

## **CODEBOOK – CONTENT ANALYSIS (ONLINE COMMENTS)**

[Article: “Brazilian Fandom’s Perceptions of the Thai Boys Love Series Industry and the Practices of Fanservice and Shipping: Content Analysis of Online Comments on a Fansubbing Platform”]

### **1. INTRODUCTION**

- This codebook is a guiding tool for collecting and analyzing online comments on a fansubbing platform that presents Brazilian fans' perceptions of the Thai BL series industry. Content analysis is adopted as the methodological procedure based on discussions of Krippendorff (2019), and, secondarily, Mayring (2014), Saldaña (2016), and Sampaio and Lycarião (2019).
- Therefore, regarding epistemology, this research follows the discussion brought on by Krippendorff (2019) when speaking about the six premises that guide content analysis. In this sense: “1. Texts have no objective—that is, no reader-independent—qualities. ( ... ) 2. Texts do not have single meanings that could be “found,” “identified,” or “described” for what they are or correlated with states of their sources. ( ... ) 3. The meanings invoked by texts need not be shared. ( ... ) 4. Meanings (contents) speak to something other than the given texts, even where convention suggests that messages “contain” them or texts “have” them. ( ... ) 5. Texts have meanings relative to particular contexts, discourses, or purposes. ( ... ) 6. The nature of text demands that content analysts draw specific inferences from a body of texts to their chosen context ( ... )” (pp. 27-30).
- Overall, following Krippendorff’s (2019) explanation on the premises that guide content analysis, it is important to state that the meaning of a text is not fixed or objective, but rather it is connected to how strong and coherent the analytical construct build is in order to approach the main question of an academic investigation. This includes not only the physical and social context of the reader but also the larger cultural and historical context that shapes the reader's understanding of the text. As a result, content analysis requires a replicable, reliable, and valid procedure that considers these various factors to gain a complete understanding of the text's meaning.
- Finally, the variables described below (major category: Industry; subcategories: Fanservice Practices and Shipping Practices) were developed from the creation of an analytical construct, inspired by Krippendorff (2019), that operationalizes discussions of the Thai BL series industry (Baudinette, 2023), transcultural fandom studies (Chum, Morimoto, 2013; Morimoto, 2017, 2018, 2021), and the perspective of South-South media flows in the Global South (Iqani, 2016; Iqani, Resende, 2019).

### **2. GENERAL CODE INSTRUCTIONS**

- Before coding, you should read the comment in its entirety (and, if applicable, also read the responses it generated in the commentators' turn-taking exchanges).
- In case of ambiguities or doubts, make notes and contact another coder to discuss how best to resolve them and reach a final consensus.
- The first criterion for the selection of comments is to define, by the linguistic materiality present in the comment, whether the text is in Portuguese following the variant spoken and written in Brazil (this means that comments from different nationalities or even from other Lusophone countries—Portugal, Angola, Mozambique, etc.—are excluded from the collection just by observing, for example, the use of the gerund versus the infinitive as a distinguishing mark between Brazilians and European/African Portuguese speakers, non-Brazilian slang and other linguistic characteristics).
- The second criterion for the selection concerns collecting only textual materialities, i.e., written productions produced by the commenters (thus excluding images, gifs, links that may be found in the comments). The only exception concerns the use of emojis and emoticons since they serve as direct aids to textual construction and, in context, are a constituent and inseparable part of the discursive materiality of the comment. Although images (photos, frames, screenshots, etc.) and gifs are also relevant in some cases, here we chose not to take them into consideration since the analysis of images would require another analytical construct specific to the visual material in question.
- The commenter's identification (name, nickname, gender, etc.) is preserved and not recorded in the final analysis, since the research works follow the ethical guidelines approved by the IRB committee of the university under which the researchers are affiliated (COA No. 305/65).

### **3. COMMENTS DATA – STRUCTURAL ELEMENTS**

#### **V0.1 Identification of the episode on which the comment is made [id\_ep]**

- Each comment should be identified by a number that represents the episode commented on, i.e. from episode 1 to episode 20 (even if the comment is on the comment page linked to episode 20, it may be that the comment in question recalls something from episode 1 and makes connections between them, for example). Therefore: **E1** (Episode 1) or **E20** (Episode 20), for instance.

#### **V0.2 Comment type identification [id\_comm\_type]**

- Identify whether it is a main comment (and even unique, isolated) or responses generated by the main comment: C (Comment) or RC (response to a comment). Therefore: **E1\_C** (Episode 1, main or isolated Comment).

#### **V0.3 Numerical identification by order of appearance [id\_num]**

- In the final filtering, the comment must be registered following its order of appearance in the collection sheet. Therefore: **01\_E1\_C** (Comment n. 1, Episode 1, main or isolated Comment).

### **4. COMMENTS DATA – CONTENT ELEMENTS (ANALYTICAL CONSTRUCT)**

#### **V0.4 Construction of the major category [id\_mc\_ind]**

- Following Krippendorff (2019), as a criterion for creating the major category, the following assertion is followed in the data analysis: “[Index 1] *The presence [P] or absence [A] of a reference or concept is taken to indicate the source’s awareness [Aw] or knowledge [Kn] of the object referred to or conceptualized,*” (Krippendorff, 2019, p. 65).

- In this context, the referred to or conceptualized object concerns the presence or absence of a conscious discussion about the existence of a Thai BL industry (with its idiosyncrasies) by the Brazilian fandom. That is, based on the discussions about transcultural fan studies, we seek to analyze in the comments the active role of fans in the reception of BLs in relation to awareness or knowledge about such industry and its logics of production and media circulation.

- In this case, the major category is the perception of an “Industry” [Ind] per se. Therefore: **01\_E1\_C\_Ind** (Comment n. 1, Episode 1, main or isolated Comment, the major category *present*—with *awareness* or *knowledge* by the commenter—concerns the perceptions of the Thai BL series “Industry” [Ind]).

#### **V0.5 Themes of the subcategories [id\_sub\_f]/[id\_sub\_s]/[id\_sub\_f\_s]**

- Therefore, as a criterion for creating subcategories, the data analysis turns to: “[Index 2] *The frequency [F] with which a symbol, idea, reference, or topic occurs in a stream of messages is taken to indicate the importance [Im] of, attention [Atte] to, or emphasis [Em] on that symbol, idea, reference, or topic in the messages,*” (Krippendorff, 2019, p. 66).

- Consequently, in order of relevance, the analysis searches for contents that reveal a high frequency of appearance in the comments on subjects that, in a practical way, can be seen as thematic unfoldings of the major category. In other words, based on the frequency of appearance, two subcategories are created to indicate the importance, attention, and emphasis given to possible themes that are part of Brazilian fandom’s perceptions of the Thai BL industry. These two categories in question are the “fanservice” practices and the “shipping” practices.

- In this case, the subcategories are linked to perceptions of the logic of media production and perceptions of fandom practices that could be only about “fanservice” or “shipping” or both of the themes. Therefore:

- Ex1: 01\_E1\_C\_Ind\_f (Comment n. 1, Episode 1, main or isolated Comment, the major category *present*—with *awareness* or *knowledge* by the commenter—concerns the perceptions of the Thai BL series “Industry” [Ind], the subcategory that has a high *frequency* of appearance and reveals the *importance*, *attention* or *emphasis* of this theme is the “fanservice” practices).
- Ex2: 01\_E1\_C\_Ind\_s (Comment n. 1, Episode 1, main or isolated Comment, the major category *present*—with *awareness* or *knowledge* by the commenter—concerns the perceptions of the Thai BL series “Industry” [Ind], the subcategory that has a high *frequency* of appearance and reveals the *importance*, *attention* or *emphasis* of this theme is the “shipping” practices).
- Ex3: 01\_E1\_C\_Ind\_f\_s (Comment n. 1, Episode 1, main or isolated Comment, the major category *present*—with *awareness* or *knowledge* by the commenter—concerns the perceptions of the Thai BL series “Industry” [Ind], the subcategories that have a high *frequency* of appearance and reveal the *importance*, *attention* or *emphasis* of these themes are both the “fanservice” practices and the “shipping” practices)

## V0.6 Qualitative Reading – nature of the relations between categories [id\_qual\_read]

- Secondly, about the nature of the relations between categories, we try to present a qualitative reading to discuss the ontological relations between the major category and its subcategories and also a comparative understanding between one subcategory and its congener.
- Thus, qualitatively, we read the nature of the relationships between the major category and also between the subcategories by means of: “[Index 3] The kinds of *qualifications* [KQ]—adjectives or hedges—used in statements about a symbol, idea, or reference are taken to indicate the *intensity* [In], *strength* [St], or *uncertainty* [Un] associated with the *beliefs* [bel], *convictions* [con], and *motivations* [mot] that the symbol, idea, or reference signifies. (...)” (Krippendorff, 2019, p. 66).
- In both readings (major category/subcategories relations and subcategory/subcategory relations), what interests us is the types of qualifications and also the number of mentions that characterize the perceptions of the Thai BL industry in the comments of the Brazilian fandom.

## V0.7 Replicability, validity, and reliability [id\_rep\_val\_rel]

In terms of replicability, following the reflections brought by Sampaio and Lycarião (2019, pp. 38-40), the content analysis undertaken here can be replicable in three ways: (a) through access to the codebook (with its variables, categories and data collection rules), (b) through access to the final list of selected comments (in Portuguese), and, equally, (b) through access to the comments section of the platform, which is open, free and available at the following website<sup>1</sup>: <https://pifansubs.club/episodes/war-of-y-1x1/>. Hence, replicability is also connected to the analytical construct as Mayring (2014) reminds us when he mentions categories as a central instrument of analysis that “[a]lso contributes to the intersubjectivity of the procedure, helping to make it possible for others to reconstruct or repeat the analysis” (p. 40).

Moreover, knowing that even replicability does not guarantee research reliability and validity (Krippendorff, 2019; Sampaio and Lycarião, 2019), it should be argued that we are dealing with a content analysis that seeks its reliability and validity from the precision, accuracy, and stability of the proposed analytical construct. Thus, in relation to its reliability, the research produced in its analytical process: (1) the review of the codebook; (2) training among the coders (to test how mutually intelligible

---

<sup>1</sup> A possible point of difficulty in accessing the platform may be in relation to “access denied” by copyright in searches to the site made outside Brazil, so a simple workaround is the use of an extension or VPN service.

the codebook is and how clear the unit to be coded is); and (3) one pilot test of reliability for the application of the categories in the empirical material studied (to observe how the variables proposed in the analytical construct proved feasible, pragmatically speaking).

In turn, in an attempt to seek a confluence between replicability standards and a stable degree of data reliability, this research seeks validation from the typology of “empirical validity” (Krippendorff, 2019). Therefore, it is a validity by “internal structure” which, for its part, is made explicit by the “structural validity” of the analytical construct (both in the criteria for creating the categories and in the nature of the relationships between the proposed categories). In other words, the content analysis applied here is valid by “[t]he degree to which the analytical construct models the network of stable relations in the chosen context” (Krippendorff, 2019, p. 366).

## References:

- Baudinette, T. (2023). *Boys Love Media in Thailand: Celebrity, Fans, and Transnational Asian Queer Popular Culture*. Sydney: Bloomsbury Academic.
- Chin, B., & Morimoto, L. (2013). Towards a theory of transcultural fandom. *Participations - Journal of Audience & Reception Studies*, 10 (1), 92-108. <https://www.participations.org/10-01-07-chin.pdf>
- Iqani, M. (2016). *Consumption, Media and the Global South: Aspiration Contested*. New York: Palgrave Mcmillan.
- Iqani, M., & Resende, F. (2019). Theorising media in and across the Global South: Narrative as territory, culture as flow. In Iqani, M., & Resende, F. (Eds.), *Media and the global South: Narrative territorialities, cross-cultural flow* (pp. 1-16). New York: Routledge.
- Krippendorff, K. (2019). *Content Analysis: An Introduction to its Methodology*. 4th edition. New York: SAGE.
- Mayring, P. (2014). *Qualitative content analysis: theoretical foundation, basic procedures and software solution*. Klagenfurt: SSOAR/GESIS.
- Morimoto, L. (2017). Transnational media fan studies. In K. Busse, M., Click, M., & Scott, S. *The Routledge Companion to Media Fandom* (pp. 280-288). New York: Routledge.
- Morimoto, L. (2018). Ontological Security and the Politics of Transcultural Fandom. In P. Booth (Ed.), *A Companion to Media Fandom and Fan Studies* (pp. 257-275). Hoboken: John Wiley & Sons.
- Morimoto, L. (2021). Transcultural Fan Studies as Methodology. In Booth, P., & Williams, R. *A Fan Studies Primer: Method, Research, Ethics* (pp.51-64). Iowa City: University of Iowa Press.
- Saldaña, J. (2016). *The Coding Manual for Qualitative Researchers*. London: SAGE.
- Sampaio, R. C., & Lycarião, D. (2021). *Análise de conteúdo categorial: manual de aplicação*. Brasília: Enap.