

NORTHWESTERN UNIVERSITY NEWS

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FOR RELEASE: March 21, 2018

Multinational survey: How teens, parents respond to Netflix show '13 Reasons Why'
Research examines whether media can promote parent-child conversation about difficult topics

- 13 Reasons Why resonated with teens and young adults, and they felt it was beneficial for people their age to watch
- Watching the series supported conversation in all regions
- Viewers reported helping others and engaging in other empathetic behavior after watching
- Teen and young-adult viewers would have liked more access to informational resources

EVANSTON, Ill. — A new study of more than 5,000 teens, young adults and parents in four regions of the world found that watching the series "13 Reasons Why" prompted teen and parent conversations about bullying, suicide and mental health.

The fictional series about a high school student named Hannah Baker who takes her own life, leaving behind audio cassette recordings documenting the 13 reasons why she decided to end her life, launched globally on Netflix in March 2017. While there were many positive reviews, the series also received a great deal of criticism and conversation in response to its treatment of sensitive subjects. The graphic nature of scenes depicting suicide and sexual assault sparked conversations worldwide about the appropriateness of the content for young viewers.

"We decided to quantitatively study '13 Reasons Why' to better understand how today's adolescents are engaging and reacting toward media content that deals with issues they are facing," said Ellen Wartella, the director of the Center on Media and Human Development at Northwestern University, and an expert in the field of children and media. "Our data suggests that teens worldwide report that the series authentically depicts their lives.

"Most importantly, we learned that the show prompted conversations between parents and adolescents about difficult issues they are facing," said Wartella, who is also a professor and chair of the department of communication studies in the School of Communication. "Second, the series led adolescents to show more empathy for peers, and third, the survey indicated that parents and adolescents want more resources."

The study, [Exploring How Teens and Parents Responded to "13 Reasons Why."](#) which was commissioned by Netflix and approved by Northwestern's Institutional Review Board, surveyed adolescents and young adults, ages 13 to 22, and parents in the U.S., U.K., Brazil, Australia and New Zealand, to ascertain how audiences perceived, related to and were influenced by the popular Netflix series.

Survey results suggest that watching the series served as an educational tool for young people, promoted parent-child conversations and inspired more compassion among teen and adolescent viewers.

Global Key Findings:

- “13 Reasons Why” resonated with teens and young adults in all four regions, and they felt it was beneficial for them and people their age to watch
- “13 Reasons Why” provided teens, young adults, and even parents in all regions with information about various difficult topics
- In all four regions, adolescents and young adults reported seeking information about tough topics following exposure
- While there were graphic and intense scenes in the show, teens and young adult viewers in each region were generally not opposed to the way the show dealt with these tough topics
- In all four regions, viewers of 13 Reasons Why reported helping others and engaging in other empathetic behaviors after watching
- Watching “13 Reasons Why” supported conversation in all regions
- “Beyond the Reasons” was a good start, but further support and resources are requested

“We have been surprised by these results,” said Alexis Lauricella, co-author of the report and associate director of Northwestern’s Center on Media and Human Development. “Adolescents reported that the show made them think about how their own actions impact others, and some even apologized to others for how they treated them. Given the highly egocentric stage adolescents are in, it was powerful to see adolescents thinking about how others are feeling.

“While many adolescents and young adults had positive attitudes toward the show, it is important to note that not all individuals had the same feelings about show,” Lauricella added.

Adolescents and teens suffering from high social anxiety, for example, were more likely to agree that the intensity of the show was appropriate for them. However, these same teens also were more inclined to report that the sexual assault scenes were too intense.

“It may be that only a few individuals disagree or are different from the norm based on individual characteristics, but it is important that we consider those individuals who fall outside of the majority when viewing this type of program,” said Drew Cingel, research collaborator at the Center on Media and Human Development and an assistant professor at University of California, Davis.

Cingel added: “But the results for the majority of teens and young adults are promising. These findings suggest that ‘tough topic’ programs like ‘13 Reasons Why’ may be able to help adolescents talk about these stressors in their lives.”

The work of the Center on Media and Human Development studies the role of media and technology in children’s development, with studies ranging from [Teens and Health and Technology: How Teens Use Online Tools to Access Health Information](#) to [Food Marketing and Childhood Obesity](#). The center receives funding from the National Science Foundation as well as private funders and industry partners. Studies are independently designed and executed.