

Supplement A

Four Stage Coding Protocol, Publication Timeline of Articles

Stage 1: Selecting news sources

Databases used to search for news articles had to be part of the West Virginia University library system and provide online access. The following databases were used: Google, Newsbank, Newspaper Source, and Proquest. The search of the database yielded fourteen news sources that appeared in both online and print formats (Table 1).

Stage 2: Applying inclusion criteria to identify news articles

Key word searches were conducted within the fourteen print online news outlets using two phrases: (1) sugary tax West Virginia and (2) soda tax West Virginia. These words could be in the headline or within the body of a news article. Articles published between January 1, 2010 and April 10, 2018 had to address any of the following: 1951 container tax, two-cents per ounce tax of 2016-2017, or tiered tax of 2018. Seventy-four articles were initially collected, of which only 49 were used in the final analysis. Excluded articles were duplicates, not set in West Virginia, failed to address the soda tax, or were subsequently removed by the publisher or online platform from a database (Figure 1). The search did not turn up letters to the editor or opinion pieces from the public. Editorial board columns were included.

Stage 3: Open coding of news articles

To heighten the validity of the initial coding framework two researchers individually applied open coding to read and qualitatively assess each article. This preliminary coding exercise was informed by the course materials including case studies, expert interviews, and previous studies demonstrating that the soda industry has typically positioned the SDT as a matter of individual freedom and jobs in previous policy campaigns across the U.S. Any new codes found by a researcher were added by each researcher. Differences in coding between the two researchers were discussed and resolved. Five main frames for the SDT were identified and included in the coding framework:

- Economics
- Public health concerns
- Personal liberty
- Scientific rationale
- Personal behavior

Stage 4: Applying the coding framework

Two researchers individually read through the articles a second time to identify appeals to authority, tax the article addressed (T1951, SDT1, SDT2), and arguments used within each of the five frames. Arguments were defined as specific elements that represent and express the underlying frame. Differences in coding were again discussed and resolved. The number of times an argument appeared in the articles was calculated (Table 2).

Table 1. Print News sources with online access to articles that matched our criteria

News Source	Source Location (all WV)	News Type
Bluefield Daily Telegraph	Bluefield	Newspaper
Charleston Gazette	Charleston	Newspaper
Charleston Gazette Mail	Charleston	Newspaper
Dominion Post	Morgantown	Newspaper
Fayette Tribune	Oak Hill	Newspaper
Kanawha Metro	Charleston	Newspaper
Huntington Herald Dispatch	Huntington	Newspaper
The Logan Banner	Logan	Newspaper
Montgomery Herald	Montgomery	Newspaper
Point Pleasant Register	Point Pleasant	Newspaper
Times West Virginia	Fairmont	Newspaper
Beckley Register Herald	Beckley	Newspaper
WV Metro News	Charleston	News agency (radio + online)
Associated Press	Morgantown	News agency (online)

Figure 1. Rationale for articles that were excluded on review of our initial search

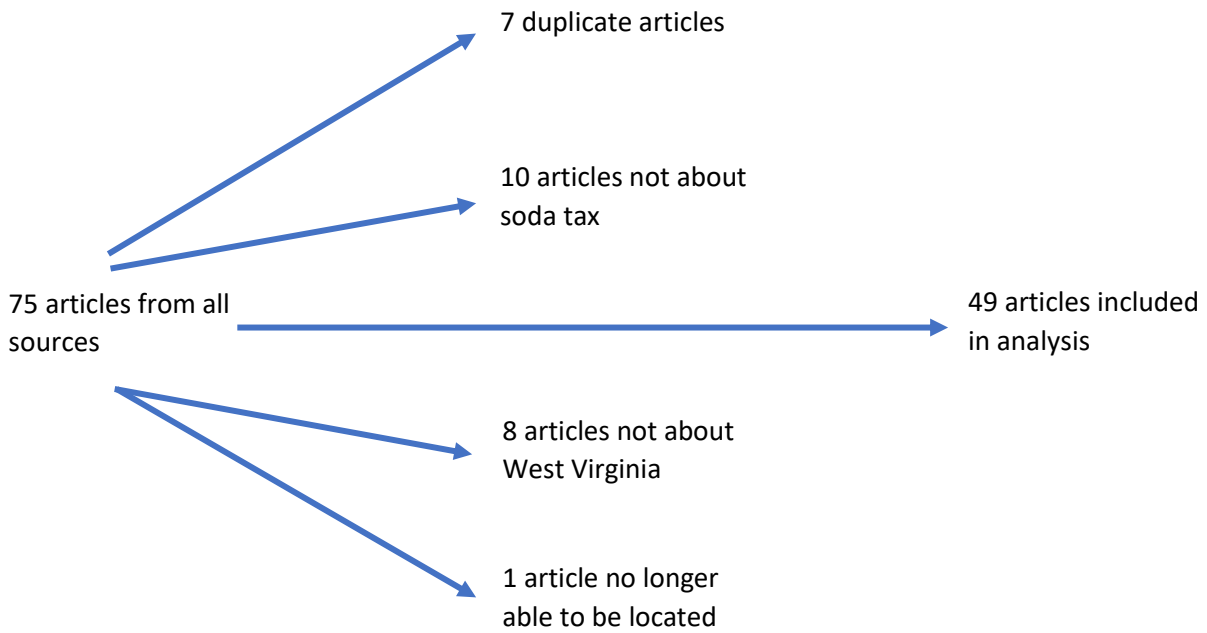


Figure 2a. Publication year of all articles included

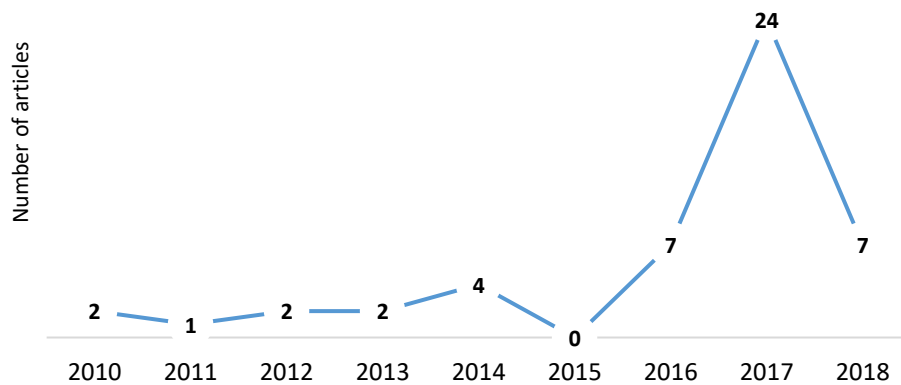


Figure 2b. Publication (by month) of articles published from 2016 to 2018

