

Coding Sheet of the study:

I. Lock & Ludolph, R. (in press). Organizational Propaganda on the Internet: A Systematic Review. *Public Relations Inquiry*.

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FORMAL VARIABLES		
ID	Variable	Coding rules
V1	Authors	Open code
V2	Title	Open code
V3	Database	Open code
V4	Publication Type	Nominal
V5	Journal	Open code

CONTENT VARIABLES		
ID	Variable	Coding rules
V1	Study Approach	Nominal: Empirical – quantitative: Quantitative content analysis Experimental study (online or lab), Survey, Other; Empirical - qualitative: Thematic analysis, Discourse analysis, Qualitative content analysis, Case study, Other
V2	Level of Investigation	Nominal: macro, meso, micro
V3	Propaganda Definitions	Open code: definition provided; Source of definition
V4	Source	Open code
V5	Analyzed material/ media used	Nominal: Speeches, Press release, Tweet, News article, Post, Website, Audio, Video, Photos, Music, Apps, Symbols, Graphics, Other: open code
V6	Study Context	Nominal: Corporate/ business world, Political arena, Religious arena, Civil society, Other
V7	Time Reference	Nominal: historical, contemporary
V8	Audiences	Nominal: Voters, Customers, The general public, Media outlets, Potential followers, Government/ regulators, Other
V9	Channels	Nominal: Website, Whatsapp, Twitter , Youtube, Facebook, Instagram, Pinterest, Forum, Online Radio, Online TV, Online newspaper, other
V10	Goals of propaganda	Nominal: Adopt beliefs/ attitudes, values Change behavior / maintain current behavior, elicit behavior, Preserve status quo, Other: open code
V11	Form of propaganda	Nominal: Black, White, Grey

QUALITY ASSESSMENT		
ID	Variable	Coding rules
V1	Theoretically deduced study design	Binary: yes/no
V2	Explanation of Methods	Binary: yes/no
V3	Limitations	Binary: yes/no