

## Description of Videos for Content Analysis

Table 1

Descriptive values of video search

platform	Search term	N (%)	sex of voice
YouTube	“health”	11	18 female/7 male
	“diet”	14	
	Total	25	
Vimeo	“health”	9	2 female/9 male
	“diet”	2	
	Total	11	
Total		36	21 female /16 male

*Note.* Overall 200 videos (50 per search term) were judged whether they are going to be analyzed or excluded because of previously determined criteria.

Table 2

## Overview of all transcribed videos

Platform	Search Term	Original rank of video	Presence of a protagonist	Duration time	Declared/apparent topic/aim of video	Video (Titel, Link)
Vimeo	diet	17.	Yes	4.52	„Diet: The Disease of our Generation“	<a href="https://vimeo.com/112832255">https://vimeo.com/112832255</a>
		22.	Yes	6.49	„The Fat Diet“	<a href="https://vimeo.com/72150860">https://vimeo.com/72150860</a>
	health	4.	No	1.03	„Men’s Health // How a Bean Becomes a Fart“	<a href="https://vimeo.com/103721959">https://vimeo.com/103721959</a>
		5.	No	1.56	„ CRC Health Group: Health & Welfare“	<a href="https://vimeo.com/32216194">https://vimeo.com/32216194</a>
		6.	No	0.30	„ Dignity Health “	<a href="https://vimeo.com/155463374">https://vimeo.com/155463374</a>
		24.	No	1.20	„ Beer Goggles Explained - Men’s Health “	<a href="https://vimeo.com/91322930">https://vimeo.com/91322930</a>
		25.	Yes	3.27	„ Sugar - Health Nuts“	<a href="https://vimeo.com/44273084">https://vimeo.com/44273084</a>
		29.	No	1.41	„Total Health Care   Affordable Care Act FAQ“	<a href="https://vimeo.com/92149026">https://vimeo.com/92149026</a>
		36.	No	1.19	„ How High BP Causes a Stroke / Men’s Health Magazine “	<a href="https://vimeo.com/97006830">https://vimeo.com/97006830</a>
		48.	Yes	4.06	„ Rastovich’s Yoga Routine - Health Nuts“	<a href="https://vimeo.com/14492968">https://vimeo.com/14492968</a>
49.	Yes	3.25	„Sunburn Basics - Health Nuts“	<a href="https://vimeo.com/41601463">https://vimeo.com/41601463</a>		
YouTube	diet	5.	Yes	3.12	„Easy Diet Hack + My #1 Healthy Snack Idea ♥ Easy Diet Tips ♥ Wengie ♥“	<a href="https://www.youtube.com/watch?v=owMzIgGpk94">https://www.youtube.com/watch?v=owMzIgGpk94</a>
6.		Yes	9.37	„10 CRAZIEST Diet Trends EVER“	<a href="https://www.youtube.com/watch?v=S27THWdOxss">https://www.youtube.com/watch?v=S27THWdOxss</a>	
7.		Yes	3.01	„What I Eat In a Day: Elimination Diet“	<a href="https://www.youtube.com/watch?v=acVD0n7Sd80">https://www.youtube.com/watch?v=acVD0n7Sd80</a>	
8.		No	2.27	„Exercise vs Diet“	<a href="https://www.youtube.com/watch?v=ztiHRiFXtoc">https://www.youtube.com/watch?v=ztiHRiFXtoc</a>	
9.		Yes	9.01	„3 day Military Diet“	<a href="https://www.youtube.com/watch?v=YQhoQUxap6o">https://www.youtube.com/watch?v=YQhoQUxap6o</a>	
10.		Yes	7.13	„HOW TO GET HEALTHY! My Diet Tips“	<a href="https://www.youtube.com/watch?v=VJrsjUY4PGI">https://www.youtube.com/watch?v=VJrsjUY4PGI</a>	
12.		Yes	7.57	„HOW TO LOSE 10 POUNDS IN 3 DAYS   Military Diet, Does It Really Work? *NEW*“	<a href="https://www.youtube.com/watch?v=L4Ev17To2XY">https://www.youtube.com/watch?v=L4Ev17To2XY</a>	
14.		No	3.25	„HOW TO LOSE WEIGHT FAST 10Kg in 10 Days“	<a href="https://www.youtube.com/watch?v=aGtwMA5_mUo">https://www.youtube.com/watch?v=aGtwMA5_mUo</a>	
15.		Yes	6.19	„Diet to Lose Weight   What I Eat In A Day   Burn Fats Diet“	<a href="https://www.youtube.com/watch?v=AiCnERkm2Jw">https://www.youtube.com/watch?v=AiCnERkm2Jw</a>	
24.		Yes	9.10	„How I Lost 10 Pounds + Diet Tips“	<a href="https://www.youtube.com/watch?v=Ci0gjKhImCo">https://www.youtube.com/watch?v=Ci0gjKhImCo</a>	
31.		Yes	4.03	„The Military Diet: How To Lose 10 Pounds in 3 Days“	<a href="https://www.youtube.com/watch?v=Ht-UV3nutgM">https://www.youtube.com/watch?v=Ht-UV3nutgM</a>	
36.		Yes	8.44	„My Fitness Routine   Diet, Exercise & More!“	<a href="https://www.youtube.com/watch?v=bh9XVnSIUpY">https://www.youtube.com/watch?v=bh9XVnSIUpY</a>	
46.		Yes	7.43	„THE MILITARY DIET: does it really work? find out how much weight I lost!“	<a href="https://www.youtube.com/watch?v=eUpG91E50_k">https://www.youtube.com/watch?v=eUpG91E50_k</a>	
49.		Yes	4.56	„My Healthy Diet Routine: Get Slim For Summer! + School Lunch & Snack Ideas!“	<a href="https://www.youtube.com/watch?v=c5vEbjBXHwg">https://www.youtube.com/watch?v=c5vEbjBXHwg</a>	
YouTube	health	3.	Yes	4.36	„Tips for a healthy lifestyle“	<a href="https://www.youtube.com/watch?v=0aNNYEUARAK">https://www.youtube.com/watch?v=0aNNYEUARAK</a>
		4.	Yes	3.48	„ What Your Lip Color Says About	<a href="https://www.youtube.com/watch?">https://www.youtube.com/watch?</a>

			Your Health “	v=_BKPqICyn9s
5.	Yes	6.56	„ 10 Health Myths People Still Believe”	<a href="https://www.youtube.com/watch?v=-rISIRTYmQ8">https://www.youtube.com/watch?v=-rISIRTYmQ8</a>
6.	Yes	5.05	„ Health & Fitness Life Hacks!”	<a href="https://www.youtube.com/watch?v=VNy31THi7i8">https://www.youtube.com/watch?v=VNy31THi7i8</a>
9.	Yes	4.19	„ What is Exposure Therapy? PTSD, Anxiety, OCD and more... Mental Health Help with Kati Morton”	<a href="https://www.youtube.com/watch?v=mlJy85EQrCI">https://www.youtube.com/watch?v=mlJy85EQrCI</a>
15.	No	4.01	“Women's Pelvic Health: 1 Female Reproductive Anatomy”	<a href="https://www.youtube.com/watch?v=4P4nMQixnHY">https://www.youtube.com/watch?v=4P4nMQixnHY</a>
19.	Yes	8.42	“Fitness & Health Motivation, Life Hacks + DIY Inspiration Board”	<a href="https://www.youtube.com/watch?v=zES85siew4c">https://www.youtube.com/watch?v=zES85siew4c</a>
27.	Yes	3.40	„Health News in Brief 25 JUL 2016 (Beta)“	<a href="https://www.youtube.com/watch?v=HQIFoeA_ga0">https://www.youtube.com/watch?v=HQIFoeA_ga0</a>
31.	Yes	4.03	„ 5 Things Your Nails Can Say About Your Health“	<a href="https://www.youtube.com/watch?v=aTSVHwzkYI4">https://www.youtube.com/watch?v=aTSVHwzkYI4</a>
34.	No	5.10	„How do carbohydrates impact your health? - Richard J. Wood”	<a href="https://www.youtube.com/watch?v=wxzc_2c6GMg">https://www.youtube.com/watch?v=wxzc_2c6GMg</a>
45.	No	3.24	“Men health animation”	<a href="https://www.youtube.com/watch?v=LgmZsitCS1U">https://www.youtube.com/watch?v=LgmZsitCS1U</a>