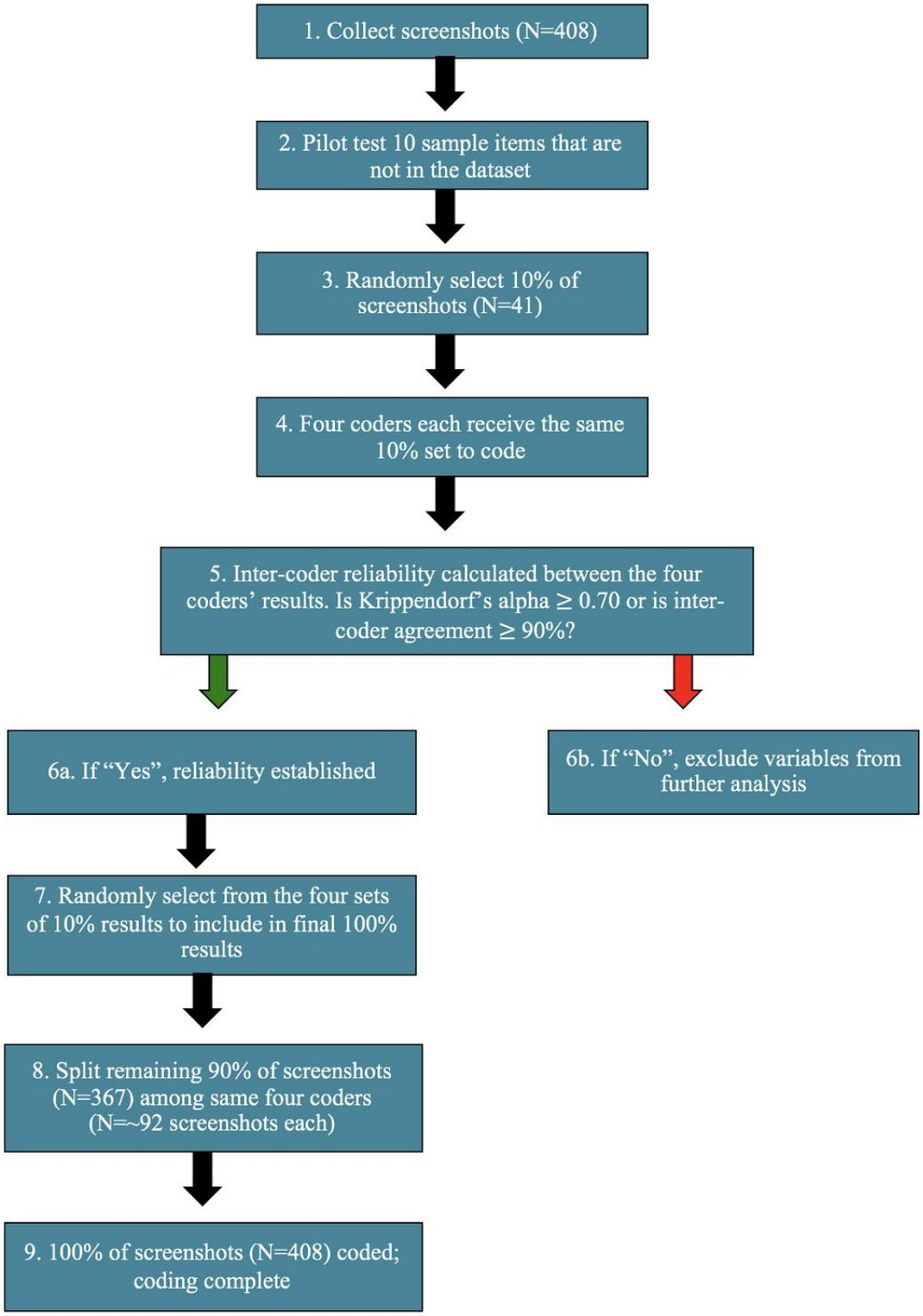
1. Collect screenshots (N=408)
2. Pilot test 10 sample items that are not in the dataset
3. Randomly select 10% of screenshots (N=41)
4. Four coders each receive the same 10% set to code
5. Inter-coder reliability calculated between the four coders' results. Is Krippendorf's alpha ≥ 0.70 or is inter-coder agreement ≥ 90%?
6a. If "Yes", reliability established
6b. If "No", exclude variables from further analysis
7. Randomly select from the four sets of 10% results to include in final 100% results
8. Split remaining 90% of screenshots (N=367) among same four coders (N=~92 screenshots each)
9. 100% of screenshots (N=408) coded; coding complete