| Category | Code | Code Definition | Code Example |
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| Content | Appreciate multimedia | Reasons multimedia is beneficial | "Another tool to tell a story" |
| | Reason for choosing specific story | Why participants chose to read about certain topics | "Certain word might entice me" |
| | Topic | Specific news stories (i.e., subject matter) | "Ferguson and Baltimore" |
| | Type of story | Genre of news stories | "Technology and business" |
| | Information format | Type of information (e.g., text, photos, graphs) | "Photos of a player or team that draw my attention" |
| Obstacles | Challenges | Difficulties when reading online news | "Credibility" "Paywalls" |
| | Issues with getting news | Challenges with accessing news online | "I lose service so I can't load" |
| | Issues with aggregators | Challenges with using aggregators | "Not going to be consistency in the writing." |
| | Issues with multimedia | Challenges accessing multimedia (e.g., photos, videos, links) | "Don't work properly on mobile" |
| Reading Behaviors | Fact checking | Verifying validity of content between different news stories | "Another news source just to see if the facts are the same" |
| | Habit | Common routines when reading news | "Getting ready to go to sleep" |

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| | Place of reading news | Location where participants read news | "On my commute to and from work" |
| | Reading strategy | Techniques/styles of processing information in an article | "Skim the article and see if it's worth my time and then I'll go back to it later" |
| | Sharing | How news is passed on to others via social media | "Sharing news stories to people is a way of spamming" |
| | Browsing | Skimming through story headlines | "Don't go looking for articles" |
| | Way of getting news | Sources and apps used | "I like to get the email alerts" |
| | When reading news | Environments, situations, and conditions during reading | "When I'm chilling out" |
| Media Outlet | Appreciate news aggregators | Benefits of aggregators | "Gets you out of your own political information bubble" |
| | Device | Equipment used to access news stories online | "My phone's always on me" |
| | Perspective challenge | Sources that don't align with readers' opinions | "Pull up Fox News…because it's so out there" |
| | Source | Origin or publication of news story | "Entertainment News" "Aljazeera" |
| | Source trust | Certainty of source accuracy and associated feelings of trust | "Trust Twitter more than Tumblr" |
| | Online source | Benefits of reading news online versus offline (e.g., | "Accessibility and |

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| | advantages | traditional newspapers) | variety" |
| | Medium | Environment for presenting news material (e.g., online versus traditional newspaper or magazine) | "Online" |
| | Social media | Use of social media sites (e.g., Facebook, Twitter) as news sources | "Whenever I'm on Facebook, I read them" |
| Time | Amount of time | Time spent reading and engaging with news stories (and associated multimedia content) | "More time with the articles obviously because I have to watch the video" |
| | Frequency of reading | How often participants read the news online | "Multiple times a day" |
| | Idle time | Reading news during unoccupied free time | "Leisure time at home" |
| | Time of day | Time that participants read news stories online | "In the morning I like to look at my email inbox" |