

## **Supplemental Material**

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**Supplemental Table 1. Standards for Reporting Qualitative Research**

<b>Title and abstract</b>		<b>Page Number</b>
	<b>Title</b> - Concise description of the nature and topic of the study Identifying the study as qualitative or indicating the approach (e.g., ethnography, grounded theory) or data collection methods (e.g., interview, focus group) is recommended	1
	<b>Abstract</b> - Summary of key elements of the study using the abstract format of the intended publication; typically includes background, purpose, methods, results, and conclusions	2
<b>Introduction</b>		
	<b>Problem formulation</b> - Description and significance of the problem/phenomenon studied; review of relevant theory and empirical work; problem statement	3
	<b>Purpose or research question</b> - Purpose of the study and specific objectives or questions	3
<b>Methods</b>		
	<b>Qualitative approach and research paradigm</b> - Qualitative approach (e.g., ethnography, grounded theory, case study, phenomenology, narrative research) and guiding theory if appropriate; identifying the research paradigm (e.g., postpositivist, constructivist/ interpretivist) is also recommended; rationale**	4-5
	<b>Researcher characteristics and reflexivity</b> - Researchers' characteristics that may influence the research, including personal attributes, qualifications/experience, relationship with participants, assumptions, and/or presuppositions; potential or actual interaction between researchers' characteristics and the research questions, approach, methods, results, and/or transferability	6
	<b>Context</b> - Setting/site and salient contextual factors; rationale**	4
	<b>Sampling strategy</b> - How and why research participants, documents, or events were selected; criteria for deciding when no further sampling was necessary (e.g., sampling saturation); rationale**	3-4
	<b>Ethical issues pertaining to human subjects</b> - Documentation of approval by an appropriate ethics review board and participant consent, or explanation for lack thereof; other confidentiality and data security issues	4
	<b>Data collection methods</b> - Types of data collected; details of data collection procedures including (as appropriate) start and stop dates of data collection and analysis, iterative process, triangulation of sources/methods, and modification of procedures in response to evolving study findings; rationale**	4-5

	<b>Data collection instruments and technologies</b> - Description of instruments (e.g., interview guides, questionnaires) and devices (e.g., audio recorders) used for data collection; if/how the instrument(s) changed over the course of the study	4
	<b>Units of study</b> - Number and relevant characteristics of participants, documents, or events included in the study; level of participation (could be reported in results)	5
	<b>Data processing</b> - Methods for processing data prior to and during analysis, including transcription, data entry, data management and security, verification of data integrity, data coding, and anonymization/de-identification of excerpts	5
	<b>Data analysis</b> - Process by which inferences, themes, etc., were identified and developed, including the researchers involved in data analysis; usually references a specific paradigm or approach; rationale**	5
	<b>Techniques to enhance trustworthiness</b> - Techniques to enhance trustworthiness and credibility of data analysis (e.g., member checking, audit trail, triangulation); rationale**	6
<b>Results/findings</b>		
	<b>Synthesis and interpretation</b> - Main findings (e.g., interpretations, inferences, and themes); might include development of a theory or model, or integration with prior research or theory	5-8
	<b>Links to empirical data</b> - Evidence (e.g., quotes, field notes, text excerpts, photographs) to substantiate analytic findings	Table 2
<b>Discussion</b>		
	<b>Integration with prior work, implications, transferability, and contribution(s) to the field</b> - Short summary of main findings; explanation of how findings and conclusions connect to, support, elaborate on, or challenge conclusions of earlier scholarship; discussion of scope of application/generalizability; identification of unique contribution(s) to scholarship in a discipline or field	6-8
	<b>Limitations</b> - Trustworthiness and limitations of findings	10-11
<b>Other</b>		
	<b>Conflicts of interest</b> - Potential sources of influence or perceived influence on study conduct and conclusions; how these were managed	Title Page
	<b>Funding</b> - Sources of funding and other support; role of funders in data collection, interpretation, and reporting	Title Page
<b>Reference</b> O'Brien BC, Harris IB, Beckman TJ, Reed DA, Cook DA. <b>Standards for reporting qualitative research: a synthesis of recommendations.</b> <i>Academic Medicine</i> , Vol. 89, No. 9 / Sept 2014 DOI:10.1097/ACM.0000000000000388		

<b>Supplemental Table 2. News Article Characteristics (n = 35)</b>							
<b>News Outlet</b>	<b>Article Title</b>	<b>Article Location</b>	<b>Article Type</b>	<b>Tone</b>	<b>Voices Present</b>	<b>Comments, Total n (n primary)</b>	<b>Comment Extraction Date</b>
CBC News <sup>1</sup>	Nova Scotia to begin presumed consent for organ donation next January	Nova Scotia	Article	Pro-deemed consent	Scientific/medical experts; Government officials	19 (9)	2020-Aug-15
CBC News <sup>2</sup>	Presumed consent for organ donation on P.E.I.'s agenda	Other Province	Article	Pro-deemed consent	Government officials	6 (3)	2020-Aug-15
CBC News <sup>3</sup>	'It's a shame, he could have saved lives': How Quebec could make sure more people donate organs	Other Province	Article	Neutral	Scientific/medical experts; Government officials; Personal experience	90 (25)	2020-Aug-15
CBC News <sup>4</sup>	Sask. to 're-evaluate' discussions around presumed consent and organ donations	Other Province	Article	Neutral	Scientific/medical experts; Government officials; Personal experience	15 (7)	2020-Aug-15
CBC News <sup>5</sup>	Could presumed consent for organ donation work in Quebec?	Other Province	Article	Neutral	Scientific/medical experts; Government officials	8 (7)	2020-Aug-15
CBC News <sup>6</sup>	Breaking down common questions about presumed consent and organ donation	Nova Scotia	Q&A	Pro-deemed consent	Scientific/medical experts	224 (47)	2020-Aug-15
CBC News <sup>7</sup>	Manitoba watching Nova Scotia's experience with presumed consent for organ donation	Other Province	Article	Pro-deemed consent	Government officials; Personal experience	4 (2)	2020-Aug-15
CBC News <sup>8</sup>	2 life-saving transplant recipients, 2 views on presumed consent for organ donation	Other Province	Article	Neutral	Personal experiences	12 (8)	2020-Aug-15
CBC News <sup>9</sup>	Nova Scotia predicts big bump in organ donations under new law	Nova Scotia	Article	Pro-deemed consent	Scientific/medical experts; Government officials; Personal experience	67 (17)	2020-Aug-15

CBC News <sup>10</sup>	New law would make Albertans organ donors unless they opt out	Alberta	Article	Neutral	Scientific/medical experts; Government officials; Personal experience	458 (129)	2020-Aug-15
CBC News <sup>11</sup>	Nova Scotia's opt-out organ donation move sparks mixed reaction	Nova Scotia	Article	Neutral	Scientific/medical experts; Government officials; Personal experience	723 (176)	2020-Aug-15
CBC News <sup>12</sup>	New Brunswick to consider automatic organ donation, says health minister	Other Province	Article	Pro-deemed consent	Scientific/medical experts; Government officials; Personal experience	83 (28)	2020-Aug-15
CBC News <sup>13</sup>	Nova Scotia to become 1st in North America with presumed consent for organ donation	Nova Scotia	Article	Pro-deemed consent	Scientific/medical experts; Government officials; Personal experience	1721 (427)	2020-Aug-16
CBC News <sup>14</sup>	McNeil says organ donor bill addresses concerns, meets legal test	Nova Scotia	Article	Pro-deemed consent	Government officials	3 (3)	2020-Aug-15
CBC News <sup>15</sup>	'I could die any day': Longtime activist to push for organ donation rule changes at Queen's Park	Other Province	Article	Pro-deemed consent	Government officials; Personal experience	31 (16)	2020-Aug-15
CBC News <sup>16</sup>	'Let's talk about it': Heart recipient wants more discussion around organ donation	Nova Scotia	Article	Pro-deemed consent	Personal experience	12 (5)	2020-Aug-15
CBC News <sup>17</sup>	Transplant teams thrilled with spotlight on organ donation in N.S	Nova Scotia	Article	Pro-deemed consent	Scientific/medical experts; Personal experience	10 (1)	2020-Aug-15
CBC News <sup>18</sup>	Organ donor bill passes as N.S. legislature wraps up spring sitting	Nova Scotia	Article	Pro-deemed consent	Scientific/medical experts; Government officials; Personal experience	23 (14)	2020-Aug-15

CBC News <sup>19</sup>	How Canada could change its 'pathetic' organ donation record: Michael's essay	Canada	Opinion	Pro-deemed consent	Journalist	29 (17)	2020-Aug-15
Global News <sup>20</sup>	Nova Scotia's presumed consent law for organ donation to go into effect on Jan. 18	Nova Scotia	Article	Pro-deemed consent	Scientific/medical experts; Government officials	3 (1)	2020-Aug-15
Global News <sup>21</sup>	Should Canada have presumed consent for organ donations? Here are the pros and cons	Canada	Article	Neutral	Scientific/medical experts; Personal experience	134 (48)	2020-Aug-15
Global News <sup>22</sup>	Nova Scotia could be 1st jurisdiction in North America to adopt presumed consent for organ donations	Nova Scotia	Article	Pro-deemed consent	Scientific/medical experts; Government officials; Personal experience	70 (23)	2020-Aug-15
Global News <sup>23</sup>	Alberta presumed consent organ donation bill needs work, says dad of late Humboldt Broncos player	Alberta	Article	Other	Personal experiences	6 (4)	2020-Aug-15
Global News <sup>24</sup>	Nova Scotia legislature passes presumed consent law for organ donation	Nova Scotia	Article	Neutral	Government officials	2 (2)	2020-Aug-15
Global News <sup>25</sup>	Nova Scotia's presumed-consent bill for organ donation to address civil liberty concerns	Nova Scotia	Article	Other	Scientific/medical experts; Government officials; Civil Liberties Association	1 (1)	2020-Aug-15
Global News <sup>26</sup>	Civil Liberties Association raises concerns with N.S. government's organ donation plan	Nova Scotia	Article	Other	Scientific/medical experts; Government officials; Civil Liberties Association	7 (4)	2020-Aug-15
Global News <sup>27</sup>	'I almost died': Manitobans passionate about presumed consent for organ donation	Other Province	Article	Pro-deemed consent	Government officials; Personal experience	3 (3)	2020-Aug-15

The Globe and Mail <sup>28</sup>	An opt-out organ donation system might feel weird, but facts don't care about your feelings	Canada	Opinion	Neutral	None/Journalist	55 (27)	2020-Aug-15
The Globe and Mail <sup>29</sup>	Alberta's tabled bill to opt-out of organ donation could backfire on health-care system, experts say	Alberta	Article	Anti-deemed consent	Scientific/medical experts; Government officials; Personal experience	5 (4)	2020-Aug-15
The Globe and Mail <sup>30</sup>	We need more organ donors, but presumed consent is not a magical fix	Nova Scotia	Opinion	Anti-deemed consent	None/Journalist	5 (3)	2020-Aug-15
The Globe and Mail <sup>31</sup>	Nova Scotia set to be first in North America with presumed consent for organ donations	Nova Scotia	Article	Pro-deemed consent	Scientific/medical experts; Government officials; Personal experience	52 (21)	2020-Aug-15
The Globe and Mail <sup>32</sup>	Western Canada: Alberta could be second province to switch to opt-out organ donation	Alberta	Article	Neutral	Scientific/medical experts; Government officials; Journalist	1 (1)	2020-Aug-15
HuffPost <sup>33</sup>	Nova Scotia Passes Presumed Consent Law For Organ Donation	Nova Scotia	Article	Pro-deemed consent	Scientific/Medical; Government officials	174 (24)	2020-Aug-15
HuffPost <sup>34</sup>	Nova Scotia Automatic Organ Donation Bill 1st Of Its Kind In North America	Nova Scotia	Article	Pro-deemed consent	Scientific/medical experts; Government officials; Personal experience	201 (34)	2020-Aug-16
HuffPost <sup>35</sup>	Alberta's Getting Opt-Out Organ Donation. What About Your Province?	Canada	Article	Neutral	Government Officials	100 (27)	2020-Aug-16

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