**Codebook for Tweet Typography**

**Positive Character Tweets (POS).** Positive character tweets celebrate a specific person for promoting feminist values or the feminist movement in some way. They specifically highlight an individual’s accomplishments, values, or achievements and celebrate that person in some way.

**Calls to Action (CA).** Call to action tweets encourage political action, such as participating in the women’s march or signing a petition.

**Solidarity Tweets (SD).** Solidarity tweets celebrate the movement and its achievements more broadly. It is not about one person’s actions, but instead the collective power of women (or men) in promoting equality. Solidarity tweets also include hopeful statements about the power of the movement to change the status quo.

**Attacks on Character Tweets (CHAR).** Attacks on character tweets attack a specific individual’s character, values, choices, actions, or appearance. Attacks on character tweets always specify a person (male or female) who is targeted by a verbal attack.

**Attacks against Hilary Clinton (HC):** This category of tweets focused on Hilary Clinton and her presidential campaign.

**General Attacks on Feminism and Feminists (ATM)**.General attacks on feminism or feminists target the movement or people who are part of the movement, without specifying an individual.

**Misrepresentation of Values (VALUE).** Misrepresentation of values distorts feminist principles of gender equality. They attempt to point out contradictions in feminist logic in order to drive negative sentiment about the movement as a whole or people who subscribe to feminist principles. There are several types of value attacks:

* + **White Liberal Feminism (WLF):** These tweets place feminism at odds with women or people of colour, by suggesting feminism does not represent or champion the needs of women or individuals who are not white.
  + **Male vs. Female Rights (MR):** These tweets place feminism at odds with male rights, by suggesting feminism is about suppressing male rights opposed to supporting equality. Sometimes, these tweets suggest men use feminism as a way to get with women.
  + **Islamophobia Tweets (IS).** This category of tweets includes statements are islamaphobic. For example, these tweets might suggest feminists support sharia law, or that feminists do not do enough to promote gender equality in Islam.
  + **Feminism vs. Female Rights (FR):** These tweets place feminism at odds with other women and their rights, by suggesting feminists do not fight for female equality but instead undermine women. Some of these tweets suggest women use feminism only when it’s convenient for them.
  + **Willful Ignorance (WI):** These tweets suggest feminism or feminists choose to ignore certain issues, or don’t take action when there has been some kind of injustice.

**Tabloid Tweets** **(TB).** Tabloid tweets discuss crime, sensation, corruption or conspiracy. Rather than spreading news and information relevant to feminism, these tweets are written like traditional tabloid headlines to drive clicks and generate virality.

**Constructive Critique (CRIT).** Constructive Critique Tweets are not positive or negative statements about the movement, but instead suggest areas for improvement or highlight legitimate concerns of the movement.

**Informational Tweets (INFO).** Informational tweets share resources that might be relevant to those interested in feminism. This could include informational resources such as relevant news or information, books, movies, or events. Informational tweets also include queries about feminism to the broader Twitter community (i.e. what do you guys think about feminism?).

**Other, Not Applicable & Spam (NA).** This category of tweets includes hashtag flooding, where tweets do not make any real statement, commercial promotions, tweets in a language other than English, and tweets that are not relevant to discussions about gender identity & politics. The NA category also includes incomplete tweets that were not possible to evaluate due to the lack of information.