

**Appendix 3 (as supplied by the authors): Sensitivity Analysis of Print v. Online Articles**

(a) Harmful Effect Analysis

Multivariate logistic regression of characteristics of media articles in major publications in the Toronto media market (2011-2014) predicting increased suicide deaths versus no change/decreased suicide deaths before and after article publication according to whether articles were print or online (values from the global analysis that remain significant are bolded).

Media Item characteristic	Print Only		Online Only	
	OR	95% CI	OR	95% CI
Statement that suicide is inevitable	1.34	.58-3.14	<b>3.00</b>	<b>1.20-7.52</b>
Asphyxia other than by car exhaust	<b>1.59</b>	<b>1.16-2.17</b>	<b>1.89</b>	<b>1.31-2.72</b>
Jumping (building)	1.31	.93-1.86	<b>2.93</b>	<b>1.75-4.90</b>
Suicide pact	1.43	.92-2.25	<b>2.02</b>	<b>1.07-3.79</b>
Suicide method (headline)	1.43	.996-2.05	1.33	.77-1.14
Firearm	1.11	.89-1.38	<b>1.56</b>	<b>1.20-2.04</b>
Identifies deceased as a celebrity	<b>1.27</b>	<b>1.03-1.56</b>	1.29	.99-1.68
Elderly	<b>1.38</b>	<b>1.07-1.79</b>	1.09	.80-1.49
Suicide public policy	.85	.70-1.03	<b>.74</b>	<b>.60-.92</b>
Specific person's death/suicidality	<b>.79</b>	<b>.66-.94</b>	<b>.78</b>	<b>.62-.96</b>
Cutting/stabbing	.71	.49-1.04	.65	.39-1.09

Note: OR = odds ratio; CI = confidence interval

Appendix to: Sinyor M, Schaffer A, Nishikawa Y, et al. The association between suicide deaths and putatively harmful and protective factors in media reports. *CMAJ* 2018. doi: 10.1503/cmaj.170698. Copyright © 2018 Joule Inc. or its licensors

(b) Protective Effect Analysis

Multivariate logistic regression of characteristics of media articles in major publications in the Toronto media market (2011-2014) decreased suicide deaths versus no change/increased suicide deaths before and after article publication according to whether articles were print or online.\*

Media Item characteristic	Print Only		Online Only	
	OR	95% CI	OR	95% CI
Unfavourable characteristic	.66	.39-1.14	<b>.39</b>	<b>.19-.80</b>
Railway	.67	.41-1.10	.55	.30-1.01
Cutting/stabbing	<b>.68</b>	<b>.48-.98</b>	<b>.53</b>	<b>.32-.88</b>
Individual murder-suicide	<b>.70</b>	<b>.54-.92</b>	<b>.57</b>	<b>.42-.78</b>
Specific person's death/suicidality	<b>.78</b>	<b>.64-.94</b>	<b>.75</b>	<b>.59-.95</b>
Suicide public policy	.86	.71-1.05	<b>.79</b>	<b>.64-.99</b>
Youth	.86	.73-1.01	.84	.69-1.01
Number of articles*	<b>1.002</b>	<b>1.001-1.004</b>	<b>1.006</b>	<b>1.004-1.008</b>
Legal issues related to suicide	1.15	.98-1.35	1.18	.98-1.43
Firearm	1.19	.97-1.47	<b>1.46</b>	<b>1.11-1.93</b>
Elderly	<b>1.48</b>	<b>1.12-1.96</b>	1.10	.78-1.56
Identifies deceased as a celebrity	1.24	.99-1.54	<b>1.46</b>	<b>1.09-1.94</b>
Suicide pact	1.26	.79-2.01	<b>3.46</b>	<b>1.56-7.68</b>
Jumping (building)	1.42	1.00-2.02	<b>2.93</b>	<b>1.65-5.21</b>

Asphyxia other than by car exhaust	<b>1.69</b>	<b>1.22-2.33</b>	<b>2.33</b>	<b>1.57-3.45</b>
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Note: OR = odds ratio; CI = confidence interval; \*Number of articles refers to a count of the number of articles published between day -14 and day 0).