

Supplementary Table 1. Sources of news articles featuring ‘nanny state’ (March to September 2017 and 2018)

Owner/majority share	Source	N	% of total
News Corporation	All	43	53.1
	<i>Daily Telegraph</i>	9	11.1
	<i>Courier Mail</i>	5	6.2
	<i>The Australian</i>	5	6.2
	<i>The Advertiser</i>	3	3.7
	<i>Cairns Post</i>	3	3.7
	<i>Australian Financial Review</i>	2	2.5
	<i>Geelong Advertiser</i>	2	2.5
	<i>Herald Sun</i>	2	2.5
	<i>Caulfield Glen Eira/Port Phillip Leader</i>	1	1.2
	<i>Centralian Advocate</i>	1	1.2
	<i>Fraser Coast Chronicle</i>	1	1.2
	<i>Geelong Adviser</i>	1	1.2
	<i>Gympie Times</i>	1	1.2
	<i>Noosa News</i>	1	1.2
	<i>Northern Miner</i>	1	1.2
	<i>Sunbury Leader</i>	1	1.2
	<i>Sunshine Coast Daily</i>	1	1.2
	<i>Tablelands Advertiser</i>	1	1.2
<i>The Morning Bulletin</i>	1	1.2	
<i>Townsville Bulletin</i>	1	1.2	
Fairfax/Nine media	All	16	19.8
	<i>Australian Associated Press</i>	7	8.6
	<i>Ballarat Courier</i>	1	1.2
	<i>Bendigo Advertiser</i>	1	1.2
	<i>Central Western Daily</i>	1	1.2
	<i>Port Lincoln Times</i>	1	1.2
	<i>Stock & Land</i>	1	1.2
	<i>Stock Journal</i>	1	1.2
	<i>The Advocate</i>	1	1.2
	<i>The Border Mail</i>	1	1.2
	<i>The Sydney Morning Herald</i>	1	1.2
Daily Mail and General Trust	<i>Daily Mail Australia</i>	14	17.3
Seven West Media	All	4	4.9
	<i>The West Australian</i>	3	3.7
	<i>Kalgoorlie Miner</i>	1	1.2
Private Media Pty. Ltd.	<i>Crikey</i>	2	2.5
Australian Broadcasting Corporation	<i>ABC News</i>	1	1.2
Guardian Media Group	<i>The Guardian</i>	1	1.2
Total		81	100

Supplementary Table 2. Who or what is seen to be imposing the 'nanny state'? (March to September 2017 and 2018)

Who/what is imposing the 'nanny state'?	No. of mentions	%	Sub-category (n)
Government	49	56	State government (24); local government (15); governments in general (7); Federal government (3)
NGO / Peak body	11	13	E.g., Obesity Policy Coalition, Cancer Council, WHO, Global Obesity Alliance, Australian Health Promotion Association, Public Health Association, Foundation for Alcohol Research and Education
Not specified / generic authorities	6	7	
Police	5	6	NSW Police (2); Victorian Police (1); WA Police (1); general police (1)
Schools, Universities	5	6	Universities (4); Primary school (1)
Campaigners, advocates	4	5	Marriage equality (1), liquor licensing (2), anti-tobacco (1)
Political party	3	3	Greens (1), Labor (2)
Workplaces, businesses	3	3	
Other	2	2	Safety regulators (n=1), social media commentators (n=1)
Total*	88	100	

* More than one person or entity may be identified within an article as imposing the 'nanny state'

Supplementary Table 3. 'Nanny state' frames identified in Australian news (March to September 2017 and 2018)

	Frame	n	%	Description of frame	Example - verbatim quote from article
1	It's an assault on freedom	18	14	"Nanny state" bans, laws & rules infringe freedom, rights & choice	<i>But if we overdo the rules, we will lose much of what Melbourne has to offer. This marvellous city should be enjoyed. And to do it, we need to have laws that allow us to enjoy it with more freedom than those that would have us live in a nanny state.</i> Justin Quill, Melbourne lawyer with Macpherson Kelly Lawyers who act for <i>The Herald Sun</i> , author of "Give us freedom to enjoy our city", <i>The Herald Sun</i> , 6 th April 2018
2	Nanny state control freaks	14	11	Proponents of the nanny state are Orwellian dictatorial control freaks	<i>Give the nanny state freaks their full rein and this place would be like North Korea or something out of a George Orwell sci-fi book.</i> Darryn Lyons, Independent Candidate for Victorian state election and former Mayor of Geelong, author of "Nanny state's sent freedom geriatric", <i>Geelong Advertiser</i> , 27 th May 2017
3	Beating back the nanny state	13	10	The "nanny state" is actively being challenged	<i>So-called "nanny state" laws covering e-cigarettes, mandatory bike helmets and lifejackets are to be scrutinised by State Parliament.</i> Dylan Caporn, author of "Parties united over 'nanny state' laws", <i>The West Australian</i> , 29 th August 2018
4	We live in a nanny state	11	8	Australia/our state is a "nanny state"	<i>The once laid back Australia has become one of the world's biggest nanny states.</i> Josh Hanrahan and Connie Sideras, authors of "From ridiculous lock-out laws to petty fines and the soaring cost of living: How Australia's laid-back spirit is being crushed by the 'Nanny State'", <i>The Daily Mail</i> , 11 th March 2018
5	Nanny state is out of control	8	6	The "nanny state" is out of control	<i>I sometimes think the nanny state has gone a bit far.</i> Susan Johnson, co-author of "The Verdict: Should workplace sex be punishable by sacking?", <i>Courier Mail</i> , 22 nd July 2017
6	Nanny state is madness	8	6	Having "nanny state" rules is mad	<i>Welcome to the nanny state madness of Queensland's ID scanning laws, which came in to effect at the weekend.</i> Anthony Marx, author of "City Beat", <i>Courier Mail</i> , 7 th July 2017
7	Nanny state invades our private lives	8	6	Nanny state rules are an unwanted intrusion into private life	<i>Are confectionery-free check-outs a sign that society is going to hell in a shopping basket or is it time the Nanny State got serious and really started rummaging through our groceries?</i> Duncan Lay, author of "Hell in a shopping basket", <i>The Daily Telegraph</i> , 11 th March 2018
8	Nanny state is growing	7	5	The "nanny state" is expanding - implication this is a bad thing	<i>They are further evidence of the growing Nanny State - of our leaders seeking to change our behaviour for our own good, irrespective of what we might think.</i> Anthony Haneveer, author of "Nanny state thinking behind hospital bans" in <i>The Advocate</i> , 10 th August 2018
9	Personal dislike of the nanny state	7	5	Expressions of personal dislike of the "nanny state" which serve to build a community of "us" who dislike it and "them" who support the "nanny state"	<i>I am not a big fan of the nanny state and safety regulators are the most boring and miserable people walking the planet.</i> Tony Dodds, author of "Time to rethink fireworks policy", <i>Centralian Advocate</i> , 7 th July 2017

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10	Using "nanny state" label is a cheap shot	5	4	Applying the "nanny state" label is a lazy slur	<i>Whenever some regulation comes along, the Twitter libertarian push -- Phelps, James Morrow and the like -- go into their peanut gallery chorus. "Nanny state!" "Nanny state!" "Free minds, free markets!" Blah, blah.</i> Author unknown [editorial], <i>Crikey</i> , 29 th September 2018
11	Nanny state treats us like stupid children	4	3	Language used to position adults as stupid children "the nannied" and the state as the sensible, grown-up "nanny"	<i>The term puts one in mind of a toffy young toddler chucking a tanty because Nanny won't let him have a snifter of whisky.</i> Tory Shepherd, author of "Not all rules deserve a cry against nanny state", <i>The Advertiser</i> , 26 th April 2017
12	Nanny state is killjoy wowserism bad for fun	4	3	Links "nanny state" rules to puritanical restrictions on fun, joy, and alcohol as evoked by the term "wowser"	<i>Premiers past and present, business titans, sports stars, TV personalities and war heroes have today united to speak out against nanny-state wowserism they say is killing the rebellious spirit that made our country great.</i> Bruce McDougall, author of "Time to get off the ban wagon", <i>The Daily Telegraph</i> , 27 th July 2018
13	Nanny state is a bad look	4	3	Nanny state laws are ridiculous, stupid or make Australia an international laughing stock	<i>Thanks to high taxes and ridiculous nanny state laws, alcohol in Queensland is now believed to cost more than illicit drugs</i> Julian Tomlinson, author of "Rule threat to Aussie pubs", <i>Cairns Post</i> , 1 st June 2017
14	We are NOT a nanny state - distancing from nanny state	3	2	The "nanny state" label is rejected, this serves to distance entity from the negative connotations of this label	<i>Premier Mark McGowan has dismissed many of the Liberal Democrat policies, and rejected the notion WA was a nanny state.</i> Eliza Laschon, author of "Liberal Democrat Aaron Stonehouse declares war on WA 'nanny state'", <i>Australian Broadcasting Corporation News</i> , 24 th May 2017
15	Framing nanny state opponents - politicians use "nanny state" as flak against regulators	3	2	Journalists report politicians applying "nanny state" label without endorsing the phrase within the article	The idea has been met with widespread disapproval, with Liberal MP Aaron Stonehouse labelling the idea as 'peak nanny state.' [Author] Sam McPhee, author of "Going to be a thirsty summer! 'Nanny state' outrage as Western Australia's leader applies for a BAN on full-strength beer at new \$1.5 billion stadium", <i>Daily Mail</i> , 9 th June 2017
16	Nanny state proponents have good intentions	1	1	Nanny staters say they focus on protecting people	Nanny state supporters would have you believe it's all about protecting people's rights, about safeguarding the community, protecting the individual. And it might be, up to a point. Darryn Lyons, Independent Candidate for Victorian state election and former Mayor of Geelong, author of "Nanny state's sent freedom geriatric", <i>Geelong Advertiser</i> , 27 th May 2017
17	Other	12	9		
	Total	130	100		