

Framework for visual content analysis

| Category | Examples |
|--------------------------------|---|
| Type of image | Photograph, drawing, textual, mixed text and photograph, collage |
| Main subject | Self, unidentified person, objects, celebrity or recognizable fictional character, landscape, building, other |
| Gender (if person shown) | Male, female, mixed, ambiguous, unidentified |
| Textual image | Emotional tone positive or negative, ambiguous or mixed |
| Self-harm representation | Yes/No |
| Method of self-harm referenced | Cutting, burning, alcohol, drugs, eating disorder, poisoning, mixed methods, N/A |
| Severity of injury | Superficial/moderate/severe, healed scars only, bandages, N/A |
| Body part if shown | Arm, leg, torso etc |
| Stated purpose | Inform others, reach out, share recovery, inspire, explain reasons, share feelings, illustrate weight loss/thinness, share joke, respond to others, unclear |
| Stated emotion | Anger sadness, hope, fear, pride, happiness, unclear |

