

Coding scheme for magazines during content analysis

- Use of photos

- Unique but entrenched heavy metal imagery used, e.g. skulls (if so what of?)
- Tattoos displayed (if so what of?)
- Band logos displayed (if so what of?)
- Piercings displayed (if so what of?)
- Specific apparel adorned by band members (if so what is it)
- Could propagate believed image of metal
- Other comments

Yes/No	E.g.
Yes/No	E.g.
Yes/No	E.g.
Yes/No	E.g.
Yes/No	E.g.
Yes/No	

- Use of text

- Bands praised 1-5 (5 being heavily praised)
- Bands criticised, 1-5 (5 being heavily criticised)
- Information on band on a scale of 1-10 (10 being lots)
- Specific band logos used in text
- Powerful use of adjectives
- Frequent use of nouns

- Overall page content

- Heavy on images and text (complex)
- Lack of text (simple)
- Lack of photos (simple)
- Overall feel of page (subjective, objective)
