**Appendix 1: Thematic Analysis Interpretive Sketches 1-6**

This appendix contains interpretive sketches-diagrammatic mappings of discussion threads over the course of the campaign. There are six interpretive sketches in total, providing a visual representation of the interests and dynamics within each of the six phases.

Phase 1: Threads 1-7 18th November 2008 - 3rdAugust 2009

Phase 2: Threads 8-16 12thFebruary 2010 – 24thMarch 2010

Phase 3: Threads 17-26 28th March – 10th April 2010

Phase 4: Threads 27-37 14thApril – 13thMay 2010

Phase 5: Threads 38-46 18thOctober – 13thNovember 2010

Phase 6: Threads 47-56 17thNovember – 15thDecember 2010



