

## GDADS2 Inclusion Criteria

Mary Joyce (Dec. 2013)

Download the data set and codebook at <http://digital-activism.org/projects/gdads/>

If a campaign failed to meet any of these criteria it was excluded from the Global Digital Activism Data Set, version 2.0 (GDADS2) and was not coded. No geographic criterion was included and we wished to gain as large a geographic sample as possible.

The campaign was considered to conform to the conceptual definition of a *digital activism campaign* (an organized public effort making collective claim(s) of target authority(s) in which civic initiators or supporters used digital media) if it met the following requirements:

1. Digital (includes at least one tactic that uses digital media, by either a support or initiator).
2. Organized public effort (seeks to engage citizens as participants).
3. Collective (goal(s) made on behalf of a group of citizens).
4. Claims (goal must propose a solution to the injustice so that the success or failure of the campaign may be evaluated. Protests of injustice where discontent is expressed but no redress is proposed should be excluded).
5. Target (seeks to influence or otherwise affect an entity of authority perceived as having the ability to implement the goal. If citizens are described as a target group separate from the authority figure, the case should be excluded.).
6. Civic (initiator group not exclusively composed of government or for-profit entities).

Two additional criteria were added to ensure the quality and comprehension of coding sources to all coders.

1. Though outgoing links to primary materials may be translated from other languages, all assigned sources are written in English.
2. Source 1 was created by a reliable 3<sup>rd</sup> party source with a “reputation for fact-checking and accuracy” (Wikipedia, 2013).
3. Outcome Source must also be reliable, but need not be created by a 3<sup>rd</sup> party (reports by campaign initiators may be considered).
4. Source contains sufficient information to code. (Information on goal, target, and digital media used must be present, though it may be ambiguous. If we could not answer the question “what outcome do the initiators and supporters want?” the case was excluded.)

Finally, an additional pair of criteria were added to prevent redundancy of cases:

1. Annual events are only included once.
2. Campaigns are defined at their largest definable unit (subsidiary parts of larger campaigns are not identified as separate campaigns).