

Appendix 2: Media Message Evaluation Questionnaire



About you

How old are you?	
Have you ever experienced suicidal thoughts or feelings?	<input type="radio"/> Yes <input type="radio"/> No
Have you experienced suicidal thoughts or feelings in the past four weeks?	<input type="radio"/> Yes <input type="radio"/> No
Are you experiencing suicidal thoughts or feelings right now?	<input type="radio"/> Yes <input type="radio"/> No

Evaluation of media messages

The following set of questions was repeated for each media message.

How helpful do you think this media message will be for someone who is having thoughts of suicide?	<input type="radio"/> Extremely unhelpful <input type="radio"/> Unhelpful <input type="radio"/> Neither helpful nor unhelpful <input type="radio"/> Helpful <input type="radio"/> Extremely helpful
How helpful do you think this media message will be for someone who wants to help somebody else who may be having thoughts of suicide?	<input type="radio"/> Extremely unhelpful <input type="radio"/> Unhelpful <input type="radio"/> Neither helpful nor unhelpful <input type="radio"/> Helpful <input type="radio"/> Extremely helpful
After seeing this media message, how likely are you to seek help for suicidal thoughts or other mental health issues?	<input type="radio"/> More likely than before <input type="radio"/> Less likely than before <input type="radio"/> About the same as before

<p>After seeing this media message, how likely are you to help somebody else who might be having suicidal thoughts or experiencing other mental health issues?</p>	<p> <input type="radio"/> More likely than before <input type="radio"/> Less likely than before <input type="radio"/> About the same as before </p>
<p>Based on the picture below, what was your mood like before seeing this media message?</p>  <p>1 2 3 4 5 6 7</p>	<p> <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 </p>
<p>And what was your mood like after seeing this media message?</p>  <p>1 2 3 4 5 6 7</p>	<p> <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 </p>
<p>What did you think of the format of this media message?</p>	<p> <input type="radio"/> I really like it <input type="radio"/> I like it <input type="radio"/> I'm neutral <input type="radio"/> I don't like it <input type="radio"/> I really don't like it </p>
<p>What did you think of the content of this media message?</p>	<p> <input type="radio"/> I really like it <input type="radio"/> I like it <input type="radio"/> I'm neutral <input type="radio"/> I don't like it <input type="radio"/> I really don't like it </p>
<p>Would you share this with others?</p>	<p> <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I'm not sure </p>
<p>Do you have any other comments about this media message?</p>	