**Tables**

**Table 1.** Characteristics of study videos, n = 264.

|  |  |  |
| --- | --- | --- |
| Characteristic | Variable | % |
| Central Audience | Bully | 58.33 |
|  | Victim | 57.57 |
|  | Bully/Victim | 3.41 |
|  | Non-Participant | 50.38 |
| Bullying Setting | In-school | 74.62 |
|  | Out-of-school | 36.36 |
| Targets of Bullying | LGBT | 14.39 |
|  | Race/Minority | 4.92 |
|  | Obesity | 6.43 |
|  | Deviant Appear. | 12.88 |
|  | Generic Bullying | 87.87 |
| Bullying Behavior | Physical | 41.67 |
|  | Verbal | 54.17 |
|  | Social Exclusion | 20.45 |
|  | Rumors | 14.77 |
|  | Cyber-Bullying | 37.88 |
| Professionalism | Students (11-18 assignment) | 30.86 |
|  | Students (11-18 old Personal Video) | 21.59 |
|  | School Administration | 1.14 |
|  | Students (University) | 1.14 |
|  | Professional (Corporation) | 9.47 |
|  | Professional (NGO/Non-Profit) | 23.48 |
|  | Professional (Health Department) | 2.27 |
| Content Validity | No Cite Research | 96.59 |
|  | One+ Reference | 3.41 |
| Methods of Comm. | Scare Tactics | 10.6 |
|  | Emotional | 51.14 |
|  | Strictly Info. | 41.67 |
|  | Humor | 5.3 |
|  | Celebrity | 18.18 |
|  | Other | 8.71 |

**Table 2:** Inclusion of health behavior theory in study videos, n = 264.

|  |  |  |  |
| --- | --- | --- | --- |
| Health Behavior Theory Construct | Study Variable | Description | % of Videos Containing Construct |
|  |  |  |  |
| Knowledge | General information | Provides general information about bullying | 72.35 |
| Cognitive | Perceived Benefits | Pros about speaking up, interfering w/ bullying, not bullying | 9.47 |
|  | Perceived Barriers | Cons to speaking up or interfering w/ bullying | 1.52 |
|  | Perceived Risks | Info addressing risks to being vocal, standing up | 39.77 |
|  | Self-Efficacy | Mentions concept or importance of confidence building in relation to acting out against bully | 24.62 |
|  | Self-Talk | Examples of self-statements (encouragement) | 5.30 |
|  | Perceived Social Norms | Addresses social norms in relation to bullies and victims, and behavior | 6.06 |
| Behavioral | Self-Monitoring | Techniques for monitoring behavior for victims | 0.0 |
|  | Stimulus-Control | Cues and prompts for non-participants to interfere with bullying | 0.0 |
|  | Self-Reward | Self-praise for interfering, or being a non-passive victim | 0.0 |
|  | Social Support | How to increase or utilize social support | 15.15 |
|  | Modeling/Vicarious Learn | Viewer sees new behavior/method to address bullying/victimization | 12.88 |
| Emotion Focused | Stress Management | Techniques to address behaviors that enable victimization to occur (Bully/victims) | 0.0 |
|  | Negative Affect Manage. | Guidelines to address mood managing for all participants (bully, victim, bully/victim) | 3.03 |
| Therapeutic Interventions | Skill-Building | Guidelines on new behaviors to address bullying | 9.09 |
|  | Increasing Knowledge | Provides resources to get additional info | 18.94 |
|  | Assess Motiv. Readiness | Addresses stage of change viewer is in | 0.0 |
|  | Ongoing Feedback | Provides method of obtaining follow-up or additional help | 0.0 |
| Social Capital | Emotional Support | Empathy, love, trust, caring | 13.64 |
|  | Instrumental Support | Tangible aid, services (e.g. Phone number/ chat) | 6.82 |
|  | Informational Support | Advice, suggestions, info (website/ parent) | 50.76 |
|  | Appraisal Support | Information that is useful for self-evaluation, constructive feedback, affirmation | 1.52 |
|  |  | Descriptives: Mean Theoretical Score | 5.39 |
|  |  | St. Dev. | 3.10 |
|  |  | Min | 0 |
|  |  | Max | 18 |

**Table 3.** Health behavior theories and view counts in top performing videos

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Video Name | Health Belief Model % | Trans-theoretical Model % | Theory of Planned Behavior % | Social Cognitive Theory % | Social Capital  % | Total Theory Score /22 |
| Top 5 Videos: Theory Scores |  |  |  |  |  |  |
| Stop Non-Stop Bullies | 40 | 38.5 | 50 | 38.5 | 60 | 18 |
| ABC – Anti Bullying Crew | 40 | 30.8 | 33.3 | 30.8 | 80 | 15 |
| Stop Bullying: Speak Up – Level Up | 60 | 53.8 | 83.3 | 46.2 | 40 | 15 |
| Glee’s Max Adler: It Gets Better | 0.0 | 15.4 | 33.3 | 15.4 | 60 | 14 |
| Stop Bullying: Speak Up – Junior Dudes | 40 | 38.5 | 50 | 38.5 | 40 | 14 |
| Top 5 Videos: Views |  |  |  |  |  |  |
| Anti-Bullying ad | 40 | 15.4 | 33.3 | 15.4 | 20 | 6 |
| Chris Colfer for the Trevor Project | 40 | 23.1 | 50 | 30.8 | 60 | 14 |
| Words Hurt – Bullying Commercial | 20 | 7.7 | 16.7 | 7.7 | 20 | 4 |
| Stand Up! – Don’t Stand for Homophobic Bullying | 60 | 30.8 | 83.3 | 15.4 | 40 | 11 |
| Anti-Bullying Awareness | 40 | 7.7 | 33.3 | 7.7 | 20 | 4 |
| Total Average Mean %: | 28.4 | 12.5 | 28.5 | 11.8 | 17.6 | ---- |

**Table 4.** Regression analyses for inclusion of health behavior theory, n = 264.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Variable | Coefficient | Standard Error | tValue | pValue | 95% Confidence Interval |
| Number of Views | .0003 | .0001 | 2.06 | 0.040 | [.0000, .0007] |
| Time in Seconds | .0005 | .0005 | 0.98 | .328 | [-.0005, .0016] |
| Video Publisher | -.0209 | .0875 | -0.24 | 0.811 | [-.1932, .1514] |
| Targeting Bullies | -.1922 | .0782 | -2.46 | 0.015 | [-.3461, -.0382] |
| Targeting Victims | .1733 | .0787 | 2.20 | 0.029 | [.0182, .3284] |
| Strictly Informational Messaging | .4706 | .0782 | 6.02 | 0.000 | [.3166, .6246] |
| Contains Links to Other Websites | .5333 | .0934 | 5.71 | 0.000 | [.3494, .7172] |

*Note.* Number of Observations *= 264. R2 = 0.27*