

UNITED STATES REPORT

Exploring how teens and
parents responded to
13 Reasons Why

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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 and young adult 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* (80%). Additionally, many teens and young adults reported that *13 Reasons Why* was an authentic depiction of high school life (62%). Further, adolescents and young adults reported that the show was beneficial for them to watch (71%), and beneficial for others their age to watch (72%).
- 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 (76%) and that there are lots of different reasons why people commit suicide (76%). Additionally, the show “opened their eyes” to how people their age may be affected by depression (74%). 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 (48%), depression (47%), suicide (46%), bullying (44%), and supporting others (55%).
- 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 (67%) and the graphic nature of Hannah’s suicide was necessary to show how painful suicide is (67%).
- 5. Viewers of *13 Reasons Why* reported helping others and engaging in other empathetic behaviors after watching.** Watching *13 Reasons Why* helped adolescent and young adult viewers understand that their actions can have an impact on others (78%). These viewers reported trying to be more considerate about how they treated other people (73%) and reported reaching out to apologize for how they treated someone after watching the show (51%). 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.

6. **Watching *13 Reasons Why* supported conversation.** Among parents who watched the show and discussed it with their child, 56% reported that the show made it easier for them to have conversations about tough topics with their children, 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 (42%), how to spot the signs of mental health (41%), and how to know if someone is suffering from depression (47%). 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 lower in social anxiety to report seeking out information about tough topics and feeling more comfortable talking about tough topics 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.** Many youth and parents did not watch the *Beyond the Reasons* episode at the end of the *13 Reasons Why* series. However, for parents and youth who did watch, the *Beyond the Reasons* episode helped them to have a more informed conversation with their teenager or parent, respectively. While adolescents were largely not opposed to the intense and graphic nature of some of the content in *13 Reasons Why*, parents, adolescents, and young adults thought that the show should provide additional resources and support. Teens and young adults thought there should be more discussion in the show of what viewers could do to help those around them who may be suffering (56%). Parents also wanted more resources throughout the episodes (70%), including having mental health professionals provide resources at the end of difficult episodes (62%) and the cast coming out of character to provide resources at the end of specific episodes (65%).

INTRODUCTION

Adolescents' use of and access to media has changed dramatically over the past decade (Rideout, 2015) with the development of mobile technologies, such as cellphones and tablet computers, and the increase in 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, Olsson, & 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 also must 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-view media less with their older children than younger children (Rideout, 2015), meaning adolescents are more likely to watch media content alone or with peers, in comparison to younger children. 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 the United States 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 1,700 adolescents, young adults and parents from the United States. 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 the United States ($N = 1700$). Three separate age groups were targeted for this survey: (1) Parents with an adolescent between the ages of 13 and 17 ($n = 600$), (2) adolescents (ages 13-17) ($n = 600$), and (3) young adults (ages 18-22) ($n = 500$). 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 approximately 50% of the adolescent and young adult respondents had seen the show based on a question that asked them “Have you watched the show *13 Reasons Why*?” In the United States the final sample was 43% viewers ($n = 219$ adolescent viewers, $n = 252$ young adult viewers) and 57% non-viewers ($n = 381$ adolescent non-viewers, $n = 248$ young adult non-viewers). Additionally, 34% of parents ($n = 203$) in the United States had viewed the show (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 10-33 on the self-esteem composite measure were categorized as “low self-esteem” and those scoring 34-50 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. Teen & Young Adult Participant Demographics

	Viewers			Non-Viewers		
	Adolescents	Young Adults	Parents	Adolescents	Young Adults	Parents
N	219	252	203	381	248	397
Male	50%	14%	33%	56%	27%	29%
Female	50%	86%	67%	43%	71%	71%

Note: Not all columns sum to 100% because six individuals did not identify as male or female.

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 18-71 on the resilience composite measure were categorized as “low resilience” and those scoring 72-90 were categorized as “high resilience.” Differences in responses based on high and low resilience were not consistently significant and therefore are not discussed in this report.

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 8-21 on the loneliness measure were categorized as “low loneliness” and those scoring 22-40 were categorized as “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 5 to 35. Using a median split, individuals who scored 5-18 on the happiness measure were categorized as “low happiness,” and those scoring 19-35 were categorized as “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 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 to the 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 U.S. adolescents surveyed for this study report that teen life is stressful (77%), and many state that anxiety (66%) and depression (62%) during adolescence are prevalent. These adolescents also agree that bullying (65%) and suicide (61%) are issues that teens are dealing with in the United States.

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 American adolescents surveyed for this study say that teens do not learn enough about depression at school (72%), and two thirds (66%) say that parents do not talk to their teens enough about depression, and only about one third report (35%) 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 (33%), suicide (28%), bullying (17%), or stress/anxiety (16%).

In contrast, youth do seek out health information from other resources, including from their peers and online. More than half of adolescents we surveyed (57%) report 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 (66%) as well as to get advice for how to support their friends (63%), but many state that there are not enough resources to help teens deal with suicide (51%).

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 high versus low social anxiety. Therefore throughout the report we indicate when there are differences in scores based on this individual difference variable.



We're always told how we don't have to do much to learn anything because we can find it in seconds on our phones or a computer. What people don't understand is because of all these things, it also makes it easier for people to hurt you, attack you, bully you, and humiliate you."

AGE 14, FEMALE

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 world-wide 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 (79%), but 40% 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 popular (60%), controversial (59%), intense (59%), and sad

(53%) (see Table 3). Almost all parents who had heard of the show had also heard that suicide was present in it. Many parents had heard that bullying (62%) and mental health (e.g., depression) (61%) were present in the show.

The most commonly cited reasons for why adolescent and young adults decided not to watch *13 Reasons Why* were because they heard that the content was upsetting and hard to watch (33%) or they reported not being interested in the story or subject matter (27%) (see Table 4). For parents who did not watch the show, 30% said they did not watch because they did not have time, 26% said they heard the content was upsetting and hard to watch, and 17% 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 (Adolescent & Young Adult Viewers)	Adolescent Viewers	Adolescent Non-Viewers	Young Adult Viewers	Young Adult Non-Viewers
<i>Base N: Heard of 13 Reasons Why</i>	732	219	103	252	158
Friends	79%	81%	69%	84%	73%
A parent	22%	40%	25%	15%	6%
A sibling	20%	24%	9%	24%	17%
Boyfriend or girlfriend	14%	19%	5%	17%	9%
Other family members	13%	19%	10%	13%	6%
Teacher	10%	17%	7%	7%	7%
School counselor	6%	11%	4%	3%	4%
Mental health professional or someone at a mental health resource hotline	3%	5%	1%	3%	3%
I have not heard about it from anyone	11%	5%	17%	10%	18%

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
Base group size	732	219	103	252	158	203	202
It is popular	60%	65%	39%	69%	50%	54%	37%
It is controversial	59%	58%	54%	64%	56%	60%	58%
It is intense	59%	61%	32%	74%	47%	51%	44%
It is sad	53%	48%	43%	63%	49%	40%	48%
It is graphic	39%	36%	19%	56%	28%	42%	26%
It is difficult to watch	35%	29%	28%	47%	30%	34%	42%
It is well-made	33%	39%	17%	44%	18%	35%	15%
It is a good representation of teen life	33%	47%	20%	34%	19%	34%	16%

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

	Total (Teen and Young Adult Non-Viewers)	Teen Non-Viewers	Young Adult Non-Viewers	Parent Non-Viewers
Base N: Non-Viewers	261	103	158	202
I heard that the content was upsetting and hard to watch	33%	24%	39%	26%
I wasn't interested in the story or subject matter	27%	21%	31%	14%
Friends were talking about it, but it did not sound like something I would like	25%	25%	25%	11%
I did not have time to watch it	23%	22%	23%	30%
I did not think it was appropriate for me/my child to see it	18%	21%	16%	17%
I heard that the content was graphic	17%	12%	20%	10%

Responses represent the percent of individuals who "agreed" or "strongly agreed" which each statement
 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 majority of adolescent and young adult viewers understood that Hannah’s suicide caused a lot of pain to the people around her (88%), that Hannah experienced bullying (85%), that other characters in the show experienced bullying (82%), and that Hannah was suffering from depression (82%) (see Table 5).

Beyond understanding the concrete messages portrayed in the show, many adolescents and young adults also took away broader lessons about suicide, depression, and mental health. For example, 89% of adolescent and young adult viewers agreed that people commit suicide for many different reasons, 88% agreed that depression and mental health are some of the causes of suicide, and 85% agreed that sometimes people do not understand why other people have committed suicide (see Table 6).

TABLE 5. Comprehension of storyline messages portrayed in *13 Reasons Why*

	Total (Teen and Young Adult Viewers)	Teen Viewers	Young Adult Viewers
<i>Base N:Viewers</i>	471	219	252
Hannah’s suicide caused a lot of pain to the people around her	88%	91%	86%
Hannah experienced bullying	85%	85%	85%
Other characters on the show experienced bullying	82%	83%	81%
Hannah was suffering from depression	82%	82%	81%
Other characters on the show suffered from depression	79%	77%	81%
Hannah’s death could have been prevented	77%	81%	74%
The warning signs for Hannah’s suicide were not always evident	70%	78%	63%
Other characters on the show exhibited signs of suicide	68%	69%	67%

Responses represent the percent of individuals who "agreed" or "strongly agreed" which each statement

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>	471	219	252
People commit suicide for many different reasons	89%	89%	88%
Depression and mental health are some of the causes of suicide	88%	88%	88%
Sometimes, people do not understand why other people have committed suicide	85%	87%	83%
The signs of suicide are not always evident to others	85%	85%	85%
People may “seem” OK, even if they are having trouble with their mental health	83%	81%	85%

Responses represent the percent of individuals who "agreed" or "strongly agreed" which each statement

PARENT VIEWERSHIP OF 13 REASONS WHY

Half of the parents who viewed *13 Reasons Why* said they heard about it from their child (52%) and 41% said they heard about it from friends. Parents who watched the show reported that the reason they watched was because their child was talking about it (47%) or they found the story to be interesting (46%). Twenty-six percent of parents said that their child suggested that they watch the show.

Awareness of whether their child had watched *13 Reasons Why* was more mixed. About half of parents who had heard of the show were sure that their child had watched *13 Reasons Why* (47%), and this was significantly higher for parents who also viewed the show (67%) compared to those who did not watch (26%). Among parents who viewed the show and who said their child had seen it, 77% reported that they knew their child was going to watch prior to the child watching. Among parents who said they knew their child was going to watch the show, 71% said their child asked permission prior to watching.



...You have to let them know so they can help you. And there's no changing your mind after suicide."

AGE 16, FEMALE



My mom suffers from depression, I told her I understand now."

AGE 15, FEMALE

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. More than three quarters (80%) of these viewers said that people their age deal with similar issues to those in *13 Reasons Why*. Another three quarters (72%) of adolescent and young adult viewers said that people their age engage in similar activities to those in the show, and talk and act similarly to the characters in the show. Many teens and young adult viewers reported that *13 Reasons Why* was an authentic depiction of high school life (62%). Even with a majority of adolescent and young adult viewers reporting that the show was highly relatable, there were significant differences as a function of age (see Table 7). Generally, the relatability of the show was highest for younger and older teens than for young adults. Specifically, more younger teens (77%) and older teens (70%) agreed that people their age act similarly to the characters in the show, compared to young

adult viewers (49%). More younger adolescent viewers (74%) than young adult viewers (60%) agreed that people their age talk similarly to characters in the show.

Beyond relating to the characters and issues in the show, adolescents and young adults reported Clay (38%), Hannah (30%), and Tony (10%) as their favorite characters. Clay was more likely to be the favorite of young adult viewers (46%) and Hannah was more likely to be the favorite among adolescent viewers (38%) (see Table 8).



We talked about the characters and how they were like us and people we know."

AGE 13, MALE

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
Base N:Viewers	471	141	122	208
People my age deal with issues similar to those in <i>13 Reasons Why</i>	80%	81%	80%	79%
People my age engage in similar activities to those in <i>13 Reasons Why</i>	72%	77%	71%	68%
People my age talk similarly to the characters in <i>13 Reasons Why</i>	67%	74% ^a	70% ^{ab}	60% ^b
People my age act similarly to the characters in <i>13 Reasons Why</i>	62%	77% ^a	70% ^a	49% ^b

Responses represent the percent of individuals who "agreed" or "strongly agreed" which each statement

TABLE 8. Differences in favorite character by age

	Total (Teen and Young Adult Viewers)	13-15 years	16-18 years	19-22 years
Base:Viewers only	471	141	122	208
Clay	38%	28% ^a	31% ^a	48% ^b
Hannah	30%	39% ^a	32% ^a	23% ^b
Tony	10%	7%	8%	12%

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, 71% of adolescents and young adults agreed or strongly agreed that watching helped them to better understand depression (see Appendix C Table 1). Further, 78% reported that watching helped them understand how their actions impact others. Finally, 71% indicated that watching the show helped them to process difficult topics. In general, younger adolescent viewers (ages 13-15) were more likely to agree with these statements than young adult viewers (ages 19-22). Further, compared to those low in social anxiety, viewers high in social anxiety indicated 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.

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 (74%), and how people their age can be affected by bullying (72%) and depression (74%) (see Appendix C Table 2). This was particularly so for viewers high in social anxiety. Approximately half of adolescent and young adult viewers reported that they sought information about sexual assault (48%), depression (47%), suicide (46%), bullying (44%), and supporting others (55%). Overall, nearly three quarters of teen and young adult viewers reported that it was beneficial for them to watch *13 Reasons Why* (71%) and thought it would be beneficial for other people their age to watch this show (72%). Just 6% of viewers disagreed with these two statements. Importantly, adolescents and young adults high in social anxiety were more likely to report that they sought information about depression, suicide, sexual assault, and how to support friends, compared to those lower in social anxiety. Younger adolescent viewers were more likely to report seeking information on all topics except for how to support friends, compared to older adolescent and young adult viewers.

EXPOSURE TO *13 REASONS WHY* PROMOTES BEHAVIOR CHANGE

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 (72%), those who have been bullied (74%), and those who have been sexually assaulted (69%) (see Appendix C Table 3). A majority indicated that they reached out to someone who they thought was suffering from mental health concerns (58%), or someone who had been picked on or bullied in school (56%) (see Appendix C Table 2). Half (51%) reported that they apologized to another person for the way that they had treated them, and nearly three quarters (73%) reported that they tried to be more considerate about how they treated others (see Appendix C Table 2).



Maybe I'm just more strong minded than she is, because I still don't see the things that happened to her as reasons enough to commit suicide."

AGE 17, FEMALE



I talked to my friend about a kid in my class who gets bullied a bit, and we both agreed to stand up for him the next time it happens."

AGE 13, MALE

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

Many adolescent viewers (71%) reported that they discussed the show and related issues with parents, and 81% reported doing so with friends. A smaller percentage discussed the show or related issues with a boyfriend or girlfriend (28%), a sibling (27%), or another family member (20%) (see Appendix C Table 3).

Overall, half to two-thirds of 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 one-third of adolescent and young adult viewers indicated that they felt more comfortable talking about these topics with their teachers and counselors. Additionally, adolescent and young adult viewers higher in social anxiety, compared to those lower in social anxiety, were more likely to agree that watching *13 Reasons Why* made them feel more comfortable talking about hard topics, depression, suicide, and bullying with friends, parents, and school counselors (see Appendix C Table 3). In general, younger adolescents report feeling more comfortable discussing these topics with friends, parents, teachers, and counselors after viewing *13 Reasons Why*, in comparison to older adolescents and young adults (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, about half reported reaching out to a friend (56%) or family member (49%) for support. About one-third reported that they expressed their feelings about mental health or suicide to a teacher or counselor. Thirty-five percent indicated that they reached out to a counselor for support. Viewers higher in social anxiety were more likely to report reaching out to friends and counselors, compared to those lower in social anxiety (see Appendix C Table 2). In addition, adolescent and

young adult viewers high in social anxiety were more likely to report that they had expressed their feelings about mental health or suicide to friends, parents, teachers, and counselors. In general, younger adolescents were also more likely to report expressing their feelings about mental health or suicide to friends, parents, teachers, or counselors after viewing *13 Reasons Why*, in comparison to older adolescents and young adults (see Appendix C Table 2).



Some kids at school were threatening suicide and I went to the counselor.”

AGE 14, MALE



I watched every episode with my boyfriend, so we discussed each episode at the end. Sometimes the events were so shocking that we would pause it and talk about it.”

AGE 21, FEMALE

PARENT-CHILD CO-VIEWING & COMMUNICATION

Research has demonstrated that parents of adolescents are much 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*, 58% reported watching it with their adolescent at least sometimes and 18% reported *always* watching with their child. Many parents said they watched the show with their child because they thought they would both like the show (43%) or watching shows together makes them feel closer (40%). Another third said they wanted to be able to talk about the topics presented in the show while their child was watching in real time (32%) or they wanted to help their child better process the tough topics handled in the show (32%).

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 Table 9 & Table 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...	Parent Viewers
Base N: Parent viewers	203
...suicide with my child	73%
...bullying with my child	72%
...depression with my child	71%
...sexual assault with my child	70%
...hard topics with my child	69%
...what's going on in my child's life	69%

Responses represent the percent of individuals who "agreed" or "strongly agreed" which each statement



I have talked to my son about suicide and that if there is anything he wanted to ever talk to me about, no matter how difficult, I was there for him to talk to. I wanted him to know that I am not here to judge but to love him."

AGE 44, 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...	Parent Viewers
Base N: Parent viewers	203
...about hard topics with my child	72%
...about bullying with my child	68%
...about depression with my child	67%
...about suicide with my child	67%
...with my child in general, since it gave me a better idea of what their life is like	62%
...with my child in general, since it gave us something in common	62%

Responses represent the percent of individuals who "agreed" or "strongly agreed" which each statement



I saw him watching the show and asked him if he liked it and then I asked him what he thought about it and the topics in the show. Like if he had any friends that he was worried about being depressed or committing suicide..."

AGE 42, FEMALE

Seventy-two 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 (37%) went to their child to talk about the content, some decided to talk about it together (34%), and 22% said their child came to them to talk about it. Almost all parents who watched the show with their child (91%) reported that their child asked questions about the content of the show at least *sometimes*. Further, nearly two thirds of parent viewers reported that watching the show gave them the language to talk about depression (61%), suicide (60%), and bullying (62%) with their child. Among parents whose child asked questions about the show, over half felt that it was *somewhat* (28%) or *very easy* (33%) to answer their child's questions. Parent viewers reported that the show prompted them to talk to their child about the following topics: steps their child can take if they are feeling depressed (53%) or bullied (56%), whether these things (depression, bullying, sexual assault) have happened to their child (45%) or at their child's school (38%) (see Table 11). Adolescents also reported talking about many of these same conversation topics (see Table 11).

Importantly, the vast majority (94%) of adolescent viewers who talked to their parent about the show reported that these conversations were helpful, and 41% specifically said it was *easier* to have a conversation with their parent after watching. Just 1% reported that these conversations were not helpful, although 33% 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 (79%), compared to 10% who reported that these conversations were not helpful. Among parents who watched the show and discussed it with their child, 56% reported these conversations were easier after viewing, compared to 15% who reported that the conversations were harder after viewing. Overall, 80% of parents who had watched *13 Reasons Why* with their child agreed that they were glad they watched the show together, and 66% reported that they are looking forward to watching the second season with their child. While some adolescents (N=79, 36% of teen viewers) did not watch with a parent, most of these adolescents (73%) said that their parents knew they were watching the show, while 18% said their parents did not know. Most of the adolescents who did not watch with their parents (71%) 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 (86%).



I confided in my sister more about my own thoughts of suicide and about my feelings of depression and hopelessness."

AGE 16, FEMALE

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 discussed topics raised in the show</i>	177	179
How to spot the signs of mental health	41%	29%
How to know if someone is suffering from depression	47%	39%
Resources for dealing with mental health	32%	39%
Steps you [my child] can take if you're [they're] feeling depressed	42%	57%
Steps you [my child] can take if you're [they're] being bullied	54%	58%
Whether these things (e.g., depression, bullying) have happened to you [my child]	42%	44%
Whether these things (e.g., depression, bullying) happen at your [child's] school	47%	39%
Resources for dealing with suicide [people who are suicidal]	31%	31%
How to deal with sexual assault	35%	29%
What you [your child] should do if you're [they're] in an uncomfortable sexual situation	29%	39%
How to prevent sexual assault	29%	30%
How to help a friend suffering from depression	39%	36%
How [If] bullying is a problem at [your child's] school and what you [they] can do about it	33%	37%

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

TOUGH TOPICS & APPROPRIATENESS

Many adolescent and young adult viewers (71%) reported that watching *13 Reasons Why* was beneficial. Adolescent and young adult viewers (76%) reported that the show was engaging and that it opened their eyes to better understanding issues related to depression, suicide, sexual assault, and bullying. Many adolescents and young adults felt that the intensity of the show was appropriate for them (67%) and the graphic nature of Hannah's suicide was necessary to show how painful suicide is (67%). 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 (76%) and that there are lots of different reasons why people commit suicide (76%). Many adolescents and young adults reported that the show opened their eyes to how people their age may be affected by depression (74%) and bullying (72%).

While many adolescents and young adults had positive attitudes toward the show, some individuals were less positive about it. For example, fewer young adults agreed that watching the show was beneficial for them (63%) or that the way suicide was presented was appropriate for them personally (53%) compared to younger adolescents (see Table 12). In contrast, compared to older adolescents and young adults, younger adolescents were more likely to report that they felt the rape scenes were too intense (43%), the content was too graphic (44%) and the amount of violence was offensive (39%) (see Table 12).

For the most part, adolescent and young adult viewers with higher levels of social anxiety were consistently more likely to agree with positive statements about the show than were

viewers with lower social anxiety. Particularly important, viewers with high social anxiety were more likely than viewers low in social anxiety to agree that the show made them think more about how to treat people around them (82% versus 65%, respectively), that the show was beneficial for them to watch (77% versus 64%), and that the way the suicide was depicted was appropriate for them (66% versus 46%). Despite these positive attitudes, viewers high in social anxiety were also more likely than viewers low in social anxiety to agree that the content was too graphic (43% versus 21%, respectively) and that the rape scenes were too intense (40% versus 19%) (see Table 13).



It was a very depressing [series] about real life circumstances, and that we have to pay attention to the red flags more often."

AGE 22, FEMALE

TABLE 12. Age differences in attitudes towards *13 Reasons Why*

	Total (Teen and Young Adult Viewers)	13-15 years	16-18 years	19-22 years
<i>Base N:Viewers</i>	471	114	90	134
It was beneficial for me to watch this show	71%	79% ^a	73% ^{ab}	63% ^b
The way the suicide was depicted was appropriate for me personally	57%	64% ^a	55% ^{ab}	53% ^b
The rape scenes were too intense	30%	43% ^a	25% ^b	25% ^b
The content was too graphic	33%	44% ^a	30% ^b	27% ^b
I found the amount of violence offensive	23%	39% ^a	16% ^b	16% ^b

Responses represent the percent of individuals who "agreed" or "strongly agreed" which each statement

TABLE 13. Differences in attitudes by social anxiety

	Total (Teen & Young Adults Viewers)	Low Social Anxiety	High Social Anxiety
<i>Base N:Teen and young adult viewers</i>	471	226	245
The show made me think more about how I treat other people around me	74%	65% ^a	82% ^b
It was beneficial for me to watch this show	71%	64% ^a	77% ^b
The way the suicide was depicted was appropriate for me personally	57%	46% ^a	66% ^b
The rape scenes were too intense	30%	19% ^a	40% ^b
The content was too graphic	33%	21% ^a	43% ^b

Responses represent the percent of individuals who "agreed" or "strongly agreed" which each statement

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, 29% of the viewers we surveyed did watch it. Of these 136 viewers, the majority thought it was helpful in a variety of ways. The majority said that the *Beyond the Reasons* episode helped them better understand suicide (82%), bullying (82%), depression (82%), and sexual assault (76%). The episode also helped them to process hard topics from *13 Reasons Why* (82%). While adolescents and young adults felt the episode was helpful and the approaches used including having mental health

professionals and the cast in the episode was 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 (77%) and more episodes like the *Beyond the Reasons* episode (76%). 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 (56%) (see Table 14).

Only 40% of parents (N = 82) who watched *13 Reasons Why* also watched the *Beyond the Reasons* episode. Of the parents 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 helped them better understand suicide (77%), depression (72%), bullying (71%), and sexual assault (70%). The episode also helped them to

TABLE 14. Adolescent and young adult reactions to *Beyond the Reasons* episode

	Total (Teen & Young Adults Viewers)	Teen Viewers	Young Adult Viewers
<i>Base N: Watched Beyond the Reasons episode</i>	136	79	57
Having the characters from <i>13 Reasons Why</i> in the <i>Beyond the Reasons</i> episode was helpful	90%	95%	82%
Having the mental health professionals in the <i>Beyond the Reasons</i> episode was helpful	85%	91%	75%
The <i>Beyond the Reasons</i> episode helped me understand suicide better	82%	86%	77%
The <i>Beyond the Reasons</i> episode helped me understand bullying better	82%	89%	72%
The <i>Beyond the Reasons</i> episode helped me understand depression better	82%	85%	77%
The <i>Beyond the Reasons</i> episode helped me to process the hard topics from <i>13 Reasons Why</i>	82%	89%	72%
Having the producers of <i>13 Reasons Why</i> in the <i>Beyond the Reasons</i> episode was helpful	79%	84%	74%
The <i>Beyond the Reasons</i> episode helped me process my emotions after watching <i>13 Reasons Why</i>	77%	90%	60%
They should have provided resources during the <i>13 Reasons Why</i> like those provide in the <i>Beyond the Reasons</i> episode	77%	85%	67%
They should have provided more episodes like the <i>Beyond the Reasons</i> episode	76%	86%	61%
The <i>Beyond the Reasons</i> episode helped me understand sexual assault better	76%	81%	68%
The <i>Beyond the Reasons</i> episode helped me feel better after watching <i>13 Reasons Why</i>	74%	84%	61%

Responses represent the percent of individuals who "agreed" or "strongly agreed" which each statement

process hard topics from *13 Reasons Why* (73%). While these parent viewers felt the episode was helpful, as well as the inclusion of mental health professionals and the cast in the episode, they still reported wanting more resources. Specifically, parents wanted more resources like the ones in *Beyond the Reasons* to be included in the *13 Reasons Why* episodes (70%), wanted the cast to come out of character to provide resources at the end of specific episodes (65%), and mental health professionals to provide resources at the end of difficult

episodes (62%) (see Table 15).

Parent awareness of whether their child watched *Beyond the Reasons* varied considerably. Parents who viewed *13 Reasons Why* were more likely to be *sure* (27%) or to *think* (20%) their child watched the *Beyond the Reasons* episode, compared to parents who didn't watch (of whom 5% were sure and 8% thought their child watched) (see Table 16).

TABLE 15. Parent viewers' attitudes toward the *Beyond the Reasons* episode

Percent of parent viewers who agreed with the following statements:	Parent Viewers
Base: Watched "Beyond the Reasons" episode	82
The <i>Beyond the Reasons</i> episode helped me to better understand suicide	77%
The <i>Beyond the Reasons</i> episode helped me to process the hard topics from <i>13 Reasons Why</i>	73%
Having the mental health professionals in the <i>Beyond the Reasons</i> episode was helpful	73%
I would have liked more episodes like the <i>Beyond the Reasons</i> episode	73%
The <i>Beyond the Reasons</i> episode helped me to better understand depression	72%
The <i>Beyond the Reasons</i> episode helped me have a more informed conversation with my teenager about the topics tackled in the show	72%
Having the producers of <i>13 Reasons Why</i> in the <i>Beyond the Reasons</i> episode was helpful	71%
The <i>Beyond the Reasons</i> episode helped me to better understand bullying	71%
The <i>Beyond the Reasons</i> episode helped me to better understand sexual assault	70%
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	70%
Having the characters from <i>13 Reasons Why</i> in the <i>Beyond the Reasons</i> episode was helpful	66%
I would have liked the cast to come out of character and provide resources at the end of specific episode	65%
I would have liked mental health professionals to provide resources at the end of difficult episodes	62%

Responses represent the percent of individuals who "agreed" or "strongly agreed" which each statement

TABLE 16. Parent awareness of their child's viewing of *Beyond the Reasons* episode

	Total Parents	Parent Viewers	Parent Non-Viewers
Base N: Heard of <i>13 Reasons Why</i>	405	203	202
YES, I'm sure child watched the <i>13 Reasons Why: Beyond the Reasons</i> episode	16%	27% ^a	5% ^b
YES, I think child watched the <i>13 Reasons Why: Beyond the Reasons</i> episode	14%	20% ^a	8% ^b
NO, I'm sure child did not watch the <i>13 Reasons Why: Beyond the Reasons</i> episode	28%	18% ^a	39% ^b
NO, I do not think child watched the <i>13 Reasons Why: Beyond the Reasons</i> episode	23%	22%	25%
I don't know if child watched the <i>13 Reasons Why: Beyond the Reasons</i> episode or not	19%	14% ^a	23% ^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 these 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 American 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 and those with higher social anxiety report perceiving the show differently than older adolescents and those with low social anxiety. 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) were more likely to report that they were motivated to help others and comfortable talking to friends, parents, teachers, and counselors about tough topics after watching the show compared to older adolescents and young adults. Individuals with higher levels of social anxiety — people who are less comfortable in real life social situations — also reported greater comprehension of the show, 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, compared to those low in social

anxiety. In sum, it seems that individuals with less comfort or experience engaging with others about these topics may be the most supported by watching the show. 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 American 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.

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APPENDICES

A. US TEEN AND YOUNG ADULT QUESTIONNAIRE

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

	Total
Base: Teens/Young Adults	1100
<i>Grey's Anatomy</i>	79%
<i>Orange is the New Black</i>	77%
<i>Pretty Little Liars</i>	73%
<i>13 Reasons Why</i>	67%
<i>Gossip Girl</i>	63%
<i>Shameless</i>	55%
<i>Riverdale</i>	55%
<i>Switched at Birth</i>	53%
<i>The Fosters</i>	52%
<i>Degrassi</i>	51%
<i>One Tree Hill</i>	49%
<i>You Get Me</i>	18%
<i>To the Bone</i>	16%
<i>Atypical</i>	15%
None of the above	3%

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

	Total
Base: Heard of <i>13 Reasons Why</i>	732
It is popular	60%
It is controversial	59%
It is intense	59%
It is sad	53%
It is depressing	46%
It is entertaining	45%
It is graphic	39%
It is difficult to watch	35%
It is well made	33%
It is a good representation of teen life	33%
None of the above	3%

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

	Total
Base: Heard of <i>13 Reasons Why</i>	732
Suicide	85%
Bullying	73%
Mental Health (e.g. depression)	72%
Sexual assault	52%
Sex	47%
Drugs	40%
None of the above	5%

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

	Total
Base: Heard of <i>13 Reasons Why</i>	732
Friends	79%
A parent	22%
A sibling	20%
Boyfriend or girlfriend	14%
Other family members	13%
Teacher	10%
School counselor	6%
Mental health professional or someone at a mental health resource hotline	3%
I have not heard about it from anyone	11%

5.

Have you watched the show *13 Reasons Why*?

	Total
Base: Heard of <i>13 Reasons Why</i>	732
Yes	64%
No	36%

6.

Why did you NOT watch *13 Reasons Why*?

	Non-Viewers
Base: Non-Viewers only	261
I heard that the content was upsetting and hard to watch	33%
I wasn't interested in the story or subject matter	27%
Friends were talking about it, but it did not sound like something I would like	25%
I did not have time to watch it	23%
I did not think it was appropriate for me to see it	18%
I heard that the content was graphic	17%
I do not have access to Netflix or a way to see it	13%
A friend suggested that I NOT watch it	12%
I read about it and decided NOT to watch it	12%
I didn't feel the topics covered were relevant to my life	10%
My parents said I could NOT watch it	8%
I read the book but wasn't interested in the show	5%
I didn't think it was for someone my age	4%
My school said NOT to watch it	4%
I've never heard of the show	3%
Some other reason	13%
None of the above	2%

7.

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

	Viewers
Base:Viewers only	471
Spring 2017 (March - May, 2017)	38%
Summer 2017 (June - August, 2017)	46%
Fall 2017 (September - present, 2017)	16%

8.

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

	Viewers
Base:Viewers only	471
I found the story to be interesting	69%
I saw it on Netflix and decided to try it	56%
A friend recommended that I watch it	46%
Netflix recommended it	40%
I heard there was controversy around it and was curious	35%
I watched the trailer on social media	30%
I read about the show on social media	26%
It seemed like it covered important subject matter that people my age should know more about	21%
I wanted to learn more about the subject matter	20%
I saw an ad for the show	20%
I read a review about it and decided to watch it	19%
The show was relevant to my life	18%
I read the book and wanted to watch the show	15%
My parents suggested that I watch it	10%
My school sent an email warning us about the content	9%
My parents told me not to watch it	5%
Some other reason, please specify:	1%
None of these	1%

9.

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

	UNITED STATES					
	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree	I do not remember
Base:Viewers only (N = 471)						
Hannah was suffering from depression	42%	39%	12%	3%	1%	2%
Hannah experienced bullying	49%	36%	9%	2%	2%	2%
Hannah`s suicide caused a lot of pain to the people around her	53%	35%	9%	1%	1%	1%
Hannah`s death could have been prevented	44%	34%	16%	4%	2%	1%
The warning signs for Hannah`s suicide were not always evident	27%	43%	17%	8%	3%	2%
Other characters on the show experienced bullying	36%	46%	11%	3%	1%	2%
Other characters on the show suffered from depression	31%	48%	14%	3%	2%	2%
Other characters on the show exhibited signs of suicide	25%	43%	23%	4%	2%	3%
Depression and mental health are some of the causes of suicide	51%	37%	8%	1%	1%	1%
People commit suicide for many different reasons	51%	38%	8%	1%	1%	1%
Sometimes, people do not understand why other people have committed suicide	48%	37%	9%	3%	2%	1%
The signs of suicide are not always evident to others	44%	41%	9%	2%	3%	1%
People may seem OK, even if they are having trouble with their mental health	51%	32%	11%	3%	2%	1%

10.

How much do you agree or disagree with the following?

	UNITED STATES				
	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base:Viewers only (N = 471)					
People my age act similarly to the characters in <i>13 Reasons Why</i>	20%	43%	23%	11%	4%
People my age talk similarly to the characters in <i>13 Reasons Why</i>	20%	47%	20%	10%	3%
People my age engage in similar activities to those in <i>13 Reasons Why</i>	24%	48%	20%	6%	3%
People my age deal with issues similar to those in <i>13 Reasons Why</i>	30%	50%	14%	4%	2%

11.

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

	Non-Viewers
Base:Viewers only	471
Clay	38%
Hannah	30%
Tony	10%
Skye	4%
Sheri	4%
Alex	3%
Mr. Porter	2%
Justin	2%
Hannah's mom (Mrs. Baker)	2%
Zach	1%
Jessica	1%
Tyler	1%
Clay's dad (Mr. Jensen)	1%
Bryce	1%
Clay's mom (Mrs. Jensen)	*
Hannah's dad (Mr. Baker)	-

12.

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

	UNITED STATES				
	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base:Viewers only (N = 471)					
Favorite character reminds me of myself	12%	37%	31%	14%	5%
I seem to have the same beliefs or attitudes as Favorite character	13%	51%	26%	7%	3%
I have the same problems as Favorite character	12%	22%	37%	21%	8%
I can identify with Favorite character	16%	45%	28%	8%	3%
I would like to meet the actor who played Favorite character	32%	37%	23%	6%	3%
I enjoyed trying to predict what Favorite character would do	27%	47%	21%	3%	2%
I care about what happens to Favorite character	36%	46%	15%	2%	1%

13.

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

	UNITED STATES				
	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base:Viewers only (N = 471)					
...made me feel more comfortable talking about hard topics with my friends	20%	41%	28%	8%	3%
...made me feel more comfortable talking about hard topics with my parents	20%	35%	29%	11%	5%
...made me feel more comfortable talking about hard topics with my teachers	14%	23%	41%	16%	6%
...made me feel more comfortable talking about hard topics with my school counselors	13%	26%	39%	15%	7%
...made me feel more comfortable talking about depression with my friends	21%	41%	27%	8%	4%
...made me feel more comfortable talking about depression with my parents	20%	35%	31%	9%	6%
...made me feel more comfortable talking about depression with my teachers	14%	23%	39%	17%	7%
...made me feel more comfortable talking about depression with my school counselors	13%	25%	38%	14%	8%
...made me feel more comfortable talking about suicide with my friends	19%	37%	28%	9%	6%
...made me feel more comfortable talking about suicide with my parents	20%	29%	32%	12%	7%
...made me feel more comfortable talking about suicide with my teachers	15%	22%	37%	17%	9%
...made me feel more comfortable talking about suicide with my school counselors	14%	24%	39%	14%	9%
...made me feel more comfortable talking about bullying with my friends	25%	42%	24%	6%	4%
...made me feel more comfortable talking about bullying with my parents	22%	38%	27%	8%	5%
...made me feel more comfortable talking about bullying with my teachers	18%	28%	36%	11%	6%
...made me feel more comfortable talking about bullying with my school counselors	18%	28%	36%	11%	6%
...made me feel more comfortable talking about sexual assault with my friends	22%	35%	28%	10%	5%
...made me feel more comfortable talking about sexual assault with my parents	19%	33%	29%	12%	7%
...made me feel more comfortable talking about sexual assault with my teachers	16%	23%	38%	15%	8%
...made me feel more comfortable talking about sexual assault with my school counselors	13%	28%	35%	15%	8%
...motivated me to help others suffering from depression.	30%	42%	22%	3%	3%
...motivated me to help others who are bullied	30%	44%	20%	3%	3%
...motivated me to help others who have been sexually assaulted.	28%	41%	26%	2%	3%

14.

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

	UNITED STATES				
	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base:Viewers only (N = 471)					
Watching <i>13 Reasons Why</i> helped me to process the hard topics described in the show	23%	48%	20%	6%	4%
Watching <i>13 Reasons Why</i> helped me to better understand depression	26%	45%	19%	7%	3%
Watching <i>13 Reasons Why</i> helped me to better understand suicide	29%	41%	20%	8%	3%
Watching <i>13 Reasons Why</i> helped me to better understand bullying	25%	45%	20%	7%	3%
Watching <i>13 Reasons Why</i> helped me to better understand sexual assault	25%	44%	22%	7%	3%
Watching the <i>13 Reasons Why</i> episodes helped me to better understand how my actions can impact others	37%	42%	17%	3%	2%

15.

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

	UNITED STATES				
	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 = 471)					
Expressed my own feelings about mental health (e.g., depression, anxiety) to a friend	19%	38%	38%	2%	3%
Expressed my own feelings about mental health (e.g., depression, anxiety) to a parent	17%	33%	44%	4%	2%
Expressed my own feelings about mental health (e.g., depression, anxiety) to a teacher	14%	19%	60%	4%	3%
Expressed my own feelings about mental health (e.g., depression, anxiety) to a counselor	11%	23%	59%	4%	3%
Expressed my own feelings about suicide to a friend	18%	29%	46%	5%	2%
Expressed my own feelings about suicide to a parent	15%	27%	50%	6%	3%
Expressed my own feelings about suicide to a teacher	13%	16%	62%	5%	4%
Expressed my own feelings about suicide to a counselor	11%	19%	60%	6%	4%
Reached out to a friend whom you thought might be struggling with mental health concerns (e.g., depression, suicide, anxiety) in school	19%	39%	37%	3%	1%
Reached out to a friend who was being picked on or bullied in school	20%	37%	40%	3%	*
Reached out to a friend for support	22%	35%	40%	2%	1%
Reached out to a counselor for support	12%	23%	58%	5%	3%
Reached out to parent/family friend for support	18%	31%	45%	3%	2%
Tried to be more considerate about how I treated other people	32%	41%	24%	2%	1%
Reached out to someone to apologize for how I'd treated them	21%	30%	46%	2%	1%
Sought out information about depression	20%	28%	48%	2%	3%
Sought out information about suicide	17%	30%	48%	3%	2%
Sought out information about bullying	18%	26%	52%	2%	2%
Sought out information about how to support friends	20%	36%	41%	2%	1%
Sought out information about sexual assault	18%	30%	47%	2%	2%

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 = 326)					
From parents	22%	33%	36%	3%	6%
From friends	23%	42%	28%	5%	2%
From teachers	17%	22%	52%	4%	4%
From counselors	14%	27%	48%	4%	2%
From the Internet	30%	44%	20%	3%	2%
From a medical professional	18%	25%	48%	4%	4%
From a professional mental health organization (e.g., Crisis Text Line or other mental health hotline)	18%	24%	48%	5%	5%

17.

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

	UNITED STATES			
	Always	Most of the time	Sometimes	Never
Base: Viewers only (N = 471)				
...alone?	42%	28%	19%	11%
...using headphones?	18%	20%	20%	41%
...with a parent?	11%	9%	19%	61%
...with a friend/sibling?	13%	19%	26%	42%

18.

How often did you...

	UNITED STATES			
	Always	Most of the time	Sometimes	Never
Base:Viewers only (N = 471)				
...talk to or text your friends about the topics included in <i>13 Reasons Why</i> ?	14%	24%	43%	20%
...talk to your friends in school about the topics included in <i>13 Reasons Why</i> ?	13%	23%	39%	25%
...talk to your friends on social media about the topics included in <i>13 Reasons Why</i> ?	10%	19%	33%	38%
...talk to school or professional counselors about the topics included in <i>13 Reasons Why</i> ?	9%	13%	17%	61%

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	286
Yes	51%
No	31%
I am not sure	17%

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	286
Yes	5%
No	95%
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	286
Yes	43%
No	57%
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	273
Always	19%
Most of the time	33%
Sometimes	41%
Never	6%

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	471
Yes	79%
No	21%

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>	370
Friends	82%
Parents	50%
Boyfriend or girlfriend	34%
A sibling	30%
Other family members	16%
Teacher	9%
School Counselor	5%
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>	370
In person	91%
Via text message	36%
Via social media	31%
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>	370
How to spot the signs of mental health	42%
How to know if someone is suffering from depression	45%
Resources for dealing with mental health	31%
Steps you can take if you're feeling depressed	45%
Steps you can take if you're being bullied	46%
Whether these things (e.g., depression, bullying) have happened to you	49%
Whether these things (e.g., depression, bullying) happen at your school	42%
Resources for dealing with suicide	28%
How to deal with sexual assault	36%
What you should do if you're in an uncomfortable sexual situation	32%
How to prevent sexual assault	29%
How to help a friend suffering from depression	43%
How bullying is a problem at school and what you can do about it	33%

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	370
Very helpful (5)	46%
Somewhat helpful (4)	42%
Neither helpful or unhelpful (3)	10%
Somewhat unhelpful (2)	1%
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	370
It was much harder	9%
It was somewhat harder	16%
It was not harder or easier	35%
It was somewhat easier	27%
It was much easier	12%

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>	117
It was awkward to talk to an adult about these issues	42%
I didn't know the right words to use to explain how I was feeling	40%
It was hard to find time to sit down and talk about these issues	40%
I didn't know how to start the conversation with my parent	29%
It never felt like the right time to bring it up with my parent	23%
I was worried I might get a friend in trouble	24%
I was worried I would alarm my friends or parents and didn't want them to overreact	20%
I was worried people might treat me differently if they knew I was struggling with a mental health issue	12%
There was so much controversy around the show, I was hesitant to talk about it with my parent	9%

30.

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

	UNITED STATES				
	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base:Viewers only (N = 471)					
The content was too graphic	13%	20%	27%	28%	13%
The intensity of the show was appropriate for me personally	25%	42%	23%	7%	3%
The content was an authentic depiction of high school life	26%	36%	25%	10%	4%
The storyline was not believable	7%	17%	21%	30%	25%
I found the amount of violence offensive	9%	14%	27%	27%	23%
The graphic depiction of Hannah`s suicide was necessary to show how painful suicide is	32%	35%	20%	7%	6%
The way the suicide was depicted was appropriate for me personally	22%	34%	30%	7%	6%
The amount of sex in the show was unrealistic	7%	14%	31%	30%	18%
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	18%	38%	35%	6%	4%
The show was engaging	34%	42%	18%	4%	2%
The rape scenes were too intense for me	11%	19%	33%	22%	15%
Parents should watch the show first before deciding if their child should watch it	22%	30%	30%	12%	7%
The way the show depicts adolescent drug use feels true to life	17%	49%	27%	6%	1%
The show provided adequate resources to help me process and understand the material	19%	35%	34%	9%	3%
The show made me think more about how I treat other people around me	30%	44%	22%	3%	1%
I think it would be beneficial for people my age to watch the show	31%	41%	22%	4%	1%
It was beneficial for me to watch this show	30%	41%	24%	4%	2%
The show opened my eyes to how people my age can be affected by bullying	32%	40%	24%	3%	1%
The show opened my eyes to how people my age may be affected by depression	30%	44%	21%	3%	1%
The show informed me that there are lots of different reasons why people commit suicide	33%	43%	20%	3%	1%
The show showed me that suicide is not the answer	32%	40%	22%	3%	3%
The show informed me that someone might be suffering from depression even if I do not see the signs	35%	41%	19%	3%	1%

31.

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

	Total
Base:Viewers only	471
Yes	29%
No	43%
No and I do not know what this is	28%

32.

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

	UNITED STATES				
	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base:Watched <i>Beyond the Reasons</i> episode (N = 136)					
...to process the hard topics from <i>13 Reasons Why</i>	41%	40%	12%	4%	2%
...process my emotions after watching <i>13 Reasons Why</i>	31%	46%	20%	2%	1%
...feel better after watching <i>13 Reasons Why</i>	38%	36%	22%	3%	1%
...understand depression better	33%	49%	15%	2%	1%
...understand suicide better	36%	46%	15%	2%	1%
...understand bullying better	32%	49%	15%	2%	1%
...understand sexual assault better	37%	39%	19%	4%	1%

33.

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

	UNITED STATES				
	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base: Watched <i>Beyond the Reasons</i> episode (N = 316)					
Having the characters from <i>13 Reasons Why</i> in the <i>Beyond the Reasons</i> episode was helpful	43%	47%	7%	2%	1%
Having the mental health professionals in the <i>Beyond the Reasons</i> episode was helpful	32%	52%	11%	4%	-
Having the producers of <i>13 Reasons Why</i> in the <i>Beyond the Reasons</i> episode was helpful	39%	40%	19%	1%	1%
They should have provided more episodes like the <i>Beyond the Reasons</i> episode	28%	48%	18%	6%	1%
They should have provided resources during the <i>13 Reasons Why</i> like those provide in the <i>Beyond the Reasons</i> episode	37%	40%	16%	6%	1%

34.

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 = 1100)					
Teen life is very stressful	35%	42%	17%	5%	2%
Teens have a lot of free time	13%	30%	31%	21%	5%
Teens enjoy communicating with their friends	38%	42%	15%	3%	2%
Teens feel comfortable talking about tough health topics with their parents	8%	18%	28%	31%	16%
Teens feel comfortable talking about tough health topics with their close friends	16%	36%	31%	14%	4%
Teens use the Internet as a tool to get support for their own health issues/concerns	23%	44%	23%	7%	3%
Teens use the internet to get advice for how to support their friends	19%	45%	26%	6%	4%
Bullying is not an issue for teens in the US	6%	11%	13%	20%	50%
Suicide is not an issue that teens in the US are dealing with	7%	10%	15%	25%	43%
Depression during adolescence is prevalent	19%	42%	32%	6%	2%
Anxiety during adolescence is prevalent	21%	43%	29%	5%	2%
Teens are worried about the state of the world	16%	35%	28%	15%	5%
Teens are confident that they will get a well-paying job as adults	12%	25%	30%	22%	11%
Teens are worried about mental health issues	15%	36%	33%	13%	3%
Teens have more resources today to help with mental health issues than previously	23%	46%	23%	5%	2%
Teens do not learn enough about depression at school	26%	43%	22%	7%	3%
Parents do not talk to their teens enough about depression	24%	43%	23%	7%	3%
There are not enough resources to help teens deal with suicide	17%	32%	32%	15%	5%

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 = 1100)							
Depression or other mental health issues	8%	7%	12%	23%	7%	11%	31%
Smoking	3%	7%	6%	14%	7%	12%	51%
Drug or alcohol abuse	5%	5%	9%	15%	10%	11%	45%
Eating disorders	4%	6%	8%	17%	8%	12%	45%
Pregnancy	5%	6%	10%	17%	8%	10%	45%
Birth control	4%	7%	10%	18%	8%	10%	43%
STDs (sexually transmitted diseases, such as herpes or HIV/AIDS)	7%	5%	8%	19%	8%	11%	42%
Stress or anxiety	6%	11%	17%	24%	8%	8%	27%
Sleep	7%	7%	17%	20%	8%	10%	32%
Domestic violence or sexual assault	4%	7%	8%	16%	9%	12%	44%
Suicide	5%	7%	10%	18%	10%	11%	39%
Bullying	6%	8%	10%	19%	9%	11%	37%

36.

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

	UNITED STATES						
	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 = 1100)							
Depression or other mental health issues	9%	8%	11%	24%	5%	11%	31%
Smoking	4%	10%	9%	21%	7%	11%	38%
Drug or alcohol abuse	6%	6%	13%	24%	6%	11%	34%
Eating disorders	4%	7%	6%	18%	6%	12%	47%
Pregnancy	6%	6%	8%	20%	8%	13%	40%
Birth control	5%	7%	10%	21%	7%	14%	37%
STDs (sexually transmitted diseases, such as herpes or HIV/AIDS)	5%	6%	9%	19%	6%	12%	43%
Stress or anxiety	7%	14%	16%	22%	7%	9%	25%
Sleep	11%	14%	16%	19%	7%	8%	25%
Domestic violence or sexual assault	5%	7%	8%	18%	8%	12%	42%
Suicide	5%	6%	11%	20%	8%	10%	41%
Bullying	5%	10%	13%	22%	6%	10%	34%

37.

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 = 1100)					
I worry about doing something new in front of other kids.	14%	28%	26%	18%	14%
I worry about being teased.	11%	26%	22%	24%	17%
I worry about what other kids think of me.	15%	31%	22%	18%	14%
I feel that kids are making fun of me.	11%	20%	23%	26%	20%
I worry about what other children say about me.	13%	26%	23%	21%	17%
I am afraid that other kids will not like me.	13%	27%	22%	21%	16%
I feel shy around kids I don't know.	17%	31%	21%	18%	13%
I'm quiet when I'm with a group of kids.	14%	26%	24%	22%	14%
I get nervous when I talk to new kids.	13%	33%	23%	18%	13%
I only talk to kids that I know really well.	17%	31%	24%	19%	9%

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 = 1100)					
On the whole, I am satisfied with myself.	25%	38%	23%	10%	4%
At times, I think I am no good at all.	11%	27%	22%	19%	20%
I feel that I have a number of good qualities.	28%	46%	18%	6%	3%
I am able to do things as well as most other people.	22%	44%	22%	7%	4%
I feel I do not have much to be proud of.	9%	20%	21%	26%	24%
I certainly feel useless at times.	14%	28%	22%	18%	18%
I feel that I'm a person of worth.	28%	42%	20%	8%	3%
I wish I could have more respect for myself.	15%	28%	25%	18%	14%
All in all, I am inclined to think that I am a failure.	10%	17%	21%	24%	28%
I take a positive attitude towards myself.	24%	41%	22%	9%	4%

39.

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 = 1100)					
I can work with someone who has different opinions than mine.	26%	46%	21%	5%	2%
I enjoy working together with other students my age.	23%	40%	24%	9%	5%
I stand up for myself without putting others down.	26%	42%	23%	6%	2%
I can work out my problems.	22%	46%	24%	6%	2%
I can do most things I try.	25%	44%	21%	6%	2%
There are many things I do well.	29%	45%	16%	7%	3%
I feel bad when someone gets their feelings hurt.	32%	44%	18%	3%	2%
I try to understand what other people go through.	29%	48%	18%	4%	2%
I try to understand what other people feel and think.	27%	49%	19%	3%	2%
When I need help I find someone to talk with.	24%	41%	22%	10%	3%
I know where to go for help with a problem.	27%	45%	20%	6%	2%
I try to work out my problems by talking or writing about them.	23%	39%	25%	9%	4%
There is a purpose to my life.	37%	36%	19%	5%	3%
I understand my moods and feelings.	23%	38%	24%	12%	3%
I understand why I do what I do.	22%	44%	23%	8%	3%
I have goals and plans for the future.	41%	38%	16%	3%	2%
I plan to graduate from high school.	59%	23%	13%	3%	2%
I plan to go to college or some other school after high school.	47%	29%	16%	4%	3%

40.

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 = 1100)					
I feel in tune with people around me.	14%	40%	26%	13%	6%
I lack companionship.	8%	20%	23%	26%	22%
I do not feel alone.	20%	36%	22%	15%	7%
I feel part of a group of friends.	22%	40%	19%	12%	7%
I am no longer close to anyone.	8%	15%	21%	28%	27%
I feel left out.	10%	22%	22%	24%	22%
I feel isolated from others.	10%	21%	23%	24%	22%
I can find companionship when I want it.	18%	44%	22%	10%	6%

41.

In general, I consider myself:

	Total
Base: Teen/young adult	1100
A very happy person - 7	21%
6	28%
5	23%
4	17%
3	6%
2	3%
Not a very happy person - 1	2%

42.

Compared to most of my peers, I consider myself:

	Total
Base: Teen/young adult	1100
More happy - 7	14%
6	23%
5	25%
4	21%
3	10%
2	5%
Less happy - 1	2%

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	1100
A great deal - 7	14%
6	23%
5	22%
4	21%
3	11%
2	5%
Not at all - 1	3%

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	1100
A great deal - 7	9%
6	13%
5	18%
4	19%
3	15%
2	13%
Not at all - 1	13%

45.

What is your age? (Teens Only)

	Total
Base: Teens	600
13	20%
14	20%
15	21%
16	20%
17	20%

46.

What grade are you in school? (Teens Only)

	Total
Base: Teens	600
6th grade	1%
7th grade	7%
8th grade	15%
9th grade	21%
10th grade	21%
11th grade	16%
12th grade	18%

47.
Where do you live? (Teens Only)

	Total
Base: Teens	600
I live with my parents	97%
I live with my grandparents	1%
I live with other relatives	*
I live alone	*
I live with friends or siblings	*
I live in a dormitory at school	-
Other	2%

48.
Where do you live? (Teens Only)

	Total
Base: Teens	600
In a city	40%
In the suburbs	40%
In a rural area	20%

49.
How do you identify? (Teens Only)

	Total
Base: Teens	600
Female	46%
Male	54%
Other	*

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

	Total
Base: Teens	600
American Indian or Alaska Native	2%
Asian	4%
Black or African American	12%
Native Hawaiian or Other Pacific Islander	1%
White	84%
Other race:	2%

51.
Do you or does your family have a Netflix account? (Teens Only)

	Total
Base: Teens	600
Yes	78%
No	22%

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

	Total
Base:Young Adults	500
18	15%
19	22%
20	21%
21	20%
22	21%

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

	Total
Base:Young Adults	500
Yes	67%
No	33%

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

	Total
Base:Young Adults	336
High School	15%
2- year Community College	27%
4-year Undergraduate college or University	57%

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

	Total
Base:Young Adults	500
At home with your parents	48%
In apartment/home alone	16%
In apartment/home with friends or siblings	17%
In a college dorm	14%
Other	6%

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

	Total
Base:Young Adults	500
Desktop computer	23%
Laptop computer	84%
Smartphone that can connect to the internet	84%
Tablet	36%
None of the above	1%

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	500
Desktop computer	8%
Laptop computer	44%
Smartphone that can connect to the internet	13%
Tablet	8%
TV (either Smart TV or one connected to Internet)	28%

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

	Total
Base:Young Adults	500
Yes	78%
No	22%

59.
How do you identify? (Young Adults Only)

	Total
Base: Young Adults	500
Female	79%
Male	20%
Other	1%

60.
What is your race/ethnicity? Please check all that apply.
(Young Adults Only)

	Total
Base: Young Adults	500
American Indian or Alaska Native	4%
Asian	9%
Black or African American	22%
Native Hawaiian or Other Pacific Islander	1%
White	65%
Other race:	6%

B. US 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	600
Male (Net)	59%
Male - 13	13%
Male - 14	14%
Male - 15	14%
Male - 16	11%
Male - 17	13%
Female (Net)	52%
Female - 13	10%
Female - 14	11%
Female - 15	11%
Female - 16	12%
Female - 17	12%

2.

What grade is your child in at school?

	Total
Base: Parents	600
6th grade	1%
7th grade	7%
8th grade	20%
9th grade	20%
10th grade	21%
11th grade	17%
12th grade	15%

3.

Which best describes your child's living situation?

	Total
Base: Parents	600
Child lives with me 100% of the time	92%
Child lives with me more than 50% of the time	6%
Child lives with me 50% of the time	2%
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	600
Yes	68%
No	32%

5.

What have you heard about *13 Reasons Why*?

	Total
Base: Heard of <i>13 Reasons Why</i>	405
It is entertaining	28%
It is difficult to watch	38%
It is controversial	59%
It is graphic	34%
It is popular	45%
It is a good representation of teen life	25%
It is depressing	35%
It is sad	44%
It is intense	48%
It is well made	25%
None of the above	3%

6.
Do you know what topics are present in the show?

	Total
Base: Heard of <i>13 Reasons Why</i>	405
Suicide	80%
Mental Health (e.g. depression)	61%
Bullying	62%
Sex	36%
Drugs	35%
Sexual assault	39%
None of the above	6%

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>	405
My spouse/partner	15%
Child	44%
Child's siblings	14%
Friends	36%
Other Parents	15%
Other family members	8%
Child's teachers	4%
School counselor	4%
Mental health professional	2%
I have not heard about it from anyone.	14%

8.
Have you watched the show *13 Reasons Why*?

	Total	Parent Viewer	Parent Non-Viewer
Base: Heard of <i>13 Reasons Why</i>	405	203	202
Yes	50%	100%	-
No	50%	-	100%

9.
Why did you watch *13 Reasons Why*?

	Parent Viewer
Base: Watched <i>13 Reasons Why</i>	203
I found the story to be interesting	46%
The show was relevant to my child's life	17%
I read the book and wanted to watch the show	11%
Child was talking about it	47%
A friend/fellow parent recommended I watch it	20%
Child's school sent an email to parents warning them of the content	13%
Child suggested I watch it	26%
I saw it on Netflix and decided to try it	32%
Netflix recommended it	24%
I read a review about it and decided to watch it	14%
I read the book and wanted to watch the show	6%
I heard there was controversy around it and was curious	18%
I wanted to have a better idea what my teenager is going through	10%
I wanted to learn more about the subject matter	10%
I wanted to watch it so I could talk to my teenager about it	18%
I wanted to see if it was appropriate for my child	17%
I watched it to feel closer to my teenager who'd also watched it	8%
I watched the trailer on social media	9%
I saw an ad for the show	4%
I read about the show on social media	8%
It seemed like it covered important subject matter that people my child's age should know more about	10%
Some other reason	3%
None of these	-

10.

Why did you NOT watch *13 Reasons Why*?

	Parent Non-Viewer
Base: Did not watch <i>13 Reasons Why</i>	202
I've never heard of the show	2%
I do not have access to Netflix or a way to see it	17%
I did not think it was appropriate for my child to see it	17%
I heard that the content was upsetting and hard to watch	26%
I heard that the content was graphic	10%
I did not have the time to watch it	30%
Friends were talking about it, but it did not sound like something I would like	11%
A friend suggested that I NOT watch it	2%
My child's school said NOT to watch it	3%
My child said I should NOT watch it	1%
I read about it and decided NOT to watch it	11%
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	3%
It seemed like a show for kids or young people, not adults	5%
I read the book but wasn't interested in the show	1%
I didn't feel the topics covered were relevant to my child's life	3%
Some other reason	5%
None of the above	9%

11.

When did you watch *13 Reasons Why*?

	Parent Viewer
Base: Watched <i>13 Reasons Why</i>	203
Spring 2017 (March - May, 2017)	35%
Summer 2017 (June - August, 2017)	46%
Fall 2017 (September - present, 2017)	19%

12.

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

	Parent Viewer
Base: Watched <i>13 Reasons Why</i>	203
Yes	40%
No	34%
No, and I do not know what this is	26%

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 = 82)					
The <i>Beyond the Reasons</i> episode helped me to process the hard topics from <i>13 Reasons Why</i>	26%	48%	22%	5%	-
The <i>Beyond the Reasons</i> episode helped me have a more informed conversation with my teenager about the topics tackled in the show	26%	46%	26%	2%	-
The <i>Beyond the Reasons</i> episode helped me to better understand depression	30%	41%	28%	-	-
The <i>Beyond the Reasons</i> episode helped me to better understand suicide	29%	48%	17%	5%	1%
The <i>Beyond the Reasons</i> episode helped me to better understand bullying	30%	40%	27%	2%	-
The <i>Beyond the Reasons</i> episode helped me to better understand sexual assault	29%	40%	20%	11%	-
Having the characters from <i>13 Reasons Why</i> in the <i>Beyond the Reasons</i> episode was helpful	26%	40%	30%	4%	-
Having the mental health professionals in the <i>Beyond the Reasons</i> episode was helpful	28%	45%	20%	5%	2%
Having the producers of <i>13 Reasons Why</i> in the <i>Beyond the Reasons</i> episode was helpful	26%	45%	26%	2%	1%
I would have liked more episodes like the <i>Beyond the Reasons</i> episode	20%	54%	18%	9%	-
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	29%	40%	29%	1%	-
I would have liked mental health professionals to provide resources at the end of difficult episodes	27%	35%	33%	4%	1%
I would have liked the cast to come out of character and provide resources at the end of specific episode	30%	34%	29%	5%	1%

14.

Has your child watched *13 Reasons Why*?

	Total
Base: Heard of <i>13 Reasons Why</i>	405
Yes, I'm sure child watched <i>13 Reasons Why</i>	47%
Yes, I think child watched <i>13 Reasons Why</i>	13%
No, I'm sure child did not watch <i>13 Reasons Why</i>	22%
No, I do not think child watched <i>13 Reasons Why</i>	13%
I do not know if child watched <i>13 Reasons Why</i> or not	5%

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	189
Knew before they watched	72%
Found out after they watched	28%

16.

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

	Total
Base: Knew before their child started to watch	137
Yes	68%
No	32%

17.

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

	Parent Viewer
Base: Watched <i>13 Reasons Why</i>	203
Never	9%
Sometimes	29%
Most of the time	18%
Always	33%

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	118
We never talked about the content while watching	8%
We talked about the content a few times while watching	40%
We talked about the content most of the time while watching	22%
We almost always talked about the content while watching	30%

19.

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

	Parent Viewer
Base: Watched with their child	118
Never	9%
Sometimes	57%
Most of the time	22%
Always	12%

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	107
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>	14%
It was not easy or difficult to answer my child's questions about <i>13 Reasons Why</i>	21%
It was somewhat easy to answer my child's questions about <i>13 Reasons Why</i>	27%
It was very easy to answer my child's questions about <i>13 Reasons Why</i>	33%

21.

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

	Total
Base: Heard of <i>13 Reasons Why</i>	405
Yes	72%
No	28%

22.

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

	Total
Base: Talked to their child about the topics	290
I went to my child to talk about it	37%
My child came to me to talk about it	22%
We decided together to talk about it	34%
I don't know / can't remember	7%

23.

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

	Parent Viewer
Base: Watched with their child	118
We thought we both would like the show	44%
Watching shows together makes us feel closer	42%
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	34%
I wanted to be able to talk about the topics presented in the show while my child was watching, in real time	35%
I wanted to better understand how my child reacted to the show in the moment	28%
I wanted to ask them if they'd experienced certain issues in the show, while we were watching	25%
I watch most shows with my child	16%
Some other reason	3%
None of the above	2%

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	290
How to spot the signs of mental health issues	26%
How to know if someone is suffering from depression	36%
Resources for dealing with mental health issues	33%
Steps my child can take if they are feeling depressed	53%
Steps my child can take if they are being bullied	56%
Whether these things (e.g., depression, bullying, sexual assault) have happened to my child	45%
Whether these things (e.g., depression, bullying, sexual assault) happen at your child's school	38%
Resources for people who are suicidal	31%
Resources for people who know someone who committed suicide	19%
How to deal with sexual assault	25%
What your child should do if they are in an uncomfortable sexual situation	40%
How to prevent sexual assault	27%
How to help a friend suffering from depression	33%
If bullying is a problem at your child's school and what they can do about it	40%
Other	5%

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	179
Top 2 Box (Net)	39%
Very helpful (5)	46%
Somewhat helpful (4)	45%
Neither helpful or unhelpful (3)	7%
Somewhat unhelpful (2)	7%
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	179
It was much harder	4%
It was somewhat harder	11%
It was not harder or easier	28%
It was somewhat easier	30%
It was much easier	26%

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	28
It was awkward to talk to my child about these issues	57%
I didn't know the right words to use to explain how I was feeling to my child	43%
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	32%
It never felt like the right time to bring it up with my child	18%
There was so much controversy around the show, I was hesitant to talk about it with my child	7%
Other	-

28.

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	28
It was awkward to talk to my child about these issues	57%
I didn't know the right words to use to explain how I was feeling to my child	43%
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	32%
It never felt like the right time to bring it up with my child	18%
There was so much controversy around the show, I was hesitant to talk about it with my child	7%
Other	-

29.

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

	Strongly agree	Agree	Neither agree/ disagree	Disagree	Strongly disagree	I do not know
Base: Their child watched "Beyond the Reasons" episode - Parent Viewer (N = 54)						
Watching <i>13 Reasons Why</i> helped to process the hard topics described in the show	30%	54%	7%	6%	-	4%
Watching <i>13 Reasons Why</i> helped to better understand depression	31%	48%	13%	4%	4%	-
Watching <i>13 Reasons Why</i> helped to better understand suicide	28%	56%	11%	4%	2%	-
Watching <i>13 Reasons Why</i> helped to better understand bullying	37%	50%	9%	2%	-	2%
Watching <i>13 Reasons Why</i> helped to better understand sexual assault	31%	56%	6%	6%	2%	-
Watching the <i>13 Reasons Why</i> episodes helped to better understand how their actions can impact others	43%	43%	9%	4%	2%	-
...Made feel more comfortable talking about hard topics with me	37%	50%	9%	4%	-	-
...Made feel more comfortable talking about depression with me	35%	52%	11%	2%	-	-
...Made feel more comfortable talking about suicide with me	35%	44%	19%	2%	-	-
...Made feel more comfortable talking about bullying with me	43%	41%	15%	2%	-	-
...Made feel more comfortable talking about sexual assault with me	35%	46%	17%	2%	-	-
...Motivated to help other teens who may be suffering from depression.	35%	52%	13%	-	-	-
...Motivated to help other teens who may be being bullied	35%	46%	19%	-	-	-
...Motivated to seek out more information about the topics covered in the show	31%	48%	19%	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 = 203)					
Watching <i>13 Reasons Why</i> prompted me to talk about hard topics with my child	25%	44%	23%	3%	4%
Watching <i>13 Reasons Why</i> prompted me to talk about depression with my child	27%	44%	21%	4%	4%
Watching <i>13 Reasons Why</i> prompted me to talk about suicide with my child	28%	45%	19%	3%	5%
Watching <i>13 Reasons Why</i> prompted me to talk about bullying with my child	29%	43%	18%	6%	4%
Watching <i>13 Reasons Why</i> prompted me to talk about sexual assault with my child	29%	42%	21%	4%	5%
Watching <i>13 Reasons Why</i> prompted me to talk with my child more in general about what's going on in their life	29%	40%	23%	4%	4%
Watching <i>13 Reasons Why</i> helped me to process the hard topics described in the show	25%	44%	23%	6%	3%
Watching <i>13 Reasons Why</i> helped me to better understand depression	25%	40%	26%	6%	3%
Watching <i>13 Reasons Why</i> helped me to better understand suicide	23%	41%	24%	7%	4%
Watching <i>13 Reasons Why</i> helped me to better understand bullying	24%	43%	22%	8%	3%
Watching <i>13 Reasons Why</i> helped me to better understand sexual assault	25%	39%	24%	8%	3%
Watching <i>13 Reasons Why</i> helped me to better understand my teenager's life	25%	43%	22%	5%	5%
Watching <i>13 Reasons Why</i> helped me better understand what my teenager might be going through on a daily basis	23%	49%	21%	4%	3%
Watching <i>13 Reasons Why</i> helped me start a tough conversation with my teenager	30%	42%	19%	6%	3%

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 = 203)					
...made me feel more comfortable talking about hard topics with child	22%	50%	19%	5%	3%
...made me feel more comfortable talking about depression with child	22%	46%	24%	5%	3%
...made me feel more comfortable talking about suicide with child	23%	44%	21%	7%	4%
...made me feel more comfortable talking about bullying with child	21%	47%	21%	7%	3%
Made me feel more comfortable talking to my child in general, since it gave me a better idea of what their life is like	26%	36%	26%	8%	4%
Made me feel more comfortable talking to my child in general, since it gave us something in common	24%	38%	25%	9%	3%
...motivated me to help others who may be suffering from depression.	19%	44%	29%	5%	3%
...motivated me to help other teens who may be being bullied	20%	44%	29%	5%	2%
...motivated me to learn more or seek out additional resources about the topics being covered	18%	46%	27%	5%	3%
Watching <i>13 Reasons Why</i> gave me the language to talk about depression with child	19%	42%	29%	8%	2%
Watching <i>13 Reasons Why</i> gave me the language to talk about suicide with child	17%	42%	31%	7%	2%
Watching <i>13 Reasons Why</i> gave me the language to talk about bullying with child	19%	43%	29%	6%	3%
I am glad that I watched <i>13 Reasons Why</i> with child.	23%	40%	27%	4%	5%
I am looking forward to watching the second season of <i>13 Reasons Why</i> with child.	23%	35%	28%	5%	8%
I wish I knew more about <i>13 Reasons Why</i> before letting child watch the show	12%	29%	32%	18%	10%
I wish I had more resources to help me process the show with child after watching	14%	24%	38%	13%	10%
I wish I could have known child was watching <i>13 Reasons Why</i> before he/she started watching	12%	26%	33%	18%	11%
I wish that I had discussed the topics in <i>13 Reasons Why</i> more with child.	15%	20%	40%	15%	9%
I wish that there were more shows like <i>13 Reasons Why</i> that helped me discuss difficult topics with child.	18%	39%	29%	7%	7%
I would not have discussed depression with child if we had not watched <i>13 Reasons Why</i> .	9%	26%	27%	21%	17%
I would not have discussed suicide with child if we had not watched <i>13 Reasons Why</i> .	9%	27%	25%	22%	17%

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> .	9%	27%	25%	22%	17%
I would not have discussed bullying with child if we had not watched <i>13 Reasons Why</i> .	11%	22%	22%	26%	19%
I would not have discussed sexual assault with child if we had not watched <i>13 Reasons Why</i>	9%	24%	24%	25%	18%
Watching <i>13 Reasons Why</i> made me feel closer to child.	18%	38%	31%	5%	7%
Watching <i>13 Reasons Why</i> made me realize I should pay closer attention to what is going on in child's life	21%	43%	26%	5%	5%
I know what is going on in child's life	33%	56%	10%	2%	-
I do not know much about what child does at school	8%	21%	17%	31%	22%
I am aware of the types of people child spends time with	37%	48%	11%	3%	*
I do not know what life is like for teenagers these days	10%	27%	27%	22%	13%
I worry that I do not know much about what child does at school	14%	24%	19%	24%	18%
I know about the after school activities in which child participates	41%	46%	10%	2%	*
I know the types of things that child worries about	23%	53%	18%	5%	1%
I know how well child gets along with other people his/her age	28%	56%	12%	4%	-
I am not well acquainted with child's friends	12%	22%	17%	25%	24%
I am aware of events that take place at my child's school	32%	48%	16%	2%	1%

32.

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

	UNITED STATES									
	Perfect match	9	8	7	6	5	4	3	2	Poor match
Base: Parents (N = 600)										
We have clear rules and routines in my family	31%	20%	18%	12%	6%	6%	2%	2%	1%	*
I stay calm and manage life even when it's stressful	20%	18%	22%	14%	8%	8%	4%	2%	1%	1%
I believe my children will do well at school	38%	24%	20%	9%	5%	3%	*	1%	*	-
I feel that I'm doing a good job as a parent	24%	22%	25%	11%	8%	5%	2%	1%	1%	1%
I have good friends outside my family	30%	18%	18%	11%	5%	9%	3%	1%	2%	3%

33.

Please use the scale to answer the following questions.

	UNITED STATES			
	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?	16%	27%	48%	9%
How often do you point out why some things actors do are good?	12%	31%	44%	13%
How often do you point out why some things actors do are bad?	17%	29%	42%	12%
How often do you explain the motives of TV characters?	13%	26%	47%	14%
How often do you explain what something on TV really means?	16%	30%	46%	9%
How often do you say to child to turn off the TV when s/he is watching an unsuitable program?	21%	25%	31%	23%
How often do you set specific viewing hours for child?	19%	25%	29%	27%
How often do you forbid your child to watch certain programs?	15%	20%	42%	22%
How often do you restrict the amount of TV child watches?	14%	25%	35%	26%
How often do you specify in advance the programs that may be watched?	12%	24%	36%	27%
How often do you watch TV together because you like a program?	14%	44%	39%	2%
How often do you watch together because of a common interest in a program?	14%	45%	38%	3%
How often do you watch together just for fun?	16%	44%	38%	3%
How often do you watch your favorite program together?	19%	40%	37%	4%
How often do you laugh with your child about the things that you see on TV?	24%	45%	29%	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	600
Yes	67%
No	33%

35.

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

	Total
Base: Have rules about content for their child	401
Yes	46%
No	54%

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	401
Never	2%
Only once in awhile	16%
Some of the time	26%
Most of the time	29%
All of the time	25%
I do not have time rules	2%

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	30%	52%	14%	3%	1%
I am confident in my ability to enforce media content rules	28%	49%	19%	3%	1%
I wish that I knew more about the media content that child sees	19%	33%	24%	15%	9%
I have the tools necessary to know about the media that child uses	29%	48%	19%	2%	3%
I can easily find out what media child uses	34%	40%	21%	4%	1%
I am able to talk with child about the things they see when they use media	34%	49%	13%	3%	1%
It is difficult to communicate with child about certain types of media content	13%	26%	18%	21%	22%
I monitor the media content to which child is exposed	24%	40%	25%	7%	4%
I pay attention to when (e.g., time of day) child is using media	27%	44%	22%	5%	2%

38.

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

	Total
Base:All Parents	600
Mostly As	27%
Mostly As/Bs	40%
Mostly Bs	10%
Mostly Bs/Cs	13%
Mostly Cs	4%
Mostly Cs/Ds	2%
Mostly Ds	1%
Mostly Ds/Fs	*
Mostly Fs	*

39.

How many children do you have?

	Total
Base:All Parents	600
1	38%
2	42%
3	13%
4	4%
5	1%
6	1%
7+	-

40.

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

	Total
Base:All Parents	600
An only child	20%
The youngest child	28%
A middle child	16%
The oldest child	35%

41.

What is your marital status?

	Total
Base:All Parents	600
Single	11%
Married	71%
Divorced	11%
Living with a partner	8%

42.

Do you have a Netflix account?

	Total	Parent Viewer	Parent Non-Viewer
Base:All Parents	600	203	397
Yes	71%	92%	61%
No	29%	8%	39%

43.

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

	Total
Base: All Parents	600
American Indian or Alaska Native	*
Asian	3%
Black or African American	12%
Native Hawaiian or Other Pacific Islander	*
White	84%
Other race:	3%

C. UNITED STATES INDIVIDUAL DIFFERENCES TEEN AND YOUNG ADULT VIEWERS

TABLE I. UNDERSTANDING TOUGH TOPICS BY SOCIAL ANXIETY & AGE GROUPS

	Total	Low Social Anxiety	High Social Anxiety	13-15 years	16-18 years	19-22 years
Base:Viewers only	471	226	245	141	122	208
Watching the <i>13 Reasons Why</i> episodes helped me to better understand how my actions can impact others	78%	73% ^a	83% ^b	84% ^a	78% ^{ab}	74% ^b
Watching <i>13 Reasons Why</i> helped me to better understand depression	71%	71%	72%	80% ^a	75% ^a	63% ^b
Watching <i>13 Reasons Why</i> helped me to process the hard topics described in the show	71%	62% ^a	79% ^b	76% ^a	75% ^{ab}	66% ^b
Watching <i>13 Reasons Why</i> helped me to better understand bullying	70%	67%	73%	82% ^a	70% ^{bc}	63% ^c
Watching <i>13 Reasons Why</i> helped me to better understand suicide	69%	67%	72%	77% ^a	72% ^{ab}	63% ^b
Watching <i>13 Reasons Why</i> helped me to better understand sexual assault	69%	67%	71%	73% ^{ab}	74% ^a	63% ^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 2. REPORTED BEHAVIOR CHANGE BY SOCIAL ANXIETY & AGE GROUPS

	Total	Low Social Anxiety	High Social Anxiety	13-15 years	16-18 years	19-22 years
Base:Viewers only	471	226	245	141	122	208
Tried to be more considerate about how I treated other people	73%	68% ^a	79% ^b	77%	75%	70%
Reached out to a friend whom you thought might be struggling with mental health concerns (e.g., depression, suicide, anxiety) in school	58%	54%	62%	68% ^a	60% ^{ab}	50% ^b
Expressed my own feelings about mental health (e.g., depression, anxiety) to a friend	58%	45% ^a	69% ^b	65% ^a	51% ^b	56% ^{ab}
Reached out to a friend for support	56%	51% ^a	62% ^b	62%	54%	54%
Reached out to a friend who was being picked on or bullied in school	56%	54%	59%	73% ^a	60% ^b	43% ^c
Sought out information about how to support friends	55%	48% ^a	62% ^b	61%	57%	51%
Reached out to someone to apologize for how I'd treated them	51%	46%	55%	58% ^a	53% ^{ab}	44% ^b
Expressed my own feelings about mental health (e.g., depression, anxiety) to a parent	50%	41% ^a	58% ^b	66% ^a	46% ^b	42% ^b
Reached out to parent/family friend for support	49%	45%	52%	63% ^a	53% ^b	37% ^b
Sought out information about sexual assault	48%	42% ^a	54% ^b	60% ^a	44% ^b	43% ^b
Expressed my own feelings about suicide to a friend	47%	39% ^a	55% ^b	57% ^a	43% ^b	43% ^b
Sought out information about depression	47%	40% ^a	54% ^b	57% ^a	45% ^b	41% ^b
Sought out information about suicide	46%	37% ^a	55% ^b	57% ^a	43% ^b	41% ^b
Sought out information about bullying	44%	39%	47%	57% ^a	43% ^b	34% ^b
Expressed my own feelings about suicide to a parent	41%	35% ^a	48% ^b	60% ^a	39% ^b	30% ^b
Reached out to a counselor for support	35%	29% ^a	40% ^b	46% ^a	33% ^b	28% ^b
Expressed my own feelings about mental health (e.g., depression, anxiety) to a counselor	34%	25% ^a	42% ^b	45% ^a	31% ^b	27% ^b
Expressed my own feelings about mental health (e.g., depression, anxiety) to a teacher	33%	23% ^a	41% ^b	48% ^a	27% ^b	26% ^b
Expressed my own feelings about suicide to a counselor	30%	22% ^a	38% ^b	47% ^a	24% ^b	23% ^b
Expressed my own feelings about suicide to a teacher	29%	23% ^a	34% ^b	47% ^a	25% ^b	19% ^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 3. REPORTED COMMUNICATION BEHAVIORS AFTER WATCHING 13 REASONS WHY BY SOCIAL ANXIETY & AGE GROUPS

Watching <i>13 Reasons Why</i> ...	Total	Low Social Anxiety	High Social Anxiety	13-15 years	16-18 years	19-22 years
Base:Viewers only	471	226	245	141	122	208
...motivated me to help others who are bullied	74%	67% ^a	80% ^b	77%	69%	75%
...motivated me to help others suffering from depression.	72%	66% ^a	77% ^b	77% ^a	64% ^b	73% ^{ab}
...motivated me to help others who have been sexually assaulted.	69%	61% ^a	76% ^b	67%	65%	72%
...made me feel more comfortable talking about bullying with my friends	67%	59% ^a	74% ^b	74% ^a	66% ^b	62% ^{ab}
...made me feel more comfortable talking about depression with my friends	62%	53% ^a	69% ^b	73% ^a	61% ^b	54% ^b
...made me feel more comfortable talking about hard topics with my friends	61%	54% ^a	68% ^b	74% ^a	61% ^b	52% ^b
...made me feel more comfortable talking about bullying with my parents	60%	54% ^a	66% ^b	75% ^a	63% ^b	48%
...made me feel more comfortable talking about sexual assault with my friends	57%	51% ^a	62% ^b	65% ^a	53% ^b	53% ^b
...made me feel more comfortable talking about suicide with my friends	56%	50% ^a	62% ^b	68% ^a	48% ^b	52% ^b
...made me feel more comfortable talking about depression with my parents	55%	46% ^a	63% ^b	71% ^a	56% ^b	44%
...made me feel more comfortable talking about hard topics with my parents	55%	49% ^a	60% ^b	70% ^a	59% ^a	42% ^b
...made me feel more comfortable talking about sexual assault with my parents	52%	49%	55%	65% ^a	52% ^b	44% ^b
...made me feel more comfortable talking about suicide with my parents	49%	43% ^a	55% ^b	67% ^a	47% ^b	39% ^b
...made me feel more comfortable talking about bullying with my teachers	47%	42%	51%	61% ^a	41% ^b	40% ^b
...made me feel more comfortable talking about bullying with my school counselors	46%	40% ^a	51% ^b	63% ^a	42% ^b	37% ^b
...made me feel more comfortable talking about sexual assault with my school counselors	42%	36% ^a	47% ^b	59% ^a	35% ^b	34% ^b
...made me feel more comfortable talking about hard topics with my school counselors	39%	32% ^a	46% ^b	60% ^a	36% ^b	27% ^b
...made me feel more comfortable talking about depression with my school counselors	39%	32% ^a	45% ^b	55% ^a	34% ^b	30% ^b
...made me feel more comfortable talking about sexual assault with my teachers	39%	35%	42%	57% ^a	32% ^b	30% ^b
...made me feel more comfortable talking about suicide with my school counselors	38%	32% ^a	44% ^b	53% ^a	33% ^b	31% ^b
...made me feel more comfortable talking about suicide with my teachers	37%	33%	41%	53% ^a	32% ^b	30% ^b
...made me feel more comfortable talking about depression with my teachers	37%	33%	41%	53% ^a	34% ^b	28% ^b
...made me feel more comfortable talking about hard topics with my teachers	36%	34%	38%	53% ^a	30% ^b	29% ^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.

