

**Supplementary material for:** Boyd, A.D., Fredricksen M.L. & Furgal C.M. 2019. Media coverage of mercury contamination in the Canadian Arctic. *Polar Research* 38. Correspondence: Amanda D. Boyd, The Edward R. Murrow College of Communication Washington State University, 101 Goertzen Hall, Pullman, WA 99163, USA. E-mail: amanda.boyd@wsu.edu

**Supplementary Table S1.** Coding framework.

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Coding variables
News source (title)
Location
Check one: northern, southern
Date of publication
Headline (free text)
Word length (free text)
Includes a definition of mercury
Check one: yes, no
How is mercury described
Check one: harmful, harmless, both
Describes source of mercury contamination including area or industry (yes/no)
Check all that apply: south, Asia, USA, Canada, industry (e.g., hydroelectric dams, coal-fired power plants), other (indicate other source)
Describes who is affected by mercury contamination (yes/no)
Who is affected by mercury contamination
Check all that apply: women of childbearing age, foetuses, babies or children, First Nations, Inuit, Indigenous populations in general, general population (in the Arctic), general population (not in the Arctic); other (indicate other affected)
Describes how people are exposed to mercury (yes/no)
How the people are exposed to mercury (free text)
Tone
Check one: optimistic, pessimistic, neutral
Provides direction to support self-efficacy (yes/no)
Article author
Check one: local journalist, wire service (e.g., Canadian Press), no author, other (indicate other author)
Interview source
Check all that apply: scientists, government, Indigenous organizations or authorities, Indigenous general population, general public (not Indigenous populations), doctors, other public health officials (e.g., nurses), other (indicate other interview source)

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