

Coding Frame

DIMENSION	CATEGORY	CODE	DEFINITION	FREQUENCY
PRODUCER	Gender	Female	Video contains image of person apparently female	66
		Male	Video contains image of person apparently male	54
		Other/unclear	Video contains image of person with non-binary/indeterminate gender presentation	16
	Age	<40	Video contains image of person apparently under 40 years	98
		>40	Video contains image of person apparently over 40 years	13
		Unclear	Video contains image of person of indeterminate age	20
	Race/Ethnicity	White	Video contains image of person apparently White	72
		Not white	Video contains image of person apparently of non-White/mixed race/ethnicity	38
		Unclear	Video contains image of person of indeterminate race/ethnicity	25
	Perspective	Mental health professional	Video shows perspective of person identified as a psychologist/psychiatrist/counsellor/therapist	12
		Medical professional	Video shows perspective of person identified as another medical professional	3
		Therapeutic practitioner	Video shows perspective of some other therapeutic practitioner e.g. 'life coach', 'healer'	26
		Influencer/celebrity	Video shows perspective of an influencer/celebrity	17
		Personal experience	Video shows perspective of user's personal experience	87
		Unclear	Video shows indeterminate perspective	14
FUNCTION	Purpose	Advice	Purpose of video is to advise others on how to deal with trauma or recovery	19
		Confessional	Purpose of video is to disclose personal experience of trauma	65
		Promotion/Marketing	Purpose of video is to promote product/service	13
		Humour/irony	Purpose of video is humour/irony	35
		Awareness-raising	Purpose of video is to educate/raise awareness about trauma	63

		Entertainment	Purpose of video is to entertain (e.g. music, animation)	18
		Critical	Purpose of video is to give a critical perspective on concepts of trauma	6
SUBJECT	Source of trauma	Negative childhood experience	Trauma attributed to negative experiences as a child (e.g. parental mistreatment, bullying)	64
		Physical injury/illness	Trauma attributed to physical injury or medical illness	5
		Sexual assault/abuse	Trauma attributed to sexual assault/abuse	7
		Relationship difficulties	Trauma attributed to difficulties in family/romantic/friendship relationships	28
		Education difficulties	Trauma attributed to difficulties experienced in the education system	1
		Vicarious exposure	Trauma attributed to witnessing others' struggles (e.g. in media)	4
		Adult mistreatment	Trauma attributed to victimisation/humiliation/bullying as an adult	6
		Financial difficulties	Trauma attributed to financial difficulties	1
		Life-threatening situation	Trauma attributed to experience of a life-threatening situation (e.g. car crash)	5
		Bereavement	Trauma attributed to experience of bereavement	8
		Political/societal problem	Trauma attributed to a political/societal issue/event (e.g. financial crisis)	4
		Minor challenge	Trauma attributed to minor challenge (e.g. social embarrassment)	16
		Parenting/childbirth	Trauma attributed to difficult experience of parenting or childbirth	2
		Religion/cults	Trauma attributed to religion or cult membership	3
		Other	Trauma attributed to something else	7
	Signs of trauma	Flashbacks	Trauma results in flashbacks	8
		Sleep/fatigue	Trauma results in sleep problems or fatigue	5
		Memory problems	Trauma results in memory problems	3
		Anxiety	Trauma results in anxiety	15
		Low/disturbed mood	Trauma results in low/disturbed mood or emotional instability	22
		Dissociation	Trauma results in dissociation (includes dissociative identity disorder)	7
		Poor self-image	Trauma results in negative or unstable self-image/-esteem/-concept	19
		Overwork/perfectionism	Trauma results in overwork or perfectionism	6
		Dependent/submissive	Trauma results in difficulties being independent or asserting oneself	20
		Attention problems	Trauma results in attention problems	1

		Relationship difficulties	Trauma results in difficulties forming/maintaining healthy relationships	35
		Social isolation/withdrawal	Trauma results in social isolation or withdrawal, includes fear of rejection	12
		Developmental anomalies	Trauma results in abnormal pace of development e.g. 'growing up too fast'	4
		Hypervigilance/sensitivity	Trauma results in hypervigilance or high sensitivity	11
		Substance use/risk-taking	Trauma results in problematic substance use or other risky behaviour	3
		Body sensations	Trauma results in particular somatic/bodily sensations or experiences	11
		Eating problems	Trauma results in difficulties with food/eating/hunger	2
		Self-harm	Trauma results in self-injurious behaviour including self-harm, suicidal ideation	3
		Other	Trauma results in something else e.g. 'foreshortened future', moving quietly	36
	Clinical concepts	PTSD	Reference to diagnostic category of PTSD	9
		Therapy	Reference to a specific therapeutic approach or generic reference to 'therapy'	14
		HCM	Reference to holistic/complementary therapy (including yoga, nutrition)	6