

Table: Online Comments as Research Object

Study	Research Question	Dependent Variable	Independent Variable
Anderson, Brossard, Scheufele, Xenos, and Ladwig (2013)	How does online incivility affect opinions and risk perception of lurkers?	Risk perception	<p>Incivility of online comments (uncivil condition versus civil condition)</p> <p>Lurkers characteristics (demographic variables, value predisposition, media use, nanotechnology familiarity, efficacy, attitude)</p>
Blom, Carpenter, Bowe, and Lange (2014)	To what degree do posts in newspaper forums originated from frequent contributors? How do civil and informational characteristics are different according the contributors?	Frequency of contributing	<p>Incivility of online comments (1 - Attacks (expressing negative character attacks toward article opinion writer, news media or other contributors), 2 - Language (profanity, racial slurs, and shouting), 3 - Information value (present of absent))</p>
Esau, Friess, and Eilders (2017)	How does platform design affect the level of deliberative quality?	Deliberative quality of online comments: rationality, reciprocity, respect, and constructiveness	Different media platforms (news forum, news websites, and Facebook pages on which news stories on two topics are considered)
Friemel and Dötsch (2015)	Are online reader comments regarded as indicators for the readership of the respective website or the populace in general?	<p>Online Comments: Frequency and platform</p> <p>Demographics of readers and writers, participation frequency</p>	Perceived public opinion
Gervais (2014)	How do people react on incivil online comments and what does that mean for the deliberative potential of comments?	Deliberative Potential depending on reaction	<p>Incivility of online comments in three categories: 1 - namecalling, mockery, and character assassination 2 - spin and misrepresentative exaggeration 3 - histrionics</p>

Graf, Erba, and Harn (2016)	How do civility and anonymity of online comments determine the perception of a news story?	Perception of news stories: Interest, trust	Civility (civil/uncivil) and Anonymity (man, woman, anonymous) of online comments
Hsueh, Yogeewaran, and Malinen (2015)	Do online comments posted by other users impact an individual's own expressions of prejudice? Can social influence impact one's own comments as well as their conscious and unconscious prejudicial attitudes?	Expression of prejudice	Social norms (anti-prejudice, prejudice) of online comments
Kramer et al. (2017)	How do comments influence emotional reactions on YouTube Videos?	Emotional reaction	Valence of comments (positive/negative), origin of commenter, nationality, identification with commenter
Ksiazek (2017)	What factors influence the degree and quality of user comments on news websites?	Degree and quality (civility/ hostility) of online comments	1 - story content (topic; including outside sources) 2 - story format (multimedia features) 3 - journalist participation in commenting platforms 4 - organizational commenting policies
Lee and Yoon Jae Jang (2010)	Do other readers' reactions to news on Internet portal sites affect individuals' perceptions of public opinion, assessments of media influence, and their personal opinion?	1 - perceptions of public opinion/social reality 2 - assessments of media influence 3 - personal opinion	Reader reactions (Approval ratings vs. individual posting)
Lee (2015)	What impact does reading Internet news articles with comments and repeated arguments reflected in those comments have on a reader's perception on issues?	Perception of issues (agreement, attitude, cognitive response)	Argument types (strong, weak) and repetition levels (none low, medium, high) of online comments

Neumann and Arendt (2016)	Does the publication of the pillory of BILD change the amount of hate comments regarding refugees as well as the valence of the comments?	Amount and valence (rhetorical style) of online comments	Publication of a specific article of the German newspaper BILD
Prochazka, Weber, and Schweiger (2016)	How do civility and reasoning in comments affect perceptions of journalistic quality in known versus unknown news brands?	Perceived journalistic quality	Civility and reasoning in user comments
Rösner, Winter, and Krämer (2016)	How does incivility and hostile influence cognitive, emotional, and behavioral reactions?	Readers aggressive reactions in terms of style and quality	Incivility of Online Comments (1 - attacks and language (profanity, shouting, inflammatory) 2 - arguments: no argument, weak, moderate, strong 3 - stance (pro legalization of marijuana, contra legalization of marijuana, balanced, no stance)
Sikorski and Hänel (2016)	Do specific comments affect a reader's perception of an individual actor depicted in an online news article?	1 - public opinion climate, perceived responsibility, attitudes towards a scandalized actor 2 - perceived journalistic quality of online news	Valence of online comments (negative/positive/mixed/no)
Sung and Lee (2015)	Do Online Comments Influence the Public's Attitudes Toward an Organization?	Attitude change	Argumentation of online comments: Two-sided (with and without refutation of counter-arguments) and one-sided
Waddell and Bailey (2017)	How do comments effect evaluation and universal orientation?	1- bandwagon perceptions 2 - news perception 3 - universal orientation	Type of online comment (positive, negative, no social media comment)
Walther, DeAndrea, Kim, and Anthony (2010)	How do Online Comments influence the perceptions of antimarijuana public service announcements on YouTube?	Evaluation of Youtube Videos	Valence of online comments (positive, negative)

Winter and Krämer (2016)	How do user comments and ratings effect the perception of online science articles?	Perceive the public opinion on the topic	<p>1 - Position of user reactions: contradicting</p> <p>2 - Forms of user reactions: argumentative comments, subjective comments, ratings, none</p>
Ziegele and Quiring (2016)	<p>Why do some user comments stimulate feedback from other users while others do not?</p> <p>Goal: Multidimensional micro-framework of discussion value</p> <p>a) conceptualize the specific characteristics of user comments that influence subsequent user behavior</p> <p>b) examine both the behavioral consequences of the users' expectations and motives and the influence of the computer-mediated communication settings in shaping online discussions about news items</p>	Discussion Value of Online News Items	<p>Dimension 1: Message inherent factors</p> <p>1 - degree to which comments are interconnected with each other (referring to original news item vs. to other comment)</p> <p>2 - discussion factors (types of provocation, indicators of credibility)</p> <p>3 - particular conversational rules quality of a discussion/discussion value</p> <p>Dimension 2: Motivational, social and design factor</p> <p>1 - personal involvement 2 - situational needs or goals 3 - users' personal attributes 4 – design of environment</p> <p>Dimension 3: CMC Setting</p> <p>1 – service architecture (registration, standardization, default limit, administration, discourse architecture)</p> <p>2 – perceived social context (size of group, commitment to the group), refers to perceived anonymity, low – or high binding publicness, individuals</p>

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