

Dataset: Germ Defence

Question: "What was helpful about the Germ Defence website?"

CODE TRIANGULATION				
Human Code	DECOTA Code			
	Agreement	Complementary	Dissonance	Silence
(1) Clear and simple	(1) Clarity and simplicity of information. (2) Simplistic and easy-to-understand information. (4) Clear and understandable information.			
(2) Clear practical advice and troubleshooting is helpful	(5) Clear, comprehensive, and practical information. (10) Learning new information and practical tips for protecting oneself and family. (11) Practical tips and reminders for different scenarios. (12) Straightforward, practical advice on ventilation and infection control.			
(3) Feeling informed and reinforced by reliable sources is empowering	(3) Reinforcement of existing knowledge.	(9) Understanding the longevity and transmission of the virus.		
(4) Understanding that small changes matter is motivating	(8) Awareness of viral load and the importance of self-isolation. (13) Increased awareness and vigilance in germ defense at home. (14) Importance of hand hygiene and frequency of hand washing.			

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	(15) Importance of wearing masks indoors and keeping surfaces clean.			
(5) We should act according to risk		(6) Reducing exposure and spread of the virus. (7) Keeping safe and avoiding the virus.		
Silent Codes (not documented elsewhere)				

THEME TRIANGULATION				
	Comparison Theme			
Theme	Agreement	Complementary	Dissonance	Silence
Language and layout style	(1) Clear and practical information.			
Confidence in how to perform the behaviours	(3) Practical guidance for personal protection. (4) Promoting effective germ defense practices.	(2) Preventing the spread of the virus.		

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Reducing all or nothing thinking		(2) Preventing the spread of the virus. (4) Promoting effective germ defense practices.		
Silent Themes (not documented elsewhere)				