

Appendix A:

Sampling of Tweets ordered from most agreement to least

Coders highlighted these tweets as illustrative of the types of disagreements they saw around coding.

Tweets are sorted by these types in Appendix B; see for further explanation

Complete agreement : tweets generally sad (statement made from observation, not from stats)

Michael Jackson's death is a sad loss...thoughts and prays go out to his family.

Emotional + Objective news reportage

Wow. sick to my stomach. Rest in peace, Michael Jackson. So sad. he may've been accusof a lot, but he also helped a lot

Hyper-Emotional

Michael Jackson Died!! whatt??? im saddened...deeply sad :(

Hyper-Emotional

Sad, sad day. Still can't believe Michael Jackson died

Emotional (disbelief)

Feeding the baby and feeling sad about Michael Jackson! He left is too soon!

Emotion + Objective self-reportage

Shocked by Michael Jackson's death. Such a sad, sad day. Going out for a couple of sales calls, late.

Emotion + Objective self-reportage

is going to listen to 114 michael jackson songs ...its a sad day

Emotion + Objective self-reportage

.66667, Some agreement: tweets generally offering commentary, often moral

I'm so sad about about Michael Jackson! I can't even get on eonline, wtf?!

Emotion + Self-reportage

MJ and Farrah??? What is the world coming to??? Such a sad day in Hollywood!!! RIP to some of the greats :-(

Emotion

This is bad, real bad, Michael Jackson. Now I'm sad, real sad, all the jacksons....

Humor

It's sad we lost Michael Jackson. But how many others die and we never hear of it? <http://ow.ly/g10W>

Commentary, media

I wonder if Murray contributed to Michael Jackson's death through ineptitude. How sad that such a great star used an outcast doctor.

Commentary, MJ's life

First Michael Jackson then Billy Mays.... what a sad week.

Commentary, possibly Humor

Am I the only not pretending to be sad about Michael Jackson? He was a child fucker...re-

member?

Commentary, Moral

is watching the rerun of Michael Jackson night on American Idol. Suddenly sad in a completely different way;-)

Humor, sad used to mean “pitiful”

sick of hearing about michael jackson now sad yes end of world no and he was no saint people need to remember that

Commentary, Moral

HAHAHAHAHAHA MICHAEL JACKSON FINALLY DIED. i know its sad but my god he was a freak tehe that made my week

Commentary/Self-Reportage

OMG Michael Jackson guys! we talking about Michael fucking Jackson!! I am floored!! I mean michael jackson!!!! I'm hella sad!

Hyper-Emotional

.466666, Disagreement: tweets generally ranting

too caught up in wimbledon.. but still saddened by MJ's passing..

Objective self-reportage + Emotion

@AnnCurry I agree - enough of Michael Jackson. Sad, but . . . others have died, too, but now ignored, thanks to MIchael.

Commentary, media

*@JazzyClark For God Sake I Lke Michael Jackson And Everythink Andim sad hes dead but
come on enough of the man !!! x :L*

Emotion, frustration

i get mj's death was tragic but does it have to be shown everywhere?

Emotion, frustration

.4, More Disagreement: tweets generally personal commentary

Sadd... i love Michael Jackson...!! rest in peace... my mom better buy me a MJ T-shirt.....

Emotion + Personal Commentary

TMZ.com claims that Michael Jackson is dead, but his Wikipedia page has yet to be updated.

How sad is it that I went to Wikipedia?

Personal Commentary, note use of sad as “pitiful”

.2, Greater Disagreement: tweets generally commentary

I wish MJ's legacy wasnt tainted by lies. Its sad.

Commentary, sad means “pitiful”

sadd because michael jackson diess : (buhh loress my baybee ohdee tehe111308

Confusing grammar

*Celebrity triple - Ed McMahon, Farah F and MJ - despite the fame, not one of them died in
peace - broke and feuding with family - sad...*

Commentary, sad means “pitiful”

.2666, Severe Disagreement:

i'm sick and tired of hearing about MJ's death, yes he died, that's sad. Just leave the man alone already!

Emotion, rant/frustration

RT @bowlsey @JamieC: Very sad about Michael Jackson. HABITAT - for all your furniture needs - habitat.co.uk.

Spam

Michael Jackson, Billy Mays, and now XHTML 2—so very, very sad...

Humor

.133333, Least Agreement: tweets tend to report sadness that is not specifically a response to Michael Jackson's death

3/4ths of everything on blip.fm right now are Michael Jackson songs. This one = great jam / sadly fitting. <http://blip.fm/~8vuad>

Commentary, real-time events

Its sad how farrah has been overshadowed by MJ. She was just as great as him just i n a dif-ferent career! R.I.P. FARRAH!!

Commentary, media

Who'da thunk that today would be the day that Michael Jackson died? It feels fake. I'm SO sad about Farrah Fawcett. Such a surreal day...

Emotion, multiple

Saddened and unsurprised watching the prices change on Michael Jackson CDs in second hand shops.

Commentary, real-time events

Appendix B: Typology of Tweets with examples

Objective: Reporting Sadness as news, part of updates on tweeter's life

- *It is a sad day*
- *too caught up in wimbledon.. but still saddened by MJ's passing..*
- *Feeding the baby and feeling sad about Michael Jackson! He left is too soon!*
- *Shocked by Michael Jackson's death. Such a sad, sad day. Going out for a couple of sales calls, late.*
-

Emotion: Simple expression of sadness

- *I am sadden by MJ's death...*
- *RIP Michael*

Emotion: Personal sadness/extreme sadness

- *I'm devastated about Michael Jackson.What a sad day!!!*
- *it sunk in.. MJ is gone.. as don lemmon put it, "Michael Jackson's music is the soundtrack to my childhood".. my life. i'm sad..*

Emotion: Rant, expressing frustration at the media

- *i'm sick and tired of hearing about MJ's death, yes he died, that's sad. Just leave the man alone already!*
- *i get mj's death was tragic but does it have to be shown everywhere?*

Commentary/Editorial: Regret

- *It's so sad that he died so young*

Commentary/Editorial: Chastising others for what appeared like forgiveness of his “sins”; sad used as “pitiful.”

- *So Michael Jackson died today . . . like i care.. I am more saddened about Farrah Fawcett's death then a shiesty child molesters death...*
- *Am I the only not pretending to be sad about Michael Jackson? He was a child fucker... remember?*
- *I hope I'm not offending my friends for not being sad over MJ's passing. I won't be sad when OJ dies, either.*

Humor: Making light of something about the event

- *Is watching the rerun of Michael Jackson night on American Idol. Suddenly sad in a completely different way ;-)*
- *Michael Jackson, Billy Mays, and now XHTML 2—so very, very sad...*