

APPENDIX A: List of codes generated from open coding process

Acting in Support of Republicans/War	Mental Health - Deploying Vets with Issues
Acting on Behalf of Deceased Vets	Mental Health - Depression
Acting on Behalf of Vets	Mental Health - Late Onset
Acting on Behalf of Wounded Vets	Mental Health - Poor Post-Deployment Screening
Adjustment - Difficult Transitions	Mental Health - Psychosis
Adjustment - Emotions	Mental Health - PTSD
Adjustment - Personality Change	Mental Health - PTSD Discrimination
Agency - Despite Injuries	Mental Health - Reducing Barriers to Care
Agency - Filing Formal Complaints to Institutions	Mental Health - Suicide
Agency - Increasing Public Consciousness	Mental Health - Treatment
Agency - on behalf of vets	Mental Health - Treatment Stigma
Agency - Political Sphere	Mistreatment
Agency - Seeking Treatment Beyond Military	Mistreatment - Disability Benefits
Agency - Success in Challenging Institutions	Mistreatment - Police
All Vets	Multiple Deployments
Anger	Negative Memories of Civilians
Benefits	Obligation to Provide Care
Benefits - Disability	Organizational Spokesperson
Benefits - Legislation	Organizations Acting on Behalf of Vets
Both Negative & Positive/Neutral	Organizations Enabling Positive Emotions
Bureaucracy	Plays/Movies/TV
Bureaucracy as Barrier to Care	Politics
Campaigning to Vets	Politics - Campaigning
Caregiver	Politics - Veterans as Important Voting Bloc
Casualty Count	Politics - Vets' Issues as Politically Important
Civil-military Gap	Politics as Providing Sense of Purpose
Collective	Positive Memories of Iraqi Civilians
Collective Recipient of Benefits	Powerlessness
Collective Victims	Protest
Combat Experiences/Trauma	Protest Involvement
Comparisons Between OEF/OIF and Other Vets	Public Consciousness
Conscientious Objection	Public Consciousness - Compassion Fatigue
Contrast between Recent/Past Vets	Race
Crimes/Legal Proceedings	Religion
Criticism of War	Sexual Harassment/Sexual Trauma
DADT	Sharing Experiences
Data Theft	Social Movement Participation
Deceased Veterans	Stories in Their Own Words
Deservingness	Structure - at Mercy of Organization
Deservingness - Disability Benefits	Structure - Barriers to Enfranchisement
Donating to Veterans	Structure - Conspiracy

Education/GI Bill	Structure - Difficulty Transitioning from Military
Employment	Structure - Institution as Pro-OEF/OIF Vet
Employment - Difficulties Returning to Work	Structure - Institutional Abuse of Veterans
Employment - Discrimination	Structure - Institutional Privileges
Employment - Employers Understanding Difficulties	Structure - Lack of Vets' Funding
Employment - Military Service as Positive	Structure - Medical Discrimination
Employment - Transferring Skills to Civilian Job Market	Structure - Victims of War Trauma
Employment - Unemployment	Substance Abuse
Enlisted/Officer Divide	Support for War/Republicans
Exploitation of Veteran Status	Support the Troops
Families	Support the Troops - Debate
Framing Social Problem	Taking Political Action
Framing Social Problem - PTSD	TBI
Framing Social Problem - Tinnitus	Tinnitus
Frustration with War Effort	Trauma of War as Cause of Deviance
Funding for Vets	Trauma of War as Fuel for Protest
Government Face-Saving	Trauma of War as Stated Cause of Deviance
Group/Organization	VA
Healthcare	VA - Bureaucracy
Healthcare - Lack of Preparation	VA - Mistreatment
Healthcare - Need for More Attention	VA - Officials
Hiring Preference - Con	VA - Preparation for OEF/OIF
Hiring Preference - Debate	VA - Problems
Hiring Preference - Pro	Vet Status as Positive
Homelessness	Veteran as Master Status
Housing	Veterans as Divided Group
In Need of Assistance - Employment	Veterans working in contracting/government work
Individual Background as Cause for Mental Illness	Vets' Fictional Depictions
Injured Collective	Vets' Holiday
Injuries/Wounds	Vets' Issues Linked to Policy Decision
Institution as Positive	Vets' Issues to Get More Important in Future
Institutional ally	Vets as Cohesive Bloc
Institutional Denial of Wrongdoing	Vets as Cohesive Voting Bloc
Institutional protections	Vets as Important Voting Bloc
Institutional Religious Discrimination	Victim of Military Officer/Enlisted Divide
Job Training/Education	Violence/Dangerousness
KIA	Walter Reed
Lack of Public Consciousness	Wanting to Go Back/Identity change
Leadership	Washington Post
Mental Health	Women Veterans
Mental Health - Debating Causes of PTSD	Writing as Coping Mechanism

APPENDIX B: List of Sub-themes with brief definitions

Deservingness

- Deserve – General
 - Claims of vets as a valued or deserving group, “support the troops” references, honoring vets on Memorial Day or Veterans Day, references to vets as deserving due to their sacrifices
- Deserve - Helping/Giving Benefits to Vets
 - Instances of organizations or individuals supporting vets, government programs created for vets
- Deserve – Politics
 - Vets mentioned as a valued voting bloc, vets’ sacrifices recognized by politicians, politicians debating policies for vets

Victimization

- Victim – Bureaucracy
 - Dealing with bureaucratic barriers to receiving benefits
- Victim – Unemployment
 - Mention of vets’ unemployment, either as a collective or an individual
- Victim – General
 - Any victimization that doesn’t fit into the other sub-themes; includes mentions of homelessness, random violence against vets, etc.
- Victim - Injuries/Wounds/Negative War Experiences
 - Any mention of vets sustaining war-time injuries or experiencing war-time trauma, including violence or traumatic experiences
- Victim - Institutional Mistreatment
 - Vets as victims of poor policies or procedures by large institutions such as the military itself or the VA
- Victim - Lack of Attention
 - Contesting the need for more attention directed toward vets’ treatment or vets’ issues
- Victim - Strain on Families
 - Instance that highlights the negative effects of wartime service on family members
- Victim - Mental Health
 - Mention of PTSD, suicide, depression, or other effects of military service on mental health

Active Social Participation

- Agency - Gaining Education
 - Vets going to college or otherwise gaining skills
- Agency - Complaining to/Challenging Institutions
 - Resisting some form of negative treatment by an institution, any legal challenge to an institution, resisting government policies
- Agency – General
 - Any active social participation that doesn’t fit into the other sub-themes; seeking employment, being active in the community, etc.
- Agency - in Politics/within Institutions
 - Vets running for office, campaigning for others, working for the VA
- Agency - Increasing Public Consciousness

- Bringing more attention to vets' issues, problems facing vets, or lobbying for increasing coverage of the wars in Iraq and Afghanistan
- Agency – Negative
 - Vets committing criminal acts, vets being violent or otherwise acting out in negative ways
- Agency - Organization/Movement Participation
 - Engaging in organizational activities, campaigning for policy changes, marching with other vets for a cause
- Agency – Protest
 - Actively protesting the war, institutions or policies
- Agency - Resisting Injury Narrative
 - Vets resisting sedentary injury behavior, acting despite physical or mental injury
- Agency - Seeking Treatment
 - Undergoing medical treatment either for physical or mental injuries
- Agency - Sharing Experiences
 - Vets recounting their wartime experiences, telling their stories

Table: Frequency of the co-occurrence of all combinations of major themes at the article-level

Deservingness	Victimization	Active Social Participation	Freq.	Percent
0	0	0	1	0.66
0	0	1	11	7.28
0	1	0	14	9.27
0	1	1	23	15.23
1	0	0	4	2.65
1	0	1	4	2.65
1	1	0	35	23.18
1	1	1	59	39.07
TOTAL			151	100.00

Appendix C: Time trends in the absolute frequency of articles mentioning OEF/OIF veterans by source, 2001-2011

