

APPENDIX

APPENDIX: YOUTUBE METADATA

Trade Unions on YouTube consists of a number of different analyses of different forms of data, all of which capture trade unions' various uses of YouTube. In our analyses, we use three different datasets. The first dataset is used in Chapter 1 to position the Swedish case within a larger context; it consists of metadata from trade union confederations in the EU, Norway and Switzerland. The second dataset—namely, the large-N dataset—constitutes the primary material for the book and consists of the metadata from the YouTube videos uploaded by Swedish trade unions between 2007 and 2017. We use this data for the descriptive statistics of the Swedish trade unions' YouTube channels in Chapter 1, as well as for more detailed analyses in Chapters 2 and 3. The third dataset is a human-coded dataset of a sample of Swedish YouTube videos. All three of these datasets, and how they were created, will be further described in this appendix. Besides these three datasets, the book also contains an in-depth qualitative analysis of a smaller number of videos in Chapter 4. Finally, we discuss and describe in this appendix the methodological choices we made while conducting the qualitative study.

THE COLLECTION OF YOUTUBE METADATA

Our metadata was downloaded using a specific programme that makes it possible to scrape publicly available information on YouTube. The data used in the large-N dataset was downloaded in January 2017, and the EU data was downloaded in September 2017. Compared with Twitter and Facebook, YouTube has been less examined by researchers; thus, previous research has not developed a best-practice scraping procedure for YouTube. The programme we used, *youtube-dl* (see <https://rg3.github.io/youtube-dl/>), has been used by a number of other studies (Botta et al. 2016; Bougrine et al. 2017; Tomàs-Buliart et al. 2010; Schwemmer and Ziewiecki 2018). After entering a predetermined list of channel names and fields of information (e.g. titles, number of views, etc.) to be downloaded, the metadata is retrieved. We were interested in the videos themselves, as well as in related metadata such as the unique video identification number, video title, description provided by the uploader, number of views, number of likes, number of dislikes, number of comments, length of the video and time-point of uploading the video.

Metadata is partly generated through YouTube and YouTube users (e.g. number of views, date of upload); however, some of the metadata is created by the owner of the account. In particular, the title and descriptions are important features of videos, since these fields (together with tags) are used to make the video visible to viewers via various search engines.

We downloaded all the videos and their metadata on 31 January 2017 and thus received everything uploaded to that date by the unions that was still available online. While downloaded videos were archived separately, the metadata can easily be stored in a comma-separated format and analysed with the help of different software (we mainly used Stata 15 and WordStat 8).

Detecting Channel Names

The first step in collecting the metadata was to identify the channels we wanted to download. Identifying the channel names of the trade union confederations from the EU, Norway and Switzerland, as well as for the Swedish trade unions, was done manually. For the dataset on the European trade union confederations, we started out with a list of all trade union confederations in Europe and then used the search function

in YouTube to detect channels that were owned by these organizations. In some cases, using the YouTube search engine generated a large number of results or yielded results that were unclear regarding whether the channels were really owned by the organizations. As a result, we had to cross-check that the channels were in fact accounts created by the confederations; this was done by looking at the web pages of the confederations. The results from our search activities were compiled into a list of confederation names and channels (Table A6). The number of videos uploaded to these channels and the related statistics are described in Chapter 1, Table 1.1.

To identify the channel names of the Swedish trade unions and the three confederations, we followed a similar process. A list of all the Swedish trade unions and their YouTube channels is presented in Table A7. An alternative search method would have been to browse the web pages of the unions for links to their YouTube channels. However, only looking for the channels through web pages would have resulted in missing data: first, not all unions have links to their social media channels on their web pages; second, temporal channels, such as those associated with specific campaigns, are not always advertised on the web pages; and third, channels managed by sub-organizations to the unions (e.g. youth organizations or specific youth channels) would also have been overlooked. By using the YouTube search engine, we believe that we captured everything that Swedish unions had uploaded and that was available in January 2017. We created an account on YouTube for the project (DigiFacket) and subscribed to all the unions' channels in order to keep track of changes.

CODING THE LARGE-N DATA

Before the retrieved metadata for the Swedish trade unions was analysed, the content of the titles and descriptions of the 4535 videos was coded using a simple version of computer-aided content analysis (CATA). This method is commonly used within the field of media studies; thanks to digitalization and the development of big data techniques, CATA has quickly become an important method for analysing large sets of texts (Neuendorf 2017; Drisko and Maschi 2015).

The coding was derived from our theoretical questions about the possible audiences of the trade unions (Chapter 2) and the degree of political activism (Chapter 3). The first question refers to groups that unions

would be interested in reaching, given that unions would pursue revitalization strategies, and the second question refers to which types of political activism might have been used for trade union revitalization. It turned out to be very difficult to make an accurate coding of political activism, thus, after careful considerations we excluded the CATA-analyses of political activism from the book and instead, we used word clouds.

Thus, we apply different analytical approaches in the two chapters. In accordance with CATA (Neuendorf 2017), Chapter 2 has a deductive approach in which we predefine the theoretical categories we are interested in. In Chapter 3, we use an inductive approach through the use of word clouds (Chandrasegaran et al. 2017), where the software helps us define categories by counting the most-used words.

In Chapter 2, we examine the audiences of the videos. Audiences of messages posted on social media can be examined in a number of ways: one can ask the producer of the message what audience they had in mind, one can carry out surveys with social media consumers or one can try to theoretically establish what audience *should be* interested in the messages judging from the content of the videos. While surveys have become a common procedure to capture the audiences of social media campaigns (for an overview, see Boulianne 2015), we chose to capture the audiences of trade unions' videos by analysing the titles and descriptions of the videos, controlling the coding and watching the videos (see further the section about the small-N sample). We use a deductive method in which we take our point of departure from the literature on trade union revitalization. This literature has listed a number of audiences that unions *would want to reach*, so we examined whether the videos were targeting these particular audiences. The following audiences were derived from the literature as particularly interesting for unions to reach: **existing members** (above all to strengthen internal democracy), **potential members** in general, **young people**, people with a **foreign background** and people with **precarious employment contracts**. As we discuss in Chapter 2, the three last categories have been very difficult to organize in unions in the past.

In order to categorize a video as targeting a specific audience, we listed words that were likely to attract the attention of these groups. These word lists (see Table A1) were tested several times by coding, watching the videos and adjusting the codes. For example, it is likely that a video that refers to 'summer job' or 'traineeship' in its title or

Table A1 Audience categories used in Chapter 2 and keywords used for coding (in Swedish)

<i>Audience categories</i>	<i>Keywords in Swedish</i>	<i>Number of videos in the category, percentage of total</i>
Potential members in general	'medlem', 'inträde', 'rekrytera' 'inkomstförsäkring', 'förmån' 'organizer'	410 (10%)
People with precarious employment	'otrygg anställning', 'vikarie' 'tidsbegränsad', 'bärplockare' 'säsongarbetare', 'deltid', 'visstid', 'sms-anställning'	53 (1%)
Young people	'ung', 'unga', 'lärling', 'gymnasium', 'studerandemedlem', 'student', 'sommarjobb', 'praktik', 'studiestöd'	513 (11%)
People with a foreign background	'invandrare', 'migrant', 'papperslös', 'utländsk' 'flykting' plus videos not in Swedish (detected by looking for these words in English: 'is', 'are', 'have' and 'the')	149 (3%)
Members and internal democracy	'kongress', 'konferens', 'ordförande', 'avtal', 'styrelse', 'sekreterare', 'förtroendevald', 'samordning', 'årsmöte', 'fullmäktige', 'överenskommelse'	1487 (33%)

Note The remaining 2323 (51%) videos were targeting the general public

description will appeal to youth; it is also likely that youth constitute the group that would search for information about summer jobs and traineeship on YouTube. Similarly, updates about ongoing collective bargaining are more likely to be picked up by those who already are members of a union, and who are interested in how ongoing negotiations are proceeding. Although these categories are not mutually exclusive, they give us a general idea about the audiences the Swedish trade unions are targeting, without actually asking the viewers themselves.

In Chapter 3, we adopted an inductive method instead of relying on predefined theoretical categories. The word cloud analysis was done in four specific steps:

1. First, we counted the most frequently used words in the titles and descriptions of all 4535 videos. In terms of the total corpus, the titles and descriptions had an average length of 41 and 207 characters, and of 5.7 and 27 words, respectively; the longest description of the uploaded video was 1945 characters (264 words). There were 391 videos with no description at all; however, all videos had a title, with the shortest title being ‘*Lön*’ (i.e. salary/wage in Swedish). The number of words is important in calculating how large a proportion of certain words form of the total corpus. For the analysis, we excluded commonly used words or so-called stop words such as ‘and’, ‘or’, ‘we’ and ‘here’; we also removed frequently used verbs (e.g. ‘like’, ‘are’, ‘can’), pronouns, conjunctions and adverbs, which were not included in the list of the usual stop words. We also excluded the names of the unions, as this would correlate strongly with the number of videos the unions upload. In addition, the names of major cities such as Stockholm or Gothenburg were excluded, as many meetings, conferences and congresses take place in these locations. However, we kept the name ‘Almedalen’, which is not only a location (a park on Gotland Island), but also a reference to the politicians’ week—the annual trade fair for politicians and lobby organizations in Sweden. Finally, first names such as Per, Annelie and Tor were omitted; although these names refer to the first names of the unions’ leaders, they are also common names in Sweden. We also checked that the names of politicians (e.g. Fredrik Reinfeldt, the Prime Minister of Sweden during the period of 2006–2014, Stefan Löfven, the prime minister from 2014 on, etc.) were always used together with words like ‘government’, ‘elections’ or other words that we used to detect political activism.
2. In order to identify the issues mentioned in the titles and description as precisely as possible, we substituted all words related to collective agreement—such as demands in collective bargaining (*avtalskrav*) or collective bargaining rounds (*avtalsrörelse*)—with the one term ‘collective agreement’ (*avtal*). The same was done with a number of other words, listed in Table A2. The aim of this substitution process was to avoid underestimating the frequencies of some commonly used terms. Note that we had formatted all words to lower case for the analysis.

Table A2 List of substitutions

<i>Word in text</i>	<i>Replacement</i>	<i>Translation</i>
<i>jobbet, arbete</i>	<i>jobb</i>	Job/work
<i>löner, löner</i>	<i>lön</i>	Salary/wage
<i>regeringen</i>	<i>regering</i>	Government
<i>valet</i>	<i>val</i>	Election
<i>avtalsrörelsen, kollektivavtal, avtalskrav, avtalet,</i> <i>avtalssekreterare</i>	<i>avtal</i>	Collective agreement
<i>almedalsveckan</i>	<i>Almedalen</i>	Almedalen
<i>skolans, skola, school</i>	<i>skolan</i>	School
<i>utbildningar</i>	<i>utbildning</i>	Education
<i>medlemmar</i>	<i>medlem</i>	Member
<i>förbundsordförande</i>	<i>ordförande</i>	Leader
<i>kongressen</i>	<i>kongress</i>	Congress
<i>seminariet</i>	<i>seminarium</i>	Seminary
<i>läraren, lärarna</i>	<i>lärare</i>	Teacher

3. The presented word clouds (Figs. 3.1 and 3.2 in the book) express the frequency of the words present in both the titles and descriptions of the videos, after the exclusion and substitution processes. In the case of Fig. 3.1, the fonts of the presented words reflect the numbers of word frequencies shown in Table A8.
4. In order to better detect words related to political activism, we enlarged the exclusion list in the analyses of the different trade union confederations in Chapter 3. Thus, for these analyses, words referring to regular trade union activities such as ‘collective agreement’, ‘employment’, ‘congresses’ and so forth were added to the already presented list of excluded words. This process was repeated for each trade union confederation. The results in Fig. 3.2 reflect the numbers presented in Table A8 for the LO, Table A9 for the TCO and Table A11 for Saco.

The exclusions and substitution of certain words, described in steps one and two above, and the generation of word clouds were done using the programme WordStat8.

CODING THE SMALL-N SAMPLE OF VIDEOS (SMALL-N DATASET)

The small-N sample consists of 624 videos that were selected out of the large-N sample via a stratified random-selection process. The aim was to choose 20% of the videos that were shorter than 15 minutes from trade unions belonging to each confederation; the length limit was set because longer videos are mainly about seminars, workshops and congresses, and these were not our primary interest. As the Saco unions had many videos lasting more than 20 minutes (25% of their videos), we ended up with a distribution in which the LO affiliates had 335 videos, the TCO affiliates had 185 videos and the Saco-affiliated unions had only 104 videos (see description in Table 1.3 of the book). The videos in the sample cover the period of April 2007 to March 2016.

A research assistant watched all of these videos and applied a pre-defined coding scheme for coding the videos; the visual, audio and text information of each video was used in the coding process. The codebook (see Table A12) included various variables that were used in Chapters 2 and 3, along with some additional information. We coded twelve possible **addressees** of the unions' messages: employers, the general public, an international audience, other unions, people with a foreign background, people with a specific occupation (e.g. plumber or teacher), politicians, potential members, precarious workers, union members, women and youth. Detecting the addressees of the videos was not always easy, as many of the videos appeared to target multiple audiences. When this was the case, we coded two addressees and ranked them as the 'main' and 'secondary' identifiable addressed actors.

The result of determining audiences through human-performed coding was as follows:

- 271 videos (43%) targeted union members;
- 212 videos (34%) targeted people in general or potential members;
- 37 videos (6%) addressed people with a specific occupation;
- 34 videos (5.5%) targeted young people or students;
- 21 videos (3.4%) targeted people with precarious employment contracts;
- 27 videos (3%) directly addressed politicians.

Only three videos in our sample addressed employers, and the remaining videos targeted other or unidentified groups. None of the videos addressed other unions.

Of the 624 examined videos, about 10% were ads or (professional) movie-like videos, the majority (44%) were interviews with various actors, such as union chairmen, activists or politicians, and the rest were reports on different events (14%) or typical communicative videos that presented different facts or the unions' opinions on specific issues (30%).

IN-DEPTH QUALITATIVE ANALYSIS OF VIDEOS

In Chapter 4, we perform a qualitative analysis of videos from six trade unions. In order to obtain a suitable sample of organizations, we used the following criteria: the organizations should represent different social classes (in practice, this meant choosing trade unions from the LO, the TCO and Saco), they should be fairly large and they should represent different sectors (i.e. both public and private sector). We made this selection because unions in the same sector sometimes cooperate across class borders, such as in collective bargaining; for example, IF Metall, Unionen and Sweden Engineers are all part of an institutionalized cooperation named *Facken inom industrin* (*Unions within the industrial sector*). Initially, we assumed that such cooperation could affect image management; however, that was not found to be the case. As the analysis in Chapter 4 reveals, similarities were greater between unions belonging to the same confederation than between unions within the same sector.

Following these criteria, we selected the six unions listed in Table A3.

Table A3 Selected unions

<i>Confederation</i>	<i>Trade union</i>	<i>Size ranking within the confederation</i>
LO-affiliated unions	The Municipal Workers' Union	First (i.e. biggest)
	IF Metall	Second
TCO-affiliated unions	Unionen	First
	Vision	Third
Saco-affiliated unions	Sweden Engineers	First
	Akademikerförbundet SSR	Fourth

For each of the unions selected, we downloaded 10–12 videos for analysis. We selected the videos strategically, as the large number of videos containing information about seminars and congresses made a random sample unsuitable. We needed videos in which the unions would engage in image management, and in which organizational identities would be displayed. Thus, most of the selected videos were videos containing information about the union, what the union stands for, and commercials. The analysed videos are listed in Table A13.

The qualitative analysis was performed in the following way. For each video, a short summary of the main narrative of the video was written down. These descriptions included the colours used, the visual appearance of the actors in the video and the setting in which the video was shot. This procedure made it necessary for us to watch each video several times.

In order to capture the self-image of the organizations, we focused on how the unions described themselves, their members and other organizations, using the questions presented in Table A4. This analysis model builds on the work of Jansson (2012).

Table A4 Operationalization of unions' self-images

Union	Do the unions talk about themselves as organizations? How is the union movement described? What kind of organization emerges in the videos? How does the union talk about itself? Which pronouns are used ('I' vs. 'we')? Are there references to class? What properties are ascribed to the union? What is the main aim of the union movement? What specific actions are expressed in the videos? What actions does the union ascribe to itself? How does one act (i.e. alone or together)?
Members	Do the unions talk about their members? What properties are ascribed to the union members? What is the relationship between the member and the union? Is there reciprocity? What actions are ascribed to the member? How should a member act?
Others	Is there an 'other'? Who is the 'other'? What properties does the 'other' possess? What is the relationship between the 'other' and the union, and between the 'other' and the members? How does the 'other' act?

Table A5 Features of the unions' self-image

	<i>Inclusiveness</i>	<i>Exclusiveness</i>
Collectivism	<i>Inclusive collectivism:</i> n/a	<i>Exclusive collectivism:</i> IF Metall The Municipal Workers' Union Akademikerförbundet SSR Sweden Engineers
Individualism	<i>Inclusive individualism:</i> Union Vision	<i>Exclusive individualism:</i> n/a

We make a distinction between two different revitalization dimensions in the unions' self-images: individualism versus collectivism and inclusiveness versus exclusiveness. In order to decide which dimensions were the most predominant in a certain union, we used the summaries of each video. In most of the videos, it was not particularly difficult to decide whether individualism or collectivism was the predominant trait, and the same was true for the second dimension (inclusiveness vs. exclusiveness). Next, we compiled the most common traits for each union in our sample. Table A5 displays the results.

ADDITIONAL TABLES

In the rest of this appendix, we provide tables listing YouTube channels, word frequencies and YouTube videos that we have analysed (Tables A6, A7, A8, A9, A10, A11, A12 and A13).

Table A6 Names and YouTube channels of the trade union confederations in the EU, Switzerland and Norway

<i>Country</i>	<i>Confederation</i>	<i>Channel</i>
Austria	ÖGB (Österreichischer Gewerkschaftsbund)	https://www.youtube.com/user/OEGBOnline
Austria	ÖGB (Österreichischer Gewerkschaftsbund)	https://www.youtube.com/user/OEGBGeschichte
Austria	ÖGB (Österreichischer Gewerkschaftsbund)	https://www.youtube.com/channel/UCzrh7NTyk78FS2A4OVVQMNQ
Austria	ÖGB (Österreichischer Gewerkschaftsbund)	https://www.youtube.com/user/OEGBVERLAG01/featured
Belgium	ACV-CSC (Algemeen Christelijk Vakverbond/Confédération des Syndicats Chrétiens)	https://www.youtube.com/watch?v=aubeCPrEw1A
Belgium	ACV-CSC (Algemeen Christelijk Vakverbond/Confédération des Syndicats Chrétiens)	https://www.youtube.com/channel/UCbWRTnVDLZatQ8w_b1NzSEQ
Belgium	ABVV-FGTB (Algemeen Belgisch VakVerbond/Fédération Générale du Travail de Belgique)	No channel found
Bulgaria	CITUB/KNSB	https://www.youtube.com/channel/UCNOtKg7YVNaXI0d1BhDzaZQ/about
Bulgaria	CITUB/KNSB	https://www.youtube.com/user/citubulgaria
Bulgaria	Confederation of Labour (CL Podkrepa)	No channel found
Croatia	HUS (Hrvatska Udruga Sindikata)	No channel found
Croatia	(NHS) Nezavisni Hrvatski Sindikati	No channel found
Croatia	SSSH (Savez Samostalnih Sindikata Hrvatske)	https://www.youtube.com/channel/UCJyQ5SzpHCcTbw1RvcsHBfA
Croatia	URSH (Udruga radničkih sindikata Hrvatske)	https://www.youtube.com/channel/UCDuqusMjCsB6tGmAN9bAuVQ
Cyprus	Pancyprian Federation of Labour (PEO) [Παγκύπρια Εργατική Ομοσπονδία]	https://www.youtube.com/user/peo1941/featured
Cyprus	SEK (Synomospondia Ergaton Kyprou)	https://www.youtube.com/user/SEKbroadcast

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Table A6 (continued)

<i>Country</i>	<i>Confederation</i>	<i>Channel</i>
Czech Republic	ČMKOS (Českomoravská konfederace odborových svazů)	https://www.youtube.com/channel/UCsMQpZid62xocoAG1NHgZlg
Czech Republic	ČMKOS (Českomoravská konfederace odborových svazů)	https://www.youtube.com/user/cmkosCZ/about
Czech Republic	ASO (Asociace samostatných odborů)	https://www.youtube.com/channel/UCU2QPYry5kHQuRVmNaLavNA
Czech Republic	KOK (Křesťanská odborová koalice)	No channel found
Czech Republic	OSČMS (Odborové sdružení Čech, Moravy a Slezska)	https://www.youtube.com/user/odborovesdruzeni
Czech Republic	OSR (Odborový svaz Rovnost)	No channel found
Denmark	AC (Akademikernes Centralorganisation)	No channel found
Denmark	FTF (Funktionærernes og Tjenestemændenes Fællesråd)	No channel found
Denmark	LO (Landsorganisationen i Danmark)	https://www.youtube.com/user/LOinfo
Estonia	Eesti Ametiühingute Keskkliit (lühendina EAKL)	No channel found
Estonia	Teenistujate Ametiühendus Keskorganisatsioon	No channel found
Finland	SAK (Suomen Ammattiliittojen Keskusjärjestö)	https://www.youtube.com/user/SAKtuubi/featured
Finland	STTK (Toimihenkilöiden ammatillinen keskusjärjestö)	No channel found
Finland	Akava (Korkeasti koulutettujen työmarkkinakeskusjärjestö)	https://www.youtube.com/channel/UCWvdYT50k-2UQQkiNFPWoAw
France	CGT (Confédération Générale du Travail)	https://www.youtube.com/user/MyCGT
France	TO (Force Ouvrière)	https://www.youtube.com/user/SiteFO
France	CFDT (Confédération Française Démocratique du Travail)	https://www.youtube.com/user/CFDTTV
France	CFTC (Confédération Française des Travailleurs Chrétiens)	https://www.youtube.com/channel/UCXn50sMOUmpgxbqk-6UBM_Q
France	CFTC (Confédération Française des Travailleurs Chrétiens)	https://www.youtube.com/channel/UCu2iC4PUP79vekTq3dk-xJg
France	CFE-CGC (Confédération Générale des Cadres)	https://www.youtube.com/user/ChaîneCFEFCG
Germany	DGB (Deutscher Gewerkschaftsbund)	https://www.youtube.com/user/wwwdgbde
Germany	DGB (Deutscher Gewerkschaftsbund)	https://www.youtube.com/user/dgbjugend/videos

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Table A6 (continued)

<i>Country</i>	<i>Confederation</i>	<i>Channel</i>
Germany	DBB (Deutscher Beamtenbund)	https://www.youtube.com/user/dbbMovie
Germany	CGB (Christlicher Gewerkschaftsbund)	https://www.youtube.com/user/GutesLebenTV/videos
Greece	GSEE (Geniki Synomospondia Ergaton Ellados)	https://www.youtube.com/channel/UC_BMR6M5YHTl8DdQwnu3FPA
Greece	PAME (Panergatiko Agonistiko Metopo)	https://www.youtube.com/user/pamehellas
Hungary	MSZOSZ (National Confederation of Hungarian Trade Unions)	No channel found
Hungary	ASZSZ (Autonomous Trade Union Confederation)	No channel found
Ireland	ICTU (Irish Congress of Trade Unions)	https://www.youtube.com/user/irishcongress/featured
Italy	CGIL (Confederazione Generale Italiana del Lavoro)	https://www.youtube.com/user/CGILNAZIONALE
Italy	CISL (Confederazione Italiana Sindacati Lavoratori)	https://www.youtube.com/user/CislTv
Italy	UIL (Unione Italiana del Lavoro)	No channel found
Italy	CISAL (Confederazione Italiana Sindacati Autonomi Lavoratori)	https://www.youtube.com/user/CISALNAZIONALE
Italy	CISAL	https://www.youtube.com/user/CisalConfederazione
Italy	CONFSAL (Confederazione Generale dei Sindacati Autonomi dei Lavoratori)	https://www.youtube.com/user/confsalVideo
Italy	UGL (Unione Generale del Lavoro)	https://www.youtube.com/user/UglWebTv
Italy	SdL (Sindacato dei Lavoratori Intercategoriale)	No channel found
Latvia	LBAS (Latvijas Brīvo arodbiedrību savienība)	No channel found
Lithuania	LDF (Lietuvos darbo federacija)	No channel found
Lithuania	LPSK (Lietuvos profesinių sąjungų konfederacija)	https://www.youtube.com/channel/UC_ka9Fc1LLxYkY5NJBQXEQA
Lithuania	Lietuvos profesinės sąjungos ‘Solidarumas’	https://www.youtube.com/user/LPSSolidarumas20/featured
Luxembourg	OGB-L (Confédération Générale du Travail de Luxembourg)	https://www.youtube.com/user/Oglb2010

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Table A6 (continued)

<i>Country</i>	<i>Confederation</i>	<i>Channel</i>
Luxembourg	LCGB (Lëtzebuenger Chrëschtleche Gewerkschafts-Bond)	https://www.youtube.com/user/lcgbflux
Luxembourg	ALEBA/UEP-NGL-SNEP	
Malta	CMTU (Confederation of Malta Trade Unions)	No channel found
Malta	GWU (General Workers' Union)	https://www.youtube.com/channel/UC_Ie9D9NZ9xMQ-rFG0bi4DA
Malta	UHM (Malta Workers' Union)	https://www.youtube.com/channel/UCATRNZsimVqugwD2gkAJaAQ
Netherlands	FNV (Federatie Nederlandse Vakbeweging)	https://www.youtube.com/channel/UCYSS_ms_r7rYHkWARvab_2g
Netherlands	CNV (Christelijk Nationaal Vakverbond)	No channel found
Norway	LO-N (Landsorganisasjonen i Norge)	https://www.youtube.com/user/Landsorganisasjonen
Norway	YS (Yrkesorganisasjonenes Sentralforbund)	https://www.youtube.com/user/ys2329
Norway	YS	https://www.youtube.com/channel/UCu2pLiJZa1jdziHqTsofGJg
Norway	UNIO (Utdanningsgruppenes Hovedorganisasjon)	https://www.youtube.com/channel/UCChq0c9DYwL2Cl2yiy_LOj8Q
Poland	Solidarity NSZZ (Niezależny Samorządny Związek Zawodowy 'Solidarność')	https://www.youtube.com/user/TVSolidarnosc/featured
Poland	OPZZ (Ogólnopolskie Porozumienie Związków Zawodowych)	https://www.youtube.com/user/OPZZcentrala
Portugal	CGTP (Confederação Geral dos Trabalhadores Portugueses)	https://www.youtube.com/user/cgtpin
Portugal	CGTP	https://www.youtube.com/channel/UCESoKeLmkUEeFT-BdtRs1gQ
Portugal	UGT (União Geral dos Trabalhadores)	https://www.youtube.com/user/UGT1978
Romania	CNSLR-B (Confederația Națională a Sindicatelor Libere din România – Frăția)	No channel found
Romania	Cartel ALFA (NTUC) Confederația Națională Sindicală	No channel found
Romania	CSDR (Democratic Trade Union Confederation of Romania)	No channel found

(continued)

Table A6 (continued)

<i>Country</i>	<i>Confederation</i>	<i>Channel</i>
Romania	Meridian Confederația Natională Sindicală	No channel found
Slovak Republic	KOZSR (Konfederácie odborových zväzov Slovenskej republiky)	https://www.youtube.com/channel/ UC1XIVxpPDHnmI26TymQOgVA
Slovenia	ZSSS (Zveza Svobodnih Sindikatoev Slovenije)	https://www.youtube.com/user/ zsstv
Spain	CC.OO. (Comisiones Obreras)	https://www.youtube.com/user/ ccoo
Spain	CGT (Confederación General del Trabajo)	No channel found
Spain	CNT (Confederación Nacional del Trabajo)	https://www.youtube.com/user/ sindicatocntait
Spain	UGT (Unión General de Trabajadores)	https://www.youtube.com/ user/1UGT
Spain	UGT	https://www.youtube.com/channel/ UCjsBd7JPvqhZfRndZrSZdBg
Spain	USO (Union Sindical Obrera)	https://www.youtube.com/user/ videosUSO/featured
Sweden	LO (Landsorganisationen i Sverige)	https://www.youtube.com/user/ loverige
Sweden	TCO (Tjänstemännens centralorganisation)	https://www.youtube.com/user/ tcofilm
Sweden	Saco	https://www.youtube.com/user/ Sacoredaktion
Switzerland	Swiss Federation of Trade Unions, SGB/ USS (Schweizerischer Gewerkschaftsbund/Union syndicale Suisse)	https://www.youtube.com/user/ GewerkschaftsbundSGB
Switzerland	SWF (Swiss Workers' Federation) Travail.Suisse	No channel found
UK	TUC (Trades Union Congress)	https://www.youtube.com/user/ tradesunioncongress
UK	STUC (Scottish Trades Union Congress)	https://www.youtube.com/user/ STUC1/featured
UK	GFTU (General Federation of Trade Unions)	https://www.youtube.com/user/ seanieb123
UK	ICTU (Irish Congress of Trade Unions), Northern Ireland	https://www.youtube.com/user/ irishcongress/featured

Table A7 List of Swedish trade unions and the names of their YouTube channels

<i>Confederation</i>	<i>Union</i>	<i>Working members 31 December 2017</i>	<i>YouTube channel names</i>
	Landsorganisationen (LO) [The Swedish Trade Union Confederation]		lo sverige
LO	Svenska Kommunalarbetsförbundet (Kommunal) [The Swedish Municipal Workers' Union]	507,487	tidningen arbetet 6f kommunalarbetaren kommunalv kommunalung välj välfärden if metall borås ifmetallgoteborg industriefacketmetall eli abadji rullarrk handelsfacket (handels på youtube)
LO	IF Metall [Industrial Union Metall]	247,140	byggnads byggnads kongress 2014 byggnads väst seko spårfel
LO	Handelsanställdas förbund [Swedish Commercial Employees' Union]	124,338	Transportfacket
LO	Svenska Byggnadsarbetareförbundet [Swedish Building Workers' Union]	78,321	gsfacket
LO	Seko, Service-och kommunikationsfacket [The Union of Service and Communication Employees]	73,108	
LO	Svenska Transportarbetareförbundet [Swedish Transport Workers' Union]	51,714	
LO	GS – Facket för skogs-, trä-och grafisk bransch [Swedish Union of Forestry, Wood and Graphical Workers]	39,944	

(continued)

Table A7 (continued)

<i>Confederation</i>	<i>Union</i>	<i>Working members 31 December 2017</i>	<i>YouTube channel names</i>
LO	Hotell-och restaurangfacket [Hotel and Restaurant Workers' Union]	27,887	hotell- och restaurangfacket avd02
LO	Fastighetsanställdas Förbund [Swedish Building Maintenance Workers' Union]	27,043	fastighetsanställdas förbund
LO	Livsmedelsarbetareförbundet [Swedish Food Workers' Union]	24,420	Livsmedelsarbetare
LO	Svenska Elektrikerförbundet [Swedish Electricians' Union]	19,307	elektrikerna unga elektriker
LO	Svenska Pappersindustriarbetareförbundet [Swedish Paper Workers' Union]	14,282	pappers
LO	Svenska Målareförbundet [Swedish Painters' Union]	11,063	svenska målareförbundet
LO	Musikerförbundet [Swedish Musicians' Union]	2317	Musikerförbundet
	Tjänstemännens centralorganisation (TCO) [The Swedish Confederation of Professional Employees]		tco Sverige
TCO	Unionen [Unionen]	538,845	Unionen unionen klubben på hp unionen sjukhall unionen student unionen sydväst unionensydväst unionentv tidningen kollega

(continued)

Table A7 (continued)

<i>Confederation</i>	<i>Union</i>	<i>Working members 31 December 2017</i>	<i>YouTube channel names</i>
TCO	Läraryrket [Swedish Teachers' Union]	168,378	Läraryrket läraryrketkarlstad läraryrket halmstad läraryrket karlskrona läraryrket karlstad läraryrket kungsbacka läraryrket kungälv läraryrket stockholm läraryrket sundsvall läraryrket Örnsköldsvik studio läraryrket student milla79larare vision landstingsavdelningen värmland vision stockholm stad vision tv visiongoteborg visionkanalen visionnorrköping visionscenter tidsningen vision student i vision Vårdförbundet pernilla bjering Dahlen facket st facketst vid gu
TCO	Vision [Vision]	137,082	
TCO	Vårdförbundet [Swedish Association of Health Officers]	91,695	
TCO	Fackförbundet ST [Federation of Civil Servants]	66,923	

(continued)

Table A7 (continued)

<i>Confederation</i>	<i>Union</i>	<i>Working members 31 December 2017</i>	<i>YouTube channel names</i>
TCO	Finansförbundet [Union of Finance Sector Employees]	26,365	
TCO	Polisförbundet	18,781	Polisförbundet
TCO	[Union of Swedish Policemen] FTF – Facket för försäkring och finans	13,110	facketff
TCO	[Union of Insurance Employees] Svenska Journalistförbundet [Swedish Union of Journalists]	11,484	journalistförbundet tidningen journalisten mälardalens frilansklubb
TCO	Teaterförbundet	6322	
TCO	[Swedish Union of Theatrical Employees] Försvarsförbundet	2810	
TCO	[Union of Civilian Employees in the Defence Forces] Tull-Kust	1794	
TCO	[Swedish Union of Customs' Officers] Symf, Sveriges yrkesmusikerförbund	1394	
TCO	[The Swedish Federation of Professional Musicians] Skogs-och lantbruksjärnstemanförbundet [Swedish Forest and Agricultural Workers' Union]	576	
	Saco [The Swedish Confederation of Professional Associations]		sacoredaktion saco studentmässor

(continued)

Table A7 (continued)

<i>Confederation</i>	<i>Union</i>	<i>Working members 31 December 2017</i>	<i>YouTube channel names</i>
Saco	Sveriges Ingenjörer [Association of Graduate Engineers]	122,453	Sverigesingenjörer teknologgruppen sveriges ingenjörer sveriges ingenjörer distrik norr
Saco	Jusek [Swedish Union of University Graduates of Law, Business Administration and Economics, Computer and Systems Science, Personnel Management, Professional Communicators and Social Science]	66,038	jusektv boost jusek
Saco	Lärarnas Riksförbund [National Union of Teachers in Sweden]	62,028	lärarnas nyheter lärarnas riksförbund skolvarlden
Saco	Akademikerförbundet SSR [The Union for Professionals]	54,963	akademikerförbundet ssr
Saco	Sveriges läkarförbund [Swedish Medical Association]	37,177	lakarförbundet1
Saco	Naturvetarna [Swedish Association of Professional Scientists]	30,246	naturvetarna redaction
Saco	Civilekonomerna [Swedish Association of Graduates in Business Administration and Economics]	28,654	Civilekonomerna
Saco	Sveriges universitetslärare och forskare [Swedish Association of University Teachers]	18,716	

(continued)

Table A7 (continued)

<i>Confederation</i>	<i>Union</i>	<i>Working members 31 December 2017</i>	<i>YouTube channel names</i>
Saco	DIK [Swedish Association of Graduates in Documentation, Information and Culture]	18,376	dik - facket för kultur och kommunikation dikförbundet diktuben
Saco	Officersförbundet	14,430	
Saco	[Swedish Association of Military Officers]		
Saco	SRAT	13,103	
Saco	[SACO General Group]		
Saco	Fysioterapeuterna	10,991	Fysioterapeuterna
Saco	[Swedish Association of Registered Physiotherapists]		
Saco	Sveriges Arkitekter	9169	sveriges arkitekter arkitekten.se
Saco	[National Association of Swedish Architects]		
Saco	Sveriges Psykologförbund	8907	sveriges psykologförbund
Saco	[Swedish Psychological Association]		
Saco	Sveriges Arbetsterapeuter	8522	sveriges arbetsterapeuter
Saco	[Swedish Association of Occupational Therapists]		
Saco	Sveriges Farmaceuter	5502	
Saco	[Swedish Pharmacists Association]		
Saco	Sveriges Tandläkarförbund	5386	Tandläkarförbundet
Saco	[Swedish Dental Association]		
Saco	Sveriges Skolledarförbund	5384	Skolledarförbundet
Saco	[Swedish Association of School Principals]		

(continued)

Table A7 (continued)

<i>Confederation</i>	<i>Union</i>	<i>Working members 31 December 2017</i>	<i>YouTube channel names</i>
Saco	Kyrkans Akademikerförbund [The Church's Graduate Association]	4099	
Saco	Sjöbefälsföreningen [Maritime Officers' Association]	3459	
Saco	Sacoförbundet Trafik och Järnväg	3308	saco-förbundet trafik och järnväg
Saco	Sveriges Veterinärförbund [Swedish Veterinary Association]	2589	
Saco	Reservofficerarna [The Reserve Officers' Association]	1725	

Source Membership numbers were collected from Medlingsinstitutet (2018), pp. 222–223

Table A8 Word frequency in the titles and descriptions of all videos

<i>Word in Swedish</i>	<i>Word in English</i>	<i>Frequency</i>	<i>% of remaining words</i>	<i>% of all words</i>	<i>Number of videos containing this word</i>
ORDFÖRANDE	Chairman/chairperson	646	8.01	0.43	481
KONGRESS	Congress	562	6.97	0.37	358
JOB	Work, job	493	6.11	0.33	379
AVTAL	Agreement	476	5.90	0.31	283
SEMINARIUM	Seminar	364	4.51	0.24	295
REGERING	Government	324	4.02	0.21	303
MEDLEM	Member	314	3.89	0.21	259
SKOLAN	School	312	3.87	0.21	191
ALMEDALEN	Almedalen	295	3.66	0.19	253
LÄRARE	Teacher	260	3.22	0.17	182
BYTTA	Change	259	3.21	0.17	248
FRAMTIDEN	Future	196	2.43	0.13	137
DAGORDNINGSPUNKT	Agenda item	194	2.40	0.13	104
LÖN	Wage, salary	190	2.36	0.13	147
UTBILDNING	Education	188	2.33	0.12	145
FÖRBUNDSSTYRELSE	Board of the union	145	1.80	0.10	73
UNIVERSITET	University	145	1.80	0.10	121
INTERVJU	Interview	138	1.71	0.09	124
VAL	Election, election	138	1.71	0.09	113

Note: Word frequency in titles and descriptions is for all videos *after* exclusion and substitution; 4535 videos in total; 50% of words were excluded

Table A9 Word frequency in the titles and descriptions of all LO videos

<i>Word in Swedish</i>	<i>Word in English</i>	<i>Frequency</i>	<i>% of remain- ing words</i>	<i>% of all words</i>	<i>Number of videos contain- ing this word</i>
REGERING	Government	304	14.14	0.62	286
BYTA	Change	250	11.63	0.51	242
VAL	Election, election	69	3.21	0.14	53
UNGA	Young people, youth	57	2.65	0.12	43
HJÄLP	Help	47	2.19	0.10	40
ALMEDALEN	Almedalen	42	1.95	0.09	37
RÖSTA	Vote	38	1.77	0.08	26
PÅVERKA	Influence	37	1.72	0.08	26
RÄTTIGHETER	Rights	37	1.72	0.08	30
FRAMTIDEN	Future	36	1.67	0.07	26
KRAV	Demand	36	1.67	0.07	33
PENGAR	Money	36	1.67	0.07	30
VILLKOR	Conditions	36	1.67	0.07	30
SAMARBETE	Cooperation	32	1.49	0.07	30
INTERNATIONELLA	International	30	1.40	0.06	27
ERSÄTTNING	Compensation	29	1.35	0.06	20
KRONOR	SEK	29	1.35	0.06	19
KAMP	Struggle	28	1.30	0.06	20
UTBILDNING	Education	26	1.21	0.05	24
EUROPAPARLAMENTET	European parliament	25	1.16	0.05	19
EU	European Union	24	1.12	0.05	21
POLITIK	Politics	23	1.07	0.05	22
FÖRETAG	Enterprise, business	22	1.02	0.04	18
TRYGGA	Safe, secure	22	1.02	0.04	21
VÄLFÄRDEN	Welfare	22	1.02	0.04	15
OTRYGGA	Unsafe, insecure	21	0.98	0.04	17
RÄTTVISA	Justice	21	0.98	0.04	16
SOCIALDEMOKRATERNA	Social Democratic Party	20	0.93	0.04	19

Note Word frequency in titles and descriptions is for all LO videos *after* exclusion and substitution; 1809 videos in total; 64% of words were excluded

Table A10 Word frequency in the titles and descriptions of all TCO videos

<i>Word in Swedish</i>	<i>Word in English</i>	<i>Frequency</i>	<i>% of remaining words</i>	<i>% of all words</i>	<i>Number of videos containing this word</i>
LÄRARE	Teacher	181	4.94	0.32	108
ALMEDALEN	Almedalen	169	4.61	0.30	143
SKOLA	School	132	3.62	0.23	90
FRAMTIDEN	Future	102	2.78	0.18	62
VÅRD	Care (medical-, child-, elderly-)	84	2.29	0.15	44
UTBILDNING	Education	64	1.75	0.11	50
SJUKSKÖTERSKA	Nurse	60	1.64	0.10	42
HJÄLP	Help	55	1.50	0.10	41
VÅRDEN	Health-care services	47	1.28	0.08	33
EU	European Union	44	1.20	0.08	20
SKOLANFORST	School First (specific campaign in 2014 about the school system)	42	1.15	0.07	29
UNIVERSITET	University	40	1.09	0.07	35
PERSONCENTRERAD	Focused on one person	36	0.98	0.06	15
STUDENT	Student	36	0.98	0.06	27
POLITIKER	Politician	32	0.87	0.06	31
SKATTEREFORM	Tax reform	32	0.87	0.06	16
KUNSKAP	Knowledge	31	0.85	0.05	27
PÅVERKA	Influence	31	0.85	0.05	27
PRIS	Price	29	0.79	0.05	26
VAL	Election, election	29	0.79	0.05	25
JOBBHOPPING	Shifting jobs/career	28	0.76	0.05	11
JÄMSTÄLLT	Equal	27	0.74	0.05	17
KOMPETENS	Competence	26	0.71	0.05	20
BARN	Children	25	0.68	0.04	23
SAMARBETE	Cooperation	24	0.66	0.04	22
STÖD	Support	24	0.66	0.04	20
BIOMEDICINSKA	Biomedical	23	0.63	0.04	16

Note Word frequency in titles and descriptions is for all TCO videos after exclusion and substitution; 1347 videos in total; 63% of words were excluded

Table A11 Word frequency in the titles and descriptions of all Saco videos

<i>Word in Swedish</i>	<i>Word in English</i>	<i>Frequency</i>	<i>% of remaining words</i>	<i>% of all words</i>	<i>Number of videos containing this word</i>
<i>UNIVERSITET</i>	University	110	3.22	0.24	90
<i>LÄRARE</i>	Teacher	104	3.05	0.23	83
<i>UTBILDNING</i>	Education	98	2.87	0.22	71
<i>ALMEDALEN</i>	Almedalen	84	2.46	0.18	73
<i>FRAMTIDEN</i>	Future	58	1.70	0.13	49
<i>HÖGSKOLA</i>	College	57	1.67	0.13	41
<i>FORSKNING</i>	Research	47	1.38	0.10	29
<i>HJÄLP</i>	Help	45	1.32	0.10	42
<i>STÖD</i>	Support	42	1.23	0.09	31
<i>LÄKARE</i>	Medical doctor	40	1.17	0.09	26
<i>VAL</i>	Election, election	40	1.17	0.09	35
<i>ELEVER</i>	Pupils	37	1.08	0.08	34
<i>KOMPETENS</i>	Competence	36	1.06	0.08	25
<i>AKADEMIKER</i>	Person with higher education/ university degree	35	1.03	0.08	22
<i>BARN</i>	Children	33	0.97	0.07	18
<i>PÅVERKA</i>	Influence	32	0.94	0.07	26
<i>USA</i>	USA	30	0.88	0.07	14
<i>EU</i>	European Union	29	0.85	0.06	25
<i>UNGA</i>	Young peo- ple, youth	28	0.82	0.06	24
<i>EKONOMI</i>	Economy	27	0.79	0.06	19
<i>KUNSKAP</i>	Knowledge	27	0.79	0.06	23
<i>UTOMLANDS</i>	Abroad	27	0.79	0.06	20
<i>FORSKARE</i>	Researcher	26	0.76	0.06	25
<i>MEDBORGARNAS</i>	Citizens'	26	0.76	0.06	11
<i>LEDARSKAP</i>	Leadership	24	0.70	0.05	18
<i>REKTOR</i>	Headmaster	24	0.70	0.05	21
<i>ARKITEKT</i>	Architect	23	0.67	0.05	15

Note Word frequency in titles and descriptions is for all Saco videos after exclusion and substitution; 1379 videos in total; 56% of words were excluded

Table A12 Codebook for small-N dataset

<i>Variable</i>	<i>Content</i>	<i>Values</i>
ID	Automated number for a unique video ID	Numeric
Channel	Name of the channel (automatically filled)	Text
Title	Title of the video (automatically filled)	Text
Union	Name of the trade union (automatically filled)	Text
Video date	Date of uploading (automatically filled)	Date format
Duration	Duration in seconds (automatically filled)	Numeric
Code date	Date of coding	Date format
Form	Genre of film	
	1 = Movie-like/ad	
	2 = Cartoon	
	3 = Report	
	4 = Interview	
	5 = Other (specify) Numeric	
Type1/Type2	Main and (if necessary) secondary categorization of the content of the video:	
	0 = Seminary/conference/reports/congress	
	1 = Invitation to events, but NOT protests	
	2 = Information about the union's main activities	
	3 = Mobilization for membership (become member)	
	5 = Educational material (instructions about how to write a CV, what is the collective agreement)	
	6 = Solidarity actions (international or national solidarity)	
	7 = Election-related messages	
	8 = Invitation to protest actions	
	9 = Report from protests	
	10 = Diaries (information about daily actions, campaigns)	
	11 = Greetings from other unions, etc.	
	12 = Mobilization for a specific union or political aim/issue	
	999 = Other (specify in comments)	

(continued)

Table A12 (continued)

<i>Variable</i>	<i>Content</i>	<i>Values</i>
NoActors	Number of visible and/or talking persons/actors in the video	Numeric
Actor1	Who is talking/visible in the film? (i.e. main actor)	Numeric
	1 = Leaders of the union	
	2 = Member of the union	
	3 = Common people/potential member	
	4 = Politicians	
	5 = Employers	
	6 = Doll/animation	
	7 = Nonvisible actor	
	8 = Someone working in the occupation	
	9 = Expert	
	999 = Other	
Actor1gender	Gender of Actor1 (1 = female, 2 = male, 3 = other)	Numeric
Actor1age	Estimated age of Actor1 (1 = young, under 40; 0 = otherwise)	Binary
Actor1location	Where is Actor1 located?	Numeric
	1 = Specific place for the profession (factory/construction site/hospital, etc.)	
	2 = Office or studio (undefined)	
	3 = Conference/seminar/public gathering	
	4 = City/street (public space)	
	5 = Home/personal	
	6 = Artificial (cartoons, etc.)	
	999 = other	
Politicians	Are any politicians visible in the video?	Yes/No
Politicians' name	Name of the most important politician's if more than one (party if you do not know the name)	Text

(continued)

Table A12 (continued)

<i>Variable</i>	<i>Content</i>	<i>Values</i>
Addressee	Who is the target of the message? 1 = Other unions 2 = Member of the union 3 = Common people/potential members 4 = Politicians 5 = Employers 6 = Youth/students 7 = Women 8 = Immigrants 9 = International audience 10 = A specific occupation 11 = People with precarious employment contracts 999 = Other	Numeric
Addressec_term	What term is used when talking about the addressee? 1 = <i>du</i> (you singular) 2 = <i>ni</i> (you plural) 3 = <i>medlemmar</i> (members) 4 = <i>vi</i> (we) 999 = n/a	Numeric

(continued)

Table A12 (continued)

<i>Variable</i>	<i>Content</i>	<i>Values</i>
Issue1	What is the main topic of the video?	
	1 = Wages	
	2 = Collective agreement (general)	
	3 = Collective agreement negotiations (update)	
	4 = Profession-specific information (<i>hur är det att vara X</i>)	
	5 = Career	
	6 = Health (general)/health of members	
	7 = Unemployment	
	8 = Education	
	9 = Working conditions (general)	
	10 = Trade union activities (general)	
	11 = Workers' rights	
	12 = Congress/conference (what has been decided)	
	13 = History of the union/actions	
	14 = Discrimination (general)	
	15 = Agreements not clearly related to wages	
	16 = Gender equality	
	17 = Economy	
	18 = Employment (conditions, part-time, security)	
	19 = New political reforms/legislations (implications)	
	20 = Membership (internal work)	
	21 = Benefits through union membership	
	22 = LGBT rights	
	23 = Unemployment insurance	
	24 = Union power	
	25 = Justice	
	26 = Politics (in general)	
	27 = Equal payment	
	999 = Other	

(continued)

Table A12 (continued)

<i>Variable</i>	<i>Content</i>	<i>Values</i>
Issue_value	How do they talk about the issue? (-1 = negative (i.e. problems with the situation); 0 = neutral; 1 = positive)	Numeric
Government	How does the message refer to the incumbent government? (-1 = negatively; 0 = neutrally; 1 = positively; 999 = n/a)	Numeric
Blame	If the video discusses a political or societal or economic problem, does it blame anyone/anything for the situation?	Yes/No
Blamed actor	Which actor is blamed (the most important one)? 1 = Government in Sweden 2 = Employers (<i>arbetsgivare</i>) 3 = EU 4 = Other countries (USA, etc.) 5 = Other unions 6 = General public 7 = Multinational companies 8 = A political party (specify in comments) 9 = Other 999 = None (default)	Numeric
Solution	Does the video provide some solution to the problem? 0 = No clear solution 1 = Policy change (change legislations) 2 = New collective agreement 3 = More education 4 = More cooperation between unions 5 = Political actions (institutional change) 6 = Many different general solutions 7 = Other agreement (not wages) 8 = To become an active union member/mobilize 999 = No problem was discussed (default)	Numeric

(continued)

Table A12 (continued)

<i>Variable</i>	<i>Content</i>	<i>Values</i>
Union_m1	Does the video mention members' obligations towards the union?	Yes/No
Union_m2	Does the video mention the benefits obtained from membership?	Yes/No
Union_m3	Does the video discuss how important members are for the union or for the labour movement in general?	Yes/No
Organization	Do they use the name of the organization when talking about themselves?	Yes/No
Does the video mention this group?	ARBETARE	Yes/No
	TJÄNSTEMÄN	Yes/No
	MEDELLASS	Yes/No
	ÖVERKLASS	Yes/No
Does the video mention this issue?	Parental leave	Yes/No
	A-KASSA	Yes/No
Does the video mention/show any of the following political parties?	- Swedish Social Democratic Party	Yes/No
	- Moderate Party	
	- Sweden Democrats	
	- Green Party	
	- Centre Party	
	- Left Party	
	- Liberals	
	- Centre Party	
	- Feminist Initiative	

Table A13 All videos used in the qualitative study

<i>Union</i>	<i>Uploaded</i>	<i>Title</i>	<i>URL</i>	<i>Accessed</i>
Akademikerförbundet SSR	2014-03-13	Något blev väldigt fel	https://www.youtube.com/watch?v=I26uMrhQdfg	2018-09-17
Akademikerförbundet SSR	2015-03-19	Det hjälper inte att blunda	https://www.youtube.com/watch?v=EM7D_4VuSkI	2018-09-17
Akademikerförbundet SSR	2015-04-07	Slutsnacket	https://www.youtube.com/watch?v=83OOxWroL20	2018-09-17
Akademikerförbundet SSR	2016-04-06	Knäck ohälsan	https://www.youtube.com/watch?v=sTUFHwcr5tT4	2018-09-17
Akademikerförbundet SSR	2018-04-12a	Den svenska modellen hotas	https://www.youtube.com/watch?v=CWl7pvinx78	2018-09-17
Akademikerförbundet SSR	2018-04-12b	Heike Erkers och Anders Ferbe. Utan oss går det åt helvete	https://www.youtube.com/watch?v=hBK4t1jXVVE	2018-09-17
Akademikerförbundet SSR	2018-05-02	Akademikerförbundet SSR 1958–2018	https://www.youtube.com/watch?v=SxaNGTvtkUM	2018-09-17
Akademikerförbundet SSR	2018-04-17	Fackets bild: vi måste prata om LAS	https://www.youtube.com/watch?v=SI2OS8Sly2Y&t=2s	2018-09-17
Akademikerförbundet SSR	2013-12-06	SM I förhandling 2013 – första halvlek	https://www.youtube.com/watch?v=vVN6MBEBh2w&t=3s	2018-09-17
Akademikerförbundet SSR	2016-09-09	Tre lönemyter	https://www.youtube.com/watch?v=oaqsexbp_f6I	2018-09-17
Akademikerförbundet SSR	2016-09-01	Trött på jobbet? Upptäck vår nya inkomstförsäkring	https://www.youtube.com/watch?v=hZF0o4UHXM	2018-09-17
Akademikerförbundet SSR	2013-10-16	Vi hjärtar välfärden	https://www.youtube.com/watch?v=c04S01rF64o	2018-09-17

(continued)

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<i>Union</i>	<i>Uploaded</i>	<i>Title</i>	<i>URL</i>	<i>Accessed</i>
IF Metall	2010-11-20a	Medlemmarna i Kiruna vänder en bil,	https://www.youtube.com/watch?v=G0I9pDJ966I	2018-10-08
IF Metall	2010-11-20b	Medlemmarna i Trollhättan vänder en bil	https://www.youtube.com/watch?v=HLzfTRRLro	2018-10-08
IF Metall	2011-12-07	En vecka med avtalslöst tillstånd	https://www.youtube.com/watch?v=VMKnaq0Hajs	2018-10-08
IF Metall	2012-09-10	Regeringens försämrade föräldraförsäkring	https://www.youtube.com/watch?v=m1QAXxRiDio	2018-10-08
IF Metall	2012-09-14	Rättrvis ersättning oavsett ålder	https://www.youtube.com/watch?v=7JT2cK_mMCo	2018-10-08
IF Metall	2013-08-28	Kompetensbanken	https://www.youtube.com/watch?v=O7BY_byIoJA	2018-10-08
IF Metall	2013-10-04	Du är aldrig ensam i IF Metall	https://www.youtube.com/watch?v=Ksx5t292Z1M	2018-10-08
IF Metall	2014-09-03	Det handlar om oss	https://www.youtube.com/watch?v=dKYODExNxmM	2018-10-08
IF Metall	2014-12-05	What if there were no trade unions	https://www.youtube.com/watch?v=2YaSPC7Yhbl	2018-10-08
IF Metall	2014-12-22	Julhälsning från Anders Ferbe	https://www.youtube.com/watch?v=lyGat0uJX2s	2018-10-08
IF Metall	2017-05-21	Kongressavsnittet "Vår organisation"	https://www.youtube.com/watch?v=gONKfxTwY4o	2018-10-08
IF Metall	2009-07-23	Sydcoreanska metallarbetare attackerar med tårgas	https://www.youtube.com/watch?v=-1ohGv4vl14&t=14s	2018-10-08
Kommunal	2010-03-08	Internationella kvinnodagen 2010	DigiFacket-archiv, ARAB, Stockholm	

(continued)

Table A13 (continued)

<i>Union</i>	<i>Uploaded</i>	<i>Title</i>	<i>URL</i>	<i>Accessed</i>
Kommunal	2014-03-05	How to Get a Raise in 47 Seconds	https://www.youtube.com/watch?v=I08p249VuI&list=PL-FRz_uODf9O+5-GHFVtq2CInMI15T-ppq_&index=19	2018-06-26
Kommunal	2014-08-27	Se filmen om välfärdens hjälftar #alltid8mars	DigiFacket-archiv, ARAB, Stockholm	
Kommunal	2015-03-02		https://www.youtube.com/watch?v=rf-BnIRKocU&list=PL-FRz_uODf9O+5-GHFVtq2CInMI15T-ppq_&index=18	2019-04-15
Kommunal	2015-06-18	Klarar du en undersköterskas pass?	DigiFacket-archiv, ARAB, Stockholm	
Kommunal	2017-01-30	Välfärdens yrkesprofil	DigiFacket-archiv, ARAB, Stockholm	
Kommunal	2017-11-23	Barnskötare – världens viktigaste jobb	DigiFacket-archiv, ARAB, Stockholm	
Kommunal	2011-08-31	Ensam på jobbet?	DigiFacket-archiv, ARAB, Stockholm	
Kommunal	2017-02-14	Kommunal TVC film	https://www.youtube.com/watch?v=qrV21GwZog0&list=PL-FRz_uODf9O+5-GHFVtq2CInMI15T-ppq_&index=12	2019-04-15
Kommunal	2012-11-29	Kommunal-Nyheterna 29 November 2012	https://www.youtube.com/watch?v=Y4SE3IBsv1w&list=PLFRz_uODf9O+5-GHFVtq2CInMI15T-ppq_&index=3	2018-09-17
Kommunal	2018-02-22	Undvik vabruari	https://www.youtube.com/watch?v=K6GguvCFRIM&t=2s	2018-09-17

(continued)

Table A13 (continued)

<i>Union</i>	<i>Uploaded</i>	<i>Title</i>	<i>URL</i>	<i>Accessed</i>
Sveriges ingenjörer	2016-02-16	En hållbar framtid	https://www.youtube.com/watch?v=aLUmneigeaU	2018-09-17
Sveriges ingenjörer	2009-09-07	Inkomstförsäkring – Blivande chef med inkomstförsäkring	https://www.youtube.com/watch?v=KH5ggQIWTvg	2018-09-17
Sveriges ingenjörer	2012-01-20	Svensk ingenjörshistoria film 1 av 3	https://www.youtube.com/watch?v=hr2gd4Oq198&rt=2s	2018-09-17
Sveriges ingenjörer	2015-07-06	Det här är idélandet Sverige	https://www.youtube.com/watch?v=q534IRI7gvE&t=1s	2018-09-17
Sveriges ingenjörer	2015-11-10	Ögonstyrning av datorer – Mårten Skogö, Tobii Eyetracker	https://www.youtube.com/watch?v=MtnKsEzUE7E&t=469s	2018-09-18
Sveriges ingenjörer	2016-01-16	Visar vikten av ingenjörskunskap	https://www.youtube.com/watch?v=LQD13LcXSKY	2018-09-17
Sveriges ingenjörer	2016-05-13	Flexpension för din grundtrygghet	https://www.youtube.com/watch?v=ulCyjmx3jo0	2018-09-17
Sveriges ingenjörer	2016-10-11	Sveriges Ingenjörer – While Our Members Develop Sweden We Develop Them	https://www.youtube.com/watch?v=vVx6yQBGsWg&t=31s	2018-09-18
Sveriges ingenjörer	2017-08-07	Nyheter i teknikavtalet 2017-2020	https://www.youtube.com/watch?v=9d98s59mavI&t=1s	2018-09-17
Sveriges ingenjörer	2018-04-26	Höjdpunkter från seminariet "AI – bara av godo?"	https://www.youtube.com/watch?v=CvFHvq2xnvQ	2018-09-18
Sveriges ingenjörer	2018-06-14	Work without Limits	https://www.youtube.com/watch?v=o0QYdr1QcZ0	2018-07-27

(continued)

Table A13 (continued)

<i>Union</i>	<i>Uploaded</i>	<i>Title</i>	<i>URL</i>	<i>Accessed</i>
Unionen	2014-03-24	Därför är jag medlem i Unionen	https://www.youtube.com/watch?v=kCvJEDh5tZ0	2018-09-18
Unionen	2014-03-25	Vilka försäkringar ingår i jobbet	https://www.youtube.com/watch?v=WwqKwT0ailg	2018-09-19
Unionen	2014-08-14	Kan du också bli medlem i Unionen?	https://www.youtube.com/watch?v=pR0yo69EO3U	2018-09-18
Unionen	2015-06-01	Unionens trendseminarier: Organisationer och föreningar 20150525 del 1	https://www.youtube.com/watch?v=lxQNRXl3Vc	2018-09-18
Unionen	2016-10-13	Unionen – Framförterna YT	https://www.youtube.com/watch?v=g2Cdh1RtSKs	2018-09-18
Unionen	2017-10-20	Unionen kaffe fäil	https://www.youtube.com/watch?v=xpvfmi97IEU	2018-09-18
Unionen	2013-06-27	Förstå balans- och resultaträkning del 1	https://www.youtube.com/watch?v=Bw81bmlhGkw&t=18s	2018-09-18
Unionen	2014-01-22	The Signal	https://www.youtube.com/watch?v=6yWFBy-S8hM	2018-09-18
Unionen	2016-03-03	UNIONEN Manifest	https://www.youtube.com/watch?v=Im3TwQ0vii0	2018-09-18
Unionen	2016-04-15	Vi medlemmar är Unionen Vi vill ha flexpension	https://www.youtube.com/watch?v=_JRLl7dHYk&t=3s	2018-09-19
Vision	2011-09-03	Vision – en ny version av SKTF	DigiFacket-archive, TAM-arkiv, Stockholm	
Vision	2016-10-01	Vision- Ingen maskin	https://www.youtube.com/watch?v=RVVW-oDac8k&t=59s	2018-10-09
Vision	2011-01-20	Utvecklingssamtalet	https://www.youtube.com/watch?v=KVx_26Ptyx4	2018-10-09

(continued)

Table A13 (continued)

<i>Union</i>	<i>Uploaded</i>	<i>Title</i>	<i>URL</i>	<i>Accessed</i>
Vision	2012-10-01a	Alla ska få frågan	https://www.youtube.com/watch?v=xAF191F_9Kg	2018-09-19
Vision	2012-10-01b	Avtalsrörelse 2012 – Gladare måndagar	https://www.youtube.com/watch?v=BT1z_f2URLw&rt=35s	2018-10-09
Vision	2015-06-24a	Ett #schystarbetsliv, del 1	https://www.youtube.com/watch?v=LPb7mzUj3ag	2018-10-09
Vision	2015-06-24b	Ett #schystarbetsliv, del 2	https://www.youtube.com/watch?v=XmMIZ9s92Gs	2018-10-09
Vision	2016-02-12	Därför ska du vara med i Vision när du börjar jobba	https://www.youtube.com/watch?v=xAF191F_9Kg	2018-09-19
Vision	2016-12-15	Medlemstipset	https://www.youtube.com/watch?v=c7Yzr7KHMDC	2018-10-09
Vision	2010-12-17	SKTFs Inkomstförsäkring	DigFacket-archiv, TAM-arkiv, Stockholm	

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