**Supplementary material**

Table S1.

Intercoder reliability for all study variables

| Variable  | α | % agreement | Kappa | PABAK |
| --- | --- | --- | --- | --- |
| Type of role | .84 | .94 | .88 | .88 |
| Historical series | - | - |  |  |
| Platform | - | - |  |  |
| Age group | .38 | .78 | .58 | - |
| Educational level | .91 | .93 | .81 | .86 |
| Socio-economical status | .69 | .88 | .67 | .78 |
| Hipersexualization | .39 | .99 | .66 | .98 |
| Main interaction | .86 | .94 | .86 | .87 |
| Violence |  |  |  |  |
| Comments  | .87 | .97 | .87 | .93 |
| Intimidation | .85 | .96 | .85 | .96 |
| Major attack | 1.00 | 1.00 | 1.00 | 1.00 |
| Minor attack | 1.00 | 1.00 | 1.00 | 1.00 |
| Property damage | .66 | .98 | .65 | 0.97 |
| Victim of violence |  |  |  |  |
| Comments | .43 | .86 | .44 | .72 |
| Intimidation | .77 | .95 | .77 | .95 |
| Major attack | .65 | .97 | .65 | .93 |
| Minor attack | .96 | .99 | .96 | .98 |
| Property damage | .49 | .98 | .50 | .97 |
| Health behaviours |  |  |  |  |
|  Alcohol | .93 | .98 | .93 | .97 |
| Drugs | .66 | .99 | .66 | .98 |
| Eating disorder | 1.00 | 1.00 | 1.00 | 1.00 |
| Illegal drugs | .80 | .99 | .66 | .98 |
| Tobacco | .74 | .96 | .74 | .92 |
| Conversation topic |  |  |  |  |
| Education | .85 | .96 | .85 | .92 |
| Empowerment | .60 |  |  |  |
| Environment | 1.00 | 1.00 | 1.00 | 1.00 |
| Family | .91 | .96 | .91 | .92 |
| Friendship | .87 | .95 | .87 | .90 |
| Health | .91 | .97 | .91 | .95 |
| Inmigration | .88 | .97 | .88 | .95 |
| Love | .84 | .96 | .86 | .92 |
| Money | .76 | .96 | .76 | .91 |
| Politics | .64 | .95 | .64 | .91 |
| Racism | 1.00 | .97 | 1.00 | 1.00 |
| Sex | .73 | .92 | .73 | .84 |
| Sexism | .43 | .94 | .44 | .88 |
| Sport | 1.00 | .98 | 1.00 | 1.00 |
| Violence | .80 | .92 | .80 | .84 |
| Work | .85 | .93 | .85 | .87 |

Note. Α = Krippendordff’s alpha, Kappa = Cohen’s alpha, PABAK = bias-adjusted and prevalence-adjusted kappa