

Table 1: Coding themes. The theme usually appears right at the beginning of a video and on the headline and continues through the content. A theme is considered salient (coded as the main theme of a given video) when a video devotes more time to that theme than to others.

Theme	Explanation
Virus Information	<i>The characteristics, natural history, symptoms, severity of disease, transmission, and epidemiological explanations of the coronavirus.</i>
Statistics, and Modeling	<i>The course of the pandemics, case, deaths, and hospitalization rates, supply of medical resources, and modelling predictions.</i>
Treatment	<i>Providing, evaluating, discussing, and suggesting methods of treatment for coronavirus patients, including information about what to do if suspicious of infection.</i>
Prevention and Action	<i>Discussion of prevention and control measures, whether as a policy or an option. Subcodes include: Lockdown and Reopening, Mask, Vaccine, Social distancing, Testing, contact tracing and sanitation, and Other.</i>
Impacts on Non-Physical Health Related Issues	<i>Broader scale of social impacts of the coronavirus, including anxiety, fears and other mental health issues, socialization, daily basic resources, and personal worries.</i>
Impacts on Economy	<i>Effects on business and on economic growth, relief packages, unemployment, stock performance, etc.</i>
Politics and Blame	<i>Discussion around the politics of coronavirus, often to do with who is to blame (At fault) for causing the virus, and/or prevention/action measures or lack thereof.</i>
Other: International Co-operation	<i>Cooperation and coordination by WHO and among nations, and humanitarian support.</i>
Human Interest	<i>Personal/community stories related to people's experiences during the pandemic. On a personal/individual/community level, rather than focusing on larger systemic issues.</i>
Other: Side Story	<i>For videos that mention COVID- briefly but not a main subject – only as a marginal point.</i>
Other	<i>None of the above.</i>

