

Electronic Supplementary Material 1 (ESM 1)

Media Reporting of Suicide Codebook

Recommendation	Operationalization	Label
Avoid sensationalizing details in the headline	The inclusion of language that is offensive, exploitive, and insensitive to grieving loved ones.	0 (sensitive to loved ones) 1 (some insensitivity) 2 (disregard to sensitivity) 3 (grossly insensitive)
Avoid sensationalizing details in the story	The inclusion of language that is offensive, exploitive, and insensitive to grieving loved ones.	0 (sensitive to loved ones) 1 (some insensitivity) 2 (disregard to sensitivity) 3 (grossly insensitive)
Avoid describing or depicting the method and location of the suicide	Either method or location mentioned; Location includes building, specific locations/physical environments	0 (neither mentioned) 1 (method) 2 (location) 3 (method and location)
Avoid sharing the content of a suicide note	Containing any information from the suicide note	0 (no) 1 (yes)
Avoid prominent placement of stories about suicide deaths	Number of words listed in article	word count
Minimize describing personal details about the person who died	Characteristics, traits, personality, family (when the family is an object or detail of person's life), professional accomplishments, reasons for notoriety, personal history (childhood, etc.).	1 (some description of person beyond death) 2 (moderate description of person beyond death) 3 (substantial description of person beyond death)

Avoid presenting suicide as a common or acceptable response to hardship	Acceptable, normal, reasonable, justified response to a circumstance.	0 (no mention of characterization) 1 (action is somewhat acceptable/normalized) 2 (action is moderately acceptable/normalized) 3 (action is substantially acceptable/normalized)
Avoid oversimplifying or speculating on the reason for the suicide	Number of times the article lists reasons for suicide	Number of reasons
Avoid glamorizing or romanticizing suicide	Inclusion of language that equates the act of suicide as part of the celebrity (artist, troubled, creative mind, etc.) or high-profile lifestyle.	0 (no glamorizing) 1 (some glamorizing) 2 (overt glamorization)
Avoid overstating the problem of suicide by using descriptors like “epidemic” or “skyrocketing”	Use of words not grounded by current research and eliciting panic/worry/anxiety.	Number of times words (epidemic, skyrocketing, pandemic) used
Report suicide as a public health issue, include stories of hope, healing, recovery	Incorporation of recovery story; adaptive responses to adverse circumstances	0 (no inclusion) to -x (each unique story or policy change is -1)
Include mental health resources	Inclusion of Suicide hotline, websites for support, list of mental health professionals or community help	0 (no) -1 (yes)
Use appropriate language	Appropriate language: “died by suicide,” “completed suicide,” “killed himself/herself” Inappropriate language: “unsuccessful”, “failed attempt” “successful” “committed”	-x (number of appropriate language terms used) to x (number of inappropriate language terms used)
