirely text (including emoticons).
		Meme	An image including pictures and text, typically with a humorous intent (may be educational).
		Repost	Screenshot and repost of text or a post from another social media site (text post – i.e. a tweet)
		Artwork	Drawing, mural, digital media, etc. with or without text.

		Celebrity	Famous person such as Robert Kennedy.
		Scene	A setting or situation in a given place. Including protests and protest signs.
		Infographic/Diagram	Including infographics, charts, graphs, or diagrams (including false data).
		Story	Shares personal experience