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## APPENDIX A: INTERVIEW TRANSCRIPT GUIDE

The following indicators were applied for transcription extracts provided as part of these findings:

- Since participant names are not used, “P” indicates any participant.
- “D” indicates me, the researcher.
- Square brackets [ ] indicate that the text was somewhat or totally inaudible. If totally inaudible, no text will be indicated between brackets, if somewhat audible the brackets will contain what I thought was probably said. Alternatively, square brackets are used to indicate in more detail who/what the participant is referring to e.g. “They [readers] want a newspaper with variety.”
- Non-verbal communication and long pauses are indicated between brackets in italics e.g. (*pause*), (*laughing*).
- Shorter pauses are indicated with between two and three dots e.g. “I... think so.”
- Where pieces of the transcript in an extract have been removed to shorten the extract, this is indicated with five dots e.g. “Yes..... News must be unusual.”
- Italics within the text are used to indicate emphasis, either by me the researcher to highlight specific parts of the text (in which case “emphasis my own” will be indicated), or by participants (in which case “emphasis original” will be indicated).
- I have *not* indicated participants by number (P1, P2 etc.) for the purposes of further protecting anonymity. Since together the interview extracts could lead certain potentially controversial comments to be linked to particular individuals, I have indicated all participants as P, and have only where necessary noted where certain extracts are linked to others.