

<u>Level 1</u>	<u>Level 2</u>	<u>Level 3</u>	<u>Description</u>
Statements Made by Mark Zuckerberg	↳ Business or Finance		All items in this category are coded at Level 3 only.
	↳	<i>Acquisitions</i>	Discussions of FB acquiring other companies.
	↳	<i>Advertising</i>	Discussions of advertising on FB.
	↳	<i>Commercialization of Platform</i>	Discussion of commercialization of platform.
	↳	<i>Competition</i>	Discussion of competition between FB and others, or comparisons being made between FB and other businesses.
	↳	<i>Conceptualization of Business</i>	Discussion of how FB as a company is being conceptualized, either by Zuckerberg or by others.
	↳	<i>Credits</i>	Discussion of FB "Credits" system (used for games mostly).
	↳	<i>Financial Results</i>	Discussion of FB financial results.
	↳	<i>Government</i>	Discussion of FB's relationship to government.
	↳	<i>Growth</i>	Discussion of FB's growth, financially, in terms of employees, or in terms of user base.
	↳	<i>IPO</i>	Discussion of FB's IPO.
	↳	<i>Mistakes</i>	Discussion of mistakes that FB has made in its history.
	↳	<i>Partnerships</i>	Discussion of FB's partnerships with other orgs.
	↳	<i>Policies</i>	Discussion of FB's policies.
	↳ Conceptualization of Privacy Concerns		All items in this category are coded at Level 3 only.
	↳	<i>Access</i>	Discussion of privacy - specifically invokes "access" as a concept.
	↳	<i>Control</i>	Discussion of privacy - specifically invokes "control" as a concept.
	↳	<i>Friction</i>	Discussion of privacy - specifically invokes "friction" as a concept.
	↳	<i>Openness</i>	Discussion of privacy - specifically invokes "openness" as a concept.
	↳	<i>Privacy</i>	Discussion of privacy - specifically invokes "privacy" as a concept.
	↳	<i>Private</i>	Discussion of privacy - specifically invokes "private" as a concept.
↳	<i>Public</i>	Discussion of privacy - specifically invokes "public" as a concept.	
↳	<i>Sharing</i>	Discussion of privacy - specifically invokes "sharing" as a concept.	

↳	Conceptualizations / Descriptions of Facebook	All items in this category are coded at Level 3 only.
	↳ <i>1 to Many Tool</i>	Discussion of Facebook as 1:M tool/platform.
	↳ <i>Commercial Enterprise</i>	Discussion of Facebook as a commercial entity.
	↳ <i>Community</i>	Discussion of Facebook as a community.
	 <i>Comparison to Other Technology or Platforms</i>	 Discussion contains a comparison of Facebook to another platform or technology.
	↳ <i>Directory or DB</i>	Discussion of FB as a directory or database.
	↳ <i>Ecosystem</i>	Discussion of Facebook as an ecosystem.
	↳ <i>Efficient and ease</i>	Discussion of Facebook as "efficient" or "easy to use".
	↳ <i>Empowering</i>	Discussion of Facebook as empowering for users in someway.
	↳ <i>Engine</i>	Discussion of Facebook as an engine.
	 <i>FB as a nation / government like entity</i>	 Discussion of Facebook as a nation or government like entity.
	↳ <i>Helping the World</i>	Discussion of Facebook as "Helping the World".
	↳ <i>International</i>	Discussion of Facebook as an international tool, or Facebook's status as an internationally used technology.
	↳ <i>Location</i>	Discussion of FB as a location or space.
	 <i>Making the World Open</i>	 Discussion of Facebook (or Facebook's mission) as being about "Making the world more open."
	↳ <i>Social Network</i>	Discussion of FB as a social network.
	↳ <i>Sharing</i>	Discussion of Facebook as being about sharing.
	↳ <i>Togetherness</i>	Discussion of Facebook as being about togetherness.
	 <i>Utility / Technology / Tool</i>	 Discussion of Facebook as a utility, technology, or tool (often in a utilitarian way).
↳	Conceptualizations of Temporality	Discussion contains some mention of temporality of platform or informational content of platform.
↳	Conceptualizations of the User	All items in this category are coded at Level 3 only.

	↳	<i>Advertisers</i>	Discussion contains description of advertisers as a type of entity that uses Facebook.
	↳	<i>Authenticity or Identity</i>	Discussion contains description of user authenticity or identity.
	↳	<i>Celebrities</i>	Discussion contains description of celebrities as a type of entity that uses Facebook.
	↳	<i>Citizen</i>	Discussion portrays users as citizens of specific countries.
	↳	<i>Customer</i>	Discussion portrays users as "customers".
	↳	<i>Developers</i>	Discussion contains description of developers as a type of entity that uses Facebook.
	↳	<i>Differentiation among Users</i>	Discussion contains differentiation of different types of users.
	↳	<i>Facebook Listens to Users</i>	Discussion contains mention of Facebook listening to users.
	↳	<i>Family Members</i>	Discussion portrays "family members" as a type of entity that uses Facebook.
	↳	<i>Friends</i>	Discussion portrays "friends" as a type of entity that uses Facebook.
	↳	<i>Other businesses</i>	Discussion portrays "other businesses" as a type of entity that uses Facebook.
	↳	<i>Politicians</i>	Discussion contains description of politicians as a type of entity that uses Facebook.
	↳	<i>Rights-Holder / Property Holder</i>	Discussion positions users as rights-holders or property-holders.
	↳	<i>User</i>	Discussion is generally about users in some way not captured by other codes.
	↳	<i>User as brand</i>	Discussion positions users as a brand onto themselves.
	↳	<i>User as set of social connections</i>	Discussion portrays users or user identity as constituted by a set of social connections.
↳		Facebook Platform	All items in this category are coded at Level 3 only.
	↳	<i>Apps</i>	Discusses apps on Facebook.
	↳	<i>Beacon</i>	Discusses "Beacon" project.
	↳	<i>Canvas</i>	Discusses FB "Canvas".
	↳	<i>Connect</i>	Discusses FB Connect Feature.
	↳	<i>Games</i>	Discusses games on FB.
	↳	<i>Infrastructure</i>	Discusses Facebook as a set of infrastructures.
	↳	<i>Mobile</i>	Discusses mobile in relation to FB.
	↳	<i>New Features or Enhancement</i>	Discusses a new feature or enhancement being made, often in future tense.

	↳	<i>Social Graph</i>	Discusses Social Graph or Open Graph.
	↳	<i>Tech</i>	.
	↳	<i>Tech Platform</i>	Discusses the FB platform broadly in a way not captured by other codes in this section.
	↳	<i>Timeline</i>	Discusses the "Timeline" feature of FB.
	↳	<i>Usability</i>	Discusses usability of FB.
	↳	<i>User Content</i>	Discusses particular formats or types of user uploaded content (i.e., photos, status updates).
	↳	<i>User Controls</i>	Discusses user-controls on FB.
	↳	<i>Wirehog</i>	Discusses the Wirehog system FB initially tried to develop.
↳		FB's Place in Society	Discussion involves descriptions about FB's role in society or in the world.
↳		Issues	All items in this category are coded at Level 3 only.
	↳	<i>Archival</i>	Discussion of "archival" as an issue.
	↳	<i>Centralization / Decentralization</i>	Discussion of centralization or decentralization as an issue.
	↳	<i>Censorship</i>	Discussion of "censorship" as an issue.
	↳	<i>Commodification of User Content</i>	Discussion of "commodification of user-content" as an issue.
	↳	<i>Diversity</i>	Discussion of "diversity" as an issue.
	↳	<i>Filter Bubble</i>	Discussion of "filter bubble" as an issue.
	↳	<i>Identity / Anonymity</i>	Discussion of "identity" or "anonymity" as an issue.
	↳	<i>Openness /Transparency</i>	Discussion of "openness" or "transparency" as an issue.
	↳	<i>Ownership of infomration</i>	Discussion of ownership of information .
	↳	<i>Piracy</i>	Discussion of "piracy" as an issue.
	↳	<i>Privacy</i>	Discussion of "privacy" as an issue.
	↳	<i>Regulation</i>	Discussion of "regulation" as an issue.
	↳	<i>Safety</i>	Discussion of "safety" as an issue.
	↳	<i>Security</i>	Discussion of "security" as an issue.
	↳	<i>Social Good</i>	Discussion of "social good" as an issue.
	↳	<i>Surveillance</i>	Discussion of "surveillance" as an issue.
	↳	<i>ToS or Policies</i>	Discussion of Terms of Services or Policies as an issue.
	↳	<i>Trust</i>	Discussion of "Trust" as an issue.

↳ Philanthropy and
Entrepreneurship

Discussion of philanthropy or entrepreneurship.

Questions Asked of Zuckerberg

↳ Advertising

All items in this category are coded at Level 3 only.

Question to Mark Zuckerberg about advertising.

↳ Beacon

Question relates to "Beacon".

↳ Business
Commodification of
User-Generated

Question to Mark Zuckerberg about FB business.

↳ Content
Comparisons to other
platforms

Question to Mark Zuckerberg about commodification of UGC.

Question to Mark Zuckerberg contains comparison to another company or tech (i.e. Twitter, Google, Myspace).

↳ Content Regulation

Question to Mark Zuckerberg about content regulation.

↳ Deletion

Question to Mark Zuckerberg about deletion of content.

↳ Diversity

Question to Mark Zuckerberg about diversity.

↳ Entrepreneurship

Question to Mark Zuckerberg about entrepreneurship.

↳ Features of Facebook

Question to Mark Zuckerberg about specific features of Facebook.

↳ Financial

Question to Mark Zuckerberg about financials of FB.

↳ Future of Facebook

Question to Mark Zuckerberg about the future of FB.

↳ General

Question to Mark Zuckerberg about anything not covered by other codes.

↳ Identity

Question to Mark Zuckerberg about identity on FB.

↳ International

Question to Mark Zuckerberg about anything having to do with different nations.

↳ IPO

Question to Mark Zuckerberg about IPO.

↳ Leadership

Question to Mark Zuckerberg about his leadership.

↳ Mobile

Question to Mark Zuckerberg about mobile.

↳ Openness and
Transparency

Question to Mark Zuckerberg about openness or transparency.

↳ Philanthropy

Question to Mark Zuckerberg about philanthropy.

↳ Piracy

Question to Mark Zuckerberg about piracy.

↳ Policies

Question to Mark Zuckerberg about FB policies.

↳ Privacy

Question to Mark Zuckerberg about privacy.

↳ Rating

Question to Mark Zuckerberg about content rating?.

- ↳ Regulation
- ↳ Social Graph
- ↳ Society

Question to Mark Zuckerberg about regulation or relationship with governments.

Question to Mark Zuckerberg about social graph.

Question to Mark Zuckerberg about FB's broader relationship to society or social change.