

Appendix – Defusing moral panic

1. Data

Table A1: persons quoted

	Number of articles	Percentage
Consumers	27	4%
Experts and/or research	82	12%
Producer/Actor/Executive	104	15%
Other journalists	28	4%
Other	11	2%

Table A2: Frames by who is quoted

	Consumer	Experts/ research report	Other journalists	Producer/ actor/etc.
It's Quality	9	14	13	39
We all do it	11	26	9	49
It's Fun	3	8	3	5
You can manage	7	28	6	4
It's not serious	4	17	6	10
It's a Problem	8	42	9	10

Table A3: Frames by publication type

	Campus newspaper	Magazine (with print edition)	Newspaper (with print edition)	Specialized /review site for media/TV magazine	TV- channel website	online magazine/n ews site
It's Quality	111	53	18	111	4	101
We all do it	18	34	20	18	6	62
It's Fun	8	14	6	8	2	16
You can manage	82	28	11	82	3	49
It's not serious	23	22	12	23	3	52
It's a Problem	8	13	8	8	4	40

2. Codingschema

Thema	Description	Example
It's quality	There is a link between quality and superior content and watching in large quantities (binge tv = good tv).	<ul style="list-style-type: none"> • 'emmy-winning series that, these days, are the equivalent of pay-channel crack' • 'a new Golden Age of Television' • 'there is so much good television now, it is hard to see it all'
We all do it	Binge watching is framed as a very common phenomenon. Almost unavoidable consumption behavior and is in this way normalized.	<ul style="list-style-type: none"> • 'survey indicates most people binge watch' • 'the binge generation' • 'you are not alone cause everyone binges'
It's fun	Binge watching is described as pleasurable and fulfilling. It is viewed positive because it is fun to do it.	<ul style="list-style-type: none"> • 'they're not really 'bingeing.' They're feasting.' • 'admit it, it is just fun': • 'when you say to yourself: "I'm going to watch this" it can be great'
It's manageable	Readers are getting advice on how to deal with binge watching. How to use its possibilities and minimize its disadvantages?	<ul style="list-style-type: none"> • '3 Ways to Stay Healthier While Watching TV' • 'here are a few things you should know about binge-watching, plus some tips on how to keep it at bay' • 'you need to do these 11 things for the ideal bingeing experience'
It's not serious	Using humor to frame intensive television watching. Ridiculing potential criticism and using ironic tropes such as guilty pleasures and exaggerations to make binge watching appear harmless. This includes self-mockery and humorous self-awareness.	<ul style="list-style-type: none"> • 'it is in a list of things that can also kill you, like living' • 'binge watching turns you into a sleepless blob person and it's worth it' • 'sorry binge watching is for lonely obese people says Netflix'
It's a problem	When binge watching is explicitly framed as bad behavior and potential disadvantages are described and listed (e.g. isolation, depression, obesity, etc.). But only when the author itself presents it as a problem.	<ul style="list-style-type: none"> • 'suspense to see what happens next., but your body might not be so forgiving' • 'higher stress levels tied to TV binge watching UT study cites risk to health. [...] The study determined binge watching is a public health concern' • 'cut down on Netflix, and you'll find you're gaining a lot more out of your life'

3. Sources to the quotes in article

- Bailey, R. (2015). Sorry, Netflix fans: Binge watching is for lonely obese people with no self-control, study says. *SLlive.com*
- BBC News. (2015). Binge-watch is Collins' dictionary's Word of the Year. *BBC News*
- Bercovici, J. (2013). Binge Viewing Gets A Bad Rap; Here's The Reality. *Forbes*.
- Bianco, J. and Western, C. (2014) Is Binge Watching As Bad As They Say? *Huffington Post*
- Brach, G. (2015). Hooked on Netflix? Here are some ways to kick the binge-watching habit. *The Buffelo News*.
- Braunstein, D. (2015) Binge Watching: Should we Be Concerned? *Huffington Post*
- Broder, 2014 Why the Term Binge Watching needs to be retired. *Bustle Magazine*
- Coldewey, K. (2014). Binge Watching? Netflix-FitBit Combo Pauses Show If You Nod Off. *NBC NEWS*
- Continetti, M. (2013). The new pastime of the young and affluent. *National Review*
- Dionne, J. (2015). Binge Watching TV May Lead To Depression, Other Health Problems. *University Herald*
- Domanloo, A. (2015). Fall asleep while binge-watching? Netflix smart socks save your spot. *CNet*
- Dovey, D. (2015). Binge-Watching Television Linked To Loneliness And Depression: Should You Get Off Your Couch? *Medical Daily*
- Dye, T. (2015). Binge Watching Netflix involves some preparation & you need to do these things for the ideal binge watching experience. *Bustle Magazine*
- Esperiesi, J.R. (2013). Confessions of a Binge Watcher. *Huffington post*
- Fallon, K. (2014). Why we Binge Watch Television. *The Daily Beast*
- Feeney, N. (2014). When, Exactly, Does Watching a Lot of Netflix Become a 'Binge'? *The Atlantic*
- Franssen, C. (2015). The Netflix addiction: Why our brains keep telling us to press play. *Huffington post*
- Friedman, M. (2015). Binge Watching House of Cards? Make Friends With the Monster. *Everyday Health*
- Hale-Stern, K. (2015). What HJave you Been Binge-Watching Lately. *Gizmodo*
- Huddelston, T. (2015). Survey: Pretty much everybody is binge-watching TV. *Fortune*
- Heid, M. (2015) Your brain on binge watching. *Shape*
- Kuperinsky (2014) Binge Watching: How the Hungry Habit is transforming TV. *NJ.com*
- Kopp, C. (2014). Making sense of binge watching. *WUSF*

- Lewis, J.G. (2014). The science behind our insatiable need to binge watch. *The Week*
- Lutes, A. (2013). 15+ Premium Cable TV Offerings For Holiday Binge Watching. *Cinema Blend*
- McCracken G. (2013). From Arrested Development to Dr. Who, Binge Watching Is Changing Our Culture. *Wired*
- Montenegro, R. (2014). How to Quit Binge Watching Cold Turkey (And Better Your Life). *BigThink.com*
- O'Keefe, (2014); 'The Blacklist' arrives on Netflix: Is it worth Binge-Watching. *Decider.com*
- Paskin, W. (2013). The dirty secret of Binge Watching. *Slate*
- Pikul, C. (2014) What your brain look like after a binge. *Huffington Post*
- Smith, K. (2014) Why Binge-Watching TV Is So Addictive, and What You Can Do To Spend Slightly Less Time on the Couch. *Bustle*
- Satran, J. (2015) Netflix Reveals The Point Of No Return For Binge-Watching Shows; The *Huffington Post*
- Sullivan, G. (2014) Hulu to redefine binge-watching with ads allowing you to order pizza while watching TV. *The Washington Post*.
- Surette, Y. (2014). What Types of Shows Are Best for Binge Watching? *Tv.com*
- Taylor, C (2014). Hey Netflix, Stop Encouraging Binge Watching. *Mashable*
- Varone, T. (2015). How to succesfully binge watch a tv-shows by checking your dignity at the door. *Bazaar*
- Viruet, P. (2015). Binge-Watching television got me through the hardest summer of my life. *Flavor Wire*
- Wallenstein, A. (2013). Why Everything You Know About Binge Viewing Is Wrong. *Variety*
- Watercutter, A. (2013). Breaking Bad Creator on Why Binge Watching Saved his Show. *Wired*
- Weingus, L. (2014). 12 way TV can make you happier. *Huffington Post*
- West, K. (2013) Unsurprising: Netflix Survey Indicates People Like To Binge-Watch TV. *Cinema Blend*
- Wollcot, J. (2015). The Atrophy and the Ecstasy. *Vanity Fair*.

