

BRAZIL REPORT

Exploring how teens and
parents responded to
13 Reasons Why

Northwestern | SCHOOL OF
COMMUNICATION

CENTER ON MEDIA AND HUMAN DEVELOPMENT

MARCH 2018

TABLE OF CONTENTS

2 KEY FINDINGS

4 INTRODUCTION

6 METHODOLOGY

- 6 Participants
- 6 Grouped variables
- 7 Presentation and discussion of data in text

8 RESULTS

- 8 General context of teen life today
- 9 *13 Reasons Why*
- 11 Comprehension of show was high
- 12 Parent viewership of *13 Reasons Why*
- 13 Relatability
- 14 Viewing *13 Reasons Why* promotes better understanding of tough topics among viewers
- 14 Exposure to *13 Reasons Why* promotes behavior change among viewers
- 15 Viewing *13 Reasons Why* promotes communication between adolescents and their parents, teachers, and counselors
- 16 Parent-child co-viewing & communication
- 19 Tough topics & appropriateness
- 20 *Beyond the Reasons* & resources

22 STUDY CONSIDERATIONS & LIMITATIONS

22 CONCLUSION & IMPLICATIONS

24 REFERENCES

26 APPENDICES

KEY FINDINGS

- 1. *13 Reasons Why* resonated with teens and young adults, and they felt it was beneficial for them and people their age to watch.** Adolescent viewers reported that people their age talk and act like the characters on the show, and a majority reported that people their age deal with issues similar to those portrayed in *13 Reasons Why* (74%). Additionally, many teen and young adult viewers reported that *13 Reasons Why* was an authentic depiction of high school life (67%). Further, adolescents and young adults reported that the show was beneficial for them to watch (79%), and beneficial for others their age to watch (76%).
- 2. *13 Reasons Why* provided teens, young adults, and even parents with information about various difficult topics.** Teens and young adult viewers reported that the show informed them that someone might be suffering from depression even if they do not see the signs (84%) and that there are lots of different reasons why people commit suicide (81%). Additionally, the show “opened their eyes” to how people their age may be affected by depression (82%). Teens and young adults agreed that watching *13 Reasons Why* helped them to better understand and process hard topics like depression, suicide, bullying, and sexual assault. Even parents reported that *13 Reasons Why* helped them to understand hard topics like depression, suicide, bullying, and sexual assault.
- 3. Adolescents and young adults reported seeking information about the tough topics following exposure.** Specifically, after viewing *13 Reasons Why*, these viewers reported seeking information about sexual assault (60%), depression (68%), suicide (65%), bullying (66%), and supporting friends (74%).
- 4. While there were graphic and intense scenes in the show, teens and young adult viewers were generally not opposed to the way the show dealt with these tough topics.** Many adolescents and young adults felt that the intensity of the show was appropriate for them (74%) and the graphic nature of Hannah’s suicide was necessary to show how painful suicide is (79%).
- 5. Viewers of *13 Reasons Why* reported helping others and engaging in other empathetic behaviors after watching.** Watching *13 Reasons Why* helped adolescents and young adults understand that their actions can have an impact on others (88%). Teens and young adults reported trying to be more considerate about how they treated other people (76%) and reaching out to apologize for how they treated someone after watching the show (60%). They also reported that the show motivated them to help others suffering from depression, bullying, and sexual assault, and reported reaching out to friends who might be struggling with mental health concerns or those who were being picked on after watching *13 Reasons Why*.

6. **Watching *13 Reasons Why* supported conversation.** Parent viewers who discussed the show with their children reported that the show made it easier for them to have conversations about tough topics with their children (71%), and that it prompted them to talk about topics like depression, suicide, bullying, and sexual assault with their child. Teens reported talking about a range of important topics after watching the show, including steps you can take if you are being bullied (54%) or feeling depressed (58%), how to spot the signs of mental health (55%), and how to know if someone is suffering from depression (67%). Adolescents reported that the show helped them feel more comfortable talking about these difficult topics with friends, parents, counselors, and teachers.
7. **Individual characteristics of the viewers influence their responses to the show.** Across many of the outcome measures, we see differences in how youth respond and react as a function of individual differences like age and social anxiety. For example, viewers high in social anxiety were more likely than viewers low in social anxiety to report reaching out to friends and counselors for support and expressing their feelings about mental health or suicide to a friend, teacher, or counselor after watching *13 Reasons Why*. Considering these differences, it is important to consider these unique characteristics when thinking about how exposure to the show relates to viewer outcomes.
8. ***Beyond the Reasons* was a good start... but further support and resources are requested.** Almost two-thirds of the teens and young adults we surveyed (64%) and over three-quarters of parents we surveyed (80%) watched the *Beyond the Reasons* episode at the end of the *13 Reasons Why* series. The *Beyond the Reasons* episode helped these viewers to have a more informed conversation with their family member. While viewers agreed that *Beyond the Reasons* helped them in a number of ways, they also felt that similar resources and support should be included throughout *13 Reasons Why*. Teens and young adults thought there should be more discussion in *13 Reasons Why* of what viewers could do to help those around them who may be suffering (57%). Parents also wanted more resources included in the *13 Reasons Why* episodes (75%), including having mental health professionals provide resources at the end of difficult episodes (74%) and the cast coming out of character to provide resources at the end of specific episodes (65%).

INTRODUCTION

While Brazilians have struggled to obtain Internet access in the past, recent numbers indicate that the majority of youth ages 10 to 17 in Brazil are Internet users (Sozio et al., 2014). Adolescents' use of and access to media in Brazil has changed dramatically over the past decade with the development of mobile internet technologies (Sozio et al., 2014), such as cell phones and tablet computers and streaming media content, like Netflix. These changes have enabled highly individualized viewing of targeted content at home, in school, and with friends. While all individuals are impacted by these new developments, there has been much discussion and concern about the impact of media on adolescents specifically, due to their unique developmental stage.

In recent years, there has been recognition that three dimensions can influence how media affect youth: the individual consumer, the content consumed, and the context of the media consumption (Guernsey, 2012). In the case of the individual, developmental differences can influence how the content affects the viewer. For example, younger viewers are less equipped cognitively to process some of the complex messages and visual editing in media, and may not understand some of the social contexts depicted in media content. Adolescents, while more cognitively advanced than young children, are in a unique developmental stage due to their heightened egocentrism (Elkind, 1967) and increased tendency to engage in risky behaviors (Arnett, 1990; Greene, Krmar,

Walters, Rubin, & Hale, 2000). Therefore, the way they interpret, react, and respond to media messages can differ in comparison to younger children and adults. Beyond age, individual differences among adolescents can influence how the viewer interprets the message of any media presentation as well as how they engage with media. It is important to note that this particular generation of adolescents also are coping with high levels of stress, depression, and anxiety (e.g., Mojtabai, Olfson, & Han, 2016) which may influence the impact of media messages.

Beyond the individual viewer, media content can be influential as well. Past research has demonstrated that highly relatable programs, in which the viewer sees similarities between themselves, the characters, and the situations depicted can positively impact learning and motivation to continue watching (Tien & Hoffner, 2010). The content must also be appropriate for the age and experience of the viewer. For example, previous research has examined the impact that media have on adolescent youth, including studies of controversial programming like MTV's *16 and Pregnant* and *Teen Mom*. Specifically, studies demonstrate that viewing such shows decreases the rates of births to teen parents and increases searching for terms like "contraceptive use" and "abortion" online (Kearney & Levine, 2015). Aubrey and colleagues (2014) also found that perceived similarity to the individuals in the show influenced effects. Other research

suggests that the effects of these shows is influenced by parent communication at home (Martins & Jenson, 2014; Wright, Randall, & Arroyo, 2013). Altogether, these findings underscore the importance of understanding adolescents' perceptions of character similarity and relatability, considering parent-child interactions, and the individual's home environment.

Finally, the viewing context is also important and often times understudied with adolescent viewers. We know from reports that parents tend to co-use media less with their older children than younger children (Rideout, 2015; Livingstone & Helsper, 2008), meaning adolescents are more likely to watch media content alone or with peers, in comparison to younger children. Latin American viewers customarily discuss the shows they watch with others and are known to apply concepts of a show to their own lives (McAnany & La Pastina, 1994). With the increase in more individualized technology (e.g., tablets) and streaming, on-demand content, the viewing context in which youth watch shows has changed dramatically from just a few decades ago when programs were watched as a family on the living room television set on the night the program aired. Today, youth and adults have the ability to select content and watch as many episodes in one sitting as they have time for – a behavior that has been termed binge viewing, and which is often associated with Netflix programs. Recently developed entertainment media from various producers aimed at adolescent audiences have attempted to integrate tough topics

into their narratives, given that subjects such as depression, suicide, bullying, and sexual assault are parts of adolescents' lives around the world. A yet-unstudied area, however, is how exposure to such “tough topic” media relates to aspects of adolescent viewers' wellbeing. For example, are adolescents who watch these programs engaging in conversations with friends, parents, teachers, and counselors, are they seeking information about these difficult topics, do they feel comfortable in discussing these sensitive subjects with others, and are they reaching out to others who might be dealing with these issues?

Therefore, to examine how the individual, the content, and the context of viewing relate to these different outcomes, this study examined how adolescents and their parents, as well as young adults, reacted to tough topic entertainment media that focuses on depression, bullying, suicide, and sexual assault. Specifically, this study examined how adolescents and young adults in Brazil perceived, related to, and were reportedly influenced by the popular Netflix series *13 Reasons Why*, a show that features tough topics in its narrative.

METHODOLOGY

This report is based on a survey of 1,200 adolescents, young adults, and parents from Brazil. The survey was developed by Ellen Wartella, Alexis R. Lauricella, and Drew P. Cingel and data collection was completed by IPSOS Research as an online survey between November 2017 and January 2018. The project was directed by Ellen Wartella, Alexis R. Lauricella, and Drew P. Cingel. Statistical analysis was conducted by IPSOS Research and Melissa Saphir. We thank Brianna Hightower, Kelly Sheehan, Anna Dolezal, Allyson Snyder, Amy Parker, and Michael Carter for their help with the project.

PARTICIPANTS

IPSOS Research worked with partners to recruit participants in Brazil ($N = 1200$). Three separate age groups were targeted for this survey: (1) Parents with an adolescent between the ages of 13 and 17 ($n = 400$), (2) adolescents (ages 13-17) ($n = 400$), and (3) young adults (ages 18-22) ($n = 400$). The survey for adolescents and young adults was identical (see Appendix A) and parents were provided with a different survey (see Appendix B).

The sample was collected so that 50% of the adolescent ($n = 200$), young adult ($n = 200$), and parent ($n = 200$) respondents had seen the show based on a question that asked them “Have you watched the show *13 Reasons Why?*” (see Table 1).

GROUPED VARIABLES

Age. Age differences are analyzed by comparing three age groups: younger teens (13-15), older teens (16-18), and young adults (19-22).

Social Anxiety. Social anxiety was measured using a 10-item measure from La Greca, Dandes, Wick, Shaw, and Stone, (1988). Each item was answered on a 5 point Likert scale from (1) strongly disagree to (5) strongly agree. Example questions include “I worry about doing something new in front of other kids.” “I am afraid that other kids will not like me.” “I am quiet when I’m with a group of kids.” Based on analysis of the sample, all items factored together and were summed to create a total social anxiety composite score ranging from 10 to 50. Using a median split, individuals who scored 10-30 on the social anxiety composite measure were categorized as “low social anxiety” and those scoring 31-50 were categorized as “high social anxiety.”

Self-Esteem. Self-esteem was assessed using Rosenberg’s (1965) 10-item measure of self-esteem. Each item was answered on a 5 point Likert scale from (1) strongly disagree to (5) strongly agree. Based on analysis of the sample, all items factored together and were summed to create a total self-esteem composite score ranging from 10 to 50. Using a median split, individuals who scored 10-32 on the self-esteem composite measure were categorized as “low self-esteem” and those scoring 33-50 were categorized as “high self-esteem.” Differences in responses based on high and low self-esteem were not consistently significant and therefore are not discussed in this report.

TABLE 1. Demographic Differences in Viewership

	Viewers			Non-Viewers		
	Adolescents	Young Adults	Parents	Adolescents	Young Adults	Parents
<i>N</i>	200	200	200	200	200	200
Male	50%	55%	52%	63%	76%	57%
Female	51%	45%	48%	38%	24%	44%

Resilience. Resilience was measured using an 18-item measure from the Institute of Education Sciences's measure of resilience (Hanson & Kim, 2007). Each item was answered on a 5 point Likert scale from (1) strongly disagree to (5) strongly agree. Based on analysis of the sample, all items factored together and were summed to create a total resilience composite score ranging from 18 to 90. Using a median split, individuals who scored 18-69 on the resilience composite measure were categorized as "low resilience" and those scoring 70-90 were categorized as "high resilience."

Loneliness. Loneliness was measured using an 8-item measure from Roberts, Lewinsohn and Seeley's (1993) measure of loneliness. Each item was answered on a 5 point Likert scale from (1) never to (5) often. Based on analysis of the sample, all items factored together and were summed to create a total loneliness score ranging from 8 to 40. Using a median split, individuals who scored 8-20 on the loneliness measure were categorized as having "low loneliness" and those scoring 21-40 were categorized as having "high loneliness." Differences in responses based on high and low loneliness were not consistently significant and therefore are not discussed in this report.

Happiness. Happiness was measured using 4 items from Lyubomirsky and Lepper's (1999) measure of happiness. Each item was answered on a 7 point Likert scale. Based on analysis of the sample, all items factored together and were summed to create a total happiness score ranging from 4 to 28. Using a median split, individuals who scored 4-18 on the happiness measure were categorized as having "low happiness," and those scoring 19-28 were categorized as having "high happiness." Differences in responses based on high and low happiness were not consistently significant and therefore are not discussed in this report.

PRESENTATION AND DISCUSSION OF DATA IN TEXT

Throughout this report, differences between groups have been tested for statistical significance at the $p < .05$ level. Differences between groups are reported another only when these differences are statistically significant. For example, "more younger teens (77%) agreed that people their age act similarly to characters in *13 Reasons Why* than young adult viewers (49%)" indicates that these two percentages are statistically significantly different at the $p < .05$ level. In tables where statistical significance has been tested, superscript letters are used to indicate significant differences between columns (e.g., gender, age groups). Percentages or means that share a common superscript or those that do not have a superscript at all are not significantly different from each other. Due to the nature of survey data, we cannot claim causal relationships between any variables and statistical significance only determines whether two groups differ in the percent of individuals who reported that behavior. Additionally, throughout the report we use the terms "teens" and "adolescents" to refer to those between the ages of 13 and 18 years old. We also refer to "younger teens" as teens between the ages of 13 to 15, "older teens" as teens between the ages of 16-18, and "young adults" as those ages 19-22.

Finally, many items in our survey were based on a 5 point Likert scale with response options: (5) strongly agree, (4) agree, (3) neither agree nor disagree, (2) disagree, (1) strongly disagree. Unless it is otherwise noted, we report the combined "strongly agree" and "agree" response options summed together.

Percentages. Percentages may not always add up to 100% due to rounding, multiple response options, or those who marked "I do not know."

Cell sizes. For many analyses, we use a subset of the sample, for example only viewers of *13 Reasons Why* who are also younger adolescents (ages 13-15). As a result, there are some questions with very small sample sizes. If a subgroup had fewer than 50 responses, we did not statistically test or compare these subgroups.

RESULTS

GENERAL CONTEXT OF TEEN LIFE TODAY

Adolescent life today is different than it was for teens in the past, in part due technological shifts but also due to generational changes. In order to understand how adolescents are influenced by media content, like *13 Reasons Why*, it is important to have context for their perspective toward teen life more generally. The majority of adolescents in Brazil surveyed for this study report that teen life is stressful (54%) and that anxiety during adolescence is prevalent (70%). Many (47%) also state that depression during adolescence is prevalent.

Conversations about some of these mental health topics and stressors that teens are facing are difficult for teens to have with parents and other supportive adults. Almost three-quarters of Brazilian adolescents surveyed (73%) say that teens do not learn enough about depression at school, almost two-thirds (62%) say that parents do not talk to their teens enough about depression, and fewer than one-quarter (24%) report that teens in general feel comfortable talking about tough health topics with their parents. A considerable number of adolescents in our sample stated that in general, they *never* talked to their parents about sexual assault (27%), suicide (26%), bullying (17%), or stress/anxiety (17%).

In contrast, youth do seek out health information from other resources, including from their peers and online. Almost two-thirds of adolescents surveyed (65%) report that teens in general feel comfortable talking about tough health topics with close friends. The majority also report that teens use the Internet as a tool to get support for their own health issues/concerns (62%) as well as to get advice for how to support their friends (54%), but 49% state that there are not enough resources to help teens deal with suicide.

Beyond the general context of teen life, it is also important to understand the ways in which individuals differ from each other and how those differences may influence the outcomes of viewing entertainment media content like *13 Reasons Why*. We examined five individual difference variables: social anxiety, happiness, loneliness, self-esteem, and resilience. We examined whether adolescent and young adults' perceptions of the show, reported communication about the show, and reported behavior change after viewing differed as a function of each of these individual difference variables. We found that there were many differences in our outcome variables as a function of participants' level of resilience or social anxiety. Therefore throughout the report we indicate when there are differences in scores based on these individual difference variables.

13 REASONS WHY

The Netflix series *13 Reasons Why* first aired on Netflix in March 2017. The show was viewed by many adolescents and young adults worldwide and quickly received both positive reviews and strong criticisms for the subject matter and graphic depiction of certain events within the storyline.

Our survey found that most adolescents and young adults heard about the show from friends (81%), but 27% of adolescent viewers said they heard about the show from parents (see Table 2).

Of the adolescents and young adults who had heard of *13 Reasons Why*, many of them had heard that the show was controversial (58%), intense (57%), popular (47%), and well-made (46%) (see Table 3). The majority of parents who had heard of the show had also heard it was controversial (60%), and more than half had heard it was intense (55%). Most

parents who had heard of the show knew that suicide (76%) was present in it. Many had heard that bullying (66%) and mental health (e.g., depression) (57%) were present in the show. Many of the parents who did not view the show knew these topics were present as well.

The most commonly cited reasons for why adolescents and young adults decided not to watch *13 Reasons Why* were because they did not think it was appropriate for them to see (38%), they did not have time to watch it (33%), and not being interested in the story or subject matter (30%) (see Table 4). For parents who did not watch the show, 47% said they did not watch because they did not have time, 13% said they did not think it was appropriate for their child to see it, 12% said they heard the content was upsetting and hard to watch, and 4% said they did not have access to Netflix or a way to watch it.

TABLE 2. Where viewers and non-viewers heard of *13 Reasons Why*

	Total (Teen & Young Adult viewers)	Adolescent Viewers	Adolescent Non-Viewers	Young Adult Viewers	Young Adult Non-Viewers
Base N: Heard of <i>13 Reasons Why</i>	528	200	45	200	83
Friends	81%	84%	76%	79%	81%
A sibling	17%	23%	4%	16%	10%
A parent	16%	27%	18%	10%	1%

TABLE 3. What viewers and non-viewers have heard about *13 Reasons Why*

	Total (Adolescent and Young Adult)	Adolescent Viewers	Adolescent Non-Viewers	Young Adult Viewers	Young Adult Non-Viewers	Parent Viewers	Parent Non-Viewers
<i>Base N: Heard of 13 Reasons Why</i>	528	200	45	200	83	200	91
It is controversial	58%	63%	36%	64%	45%	60%	60%
It is intense	57%	64%	31%	62%	41%	62%	40%
It is popular	47%	52%	38%	47%	39%	40%	23%
It is well made	46%	50%	33%	50%	36%	51%	32%
It is a good representation of teen life	45%	54%	27%	47%	30%	46%	31%

TABLE 4. Reasons adolescents, young adults, and parents did not view *13 Reasons Why*

	Teen Non- Viewers	Young Adult Non-Viewers	Parent Non-Viewers
<i>Base N: Non-Viewers</i>	45	83	91
I wasn't interested in the story or subject matter	40%	24%	14%
I did not think it was appropriate for me/my child to see it	33%	40%	13%
I did not have time to watch it	20%	40%	47%
I heard that the content was upsetting and hard to watch	20%	13%	12%
Friends were talking about it, but it did not sound like something I would like	18%	23%	10%
I do not have access to Netflix or a way to see it	11%	19%	4%

Note that respondents could select multiple answers, so totals do not add up to 100%.

COMPREHENSION OF SHOW WAS HIGH

Many adolescent and young adult viewers understood the main storyline messages presented in *13 Reasons Why*, and many understood the broader lessons portrayed in the show. The vast majority of adolescent and young adult viewers understood that Hannah experienced bullying (88%), that her death could have been prevented (87%), that Hannah’s suicide caused a lot of pain to the people around her (84%), and that Hannah was suffering from depression (82%) (see Table 5).

Beyond understanding the concrete messages portrayed in the show, many adolescent and young adult viewers also took away broader lessons about suicide, depression, and mental health. For example, 90% of adolescent and young adult viewers said that depression and mental health are some of the causes of suicide, 89% said sometimes people do not understand why other people have committed suicide, and 88% agreed that people commit suicide for many different reasons (see Table 6).

TABLE 5. Comprehension of storyline messages portrayed in *13 Reasons Why* (Teens and YA)

	Total (Teen and Young Adult Viewers)	Teen Viewers	Young Adult Viewers
<i>Base N: Viewers</i>	400	200	200
Hannah experienced bullying	88%	88%	88%
Hannah’s death could have been prevented	87%	88%	86%
Hannah’s suicide caused a lot of pain to the people around her	84%	84%	84%
Hannah was suffering from depression	82%	82%	82%
Other characters on the show experienced bullying	80%	84%	76%
The warning signs for Hannah’s suicide were not always evident	65%	66%	64%
Other characters on the show exhibited signs of suicide	62%	66%	58%
Other characters on the show suffered from depression	61%	64%	58%

TABLE 6. Comprehension of broader lessons portrayed in *13 Reasons Why*

	Total (Teen and Young Adult Viewers)	Teen Viewers	Young Adult Viewers
<i>Base N: Viewers</i>	400	200	200
Depression and mental health are some of the causes of suicide	90%	90%	90%
Sometimes, people do not understand why other people have committed suicide	89%	90%	88%
People commit suicide for many different reasons	88%	90%	87%
The signs of suicide are not always evident to others	85%	86%	84%
People may “seem” OK, even if they are having trouble with their mental health	78%	78%	78%

PARENT VIEWERSHIP OF *13 REASONS WHY*

Two-thirds of the parents who viewed *13 Reasons Why* said they heard about it from their child (66%), and 48% said they heard about it from friends. Parents reported that the reason they watched the show was because their child was talking about it (56%) or they found the story to be interesting (52%). Forty percent of parents said that their child suggested that they watch the show.

Awareness of whether their child had watched *13 Reasons Why* was high. About two thirds of parents who had heard of the show were sure that their child had watched *13 Reasons Why* (66%). This was significantly higher for parents who also viewed the show (80%) compared to those who did not watch (34%), and 63% of parents who viewed the show knew their child watched prior to the child watching. Among parents who knew their child was going to watch the show, 69% said their child asked permission prior to watching.

RELATABILITY

Research has demonstrated that interest and learning from media are heavily driven by the viewer’s relationship with the media characters (Tian & Hoffner, 2010). Both adolescent and young adult viewers reported relating to *13 Reasons Why* and the characters (see Table 7). About three quarters (74%) of teen and young adult viewers said that people their age deal with similar issues to those in *13 Reasons Why*. The majority of teens and young adults said that people their age engage in similar activities (68%) to those in the show, and talk (62%) and act similarly (66%) to the characters in the show.

Many teens and young adults reported that *13 Reasons Why* was an authentic depiction of high school life (67%).

Beyond relating to the characters and issues in the show, adolescents and young adults reported Clay (38%), Hannah (36%), and Tony (8%) as their favorite characters. More older teen viewers liked Clay (47%) than younger teen viewers (29%), and more younger teen viewers (45%) liked Hannah than older teen viewers (26%) (see Table 8).

TABLE 7. Relatability of *13 Reasons Why* for viewers by age

	Total (Teen and Young Adult Viewers)	13-15 years	16-18 years	19-22 years
<i>Base N: Viewers</i>	400	121	111	168
People my age deal with issues similar to those in <i>13 Reasons Why</i>	74%	74% ^{ab}	67% ^b	77% ^a
People my age engage in similar activities to those in <i>13 Reasons Why</i>	68%	67%	72%	67%
People my age act similarly to the characters in <i>13 Reasons Why</i>	66%	71%	71%	60%
People my age talk similarly to the characters in <i>13 Reasons Why</i>	62%	60% ^a	75% ^b	54% ^a

TABLE 8. Differences in favorite character by age

	Total (Teen and Young Adult Viewers)	13-15 years	16-18 years	19-22 years
<i>Base N: Viewers</i>	400	121	111	168
Clay	38%	29% ^a	47% ^b	38% ^{ab}
Hannah	36%	45% ^a	26% ^b	35% ^{ab}
Tony	8%	3% ^a	10% ^b	10% ^b
Alex	4%	4%	5%	5%

VIEWING *13 REASONS WHY* PROMOTES BETTER UNDERSTANDING OF TOUGH TOPICS AMONG VIEWERS

Adolescent and young adult viewers of *13 Reasons Why* overwhelmingly reported that watching the show provided them with a better understanding of the tough topics discussed in the show. Specifically, 84% agreed that watching helped them to better understand depression (see Appendix C Table 1). Further, 88% reported that exposure helped them understand how their actions impact others. Finally, 88% indicated that watching the show helped them to process difficult topics. These numbers were consistently high for both adolescent and young adult viewers. Respondents higher in social anxiety were more likely to agree that exposure to *13 Reasons Why* helped them to process the hard topics discussed in the show and helped them to better understand how their actions can impact others compared to those lower in social anxiety. These individuals also reported that viewing helped them to process that the tough topics in the show. In addition, compared to viewers with lower resilience scores, viewers higher in resilience were more likely to report better understanding of all five topics, as well as processing of difficult topics (see Appendix C Table 1).

In addition to promoting a better understanding of tough topics, adolescent and young adult viewers reported that the show made them think about how they treated other people (80%), and how people their age can be affected by bullying (79%) and depression (82%).

Approximately two-thirds of adolescent and young adult viewers reported that they sought information about sexual assault (60%), depression (68%), suicide (65%), bullying (66%), and supporting friends (74%) (see Appendix C Table 2). This was particularly so for viewers high in social anxiety and high in resilience. Many adolescent and young adult viewers reported that they sought information about depression (68%), suicide (65%), bullying (66%), sexual assault (60%), and supporting others (74%). Overall, more than three-quarters of viewers reported that it was beneficial for them to watch *13 Reasons Why* (79%), and thought it would be beneficial for other people their age to watch this show (74%). Less than 5% of viewers disagreed with these two statements. Importantly,

adolescents and young adults high in social anxiety were more likely to report that the show made them think more about how they treat other people around them, and that the show opened their eyes to how people their age can be affected by bullying compared to those lower in social anxiety.



...Things that can seem innocent can impact someone's life and how important it is to have someone to talk about everything."

AGE 17, FEMALE

EXPOSURE TO *13 REASONS WHY* PROMOTES BEHAVIOR CHANGE AMONG VIEWERS

In addition, adolescents and young adults who watched the show reported that it influenced their behaviors after watching. Indeed, a majority of these viewers reported that watching motivated them to help others suffering from depression (79%), those who have been bullied (81%), and those who have been sexually assaulted (74%). Viewers with higher resilience were even more likely to be motivated to help others than those with lower resilience (see Appendix C Table 3). A majority indicated that they reached out to someone who they thought was suffering from mental health concerns (65%), or someone who had been picked on or bullied in school (66%). Further, 60% reported that they apologized to another person for the way that they had treated them, and three quarters (76%) reported that they tried to be more considerate about how they treated others. Viewers with higher levels of resilience were more likely to report engaging in these behaviors, compared to those lower in resilience (see Appendix C Table 2).

VIEWING *13 REASONS WHY* PROMOTES COMMUNICATION BETWEEN ADOLESCENTS AND THEIR PARENTS, TEACHERS, AND COUNSELORS

Among adolescent and young adult viewers, 40% reported that they discussed the show and related issues with parents, and 76% reported doing so with friends. A smaller percentage discussed the show or related issues with a sibling (27%), another family member (21%), or a boyfriend or girlfriend (24%).

Overall, adolescent and young adult viewers reported that watching *13 Reasons Why* helped them to feel more comfortable talking about tough topics with their friends and parents. Approximately half (54%) of adolescent and young adult viewers indicated that they felt more comfortable talking about these topics with their teachers and counselors. Adolescents were more likely to report that they felt more comfortable in comparison to young adults. More viewers higher in resilience, compared to those lower in resilience, reported that they felt comfortable talking about all topics with their friends, parents, teachers, and counselors (see Appendix C Table 3). In addition, 13-15 and 16-18 year-old adolescents, in comparison to young adults, were more likely to agree that watching *13 Reasons Why* made them feel more comfortable talking about hard topics, depression, suicide and bullying with parents, teachers, and counselors. There were no age differences for comfort in talking to friends about these topics (see Appendix C Table 3).

Many adolescent and young adult viewers also reported that they expressed their own feelings about tough topics to other people, including friends, parents, teachers, and counselors. Approximately half of adolescent and young adult respondents reported that, after watching the show, they expressed their feelings about mental health or suicide to a friend or parent (see Appendix C Table 2). In addition, just under half reported reaching out to a friend (46%) or parent/family friend (44%) for support. About one third reported that they expressed their feeling about mental health or suicide to a teacher or counselor.

Thirty-two percent indicated that they reached out to a counselor for support. Viewers high in social anxiety and viewers high in resilience were more likely to report reaching out to friends and counselors for support (see Appendix C Table 2). In addition, adolescent and young adult viewers higher in social anxiety or resilience were also more likely to report that they had expressed their thoughts about mental health or suicide to a friend, teacher, or counselor, in comparison to those lower in social anxiety and resilience. Once again, adolescents were more likely to report expressing themselves about these topics to parents, teachers, and counselors in comparison to young adults (see Appendix C Table 2).



I had a friend who suffered bullying in school, then I talked to some teachers to tell students not to do that and explain how bad it is. Then I talked about the series and how the main character had suffered and killed herself, that it was a serious subject."

AGE 13, MALE

PARENT-CHILD CO-VIEWING & COMMUNICATION

Research has demonstrated that parents of adolescents are less likely than parents of younger children to co-view or watch the same programs together (Rideout, 2015). Nevertheless, among parents who watched *13 Reasons Why*, 73% reported watching it with their adolescents at least *sometimes* and 14% reported *always* watching with their adolescent child. Many parents who watched the show with their child said they did so because they thought they would both like the show (55%) or watching shows together makes them feel closer (52%). Another 40% said they wanted to be able to talk about the topics presented in the show while their child was watching in real time or they wanted to help their child better process the tough topics handled in the show (38%).

Additionally, parent viewers reported that watching *13 Reasons Why* prompted them to talk about the issues portrayed in the show with their child, and to feel more comfortable doing so (see Tables 9 and 10).

TABLE 9. Watching *13 Reasons Why* prompted parents to talk about hard topics

Watching <i>13 Reasons Why</i> prompted me to talk about...	Percent of parent viewers who somewhat or strongly agreed
<i>Base N: Parent viewers</i>	200
...hard topics with my child	82%
...depression with my child	76%
...suicide with my child	75%
...bullying with my child	80%
...sexual assault with my child	77%
...what's going on in my child's life	80%



It allowed an open dialogue about current issues related to the reality faced by our teens. I feel that with each conversation, besides the fact that the exchange of experiences brought me closer to my daughter and increased the love we feel for each other, our mutual trust was strengthened."

AGE 41, FEMALE

TABLE 10. Watching *13 Reasons Why* made parents feel more comfortable talking about hard topics

Watching <i>13 Reasons Why</i> made me feel more comfortable talking...	Percent of parent viewers who somewhat or strongly agreed
<i>Base N: Parent viewers</i>	200
...about hard topics with my child	83%
...about depression with my child	80%
...about suicide with my child	78%
...about bullying with my child	78%
...with my child in general, since it gave me a better idea of what their life is like	76%
...with my child in general, since it gave us something in common	75%

Ninety percent of parent viewers said they talked to their child about topics in *13 Reasons Why*. Of those who talked to their child about the show's topics, some parents (25%) went to their child to talk about the content, some decided to talk about it together (42%), and 31% said their child came to them to talk about it. Almost all parents who watched the show with their child (96%) reported that their child asked questions about the content of the show at least *sometimes*. Further, over three-quarters of parent viewers reported that watching the show gave them the language to talk about depression (78%), suicide (75%), and bullying (77%) with their child.



The series gave me a wider horizon to come to my son's level and better relate to him."

AGE 52, MALE

Among parents whose child asked questions about the show, some felt that it was *somewhat* (30%) or *very easy* (10%) to answer their child's questions about the show. Parent viewers reported that the show prompted them to talk to their child about the following topics: how to know if someone is suffering from depression (62%), how to spot the signs of mental health issues (49%), steps their child can take if they are feeling bullied (52%) or depressed (52%), and whether these things (depression, bullying, sexual assault) have happened to their child (43%) or at their child's school (44%). Adolescent viewers reported discussing a number of topics, specifically. Similar percentages

of parent viewers reported talking about the same topics of conversation (see Table 11).

Importantly, the vast majority of adolescent viewers who talked to their parent about the show reported that these conversations were helpful (92%) and 44% specifically said it was easier to have a conversation with their parent after watching. Just 1% reported that these conversations were not helpful, although 30% did report that watching made their conversations with a parent "harder". Parents who discussed the show's topics with their child (regardless of whether they had watched the show) also reported that the conversations they had were helpful in aiding their child's understanding of issues in the show (89%), compared to four percent who reported that these conversations were not helpful. Among parents who watched the show and discussed it with their child, 71% reported these conversations were easier after viewing, compared to 13% who reported that the conversations were harder after viewing. Overall, 84% of parents who had watched *13 Reasons Why* with their child agreed that they were glad they watched the show together, and 79% reported that they are looking forward to watching the second season with their child. One and five percent, respectively, disagreed with these statements. While some adolescents ($n = 94$) did not watch with their parent, 68% said that their parents knew they were watching the show, 28% said their parents did not know, and 4% were not sure if their parents knew or not. Most of the adolescents (66%) who did not watch with their parents said that they talked to a parent about the content of the show. The vast majority of adolescents who did not watch with their parents said that their parent did not restrict their viewing of the show (95%).

TABLE 11. Parent-adolescent conversation topics

Which of the following did you talk about in the conversations you had after watching <i>13 Reasons Why</i> ?	Adolescents	Parents
<i>Base N: Viewers who talked about the show</i>	181	180
How to spot the signs of mental health [issues]	55%	49%
How to know if someone is suffering from depression	67%	62%
Resources for dealing with mental health [issues]	24%	32%
Steps you [your child] can take if you're [they're] feeling depressed	58%	52%
Steps you [your child] can take if you're [they're] being bullied	54%	52%
Whether these things (e.g., depression, bullying) have happened to you [your child]	39%	43%
Whether these things (e.g., depression, bullying) happen at your [child's] school	47%	44%
Resources for dealing with suicide [people who are suicidal]	44%	39%
How to deal with sexual assault	44%	44%
What you should do if you're in an uncomfortable sexual situation	36%	38%
How to prevent sexual assault	38%	39%
How to help a friend suffering from depression	54%	43%
How [if] bullying is a problem at [your child's] school and what you [your child] can do about it	41%	33%

Note: Brackets indicate how the parent version of the question differed from the adolescent version of the question.

TOUGH TOPICS & APPROPRIATENESS

Many adolescents (81%) and young adults (77%) reported watching *13 Reasons Why* was beneficial (see Appendix C Table 4). Adolescent and young adult viewers reported that the show was engaging (79%) and that it opened their eyes to better understanding issues related to depression (82%) and bullying (79%). Specifically, the majority of these viewers felt that the show informed them that someone might be suffering from depression even if they do not see the signs (84%), and that there are lots of different reasons why people commit suicide (81%).



That there are better ways to solve Hannah's problem. And that it seemed that she committed suicide to get revenge and not out of despair."

AGE 14, FEMALE

While many adolescents and young adults had positive attitudes toward the show, some individuals who were less positive about it. Younger adolescents (81%) and older adolescents (77%) were more likely to state that the show showed them that suicide was not the answer compared to young adults (65%). Younger teens

(54%) were also more likely to agree that parents should watch the show first before deciding if their child should watch it, compared to older teens (41%) and young adults (39%).

More older teens (16-18) agreed that the show was engaging (86%) compared to younger adolescents (72%) and young adults (79%). This age group was also more likely to agree that the graphic depiction of Hannah's suicide was necessary to show how painful suicide is (86%) compared to younger adolescents (72%) and young adults (79%). More older adolescents (77%) agreed that the way the suicide was depicted was appropriate for them personally than younger adolescents (69%) and young adults (64%).

Adolescents and young adults with high social anxiety and high resiliency differed from those with low social anxiety and low resiliency on the lessons learned from the show (see Appendix C Table 4). More individuals with high social anxiety agreed that the show informed them that someone might be suffering from depression even if they do not see the signs (88% versus 79%, respectively) and that there are lots of different reasons why people commit suicide (85% versus 76%, respectively). Particularly important, more individuals with high social anxiety said they agreed that the show made them think more about how to treat people around them (84% versus 76%, respectively) and that it opened their eyes to how people their age can be affected by bullying (83% versus 74%, respectively). More individuals with high social anxiety agreed the rape scenes were too intense (45% versus 27%, respectively).

BEYOND THE REASONS & RESOURCES

The *Beyond the Reasons* episode was a final episode, companion piece that aired as the last episode of the *13 Reasons Why* series. The episode provided a link for resources, commentary from the cast and mental health professionals, and additional discussion around the importance about talking about suicide. While not all adolescent and young adult viewers of *13 Reasons Why* reported watching the *Beyond the Reasons* episode, 64% did. Of the 254 adolescents and young adults who watched the *Beyond the Reasons* episode, the majority thought it was helpful in a variety of ways. The majority said that the *Beyond the Reasons* episode said it helped them better understand suicide (85%), bullying (85%), depression (85%) and sexual assault (81%). The episode also helped them to process hard topics from *13 Reasons Why* (84%). While adolescents and young adults felt the episode and the approaches used, such as having mental health professions and the cast in the episode, were helpful, they still wanted

more resources. Specifically, adolescents and young adults wanted resources like the ones in *Beyond the Reasons* to be included in the *13 Reasons Why* episodes (72%) and more episodes like the *Beyond the Reasons* episode (75%). Teens and young adults thought there should be more discussion in *13 Reasons Why* of what viewers could do to help those around them who may be suffering (57%) (see Table 12).

Eighty percent of parents ($n = 159$) who watched *13 Reasons Why* also watched the *Beyond the Reasons* episode. Of parents who watched the *Beyond the Reasons* episode, the majority thought it was helpful in a variety of ways (see Table 15). The majority said that the *Beyond the Reasons* episode helped them better understand depression (83%), suicide (79%), bullying (77%), and sexual assault (72%). The episode also helped them to process hard topics from *13 Reasons Why* (86%). While these parent viewers felt the episode was helpful and the

TABLE 12. Adolescent and young adult reactions to *Beyond the Reasons* episode

	Total (Teen & Young Adults Viewers)	Teen Viewers	Young Adult Viewers
Base N: Watched "Beyond the Reasons" episode	254	125	129
The <i>Beyond the Reasons</i> episode helped me understand depression better	85%	89%	82%
The <i>Beyond the Reasons</i> episode helped me understand suicide better	85%	92%	79%
The <i>Beyond the Reasons</i> episode helped me understand bullying better	85%	90%	79%
The <i>Beyond the Reasons</i> episode helped me to process the hard topics from <i>13 Reasons Why</i>	84%	86%	82%
The <i>Beyond the Reasons</i> episode helped me understand sexual assault better	81%	90%	73%
Having the characters from <i>13 Reasons Why</i> in the <i>Beyond the Reasons</i> episode was helpful	81%	85%	77%
Having the mental health professionals in the <i>Beyond the Reasons</i> episode was helpful	79%	82%	75%
The <i>Beyond the Reasons</i> episode helped me process my emotions after watching <i>13 Reasons Why</i>	78%	82%	74%
Having the producers of <i>13 Reasons Why</i> in the <i>Beyond the Reasons</i> episode was helpful	75%	82%	69%
They should have provided more episodes like the <i>Beyond the Reasons</i> episode	75%	78%	72%
They should have provided resources during the <i>13 Reasons Why</i> like those provide in the <i>Beyond the Reasons</i> episode	72%	74%	71%
The <i>Beyond the Reasons</i> episode helped me feel better after watching <i>13 Reasons Why</i>	69%	76%	63%

approaches used including having mental health professions and the cast in the episode was helpful, they still wanted more resources. Specifically, parents wanted more episodes like the *Beyond the Reasons* episode (75%), resources like the ones in *Beyond the Reasons* to be included in the *13 Reasons Why* episodes (75%), mental health professionals to provide resources at the end of difficult episodes (74%), and they wanted the cast to come out of character to provide resources at the end of

specific episodes (65%).

Parent awareness of whether their child watched the *Beyond the Reasons* varied considerably. Parents who viewed *13 Reasons Why* were more likely to be sure (58%) or to *think* (24%) their child watched the *Beyond the Reasons* episode, compared to parents who didn't watch (of whom 20% were sure and 21% thought their child watched) (see Table 14).

TABLE 13. Parent viewers' attitudes toward *Beyond the Reasons* episode

	Parent Viewers
<i>Base: Watched Beyond the Reasons episode</i>	159
The <i>Beyond the Reasons</i> episode helped me to process the hard topics from <i>13 Reasons Why</i>	86%
The <i>Beyond the Reasons</i> episode helped me to better understand depression	83%
The <i>Beyond the Reasons</i> episode helped me have a more informed conversation with my teenager about the topics tackled in the show	81%
The <i>Beyond the Reasons</i> episode helped me to better understand suicide	79%
Having the characters from <i>13 Reasons Why</i> in the <i>Beyond the Reasons</i> episode was helpful	77%
The <i>Beyond the Reasons</i> episode helped me to better understand bullying	77%
I would have liked more episodes like the <i>Beyond the Reasons</i> episode	75%
I would have liked more resources included in the <i>13 Reasons Why</i> episodes like those provided in the <i>Beyond the Reasons</i> episode	75%
I would have liked mental health professionals to provide resources at the end of difficult episodes	74%
The <i>Beyond the Reasons</i> episode helped me to better understand sexual assault	72%
Having the mental health professionals in the <i>Beyond the Reasons</i> episode was helpful	71%
Having the producers of <i>13 Reasons Why</i> in the <i>Beyond the Reasons</i> episode was helpful	68%
I would have liked the cast to come out of character and provide resources at the end of specific episode	65%

TABLE 14. Parent awareness of their child's viewing of *Beyond the Reasons* episode

	Total Parents	Parent Viewer	Parent Non-Viewer
<i>Base: Heard of 13 Reasons Why</i>	291	200	91
YES, I'm sure child watched the <i>13 Reasons Why: Beyond the Reasons</i> episode	46%	58% ^a	20% ^b
YES, I think child watched the <i>13 Reasons Why: Beyond the Reasons</i> episode	26%	24%	21%
NO, I'm sure child did not watch the <i>13 Reasons Why: Beyond the Reasons</i> episode	14%	8% ^a	29% ^b
NO, I do not think child watched the <i>13 Reasons Why: Beyond the Reasons</i> episode	8%	5% ^a	13% ^b
I don't know if child watched the <i>13 Reasons Why: Beyond the Reasons</i> episode or not	9%	5% ^a	18% ^b

STUDY CONSIDERATIONS & LIMITATIONS

This study was conducted as an online survey using a panel of participants provided by IPSOS Research and was purposive in its sampling to include youth who identified themselves as viewers and non-viewers of the Netflix show *13 Reasons Why*. As a result, there are some limitations to this data and some practical considerations that should be mentioned. First, note that the data were collected online from a sample of panelists already established by the research company. While the sample was not nationally representative and the results cannot be generalized nationally, this is a large sample of viewers and non-viewers of *13 Reasons Why*.

As with all survey data, the data were self-reported and in this case all questions were asked after the participant had already viewed the show. Respondents reported whether and when they watched *13 Reasons Why* and also their perceptions of how their behavior changed after viewing the show. Therefore,

we cannot make any causal claims about the effect of viewing the show on individual outcomes. Additionally, while we reported significant differences in responses based on some individual difference variables, such as social anxiety, additional research is needed to establish a causal relationship between these individual differences and outcomes.

Finally, while this is a very large sample of respondents, for some questions we were unable to examine individual differences in the results because of very small sample sizes of comparison groups. This study was collected with a general audience and our sample size of individuals who may be more at risk was relatively low. This means that while we have data on individuals who are less positively impacted by the show there are still many questions that cannot be statistically analyzed due to the small sample size of comparison groups.

CONCLUSION & IMPLICATIONS

Contemporary adolescents are living in a global, connected world, with extraordinary access to technologies that allow media use to be more mobile, on-demand, and personalized than ever before. In this social context, then, it is important to consider how media use relates to dimensions of adolescents' wellbeing. Historically, adolescence is considered to be a key time in the lifespan, characterized by dramatic changes in cognitive and socio-emotional development. Additionally, however, adolescence is also a time during which individuals deal with numerous stressors, with concomitant rises in anxiety and depression (Pine, Cohen, & Gurley, 1998).

This large-scale survey of adolescents, young adults, and parents provides new insight into adolescents' comprehension of tough topics, parent-adolescent conversations about these topics, and adolescents' comfort in discussing these topics with friends, parents, teachers, and counselors. The study also addresses the importance of examining individual differences

and documents that younger adolescents, those with higher social anxiety, and higher resiliency report perceiving the show differently than older adolescents, those with low social anxiety, and those with lower resiliency. Finally the results document that while attitudes and learning from *13 Reasons Why* were relatively positive, there is still ample room for improvement in the development of these types of tough topic entertainment media programs for adolescents particularly in the area of resources and support for viewers. We break the results into five main takeaways.

First, comprehension of the program narrative and overall message about the difficult topics was very high. Adolescent and young adult viewers largely understood that the main character Hannah was experiencing mental illness and social pressures such as depression and bullying. Moreover, the viewers understood that Hannah's suicide caused a great deal of pain for those around her, and that the

signs of suicide are not always evident to others.

Second, after watching the show, most viewers reported talking to their parents about these difficult topics, regardless of whether they watched with their parents or not.

For example, parent-child communication around the program occurred both during co-viewing and, importantly, even after exposure. Indeed, talking to their parents (and less frequently with teachers and school counselors) about these difficult topics was one of the major outcomes for teen viewers of this series. This was less likely to happen for the young adults. In addition, a majority of parents reported that these conversations helped their child to understand the topics in the show, and that these conversations were easier to have *after* viewing compared to before.

Third, other outcomes of watching the program as reported by primarily teen viewers was increased empathy toward other individuals who may be experiencing mental health issues, bullying, or depression.

A particularly surprising finding from these data is that exposure to *13 Reasons Why* related to adolescent viewer reports of increased understanding of others' needs and concerns, a desire to talk to and try to help other teens in need, and apologizing for treating others poorly in the past.

Fourth, there are individual differences among the viewers in terms of their reactions to *13 Reasons Why*, particularly based on age and level of social anxiety.

Specifically, younger adolescents (ages 13-15) reported that they were motivated to help others and comfortable talking to friends, parents, teachers, and counselors about tough topics after watching the show than young adults. Individuals with higher levels of social anxiety also reported greater comprehension, that exposure helped them to process tough topics, engage in information seeking following exposure, and express their feelings about mental health and suicide to others. Continued research examining these individual differences will allow for better targeting of both information

and support for those in the greatest need.

Finally, and most importantly, the results of this survey provide recommendations for how media can provide support to teens, young adults, and their parents on these tough topics.

A major finding from this project is that *13 Reasons Why* can showcase difficult content and in doing so, provide adolescents and their parents with strategies for discussing these tough topics. Based on participant reports, however, in addition to an episode offering resources of where to go to find help, mental health professionals could provide more resources to help viewers process and talk about the tough topics depicted in the show. Further, having the actors step outside their roles and participate in post-program discussion of how to get help for adolescents and families is another possibility reported by participants. Therefore, there is further opportunity for a show like *13 Reasons Why* to provide helpful resources to adolescent and parent viewers.

In summary, these findings suggest that such tough topic programming can be of help to teens and young adults as they cope with the stressors in their lives. Additionally, these results underscore the potential importance of media exposure and adolescent-life portrayals in the lives of young people, and illustrate how tough topic media can influence conversations, information seeking, and attitudes among adolescents and young adult viewers.

REFERENCES

- Arnett, J. (1990). Drunk driving, sensation seeking, and egocentrism among adolescents. *Personality and Individual Differences, 11*, 541-546. doi: 10.1016/0191-8869(90)90035-P
- Aubrey, J. S., Behm-Morawitz, E., & Kim, K. (2014). Understanding the effects of MTV's *16 and Pregnant* on adolescent girls' beliefs, attitudes, and behavioral intentions toward teen pregnancy. *Journal of Health Communication, 19*, 11454-1160. doi: 10.1080/10810730.2013.872721
- Elkind, D. (1967). Egocentrism in adolescence. *Child Development, 38*, 1025-1043.
- Greene, K., Krcmar, M., Walters, L. H., Rubin, D. L., & Hale, J. L. (2000). Targeting adolescent risk-taking behaviors: The contributions of egocentrism and sensation-seeking. *Journal of Adolescence, 23*, 439-461. doi: 10.1006/jado.2000.0330
- Guernsey, L. (2012). *Screen time: How electronic media from baby videos to educational software affects your young child*. New York, NY: Basic Books.
- Hanson, T. L., & Kim, J. O. (2007). Measuring resilience and youth development: the psychometric properties of the Healthy Kids Survey. (Issues & Answers Report, REL 2007–No. 034). Washington, DC: Department of Education.
- Kearney, M. S., & Levine, P. B. (2015). Media influences on social outcomes: The impact of MTV's *16 and Pregnant* on teen childbearing. *American Economic Review, 105*, 3597- 3632. doi: 10.1257/aer.20140012
- La Greca, A. M., Dandes, S. K., Wick, P., Shaw, K., & Stone, W. L. (1988). Development of the social anxiety scale for children: Reliability and concurrent validity. *Journal of Clinical Child Psychology, 17*, 84-91. doi: 10.1207/s15374424jccp1701_11
- Lyubomirsky, S., & Lepper, H. S. (1999). A measure of subjective happiness: Preliminary reliability and construct validation. *Social Indicators Research, 46*, 137-155. doi: 10.1023/A:1006824100041

- Martins, N., & Jensen, R. E. (2014). The relationship between “Teen Mom” reality programming and teenagers’ beliefs about teen parenthood. *Mass Communication and Society, 17*, 830-852. doi: 10.1080/15205436.2013.851701
- Mojtabai, R., Olsson, M., & Han, B. (2016). National trends in the prevalences and treatment of depression in adolescents and young adults. *Pediatrics*. (Article published ahead of print, November 14, 2016). doi: 10.1542/peds.2016-1878
- Pine, D. S., Cohen, P., & Gurley, D. (1998). The risk for early-adulthood anxiety and depressive disorders in adolescent with anxiety and depressive disorders. *The Archives of General Psychiatry, 55*, 56-64. doi: 10.1001/archpsyc.55.1.56
- Rideout, V. J. (2015). *The Common Sense Census: Media Use by Tweens and Teens*. San Francisco, CA: Common Sense Media.
- Roberts, R. E., Lewinsohn, P. M., & Seeley, J. R. (1993). A brief measure of loneliness suitable for use with adolescents. *Psychological Reports, 72*, 1379-1391. doi: 10.2466/pr0.1993.72.3c.1379
- Rosenberg M. (1965). *Society and adolescent self-image*. Princeton, NJ: Princeton University.
- Tian, Q., & Hoffner, C. A. (2010). Parasocial interaction with liked, neutral, and disliked characters on a popular TV series. *Mass Communication and Society, 13*(3), 250-269. doi: 10.1080/15205430903296051
- Wright, P. J., Randall, A. K., & Arroyo, A. (2013). Father-daughter communication about sex moderates the association between exposure to MTV’s *16 and Pregnant/Teen Mom* and female students’ pregnancy-risk behavior. *Sexuality & Culture, 17*, 50-66. doi: 10.1007/s12119-012-9137-2

APPENDICES

A. BRAZIL TEEN AND YOUNG ADULT QUESTIONNAIRE

1. Which of the following shows or movies have you heard of?

	Total
Base: Teens/Young Adults	800
<i>Grey's Anatomy</i>	73%
<i>13 Reasons Why</i>	66%
<i>Orange is the New Black</i>	59%
<i>Gossip Girl</i>	53%
<i>Pretty Little Liars</i>	50%
<i>You Get Me</i>	31%
<i>The Fosters</i>	28%
<i>Riverdale</i>	24%
<i>To the Bone</i>	24%
<i>One Tree Hill</i>	22%
<i>Atypical</i>	18%
<i>Shameless</i>	15%
<i>Degrassi</i>	12%
<i>Switched at Birth</i>	11%
None of the above	9%

2. What have you heard about *13 Reasons Why*?

	Total
Base: Heard of <i>13 Reasons Why</i>	528
It is controversial	58%
It is intense	57%
It is popular	47%
It is well made	46%
It is a good representation of teen life	45%
It is sad	44%
It is depressing	27%
It is entertaining	20%
It is difficult to watch	14%
It is graphic	14%
None of the above	*

3. Do you know what topics are present in the show?

	Total
Base: Heard of <i>13 Reasons Why</i>	528
Suicide	78%
Bullying	72%
Mental Health (e.g. depression)	66%
Sexual assault	42%
Drugs	27%
Sex	27%
None of the above	4%

4. Who have you heard about *13 Reasons Why* from?

	Total
Base: Heard of <i>13 Reasons Why</i>	528
Friends	81%
A sibling	17%
A parent	16%
Other family members	16%
Boyfriend or girlfriend	15%
Teacher	9%
School counselor	5%
Mental health professional or someone at a mental health resource hotline	3%
I have not heard about it from anyone	9%

5. Have you watched the show *13 Reasons Why*?

	Total
Base: Heard of <i>13 Reasons Why</i>	528
Yes	76%
No	24%

6. Why did you NOT watch *13 Reasons Why*?

	Non-Viewers
Base: Non-Viewers only	128
I did not think it was appropriate for me to see it	38%
I did not have time to watch it	33%
I wasn't interested in the story or subject matter	30%
Friends were talking about it, but it did not sound like something I would like	21%
I do not have access to Netflix or a way to see it	16%
I heard that the content was upsetting and hard to watch	16%
I didn't feel the topics covered were relevant to my life	14%
I read about it and decided NOT to watch it	12%
I heard that the content was graphic	6%
A friend suggested that I NOT watch it	5%
My parents said I could NOT watch it	5%
I read the book but wasn't interested in the show	2%
I didn't think it was for someone my age	2%
My school said NOT to watch it	1%
I've never heard of the show	-
Some other reason	4%
None of the above	1%

7. To the best you can remember, when did you watch *13 Reasons Why*?

	Viewers
Base: Viewers only	400
Spring 2017 (March - May, 2017)	34%
Summer 2017 (June - August, 2017)	44%
Fall 2017 (September - present, 2017)	22%

8. What about *13 Reasons Why* made you decide to watch it?

	Viewers
Base: Viewers only	400
I found the story to be interesting	66%
I saw it on Netflix and decided to try it	56%
A friend recommended that I watch it	47%
I read a review about it and decided to watch it	45%
I heard there was controversy around it and was curious	38%
Netflix recommended it	37%
I wanted to learn more about the subject matter	31%
I saw an ad for the show	27%
I read about the show on social media	27%
I watched the trailer on social media	26%
It seemed like it covered important subject matter that people my age should know more about	24%
The show was relevant to my life	20%
I read the book and wanted to watch the show	8%
My parents suggested that I watch it	5%
My parents told me not to watch it	4%
My school sent an email warning us about the content	3%
Some other reason, please specify:	1%
None of these	-

9.

How much do you agree or disagree with the following statements about *13 Reasons Why*?

	BRAZIL					
	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree	I do not remember
Base:Viewers only (N = 400)						
Hannah was suffering from depression	39%	44%	12%	3%	*	2%
Hannah experienced bullying	48%	40%	8%	2%	*	1%
Hannah`s suicide caused a lot of pain to the people around her	48%	36%	12%	3%	*	*
Hannah`s death could have been prevented	56%	31%	10%	2%	*	*
The warning signs for Hannah`s suicide were not always evident	22%	43%	20%	10%	4%	2%
Other characters on the show experienced bullying	30%	50%	11%	3%	1%	5%
Other characters on the show suffered from depression	17%	44%	24%	6%	1%	8%
Other characters on the show exhibited signs of suicide	19%	43%	22%	8%	1%	6%
Depression and mental health are some of the causes of suicide	57%	34%	6%	2%	*	*
People commit suicide for many different reasons	53%	36%	9%	1%	1%	1%
Sometimes, people do not understand why other people have committed suicide	52%	38%	8%	2%	1%	*
The signs of suicide are not always evident to others	45%	40%	10%	2%	1%	1%
People may seem OK, even if they are having trouble with their mental health	44%	34%	12%	6%	2%	1%

10.

How much do you agree or disagree with the following?

	BRAZIL				
	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base:Viewers only (N = 400)					
People my age act similarly to the characters in <i>13 Reasons Why</i>	20%	46%	22%	8%	4%
People my age talk similarly to the characters in <i>13 Reasons Why</i>	16%	45%	22%	14%	3%
People my age engage in similar activities to those in <i>13 Reasons Why</i>	18%	50%	21%	8%	2%
People my age deal with issues similar to those in <i>13 Reasons Why</i>	26%	48%	19%	6%	2%

11.

Who is your favorite character from *13 Reasons Why*?

	Non-Viewers
Base:Viewers only	400
Clay	38%
Hannah	36%
Tony	8%
Alex	4%
Skye	3%
Jessica	2%
Sheri	2%
Zach	2%
Mr. Porter	2%
Tyler	1%
Hannah's mom (Mrs. Baker)	1%
Clay's dad (Mr. Jensen)	1%
Hannah's dad (Mr. Baker)	*
Clay's mom (Mrs. Jensen)	*
Justin	*
Bryce	-

12.

Please indicate how much you agree or disagree with the following statements about your favorite character.

	BRAZIL				
	Strongly agree	Agree	Neither agree/ disagree	Disagree	Strongly disagree
Base:Viewers only (N = 400)					
Favorite character reminds me of myself	10%	40%	25%	17%	8%
I seem to have the same beliefs or attitudes as Favorite character	10%	42%	24%	15%	8%
I have the same problems as Favorite character	8%	16%	32%	32%	12%
I can identify with Favorite character	14%	50%	20%	10%	6%
I would like to meet the actor who played Favorite character	40%	37%	14%	7%	2%
I enjoyed trying to predict what Favorite character would do	33%	48%	13%	4%	2%
I care about what happens to Favorite character	45%	42%	11%	1%	1%

13.

Please indicate how much you agree or disagree with the following statements about *13 Reasons Why*. Watching *13 Reasons Why*...

	BRAZIL				
	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base:Viewers only (N = 400)					
...made me feel more comfortable talking about hard topics with my friends	18%	50%	20%	8%	4%
...made me feel more comfortable talking about hard topics with my parents	22%	36%	26%	12%	5%
...made me feel more comfortable talking about hard topics with my teachers	15%	32%	30%	16%	8%
...made me feel more comfortable talking about hard topics with my school counselors	13%	31%	31%	17%	8%
...made me feel more comfortable talking about depression with my friends	28%	43%	19%	6%	3%
...made me feel more comfortable talking about depression with my parents	22%	38%	26%	10%	6%
...made me feel more comfortable talking about depression with my teachers	16%	33%	29%	14%	8%
...made me feel more comfortable talking about depression with my school counselors	16%	30%	29%	17%	8%
...made me feel more comfortable talking about suicide with my friends	24%	41%	22%	8%	5%
...made me feel more comfortable talking about suicide with my parents	20%	35%	25%	12%	9%
...made me feel more comfortable talking about suicide with my teachers	15%	30%	30%	16%	10%
...made me feel more comfortable talking about suicide with my school counselors	14%	32%	27%	18%	10%
...made me feel more comfortable talking about bullying with my friends	32%	46%	13%	6%	2%
...made me feel more comfortable talking about bullying with my parents	30%	39%	20%	8%	3%
...made me feel more comfortable talking about bullying with my teachers	23%	40%	23%	10%	4%
...made me feel more comfortable talking about bullying with my school counselors	21%	40%	25%	11%	4%
...made me feel more comfortable talking about sexual assault with my friends	25%	42%	20%	10%	3%
...made me feel more comfortable talking about sexual assault with my parents	22%	35%	26%	13%	4%
...made me feel more comfortable talking about sexual assault with my teachers	18%	32%	30%	15%	5%
...made me feel more comfortable talking about sexual assault with my school counselors	15%	35%	29%	16%	5%
...motivated me to help others suffering from depression.	33%	46%	14%	5%	2%
...motivated me to help others who are bullied	35%	46%	12%	5%	2%
...motivated me to help others who have been sexually assaulted.	32%	42%	18%	7%	2%

14.

Please indicate how much you agree or disagree with the following statements.

	BRAZIL				
	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base:Viewers only (N = 400)					
Watching <i>13 Reasons Why</i> helped me to process the hard topics described in the show	34%	54%	8%	3%	*
Watching <i>13 Reasons Why</i> helped me to better understand depression	35%	49%	12%	4%	1%
Watching <i>13 Reasons Why</i> helped me to better understand suicide	35%	47%	13%	4%	1%
Watching <i>13 Reasons Why</i> helped me to better understand bullying	36%	47%	12%	4%	1%
Watching <i>13 Reasons Why</i> helped me to better understand sexual assault	32%	51%	12%	4%	1%
Watching the <i>13 Reasons Why</i> episodes helped me to better understand how my actions can impact others	45%	43%	8%	3%	1%

15.

Please indicate how much your behavior changed after watching *13 Reasons Why*.

	BRAZIL				
	I did this much more	I did this a little more	I did not change this behavior	I did this a little less	I did this much less
Base:Viewers only (N = 400)					
Expressed my own feelings about mental health (e.g., depression, anxiety) to a friend	22%	38%	29%	4%	6%
Expressed my own feelings about mental health (e.g., depression, anxiety) to a parent	20%	32%	36%	6%	7%
Expressed my own feelings about mental health (e.g., depression, anxiety) to a teacher	13%	26%	49%	5%	8%
Expressed my own feelings about mental health (e.g., depression, anxiety) to a counselor	12%	24%	49%	8%	8%
Expressed my own feelings about suicide to a friend	21%	33%	34%	6%	5%
Expressed my own feelings about suicide to a parent	20%	25%	41%	6%	8%
Expressed my own feelings about suicide to a teacher	12%	22%	50%	7%	9%
Expressed my own feelings about suicide to a counselor	11%	22%	49%	8%	10%
Reached out to a friend whom you thought might be struggling with mental health concerns (e.g., depression, suicide, anxiety) in school	29%	36%	24%	4%	6%
Reached out to a friend who was being picked on or bullied in school	28%	38%	26%	4%	4%
Reached out to a friend for support	18%	28%	40%	5%	8%
Reached out to a counselor for support	13%	19%	50%	6%	12%
Reached out to parent/family friend for support	16%	27%	42%	6%	9%
Tried to be more considerate about how I treated other people	45%	31%	18%	3%	2%
Reached out to someone to apologize for how I'd treated them	26%	34%	30%	5%	4%
Sought out information about depression	29%	40%	24%	4%	4%
Sought out information about suicide	30%	34%	27%	5%	3%
Sought out information about bullying	32%	34%	28%	4%	3%
Sought out information about how to support friends	38%	36%	22%	2%	2%
Sought out information about sexual assault	27%	33%	32%	3%	4%

16.

Please indicate how much your behavior changed after watching *13 Reasons Why*.

	I did this much more	I did this a little more	I did not change this behavior	I did this a little less	I did this much less
Base: Viewers who changed how much they sought out information about the topics (depression, suicide, bullying, supporting friends, and/or sexual assault) (N = 358)					
... assault from parents	22%	31%	33%	5%	8%
... from friends	26%	34%	31%	5%	4%
... from teachers	15%	32%	39%	5%	8%
... from counselors	16%	26%	44%	6%	8%
... from the Internet	39%	40%	13%	4%	4%
... from a medical professional	15%	22%	47%	6%	10%
... from a professional mental health organization (e.g., Crisis Text Line or other mental health hotline)	15%	23%	48%	4%	10%

17.

How often did you watch *13 Reasons Why*...

	BRAZIL			
	Always	Most of the time	Sometimes	Never
Base: Viewers only (N = 200)				
...alone?	40%	30%	22%	8%
...using headphones?	24%	20%	20%	35%
...with a parent?	9%	16%	28%	47%
...with a friend/sibling?	13%	12%	34%	41%

18.
How often did you...

	BRAZIL			
	Always	Most of the time	Sometimes	Never
Base:Viewers only (N = 400)				
...talk to or text your friends about the topics included in <i>13 Reasons Why</i> ?	21%	23%	46%	10%
...talk to your friends in school about the topics included in <i>13 Reasons Why</i> ?	19%	24%	44%	13%
...talk to your friends on social media about the topics included in <i>13 Reasons Why</i> ?	20%	27%	38%	16%
...talk to school or professional counselors about the topics included in <i>13 Reasons Why</i> ?	10%	10%	20%	60%

19.
If you did not watch with a parent did your parent know you were watching *13 Reasons Why*?

	Total
Base:Viewers who did not watch with a parent	248
Yes	55%
No	35%
I am not sure	10%

21.
If you did not watch with a parent did your parent restrict your viewing of *13 Reasons Why*?

	Total
Base:Viewers who did not watch with a parent	248
Yes	4%
No	96%
I am not sure	-

20.
If you did not watch with a parent did you talk to a parent about the content of the show?

	Total
Base:Viewers who did not watch with a parent	248
Yes	52%
No	48%
I am not sure	-

22.
When you watch with a friend/sibling, how often did you talk with your friend/sibling about the content?

	Total
Base:Watched with a friend/sibling	209
Always	22%
Most of the time	33%
Sometimes	41%
Never	5%

23.

After watching *13 Reasons Why*, did you talk to anyone in your life about the topics, issues or subject matter of the show, such as the plot or storyline of the show, or the topics covered, like depression, bullying, etc.?

	Total
Base:Viewers only	400
Yes	88%
No	12%

24.

With whom did you discuss *13 Reasons Why* and issues related to the show after watching?

	Total
Base: Discussed <i>13 Reasons Why</i>	350
Friends	86%
Parents	46%
Boyfriend or girlfriend	31%
A sibling	27%
Other family members	23%
Teacher	21%
School Counselor	8%
Mental health professional or someone at a mental health resource hotline	4%

25.

How did you talk about the issues related to the show?

	Total
Base: Discussed <i>13 Reasons Why</i>	350
In person	91%
Via text message	56%
Via social media	28%
Other	1%

26.

Which of the following did you talk about in the conversations you had after watching *13 Reasons Why*?

	Total
Base: Discussed <i>13 Reasons Why</i>	350
How to spot the signs of mental health	61%
How to know if someone is suffering from depression	67%
Resources for dealing with mental health	30%
Steps you can take if you're feeling depressed	55%
Steps you can take if you're being bullied	52%
Whether these things (e.g., depression, bullying) have happened to you	42%
Whether these things (e.g., depression, bullying) happen at your school	41%
Resources for dealing with suicide	45%
How to deal with sexual assault	42%
What you should do if you're in an uncomfortable sexual situation	35%
How to prevent sexual assault	35%
How to help a friend suffering from depression	53%
How bullying is a problem at school and what you can do about it	43%

27.

How helpful did you feel those conversations were after *13 Reasons Why*, in helping you understand and deal with the issues tackled in the show?

	Total
Base:Viewers who discussed the show	350
Very helpful (5)	61%
Somewhat helpful (4)	29%
Neither helpful or unhelpful (3)	9%
Somewhat unhelpful (2)	*
Not helpful at all (1)	1%

28.

Compared to before you watched *13 Reasons Why*, was it easier or harder to have conversations with your parent about tough topics after watching *13 Reasons Why*?

	Total
Base:Viewers who discussed the show	350
It was much harder	19%
It was somewhat harder	11%
It was not harder or easier	31%
It was somewhat easier	24%
It was much easier	16%

29.

What made it hard to talk about tough topics after watching *13 Reasons Why*?

	Total
Base: Harder to have conversations about tough topics after watching <i>13 Reasons Why</i>	112
It was awkward to talk to an adult about these issues	49%
I didn't know the right words to use to explain how I was feeling	39%
It was hard to find time to sit down and talk about these issues	30%
I didn't know how to start the conversation with my parent	38%
It never felt like the right time to bring it up with my parent	28%
I was worried I might get a friend in trouble	19%
I was worried I would alarm my friends or parents and didn't want them to overreact	23%
I was worried people might treat me differently if they knew I was struggling with a mental health issue	15%
There was so much controversy around the show, I was hesitant to talk about it with my parent	8%

30.

How much do you agree or disagree with the following statements about *13 Reasons Why*?

	BRAZIL				
	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base:Viewers only (N = 400)					
The content was too graphic	12%	30%	30%	20%	7%
The intensity of the show was appropriate for me personally	27%	46%	19%	7%	1%
The content was an authentic depiction of high school life	25%	42%	26%	7%	*
The storyline was not believable	8%	16%	42%	22%	12%
I found the amount of violence offensive	8%	14%	28%	35%	15%
The graphic depiction of Hannah`s suicide was necessary to show how painful suicide is	39%	40%	16%	4%	2%
The way the suicide was depicted was appropriate for me personally	31%	38%	22%	8%	2%
The amount of sex in the show was unrealistic	6%	19%	44%	21%	11%
There should have been more discussion in the show of what viewers could do to help those around them who may be suffering in similar ways to the <i>13 Reasons Why</i> characters	20%	37%	32%	7%	4%
The show was engaging	34%	45%	16%	3%	1%
The rape scenes were too intense for me	12%	25%	31%	22%	11%
Parents should watch the show first before deciding if their child should watch it	19%	25%	30%	17%	9%
The way the show depicts adolescent drug use feels true to life	26%	49%	20%	4%	1%
The show provided adequate resources to help me process and understand the material	24%	51%	22%	2%	1%
The show made me think more about how I treat other people around me	37%	44%	15%	4%	1%
I think it would be beneficial for people my age to watch the show	34%	42%	21%	2%	2%
It was beneficial for me to watch this show	38%	40%	19%	1%	1%
The show opened my eyes to how people my age can be affected by bullying	37%	42%	16%	4%	1%
The show opened my eyes to how people my age may be affected by depression	41%	40%	14%	4%	1%
The show informed me that there are lots of different reasons why people commit suicide	38%	43%	15%	1%	3%
The show showed me that suicide is not the answer	40%	33%	18%	6%	2%
The show informed me that someone might be suffering from depression even if I do not see the signs	45%	39%	15%	*	1%

31.

Did you watch *13 Reasons Why: Beyond the Reasons* episode after watching *13 Reasons Why*?

	Total
Base:Viewers only	400
Yes	64%
No	26%
No and I do not know what this is	10%

32.

Please indicate how much you agree or disagree with the following statements:

	BRAZIL				
	Strongly agree	Agree	Neither agree/ disagree	Disagree	Strongly disagree
Base:Watched <i>Beyond the Reasons</i> episode (N = 254)					
...to process the hard topics from <i>13 Reasons Why</i>	38%	46%	14%	2%	1%
...process my emotions after watching <i>13 Reasons Why</i>	29%	48%	20%	2%	*
...feel better after watching <i>13 Reasons Why</i>	28%	41%	26%	4%	1%
...understand depression better	37%	48%	13%	1%	*
...understand suicide better	42%	44%	12%	2%	-
...understand bullying better	40%	44%	12%	2%	1%
...understand sexual assault better	35%	46%	17%	2%	1%

33.

Please indicate how much you agree or disagree with the following statements:

	BRAZIL				
	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base: Watched <i>Beyond the Reasons</i> episode (N = 254)					
Having the characters from <i>13 Reasons Why</i> in the <i>Beyond the Reasons</i> episode was helpful	33%	48%	16%	2%	2%
Having the mental health professionals in the <i>Beyond the Reasons</i> episode was helpful	33%	46%	18%	3%	1%
Having the producers of <i>13 Reasons Why</i> in the <i>Beyond the Reasons</i> episode was helpful	30%	45%	22%	2%	1%
They should have provided more episodes like the <i>Beyond the Reasons</i> episode	33%	42%	20%	4%	1%
They should have provided resources during the <i>13 Reasons Why</i> like those provide in the <i>Beyond the Reasons</i> episode	31%	41%	24%	2%	2%

34.

How much do you agree or disagree with the following statements?

	BRAZIL				
	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base: Teen/young adult (N = 800)					
Teen life is very stressful	18%	37%	28%	12%	5%
Teens have a lot of free time	17%	31%	34%	14%	4%
Teens enjoy communicating with their friends	35%	41%	18%	3%	3%
Teens feel comfortable talking about tough health topics with their parents	6%	17%	29%	30%	18%
Teens feel comfortable talking about tough health topics with their close friends	23%	40%	22%	10%	5%
Teens use the Internet as a tool to get support for their own health issues/concerns	22%	37%	26%	10%	5%
Teens use the internet to get advice for how to support their friends	16%	37%	30%	12%	6%
Bullying is not an issue for teens in the US	7%	10%	16%	23%	45%
Suicide is not an issue that teens in the US are dealing with	6%	12%	20%	26%	36%
Depression during adolescence is prevalent	13%	35%	36%	12%	4%
Anxiety during adolescence is prevalent	22%	42%	26%	6%	3%
Teens are worried about the state of the world	11%	23%	39%	20%	7%
Teens are confident that they will get a well-paying job as adults	10%	21%	32%	25%	12%
Teens are worried about mental health issues	7%	23%	36%	24%	10%
Teens have more resources today to help with mental health issues than previously	25%	40%	24%	8%	3%
Teens do not learn enough about depression at school	28%	41%	23%	6%	3%
Parents do not talk to their teens enough about depression	27%	35%	24%	10%	4%
There are not enough resources to help teens deal with suicide	17%	31%	28%	16%	8%

35.

How often do you look up information on the following topics online:

	Every day	Every week	Every month	A few times a year	Once a year	Less than once a year	Never
Base: Teen/young adult (N = 800)							
Depression or other mental health issues	7%	12%	12%	24%	6%	13%	26%
Smoking	5%	8%	9%	18%	7%	14%	39%
Drug or alcohol abuse	6%	10%	11%	23%	9%	11%	30%
Eating disorders	7%	10%	13%	24%	7%	10%	28%
Pregnancy	6%	10%	14%	23%	8%	10%	29%
Birth control	7%	12%	13%	23%	9%	10%	27%
STDs (sexually transmitted diseases, such as herpes or HIV/AIDS)	9%	12%	15%	25%	9%	10%	20%
Stress or anxiety	10%	16%	16%	23%	8%	8%	20%
Sleep	7%	12%	14%	22%	8%	10%	26%
Domestic violence or sexual assault	8%	11%	10%	22%	9%	11%	29%
Suicide	9%	10%	13%	22%	9%	10%	26%
Bullying	10%	12%	15%	24%	6%	11%	22%

36.

How often do you talk to your parents about the following topics:

	BRAZIL						
	Every day	Every week	Every month	A few times a year	Once a year	Less than once a year	Never
Base: Teen/young adult (N = 800)							
Depression or other mental health issues	10%	10%	12%	22%	6%	13%	28%
Smoking	8%	13%	10%	22%	7%	11%	30%
Drug or alcohol abuse	10%	11%	15%	22%	8%	12%	23%
Eating disorders	9%	10%	11%	23%	8%	10%	29%
Pregnancy	10%	8%	12%	23%	10%	11%	26%
Birth control	10%	9%	11%	22%	7%	12%	29%
STDs (sexually transmitted diseases, such as herpes or HIV/AIDS)	10%	9%	13%	23%	8%	10%	28%
Stress or anxiety	9%	14%	14%	22%	7%	11%	23%
Sleep	11%	14%	14%	21%	8%	9%	24%
Domestic violence or sexual assault	8%	9%	9%	21%	7%	12%	34%
Suicide	8%	9%	11%	20%	8%	12%	32%
Bullying	10%	14%	11%	22%	6%	12%	26%

37.

How much do you agree or disagree with the following statements?

	BRAZIL				
	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base: Teen/young adult (N = 800)					
I worry about doing something new in front of other kids.	14%	34%	25%	16%	11%
I worry about being teased.	12%	25%	26%	20%	16%
I worry about what other kids think of me.	13%	31%	26%	17%	12%
I feel that kids are making fun of me.	11%	20%	29%	24%	16%
I worry about what other children say about me.	11%	23%	26%	22%	18%
I am afraid that other kids will not like me.	12%	26%	26%	22%	15%
I feel shy around kids I don't know.	18%	32%	24%	15%	12%
I'm quiet when I'm with a group of kids.	10%	19%	28%	26%	17%
I get nervous when I talk to new kids.	13%	24%	28%	20%	15%
I only talk to kids that I know really well.	14%	21%	28%	24%	12%

38.

How much do you agree or disagree with the following statements?

	UNITED STATES				
	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base: Teen/young adult (N = 800)					
On the whole, I am satisfied with myself.	22%	38%	23%	11%	6%
At times, I think I am no good at all.	13%	22%	22%	19%	24%
I feel that I have a number of good qualities.	28%	37%	23%	8%	4%
I am able to do things as well as most other people.	30%	32%	24%	8%	6%
I feel I do not have much to be proud of.	11%	19%	25%	24%	21%
I certainly feel useless at times.	14%	27%	23%	17%	18%
I feel that I'm a person of worth.	31%	40%	21%	4%	4%
I wish I could have more respect for myself.	17%	28%	25%	17%	14%
All in all, I am inclined to think that I am a failure.	11%	18%	21%	24%	25%
I take a positive attitude towards myself.	24%	37%	23%	10%	5%

39.

How much do you agree or disagree with the following statements?

	BRAZIL				
	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base: Teen/young adult (N = 800)					
I can work with someone who has different opinions than mine.	21%	42%	26%	7%	4%
I enjoy working together with other students my age.	21%	40%	25%	8%	5%
I stand up for myself without putting others down.	24%	42%	25%	5%	4%
I can work out my problems.	18%	38%	32%	8%	4%
I can do most things I try.	20%	42%	26%	8%	3%
There are many things I do well.	30%	42%	20%	5%	3%
I feel bad when someone gets their feelings hurt.	22%	43%	23%	7%	6%
I try to understand what other people go through.	22%	43%	24%	6%	4%
I try to understand what other people feel and think.	23%	41%	24%	7%	5%
When I need help I find someone to talk with.	20%	38%	24%	10%	7%
I know where to go for help with a problem.	22%	37%	26%	9%	5%
I try to work out my problems by talking or writing about them.	19%	39%	27%	10%	6%
There is a purpose to my life.	36%	33%	21%	5%	4%
I understand my moods and feelings.	20%	36%	28%	11%	4%
I understand why I do what I do.	20%	37%	31%	8%	4%
I have goals and plans for the future.	39%	34%	18%	5%	3%
I plan to graduate from high school.	50%	25%	17%	4%	4%
I plan to go to college or some other school after high school.	42%	29%	21%	4%	3%

40.

How much do you agree or disagree with the following statements?

	BRAZIL				
	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base: Teen/young adult (N = 800)					
I feel in tune with people around me.	19%	35%	25%	14%	7%
I lack companionship.	11%	25%	22%	23%	20%
I do not feel alone.	20%	33%	22%	16%	10%
I feel part of a group of friends.	23%	40%	20%	10%	7%
I am no longer close to anyone.	6%	12%	22%	30%	29%
I feel left out.	7%	17%	23%	28%	25%
I feel isolated from others.	8%	19%	21%	29%	24%
I can find companionship when I want it.	20%	39%	24%	10%	7%

41.

In general, I consider myself:

	Total
Base: Teen/young adult	800
A very happy person - 7	26%
6	26%
5	17%
4	14%
3	6%
2	6%
Not a very happy person - 1	4%

42.

Compared to most of my peers, I consider myself:

	Total
Base: Teen/young adult	800
More happy - 7	19%
6	22%
5	17%
4	19%
3	10%
2	8%
Less happy - 1	5%

43.

Some people are generally very happy. They enjoy life regardless of what is going on, getting the most out of everything. To what extent does this characterization describe you?

	Total
Base: Teen/young adult	800
A great deal - 7	18%
6	23%
5	18%
4	18%
3	12%
2	7%
Not at all - 1	4%

44.

Some people are generally not very happy. Although they are not depressed, they never seem as happy as they might be. To what extent does this characterization describe you?

	Total
Base: Teen/young adult	800
A great deal - 7	6%
6	11%
5	15%
4	21%
3	14%
2	16%
Not at all - 1	18%

45.

What is your age? (Teens Only)

	Total
Base: Teens	400
13	19%
14	22%
15	20%
16	21%
17	18%

46.

What grade are you in school? (Teens Only)

	Total
Base: Teens	400
6th grade	2%
7th grade	6%
8th grade	14%
9th grade	18%
10th grade	24%
11th grade	18%
12th grade	18%

47.
Where do you live? (Teens Only)

	Total
Base:Teens	400
I live with my parents	96%
I live with my grandparents	1%
I live with other relatives	*
I live alone	1%
I live with friends or siblings	*
I live in a dormitory at school	-
Other	1%

48.
Where do you live? (Teens Only)

	Total
Base:Teens	400
In a city	85%
In the suburbs	14%
In a rural area	1%

49.
How do you identify? (Teens Only)

	Total
Base:Teens	400
Female	44%
Male	56%
Other	*

50.
What is your race/ethnicity? Please check all that apply. (Teens Only)

	Total
Base:Teens	400
American Indian or Alaska Native	2%
Asian	2%
Black or African American	13%
Native Hawaiian or Other Pacific Islander	9%
White	74%
Other race:	3%

51.
Do you or does your family have a Netflix account?

	Total
Base:Teens	400
Yes	78%
No	22%

52.
What is your age? (Young Adults Only)

	Total
Base: Young Adults	400
18	18%
19	22%
20	19%
21	23%
22	18%

53.
Are you currently in school? (Young Adults Only)

	Total
Base: Young Adults	400
Yes	54%
No	46%

54.
What type of school are you currently attending?
(Young Adults Only)

	Total
Base: Young Adults	215
High School	37%
2- year Community College	15%
4-year Undergraduate college or University	48%

55.
Where do you live? (Young Adults Only)

	Total
Base: Young Adults	400
At home with your parents	79%
In apartment/home alone	10%
In apartment/home with friends or siblings	6%
In a college dorm	2%
Other	4%

56.
Do you have your own: (Young Adults Only)

	Total
Base: Young Adults	400
Desktop computer	62%
Laptop computer	46%
Smartphone that can connect to the internet	72%
Tablet	18%
None of the above	2%

57.
On what type of device do you usually watch streaming shows (e.g., shows from Netflix, Hulu, Broadcast TV online)?
(Young Adults Only)

	Total
Base: Young Adults	400
Desktop computer	34%
Laptop computer	23%
Smartphone that can connect to the internet	24%
Tablet	2%
TV (either Smart TV or one connected to Internet)	17%

58.
Do you have a Netflix account? (Young Adults Only)

	Total
Base: Young Adults	400
Yes	66%
No	34%

59.

How do you identify? (Young Adults Only)

	Total
Base: Young Adults	400
Female	34%
Male	65%
Other	1%

60.

What is your race/ethnicity? Please check all that apply.
(Young Adults Only)

	Total
Base: Young Adults	400
American Indian or Alaska Native	7%
Asian	2%
Black or African American	19%
Native Hawaiian or Other Pacific Islander	17%
White	55%
Other race:	6%

B. BRAZIL PARENT QUESTIONNAIRE

1.

Please list the age and gender of the children you have between the ages of 13 and 18 that live in your home.

	Total
Base: Parents	400
Male (Net)	60%
Male - 13	13%
Male - 14	13%
Male - 15	14%
Male - 16	14%
Male - 17	10%
Female (Net)	52%
Female - 13	13%
Female - 14	13%
Female - 15	12%
Female - 16	8%
Female - 17	10%

2.

What grade is your child in at school?

	Total
Base: Parents	400
6th grade	3%
7th grade	6%
8th grade	15%
9th grade	23%
10th grade	22%
11th grade	17%
12th grade	16%

3.

Which best describes your child's living situation?

	Total
Base: Parents	400
Child lives with me 100% of the time	95%
Child lives with me more than 50% of the time	4%
Child lives with me 50% of the time	1%
Child lives with me less than 50% of the time	-
Child does not live with me	-

4.

Based on reading this description, have you ever heard of the show *13 Reasons Why*?

	Total
Base: Those Answering	400
Yes	73%
No	27%

5.

What have you heard about *13 Reasons Why*?

	Total
Base: Heard of <i>13 Reasons Why</i>	291
It is entertaining	20%
It is difficult to watch	10%
It is controversial	60%
It is graphic	18%
It is popular	35%
It is a good representation of teen life	42%
It is depressing	18%
It is sad	39%
It is intense	55%
It is well made	45%
None of the above	1%

6.

Do you know what topics are present in the show?

	Total
Base: Heard of <i>13 Reasons Why</i>	291
Suicide	76%
Mental Health (e.g. depression)	57%
Bullying	66%
Sex	34%
Drugs	37%
Sexual assault	41%
None of the above	2%

7.

Who did you hear about *13 Reasons Why* from? Please select all the people from whom you have heard about this show

	Total
Base: Heard of <i>13 Reasons Why</i>	291
My spouse/partner	27%
Child	60%
Child's siblings	13%
Friends	42%
Other Parents	9%
Other family members	23%
Child's teachers	8%
School counselor	6%
Mental health professional	3%
I have not heard about it from anyone.	8%

8.

Have you watched the show *13 Reasons Why*?

	Total
Base: Heard of <i>13 Reasons Why</i>	291
Yes	69%
No	31%

9.

Why did you watch *13 Reasons Why*?

	Parent Viewer
Base: Watched <i>13 Reasons Why</i>	200
I found the story to be interesting	52%
The show was relevant to my child's life	34%
I read the book and wanted to watch the show	14%
Child was talking about it	56%
A friend/fellow parent recommended I watch it	14%
Child's school sent an email to parents warning them of the content	3%
Child suggested I watch it	40%
I saw it on Netflix and decided to try it	43%
Netflix recommended it	29%
I read a review about it and decided to watch it	26%
I read the book and wanted to watch the show	6%
I heard there was controversy around it and was curious	20%
I wanted to have a better idea what my teenager is going through	12%
I wanted to learn more about the subject matter	28%
I wanted to watch it so I could talk to my teenager about it	28%
I wanted to see if it was appropriate for my child	20%
I watched it to feel closer to my teenager who'd also watched it	12%
I watched the trailer on social media	12%
I saw an ad for the show	11%
I read about the show on social media	10%
It seemed like it covered important subject matter that people my child's age should know more about	15%
Some other reason	*
None of these	-

10.

Why did you NOT watch *13 Reasons Why*?

	Parent Non-Viewer
Base: Did not watch <i>13 Reasons Why</i>	91
I've never heard of the show	5%
I do not have access to Netflix or a way to see it	4%
I did not think it was appropriate for my child to see it	13%
I heard that the content was upsetting and hard to watch	12%
I heard that the content was graphic	8%
I did not have the time to watch it	47%
Friends were talking about it, but it did not sound like something I would like	10%
A friend suggested that I NOT watch it	2%
My child's school said NOT to watch it	1%
My child said I should NOT watch it	2%
I read about it and decided NOT to watch it	10%
I wasn't interested in the story or subject matter	14%
My child's school sent a letter about the show discouraging us from watching	1%
It seemed like a show for kids or young people, not adults	9%
I read the book but wasn't interested in the show	2%
I didn't feel the topics covered were relevant to my child's life	4%
Some other reason	2%
None of the above	9%

11.

When did you watch *13 Reasons Why*?

	Parent Viewer
Base: Watched <i>13 Reasons Why</i>	200
Spring 2017 (March - May, 2017)	27%
Summer 2017 (June - August, 2017)	44%
Fall 2017 (September - present, 2017)	28%

12.

Did you watch *13 Reasons Why: Beyond the Reasons* episode?

	Parent Viewer
Base: Watched <i>13 Reasons Why</i>	200
Yes	80%
No	18%
No, and I do not know what this is	2%

13.

Please indicate how much you agree or disagree with the following statements.

	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base: Watched "Beyond the Reasons" episode (N = 159)					
The <i>Beyond the Reasons</i> episode helped me to process the hard topics from <i>13 Reasons Why</i>	34%	52%	13%	1%	1%
The <i>Beyond the Reasons</i> episode helped me have a more informed conversation with my teenager about the topics tackled in the show	33%	48%	16%	3%	1%
The <i>Beyond the Reasons</i> episode helped me to better understand depression	35%	48%	15%	1%	1%
The <i>Beyond the Reasons</i> episode helped me to better understand suicide	38%	41%	19%	1%	1%
The <i>Beyond the Reasons</i> episode helped me to better understand bullying	36%	41%	20%	2%	1%
The <i>Beyond the Reasons</i> episode helped me to better understand sexual assault	30%	42%	25%	3%	1%
Having the characters from <i>13 Reasons Why</i> in the <i>Beyond the Reasons</i> episode was helpful	30%	47%	21%	1%	1%
Having the mental health professionals in the <i>Beyond the Reasons</i> episode was helpful	31%	40%	25%	3%	1%
Having the producers of <i>13 Reasons Why</i> in the <i>Beyond the Reasons</i> episode was helpful	25%	43%	27%	4%	1%
I would have liked more episodes like the <i>Beyond the Reasons</i> episode	35%	41%	20%	3%	1%
I would have liked more resources included in the <i>13 Reasons Why</i> episodes like those provided in the <i>Beyond the Reasons</i> episode	30%	45%	19%	4%	2%
I would have liked mental health professionals to provide resources at the end of difficult episodes	37%	37%	19%	4%	3%
I would have liked the cast to come out of character and provide resources at the end of specific episode	28%	36%	25%	6%	4%

14.
Has your child watched *13 Reasons Why*?

	Total
Base: Heard of <i>13 Reasons Why</i>	291
Yes, I'm sure child watched <i>13 Reasons Why</i>	66%
Yes, I think child watched <i>13 Reasons Why</i>	13%
No, I'm sure child did not watch <i>13 Reasons Why</i>	12%
No, I do not think child watched <i>13 Reasons Why</i>	4%
I do not know if child watched <i>13 Reasons Why</i> or not	4%

15.
Did you know your child watched *13 Reasons Why* before they watched it or did you find out after?

	Total
Base: Child has watched	192
Knew before they watched	61%
Found out after they watched	39%

16.
Did your child ask your permission before watching *13 Reasons Why*?

	Total
Base: Knew before their child started to watch	118
Yes	69%
No	31%

17.
How often did you watch *13 Reasons Why* with your child?

	Parent Viewer
Base: Watched <i>13 Reasons Why</i>	200
Never	27%
Sometimes	44%
Most of the time	16%
Always	14%

18.
When you watched with your child, how often did you talk with your child about the content of the show while you watching?

	Parent Viewer
Base: Watched with their child	146
we never talked about the content while watching	4%
we talked about the content a few times while watching	42%
we talked about the content most of the time while watching	29%
we almost always talked about the content while watching	25%

19.
How often did your child ask questions about the content of the show *13 Reasons Why*?

	Parent Viewer
Base: Watched with their child	146
Never	4%
Sometimes	42%
Most of the time	29%
Always	25%

20.

How difficult was it to answer your child's questions about *13 Reasons Why*?

	Parent Viewer
Base: Watched with their child and asked questions about the show	140
It was very difficult to answer my child's questions about <i>13 Reasons Why</i>	6%
It was somewhat difficult to answer my child's questions about <i>13 Reasons Why</i>	21%
It was not easy or difficult to answer my child's questions about <i>13 Reasons Why</i>	31%
It was somewhat easy to answer my child's questions about <i>13 Reasons Why</i>	31%
It was very easy to answer my child's questions about <i>13 Reasons Why</i>	10%

21.

Have you talked to your child about the topics in *13 Reasons Why*?

	Total
Base: Heard of <i>13 Reasons Why</i>	291
Yes	77%
No	23%

22.

Who initiated the conversation around the topics in *13 Reasons Why*?

	Total
Base: Talked to their child about the topics	225
I went to my child to talk about it	26%
My child came to me to talk about it	32%
We decided together to talk about it	39%
I don't know / can't remember	3%

23.

Why did you watch *13 Reasons Why* with your child?

	Parent Viewer
Base: Watched with their child	146
We thought we both would like the show	55%
Watching shows together makes us feel closer	52%
I wanted to help my child understand what was going on in the show	38%
I wanted to help my child better process the tough topics handled in the show	38%
I wanted to be able to talk about the topics presented in the show while my child was watching, in real time	40%
I wanted to better understand how my child reacted to the show in the moment	39%
I wanted to ask them if they'd experienced certain issues in the show, while we were watching	34%
I watch most shows with my child	15%
Some other reason, please specify:	1%
None of the above	1%

24.

Which of the following did you talk about in the conversations you had with your child after watching *13 Reasons Why*?

	Total
Base: Talked to their child about the topics	180
How to spot the signs of mental health issues	49%
How to know if someone is suffering from depression	62%
Resources for dealing with mental health issues	32%
Steps my child can take if they are feeling depressed	50%
Steps my child can take if they are being bullied	52%
Whether these things (e.g., depression, bullying, sexual assault) have happened to my child	43%
Whether these things (e.g., depression, bullying, sexual assault) happen at your child's school	44%
Resources for people who are suicidal	39%
Resources for people who know someone who committed suicide	24%
How to deal with sexual assault	44%
What your child should do if they are in an uncomfortable sexual situation	38%
How to prevent sexual assault	39%
How to help a friend suffering from depression	43%
If bullying is a problem at your child's school and what they can do about it	33%
Other	1%

25.

How helpful do you feel the conversations you had with your child after watching *13 Reasons Why* were in helping your child understand and deal with the issues tackled in the show

	Parent Viewer
Base: Talked to their child about the topics	180
Very helpful (5)	56%
Somewhat helpful (4)	34%
Neither helpful or unhelpful (3)	5%
Somewhat unhelpful (2)	4%
Not helpful at all (1)	1%

26.

Compared to before you watched *13 Reasons Why*, was it easier or harder to have conversations with your child about tough topics after watching *13 Reasons Why*?

	Parent Viewer
Base: Talked to their child about the topics	180
It was much harder	7%
It was somewhat harder	6%
It was not harder or easier	15%
It was somewhat easier	34%
It was much easier	37%

27.

What made it hard to talk about tough topics after watching *13 Reasons Why*?

	Parent Viewer
Base: Harder to have a conversation with their child after watching the show	24
It was awkward to talk to my child about these issues	25%
I didn't know the right words to use to explain how I was feeling to my child	38%
It was hard to find time to sit down with my child and talk about these issues	29%
I didn't know how to start the conversation with my child	25%
It never felt like the right time to bring it up with my child	4%
There was so much controversy around the show, I was hesitant to talk about it with my child	12%
Other	4%

28.

Did your child watch the *13 Reasons Why: Beyond the Reasons* episode?

	Parent Viewer
Base: Heard of <i>13 Reasons Why</i>	291
Yes, I'm sure child watched the <i>13 Reasons Why: Beyond the Reasons</i> episode	46%
Yes, I think child watched the <i>13 Reasons Why: Beyond the Reasons</i> episode	23%
No, I'm sure child did not watch the <i>13 Reasons Why: Beyond the Reasons</i> episode	14%
No, I do not think child watched the <i>13 Reasons Why: Beyond the Reasons</i> episode	8%
I don't know if child watched the <i>13 Reasons Why: Beyond the Reasons</i> episode or not	9%

29.

Please indicate how much you agree or disagree with the following statements. Parent Viewer

	Strongly agree	Agree	Neither agree/ disagree	Disagree	Strongly disagree	I do not know
Base: Their child watched "Beyond the Reasons" episode - Parent Viewer (N = 116)						
Watching <i>13 Reasons Why</i> helped to process the hard topics described in the show	41%	53%	5%	1%	-	1%
Watching <i>13 Reasons Why</i> helped to better understand depression	39%	45%	15%	1%	-	1%
Watching <i>13 Reasons Why</i> helped to better understand suicide	41%	45%	13%	-	-	1%
Watching <i>13 Reasons Why</i> helped to better understand bullying	47%	41%	9%	1%	-	1%
Watching <i>13 Reasons Why</i> helped to better understand sexual assault	39%	46%	14%	-	1%	1%
Watching the <i>13 Reasons Why</i> episodes helped to better understand how their actions can impact others	46%	41%	11%	-	-	2%
...Made feel more comfortable talking about hard topics with me	48%	40%	9%	2%	1%	-
...Made feel more comfortable talking about depression with me	46%	41%	10%	2%	1%	-
...Made feel more comfortable talking about suicide with me	46%	41%	10%	2%	1%	-
...Made feel more comfortable talking about bullying with me	47%	41%	10%	2%	1%	-
...Made feel more comfortable talking about sexual assault with me	36%	47%	13%	2%	2%	-
...Motivated to help other teens who may be suffering from depression.	50%	33%	15%	3%	-	-
...Motivated to help other teens who may be being bullied	46%	39%	13%	3%	-	-
...Motivated to seek out more information about the topics covered in the show	47%	43%	9%	2%	-	-

30.

Please indicate how much you agree or disagree with the following statements. Parent Viewer

	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base: Watched <i>13 Reasons Why</i> (N = 200)					
Watching <i>13 Reasons Why</i> prompted me to talk about hard topics with my child	36%	46%	12%	4%	2%
Watching <i>13 Reasons Why</i> prompted me to talk about depression with my child	32%	44%	19%	3%	2%
Watching <i>13 Reasons Why</i> prompted me to talk about suicide with my child	33%	42%	19%	4%	2%
Watching <i>13 Reasons Why</i> prompted me to talk about bullying with my child	38%	42%	16%	3%	2%
Watching <i>13 Reasons Why</i> prompted me to talk about sexual assault with my child	32%	45%	16%	4%	2%
Watching <i>13 Reasons Why</i> prompted me to talk with my child more in general about what's going on in their life	36%	44%	16%	2%	2%
Watching <i>13 Reasons Why</i> helped me to process the hard topics described in the show	38%	45%	15%	2%	*
Watching <i>13 Reasons Why</i> helped me to better understand depression	34%	48%	14%	2%	*
Watching <i>13 Reasons Why</i> helped me to better understand suicide	36%	44%	17%	2%	*
Watching <i>13 Reasons Why</i> helped me to better understand bullying	38%	44%	16%	2%	-
Watching <i>13 Reasons Why</i> helped me to better understand sexual assault	31%	45%	20%	3%	1%
Watching <i>13 Reasons Why</i> helped me to better understand my teenager's life	36%	44%	16%	4%	-
Watching <i>13 Reasons Why</i> helped me better understand what my teenager might be going through on a daily basis	38%	44%	18%	1%	-
Watching <i>13 Reasons Why</i> helped me start a tough conversation with my teenager	36%	46%	14%	4%	2%

31.

Please indicate how much you agree or disagree with the following statements. Parent Viewer

	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base: Watched <i>13 Reasons Why</i> (N = 200)					
...made me feel more comfortable talking about hard topics with child	35%	48%	14%	3%	*
...made me feel more comfortable talking about depression with child	38%	42%	16%	3%	*
...made me feel more comfortable talking about suicide with child	34%	44%	18%	3%	1%
...made me feel more comfortable talking about bullying with child	38%	40%	18%	4%	*
Made me feel more comfortable talking to my child in general, since it gave me a better idea of what their life is like	34%	42%	20%	4%	*
Made me feel more comfortable talking to my child in general, since it gave us something in common	36%	40%	21%	4%	*
...motivated me to help others who may be suffering from depression.	39%	41%	18%	1%	*
...motivated me to help other teens who may be being bullied	36%	44%	17%	2%	*
...motivated me to learn more or seek out additional resources about the topics being covered	36%	44%	17%	2%	2%
Watching <i>13 Reasons Why</i> gave me the language to talk about depression with child	30%	48%	17%	4%	2%
Watching <i>13 Reasons Why</i> gave me the language to talk about suicide with child	30%	44%	19%	5%	1%
Watching <i>13 Reasons Why</i> gave me the language to talk about bullying with child	30%	46%	18%	4%	1%
I am glad that I watched <i>13 Reasons Why</i> with child.	38%	40%	18%	2%	2%
I am looking forward to watching the second season of <i>13 Reasons Why</i> with child.	32%	40%	22%	4%	2%
I wish I knew more about <i>13 Reasons Why</i> before letting child watch the show	22%	43%	24%	9%	2%
I wish I had more resources to help me process the show with child after watching	28%	40%	27%	4%	*
I wish I could have known child was watching <i>13 Reasons Why</i> before he/she started watching	29%	36%	22%	10%	3%
I wish that I had discussed the topics in <i>13 Reasons Why</i> more with child.	28%	40%	24%	6%	*
I wish that there were more shows like <i>13 Reasons Why</i> that helped me discuss difficult topics with child.	35%	40%	22%	4%	-
I would not have discussed depression with child if we had not watched <i>13 Reasons Why</i> .	26%	36%	21%	10%	6%

CONTINUED ON NEXT PAGE

CONTINUED 31.

Please indicate how much you agree or disagree with the following statements. Parent Viewer

	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
I would not have discussed suicide with child if we had not watched <i>13 Reasons Why</i> .	25%	35%	22%	10%	8%
I would not have discussed bullying with child if we had not watched <i>13 Reasons Why</i> .	22%	34%	22%	14%	8%
I would not have discussed sexual assault with child if we had not watched <i>13 Reasons Why</i>	24%	31%	26%	12%	8%
Watching <i>13 Reasons Why</i> made me feel closer to child.	34%	40%	20%	6%	2%
Watching <i>13 Reasons Why</i> made me realize I should pay closer attention to what is going on in child's life	38%	38%	18%	4%	*
I know what is going on in child's life	30%	51%	14%	5%	-
I do not know much about what child does at school	12%	26%	22%	28%	12%
I am aware of the types of people child spends time with	30%	50%	16%	2%	2%
I do not know what life is like for teenagers these days	14%	26%	25%	20%	15%
I worry that I do not know much about what child does at school	16%	30%	15%	22%	16%
I know about the after school activities in which child participates	34%	46%	16%	2%	*
I know the types of things that child worries about	28%	46%	20%	6%	-
I know how well child gets along with other people his/her age	31%	52%	14%	2%	*
I am not well acquainted with child's friends	10%	20%	22%	24%	25%
I am aware of events that take place at my child's school	27%	51%	17%	4%	2%

32.

Use a scale of 1 to 10 to show how well you think each statement describes the way you feel.

	BRAZIL									
	Perfect match	9	8	7	6	5	4	3	2	Poor match
Base: Parents (N = 400)										
We have clear rules and routines in my family	33%	16%	20%	10%	6%	7%	3%	2%	*	2%
I stay calm and manage life even when it's stressful	27%	18%	21%	14%	6%	8%	4%	2%	1%	1%
I believe my children will do well at school	39%	19%	17%	8%	5%	6%	2%	2%	*	1%
I feel that I'm doing a good job as a parent	33%	21%	20%	9%	5%	6%	3%	1%	1%	*
I have good friends outside my family	30%	21%	20%	8%	7%	7%	3%	1%	2%	1%

33.

Please use the scale to answer the following questions.

	BRAZIL			
	Always	Most of the time	Sometimes	Never
Base: Parents (N = 600)				
How often do you try to help child understand what she/he sees while using television?	19%	29%	48%	5%
How often do you point out why some things actors do are good?	19%	34%	41%	7%
How often do you point out why some things actors do are bad?	24%	34%	36%	6%
How often do you explain the motives of TV characters?	17%	31%	43%	9%
How often do you explain what something on TV really means?	21%	35%	38%	6%
How often do you say to child to turn off the TV when s/he is watching an unsuitable program?	30%	27%	34%	9%
How often do you set specific viewing hours for child?	25%	31%	32%	12%
How often do you forbid your child to watch certain programs?	21%	27%	38%	14%
How often do you restrict the amount of TV child watches?	17%	24%	44%	15%
How often do you specify in advance the programs that may be watched?	18%	26%	37%	19%
How often do you watch TV together because you like a program?	19%	38%	40%	4%
How often do you watch together because of a common interest in a program?	20%	39%	38%	3%
How often do you watch together just for fun?	22%	39%	37%	2%
How often do you watch your favorite program together?	21%	39%	38%	2%
How often do you laugh with your child about the things that you see on TV?	27%	41%	30%	2%

34.

Do you have rules about the content (e.g., storyline, lessons, violence, strong language) that your child is allowed to see or hear when using technology (e.g., computers, video games, television)?

	Total
Base: All Parents	400
Yes	78%
No	22%

35.

Do these content rules differ based on the technology that your child uses?

	Total
Base: Have rules about content for their child	310
Yes	65%
No	35%

36.

How often do you enforce rules about the amount of time your child can spend using technology (e.g., computers, video games, television)?

	Total
Base: Have rules about content for their child	310
Never	2%
Only once in awhile	20%
Some of the time	30%
Most of the time	29%
All of the time	17%
I do not have time rules	1%

37.

Please indicate how much you agree or disagree with the following statements.

	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base: Parent Viewer (N = 203)					
I am confident in my ability to enforce media use rules	28%	54%	13%	4%	1%
I am confident in my ability to enforce media content rules	28%	51%	16%	3%	1%
I wish that I knew more about the media content that child sees	21%	37%	26%	10%	6%
I have the tools necessary to know about the media that child uses	28%	40%	20%	10%	3%
I can easily find out what media child uses	28%	42%	20%	7%	3%
I am able to talk with child about the things they see when they use media	29%	52%	14%	4%	1%
It is difficult to communicate with child about certain types of media content	10%	26%	18%	25%	21%
I monitor the media content to which child is exposed	22%	39%	22%	12%	5%
I pay attention to when (e.g., time of day) child is using media	28%	43%	19%	7%	3%

38.

What were your child's grades for this past academic school year?

	Total
Base:All Parents	400
Mostly As	21%
Mostly As/Bs	44%
Mostly Bs	17%
Mostly Bs/Cs	10%
Mostly Cs	3%
Mostly Cs/Ds	4%
Mostly Ds	1%
Mostly Ds/Fs	*
Mostly Fs	*

39.

How many children do you have?

	Total
Base:All Parents	400
1	33%
2	43%
3	17%
4	5%
5	1%
6	*
7+	*

40.

Please indicate where your child fits in your family. Please select one.

	Total
Base:All Parents	400
An only child	22%
The youngest child	19%
A middle child	9%
The oldest child	50%

41.

What is your marital status?

	Total
Base:All Parents	400
Single	7%
Married	80%
Divorced	7%
Living with a partner	6%

42.

Do you have a Netflix account?

	Total
Base:All Parents	400
Yes	76%
No	24%

43.

What is your race/ethnicity? Please check all that apply.

	Total
Base:All Parents	400
American Indian or Alaska Native	1%
Asian	2%
Black or African American	8%
Native Hawaiian or Other Pacific Islander	8%
White	76%
Other race:	6%

C. BRAZIL INDIVIDUAL DIFFERENCES TABLE TEEN AND YOUNG ADULT VIEWERS

TABLE 1. UNDERSTANDING TOUGH TOPICS BY SOCIAL ANXIETY, RESILIENCE, AND AGE GROUPS

	Total	Low Social Anxiety	High Social Anxiety	Low Resilience	High Resilience	13-15 years	16-18 years	19-22 years
Base:Viewers only	471	226	245	122	153	141	122	208
Watching the <i>13 Reasons Why</i> episodes helped me to better understand how my actions can impact others	88%	85% ^a	91% ^b	80% ^a	93% ^b	90%	88%	88%
Watching <i>13 Reasons Why</i> helped me to process the hard topics described in the show	88%	84% ^a	91% ^b	81% ^a	93% ^b	89%	86%	88%
Watching <i>13 Reasons Why</i> helped me to better understand bullying	84%	81%	86%	73% ^a	92% ^b	87%	81%	83%
Watching <i>13 Reasons Why</i> helped me to better understand depression	84%	81%	86%	77% ^a	91% ^b	87%	85%	80%
Watching <i>13 Reasons Why</i> helped me to better understand sexual assault	82%	78% ^a	86% ^b	72% ^a	92% ^b	84%	83%	81%
Watching <i>13 Reasons Why</i> helped me to better understand suicide	82%	77% ^a	86% ^b	73% ^a	91% ^b	86%	82%	80%

Responses represent the percent of individuals who “agreed” or “strongly agreed” with each item.

Note: Superscript letters (a,b,c) are used to indicate significant differences between columns (e.g., social anxiety, age groups). Items that share a common superscript, or those that do not have a superscript do not significantly differ from each other.

TABLE 2. REPORTED BEHAVIOR CHANGE BY SOCIAL ANXIETY, RESILIENCE, AND AGE GROUPS

	Total	Low Social Anxiety	High Social Anxiety	Low Resilience	High Resilience	13-15 years	16-18 years	19-22 years
Base:Viewers only	400	180	220	122	153	121	111	168
Tried to be more considerate about how I treated other people	76%	72%	80%	61% ^a	89% ^b	79%	74%	76%
Sought out information about how to support friends	74%	69%	77%	61% ^a	86% ^b	77%	77%	69%
Sought out information about depression	68%	59% ^a	76% ^b	57% ^a	81% ^b	69%	71%	67%
Sought out information about bullying	66%	63%	69%	54% ^a	82% ^b	74% ^a	67% ^{ab}	60% ^b
Sought out information about suicide	65%	58% ^a	70% ^b	56% ^a	76% ^b	64%	68%	64%
Sought out information about sexual assault	60%	54% ^a	65% ^b	49% ^a	73% ^b	63%	63%	57%
Reached out to a friend who was being picked on or bullied in school	66%	62%	69%	48% ^a	78% ^b	69%	68%	62%
Reached out to a friend whom you thought might be struggling with mental health concerns (e.g., depression, suicide, anxiety) in school	65%	55% ^a	73% ^b	54% ^a	71% ^b	66%	66%	64%
Reached out to someone to apologize for how I'd treated them	60%	55% ^a	65% ^b	51% ^a	69% ^b	62%	60%	60%
Reached out to a friend for support	46%	34% ^a	56% ^b	34% ^a	55% ^b	45%	45%	48%
Reached out to parent/family friend for support	44%	37% ^a	49% ^b	30% ^a	54% ^b	46% ^{ab}	50% ^a	38% ^b
Reached out to a counselor for support	32%	25% ^a	39% ^b	20% ^a	43% ^b	35% ^{ab}	40% ^a	26% ^b
Expressed my own feelings about mental health (e.g., depression, anxiety) to a friend	60%	53% ^a	66% ^b	43% ^a	71% ^b	59%	59%	63%
Expressed my own feelings about suicide to a friend	54%	47% ^a	60% ^b	44% ^a	62% ^b	58%	53%	52%
Expressed my own feelings about mental health (e.g., depression, anxiety) to a parent	51%	47%	55%	33% ^a	63% ^b	60% ^a	53% ^{ab}	43% ^b
Expressed my own feelings about suicide to a parent	45%	39% ^a	50% ^b	30% ^a	57% ^b	51% ^a	50% ^b	37% ^c
Expressed my own feelings about mental health (e.g., depression, anxiety) to a teacher	39%	32% ^a	44% ^b	29% ^a	47% ^b	45% ^a	44% ^b	30% ^c
Expressed my own feelings about mental health (e.g., depression, anxiety) to a counselor	35%	30%	39%	26% ^a	41% ^b	40% ^a	39% ^{ab}	29% ^b
Expressed my own feelings about suicide to a teacher	34%	31%	36%	25% ^a	41% ^b	39%	35%	29%
Expressed my own feelings about suicide to a counselor	32%	27% ^a	37% ^b	24% ^a	41% ^b	34%	36%	29%

Responses represent the percent of individuals who “agreed” or “strongly agreed” with each item.

Note: Superscript letters (a,b,c) are used to indicate significant differences between columns (e.g., social anxiety, age groups). Items that share a common superscript, or those that do not have a superscript do not significantly differ from each other.

TABLE 3. REPORTED COMMUNICATION BEHAVIORS AFTER WATCHING 13 REASONS WHY BY SOCIAL ANXIETY, RESILIENCE, AND AGE GROUPS

Watching 13 Reasons Why...	Total	Low Social Anxiety	High Social Anxiety	Low Resilience	High Resilience	13-15 years	16-18 years	19-22 years
Base:Viewers only	400	180	220	122	153	121	111	168
...motivated me to help others who are bullied	81%	79%	83%	65% ^a	92% ^b	82%	80%	82%
...motivated me to help others suffering from depression.	79%	74% ^a	83% ^b	66% ^a	88% ^b	84%	77%	77%
...motivated me to help others who have been sexually assaulted.	74%	70%	77%	57% ^a	87% ^b	74%	75%	73%
...made me feel more comfortable talking about bullying with my friends	78%	75%	81%	63% ^a	89% ^b	82%	77%	77%
...made me feel more comfortable talking about depression with my friends	72%	64% ^a	78% ^b	52% ^a	84% ^b	74%	71%	71%
...made me feel more comfortable talking about hard topics with my friends	68%	62% ^a	74% ^b	49% ^a	83% ^b	71%	69%	65%
...made me feel more comfortable talking about bullying with my parents	67%	63%	70%	48% ^a	83% ^b	71%	63%	67%
...made me feel more comfortable talking about sexual assault with my friends	65%	58% ^a	70% ^b	45% ^a	78% ^b	67%	58%	68%
...made me feel more comfortable talking about suicide with my friends	70%	68%	70%	55% ^a	84% ^b	78% ^a	71% ^{ab}	62% ^b
...made me feel more comfortable talking about depression with my parents	59%	59%	60%	43% ^a	70% ^b	69% ^a	63% ^a	50% ^b
...made me feel more comfortable talking about hard topics with my parents	58%	56%	59%	39% ^a	73% ^b	68% ^a	57% ^{ab}	51% ^b
...made me feel more comfortable talking about sexual assault with my parents	57%	55%	58%	40% ^a	69% ^b	65% ^a	56% ^{ab}	51% ^b
...made me feel more comfortable talking about suicide with my parents	54%	52%	56%	32% ^a	69% ^b	63% ^a	51% ^{ab}	51% ^b
...made me feel more comfortable talking about bullying with my teachers	63%	62%	65%	50% ^a	75% ^b	64%	68%	60%
...made me feel more comfortable talking about bullying with my school counselors	50%	46%	53%	34% ^a	63% ^b	51%	54%	46%
...made me feel more comfortable talking about sexual assault with my school counselors	49%	41% ^a	55% ^b	32% ^a	61% ^b	58% ^a	53% ^a	40% ^b

CONTINUED ON NEXT PAGE

CONTINUED FROM PREVIOUS PAGE

...made me feel more comfortable talking about hard topics with my school counselors	46%	41%	51%	28% ^a	60% ^b	59% ^a	50% ^a	35% ^b
...made me feel more comfortable talking about depression with my school counselors	44%	37% ^a	50% ^b	30% ^a	54% ^b	53% ^a	45% ^{ab}	38% ^b
...made me feel more comfortable talking about sexual assault with my teachers	60%	59%	62%	54% ^a	69% ^b	63%	63%	57%
...made me feel more comfortable talking about suicide with my school counselors	50%	47%	51%	35% ^a	61% ^b	54%	54%	43%
...made me feel more comfortable talking about suicide with my teachers	46%	41% ^a	50% ^b	36% ^a	54% ^b	52%	46%	42%
...made me feel more comfortable talking about depression with my teachers	46%	40% ^a	51% ^b	38% ^a	55% ^b	53% ^a	50% ^{ab}	39% ^b
...made me feel more comfortable talking about hard topics with my teachers	44%	37% ^a	50% ^b	31% ^a	57% ^b	50% ^a	53% ^{ab}	34% ^b

Responses represent the percent of individuals who “agreed” or “strongly agreed” with each item.

Note: Superscript letters (a,b,c) are used to indicate significant differences between columns (e.g., social anxiety, age groups). Items that share a common superscript, or those that do not have a superscript do not significantly differ from each other.

TABLE 4. LESSONS LEARNED FROM 13 REASONS WHY BY SOCIAL ANXIETY, RESILIENCE, AND AGE GROUPS

Watching 13 Reasons Why...	Total	Low Social Anxiety	High Social Anxiety	Low Resilience	High Resilience	13-15 years	16-18 years	19-22 years
Base:Viewers only	400	180	220	122	153	121	111	168
The show informed me that someone might be suffering from depression even if I do not see the signs	84%	79% ^a	88%	70% ^a	93% ^b	88%	84%	80%
The show opened my eyes to how people my age may be affected by depression	82%	77% ^a	85% ^b	68% ^a	91% ^b	85%	81%	79%
The show informed me that there are lots of different reasons why people commit suicide	81%	76% ^a	85% ^b	68% ^a	91% ^b	85%	84%	77%
The show made me think more about how I treat other people around me	80%	76% ^a	84% ^b	67% ^a	92% ^b	82%	85%	77%
The show opened my eyes to how people my age can be affected by bullying	79%	74% ^a	83% ^b	61% ^a	93% ^b	83%	77%	79%
The show was engaging	79%	76%	82%	64% ^a	93% ^b	76% ^a	86% ^b	77% ^a
It was beneficial for me to watch this show	79%	76%	81%	64% ^a	91% ^b	80%	82%	76%
The graphic depiction of Hannah's suicide was necessary to show how painful suicide is	79%	75%	82%	72% ^a	85% ^b	72% ^{ab}	86% ^a	79% ^b
I think it would be beneficial for people my age to watch the show	76%	68% ^a	82% ^b	60% ^a	90% ^b	79%	80%	70%
The show provided adequate resources to help me process and understand the material	75%	69% ^a	80% ^b	59% ^a	91% ^b	76%	80%	71%
The way the show depicts adolescent drug use feels true to life	75%	70% ^a	79% ^b	62% ^a	85% ^b	78%	75%	73%
The show showed me that suicide is not the answer	74%	72%	75%	52% ^a	89% ^b	81% ^a	77% ^a	65% ^b
The intensity of the show was appropriate for me personally	74%	69%	77%	59% ^a	85% ^b	71%	79% ^a	71%
The way the suicide was depicted was appropriate for me personally	69%	67%	71%	57% ^a	83% ^b	69% ^{ab}	77% ^a	64% ^b
The content was an authentic depiction of high school life	67%	59% ^a	74% ^b	51% ^a	85% ^b	66%	72%	65%
There should have been more discussion in the show of what viewers could do to help those around them who may be suffering in similar ways to the 13 Reasons Why characters	57%	53%	60%	39% ^a	67% ^b	60%	51%	58%

CONTINUED ON NEXT PAGE

CONTINUED FROM PREVIOUS PAGE

Parents should watch the show first before deciding if their child should watch it	44%	39%	48%	31% ^a	53% ^b	54% ^a	41% ^b	39% ^b
The content was too graphic	43%	38%	47%	39%	44%	43%	44%	42%
The rape scenes were too intense for me	37%	27% ^a	45% ^b	30%	35%	37%	39%	35%
The amount of sex in the show was unrealistic	25% ^b	17% ^a	31% ^b	24%	25%	24%	30%	22%
The storyline was not believable	23% ^b	17% ^a	29% ^b	23%	23%	21%	27%	23%
I found the amount of violence offensive	22% ^b	17% ^a	26% ^b	24%	24%	24%	23%	21%

Responses represent the percent of individuals who “agreed” or “strongly agreed” with each item.

Note: Superscript letters (a,b,c) are used to indicate significant differences between columns (e.g., social anxiety, age groups). Items that share a common superscript, or those that do not have a superscript do not significantly differ from each other.