

MEDICAL UNIVERSITY OF VIENNA

Rollen der Medien bei Suizidalität

Univ.-Prof. Dr. Thomas Niederkrotenthaler, PhD MMSc
 Professor für Public Mental Health, MedUni Wien

3. Fachforum der Interessensgruppe Klinische Kinder- und Jugendpsychologie
 Wenn der Umgang mit Gefühlen (zu) schwierig ist... Jugendliche, die sich selbst verletzen
 14. März 2024

Werther Effekt Berichterstattung über Prominentensuizide

Fink DS, Santella-Tenorio J, Keyes KM (2018). Increase in suicides: the months after the death of Robin Williams in the US. *PLoS ONE* 13(2): e0191405.

Review & Meta-analyse: Berichte über Suizide Prominenter

RESEARCH

Association between suicide reporting in the media and suicide: systematic review and meta-analysis

Thomas Niederkrotenthaler associate professor^{1,2}, Markus Braun postgraduate researcher^{1,3}, Jane Pirks professor⁴, Benedek Tibi associate professor⁵, Steven Stack professor⁶, Mark Sinyor associate professor⁷, Ulrich S. Schmidt senior lecturer⁸, Martin Voracek professor⁹, Chen Cheng assistant professor¹⁰, Florian Arendt assistant professor¹¹, Sebastian Schierl assistant professor¹², Paul S F Yip professor¹³, Matthew J Spittal associate professor¹⁴

Abstract
 Heterogeneity: $\tau^2 = 0.00$, $I^2 = 83.51\%$, $H^2 = 6.06$
 Test of $\theta = \theta_0$: $Q(13) = 85.69$, $p = 0.00$
 Test of $\theta = 0$: $I(13) = 6.20$, $p = 0.00$

Random-effects REML model
 Knapp-Hartung standard errors

Niederkrotenthaler T, Braun M, Pirks J, Tibi B, Stack S, Sinyor M, Tian U, Voracek M, Cheng C, Arendt F, Schierl S, Yip P, Spittal M. Association between suicide reporting and subsequent suicides: Systematic review and meta-analysis *BMJ* 2020;368:m775.

(A) Primary analysis: Media reporting of celebrity suicide

Study	Risk of bias rating	Follow-up (days)	Rate Ratio with 95% CI	Weight (%)
Jonas 1992	Moderate	7	1.12 [1.03, 1.22]	7.74
Etzersdorfer 2004	Moderate	21	1.11 [0.85, 1.46]	1.50
Cheng 2007	Moderate	28	1.17 [1.04, 1.31]	5.57
Fu 2009	Moderate	28	1.28 [1.03, 1.60]	2.12
Niederkrotenthaler 2009	Moderate	28	1.10 [1.04, 1.18]	9.60
Queliec 2011	Moderate	30	1.13 [1.02, 1.24]	6.80
Chen 2012	Moderate	14	1.17 [1.00, 1.36]	3.85
Ueda 2014	Moderate	10	1.05 [1.05, 1.06]	13.89
Schafer 2015	Moderate	28	1.05 [1.03, 1.08]	12.96
Choi 2016	Moderate	30	2.34 [1.34, 4.07]	0.39
Ueda 2017	Moderate	10	1.11 [1.00, 1.23]	6.47
Fink 2018	Moderate	60	1.14 [1.12, 1.17]	13.29
Whitley 2019	Moderate	60	1.25 [1.17, 1.34]	9.16
Pirks 2020	Moderate	60	1.18 [1.05, 1.28]	6.66
Overall			1.13 [1.08, 1.18]	

Heterogeneity: $\tau^2 = 0.00$, $I^2 = 83.51\%$, $H^2 = 6.06$
 Test of $\theta = \theta_0$: $Q(13) = 85.69$, $p = 0.00$
 Test of $\theta = 0$: $I(13) = 6.20$, $p = 0.00$

Random-effects REML model
 Knapp-Hartung standard errors

Niederkrotenthaler T, Braun M, Pirks J, Tibi B, Stack S, Sinyor M, Tian U, Voracek M, Cheng C, Arendt F, Schierl S, Yip P, Spittal M. Association between suicide reporting and subsequent suicides: Systematic review and meta-analysis *BMJ* 2020;368:m775.

Deutschland: ca. 840 Suizide im Monat (2022).
 Ca. 110 zusätzliche Suizide im Monat nach Berichterstattung

(B) Secondary analysis A: Method-specific reporting of celebrity suicide

Study	Risk of bias rating	Follow-up (days)	Rate Ratio with 95% CI	Weight (%)
Etzersdorfer 2004	Moderate	21	1.63 [0.87, 3.04]	1.44
Cheng 2007	Moderate	28	1.51 [1.25, 1.83]	8.42
Fu 2009	Moderate	28	1.42 [1.03, 1.95]	4.43
Niederkrotenthaler 2009	Moderate	28	1.16 [1.01, 1.33]	11.16
Queliec 2011	Moderate	30	1.29 [1.10, 1.44]	11.13
Chen 2012	Moderate	14	1.09 [0.79, 1.51]	4.34
Ladwig 2012	Moderate	28	2.17 [1.55, 3.04]	4.09
Schafer 2015	Moderate	28	1.15 [1.06, 1.25]	14.22
Fink 2018	Moderate	60	1.40 [1.34, 1.45]	16.14
Whitley 2019	Moderate	60	1.30 [1.18, 1.44]	13.17
Pirks 2020	Moderate	60	1.18 [1.04, 1.35]	11.46
Overall			1.30 [1.18, 1.44]	

Heterogeneity: $\tau^2 = 0.01$, $I^2 = 72.11\%$, $H^2 = 3.59$
 Test of $\theta = \theta_0$: $Q(10) = 37.88$, $p = 0.00$
 Test of $\theta = 0$: $I(10) = 5.79$, $p = 0.00$

Random-effects REML model
 Knapp-Hartung standard errors

Niederkrotenthaler T, Braun M, Pirks J, Tibi B, Stack S, Sinyor M, Tian U, Voracek M, Cheng C, Arendt F, Schierl S, Yip P, Spittal M. Association between suicide reporting and subsequent suicides: Systematic review and meta-analysis *BMJ* 2020;368:m775.

Unterhaltungsmedien: Tote Mädchen lügen nicht

Netflix, 2017

IASP 2017

In response to the recent Netflix series 13 Reasons Why, the International Association for Suicide Prevention (IASP) has prepared a briefing regarding concern about the risks and negative impact on young people, in particular for those who are vulnerable and currently thinking about suicide.

The Netflix series 13 Reasons Why was released in the US in March 2017 and based on the novel by Julie Anne Peters. It tells the fictional story of a teenage girl who has been sent 13 audio recordings on tapes after being killed by her. She addresses each recording to a person who she says played a role in her tragic decision to end her own life, representing a 'hunger for justice'. The day after she ends her life is portrayed as a great day.

Internationally, there is consistent evidence of the negative impact of detailed and graphic portrayals of suicide in terms of an increased risk of suicidal thoughts, especially among young

Suizide nach 13RW

Niederkrötenhaler T, Stack S, Till B, Sinyor M, Pirkis J, Garcia D, Rockett IRH, Tran US. Association of Increased Youth Suicides in the United States With the Release of 13 Reasons Why. JAMA Psychiatry. 2019 May 29.

Bridge JA, Greenhouse JB, Ruch D, Stevens J, Ackerman J, Sheftall AH, Horowitz LM, Kelleher KJ, Campo JV. Association Between the Release of Netflix's 13 Reasons Why and Suicide Rates in the United States: An Interrupted Times Series Analysis. J Am Acad Child Adolesc Psychiatry. 2019 Apr 28. pii: S0890-8567(19)30288-6.

Sinyor M, Williams M, Tran US, Schaffer A, Kurdyak P, Pirkis J, Niederkrötenhaler T. Suicides in Young People in Ontario Following the Release of "13 Reasons Why". Can J Psychiatry. 2019 Aug 21:706743719870507.

Assoziation mit Suiziden

Time series	Estimated excess number of suicides (SE) and percent (% increase (SE) in			
	April 2017 only	% increase	April-June 2017	% increase
All 10-19 yr. olds	38.16 (14.13)**	14.63 (5.42)**	94.41 (28.14)***	13.30 (3.97)**
Males, 10-19 yrs.	27.90 (13.04)*	14.23 (6.65)*	66.03 (25.35)**	12.44 (4.77)**
Females, 10-19 yrs.	15.98 (6.35)*	27.08 (10.76)*	36.96 (12.51)**	21.74 (7.36)**
Firearms, all 10-19 yr. olds	2.82 (9.04)	2.39 (7.65)	6.48 (17.22)	2.07 (5.49)
Hanging, all 10-19 yr. olds	34.72 (9.17)***	33.62 (8.88)***	79.83 (17.49)***	28.86 (5.89)**
Males, 20-29 yrs.	-21.10 (23.60)	-3.96 (4.43)	49.41 (45.00)	3.10 (2.82)
Males, 30+ yrs.	9.52 (60.67)	0.41 (2.59)	211.35 (118.05)	2.97 (1.66)
Females, 20-29 yrs.	0.59 (9.80)	0.50 (8.35)	25.29 (17.85)	7.17 (5.06)
Females, 30+ yrs.	-6.66 (27.59)	-0.96 (3.97)	38.76 (53.28)	1.84 (2.54)

Niederkrötenhaler T, Stack S, Till B, Sinyor M, Pirkis J, Garcia D, Rockett IRH, Tran US. Association of Increased Youth Suicides in the United States With the Release of 13 Reasons Why. JAMA Psychiatry. 2019 May 29.

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Determining the effects of films with suicidal content: a laboratory experiment

Benedikt Till, Markus Strauss, Gernot Sonnack and Thomas Niederkrötenhaler

Background

Media stories on suicide can increase suicidal ideation, but little is known about variations in media effects with regard to audience vulnerability and story content.

Aims

We investigated the impact of three drama films with suicidal content that varied with regard to the final outcome (suicide completion, mystery of crisis and death by natural cause) and tested the moderating effect of baseline suicidality of the participants on the effects.

Method

Within a laboratory setting, we randomly assigned 95 adults to three film groups. We used questionnaires to analyse the effects of the films on mood, depression, life satisfaction, self-worth, assumed benevolence of the world and suicidality, as well as identification with the protagonist. We stratified the sample into participants with suicidal tendencies above and below the sample median.

Results

The film that ended with the protagonist's suicide led to a deterioration of mood particularly in individuals with baseline suicidality below the median, who also experienced an

increase in self-worth. Participants with stronger suicidal tendencies experienced a rise in suicidality that depended on their level of identification with the protagonist. The film featuring the main character positively coping with his crisis increased life satisfaction particularly among participants with higher suicidal tendencies.

Conclusions

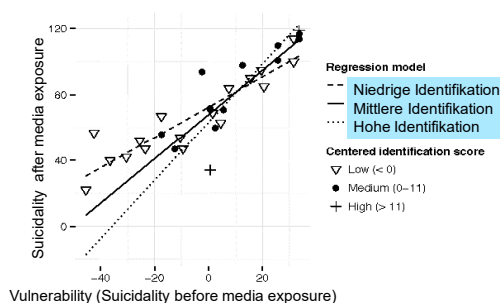
The effects of suicide-related media material seem to vary with individual vulnerability and with type of media portrayals. Individuals with lower vulnerability experience more emotional reactions when exposed to a film culminating in suicide, but individuals with higher vulnerability experience a rise in suicidal tendencies particularly if they identify with the protagonist who died by suicide. In contrast, portrayals of individual mastery of crisis may have beneficial effects in more vulnerable individuals.

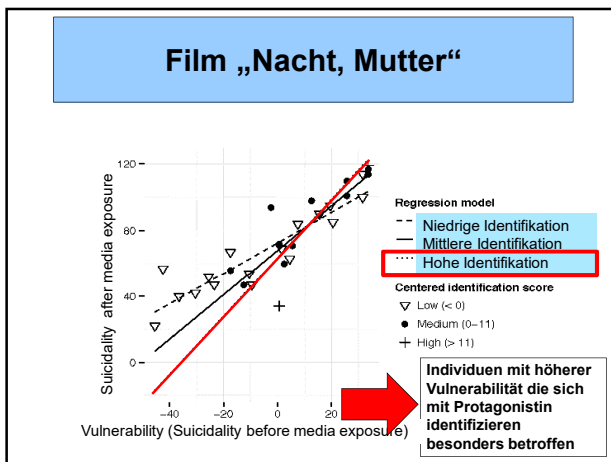
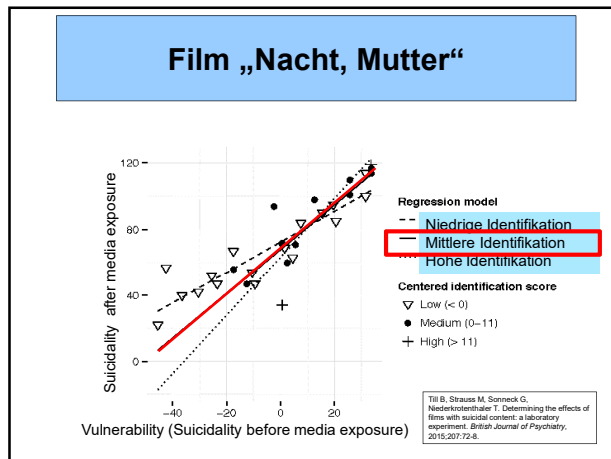
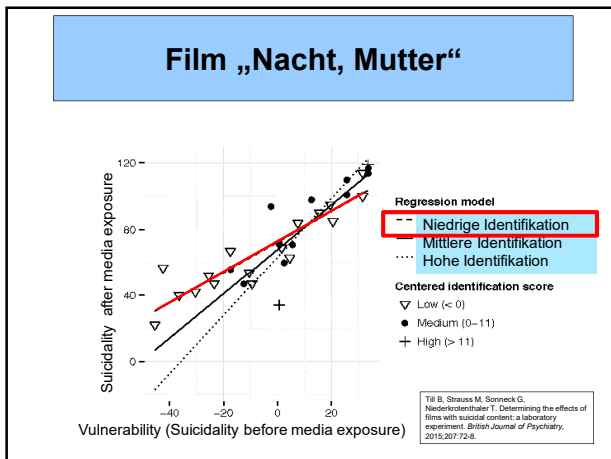
Declaration of interest

None.

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Film „Nacht, Mutter“





Real Stories An Initiative of the National Action Alliance for Suicide Prevention

National Recommendations for Depicting Suicide

Guidance to help content creators craft stories about survival, hope, and healing—aimed at saving lives and restoring hope

Convey that suicide is complex and often caused by a range of factors, rather than by a single event.

Many factors beyond mental health conditions can contribute to suicide, such as personality, alcohol, drugs, family, trauma, and social stress.

Portray characters with suicidal thoughts who do not go on to die by suicide.

It is important to remember that in media suicide can be a common theme in reality, being present in individuals who attempt suicide but do not die by suicide. (Reinher, 2016)

Depiction Recommendations

National Action Alliance for Suicide Prevention, 2018

www.who.int/reportingonsuicide.org

Preventing suicide: a resource for media professionals

Update 2023

www.who.int/reportingonsuicide.org

13 Reasons Why Toolkit

Have you used the toolkit? Share your story.

Suicide Awareness Voices of Education, 2018

<https://www.13reasonswhytoolkit.org/>

TOOLKIT

PARENTS

EDUCATORS

YOUTH

CLINICIANS

Media

Papageno Effekt


- Empathische Beschreibung zum Umgang mit Suizidalität
- Erfahrungsexperte
- Fokus auf Krisenbewältigung

Um Haaresbreite am Selbstmord vorbei


„Der Papageno-Effekt“

Niederkrohnthalen T., Vrazack M., Herberich A., Till B., Strauss M., Eizenwörter E., Eisenwörter B., Sonneck G. Role of media reports in completed and prevented suicide—Wierner’s Papageno-effects. *British Journal of Psychiatry*, 2010;197:234-43.

Meta-analyse RCTs: Geschichten der Kiesenbewältigung



Chodowiecki, Berlin, 1775



Papageno, Salzburg 2019

Articles

Effects of media stories of hope and recovery on suicidal ideation and help-seeking attitudes and intentions: systematic review and meta-analysis

Thomas Niederkrotenthaler, Benedikt Till, Sigrun Kirchner, Mark Sinyor, Marlies Braun, Jane Pirkiš, Ulrik S. Tun, Martin Voreck, Florian Arendt, Maria Haneke, Roko Kovacs, Kyle King, Marisa Schlichthorst, Steven Stack, Matthias Spittal

Summary
Background There is strong evidence that suicides increase after media stories about celebrities, particularly those that highlight the suicide method (the Werther effect). Much less is known about the Papageno effect—the protective effects of media stories of hope and recovery from suicidal crises. A synthesis of the retrievable evidence is lacking. We aim to summarise findings from randomised controlled trials about the effects of stories of hope and recovery on individuals with some degree of vulnerability to suicide.

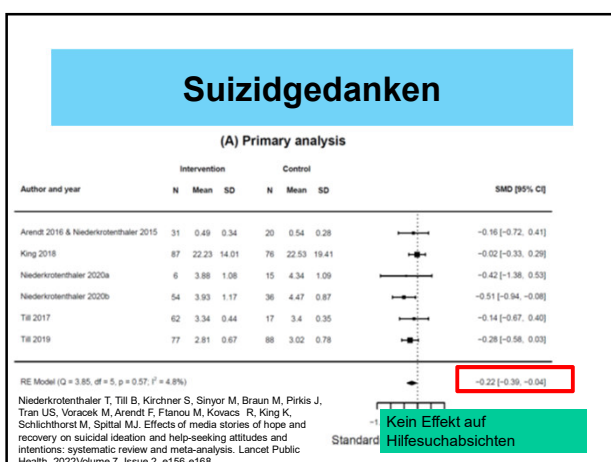
Methods For this systematic review and individual participant data meta-analysis, we searched PubMed (including MEDLINE), Scopus, Embase, PsycInfo, Web of Science, and Google Scholar published from inception to Sept 6, 2022, without language restrictions. We included trials that reported suicidal ideation (the primary outcome) or help-seeking attitudes or intentions (the secondary outcome) and tested a media narrative of hope and recovery. Studies were excluded if they did not feature a clearly positive story of hope and recovery, or had a control group exposed to suicide-related stimulus material. We contacted the lead or senior authors of all original studies to obtain participant-level data for this study. The primary analysis was restricted to individuals with some vulnerability to suicide. Risk of bias was assessed using the Cochrane risk-of-bias tool for randomised trials. The study is registered with PROSPERO, number CRD420223141.

Findings Our search yielded 7347 records. 3938 records were screened by title and abstract, and 25 full-text records assessed for eligibility. There were eight eligible studies with 2550 participants for which individual participant data were sought. For suicidal ideation, six studies met the inclusion criteria for the primary analysis. Follow-up responses were available for 569 (90%) of 633 participants who were randomised with high vulnerability (145/570) allocated to the intervention group and 284 (45%) to the control group. The pooled standardised mean difference (SMD) indicated a small reduction in suicidal ideation of -0.22 (95% CI -0.39 to -0.04 , $p=0.03$; six studies) in the intervention group. For help-seeking attitudes and intentions, four studies met the inclusion criteria and follow-up data were available for 362 (90%) of 420 participants (247 [59%] allocated to the intervention group and 171 [41%] to the control group). The pooled SMD showed no evidence of a difference between the groups (SMD 0.14 , 95% CI -0.13 to 0.43 , $p=0.35$; four studies). Low levels of cross-study heterogeneity effects were observed for both analyses ($I^2=35%$ suicidal ideation) and $I^2=30%$ help-seeking attitudes and intentions). We found no evidence of publication bias.

Lancet Public Health 2022; 7: e156–167
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- Systematische Review und Metaanalyse mit Daten einzelner Teilnehmer von randomisierten kontrollierten Studien, in denen die Auswirkungen von Medienberichten über persönlich gelebte Erfahrungen von Hoffnung und Genesung untersucht werden.
- Die Geschichten mussten eindeutig positiv sein.
- Outcomes: Suizidgedanken und Hilfesuchabsichten
- Forschungsfrage: Wirkung solcher Geschichten auf Teilnehmer mit einem gewissen Grad an Risiko (Suizidgedanken oder depressive Symptome zu Studienbeginn).

- Wir identifizierten sechs Studien für den Endpunkt Suizidgedanken (n=569 Teilnehmer mit einer gewissen Suizidgefährdung), vier Studien (n=362 Teilnehmer) untersuchten Hilfesucheabsichten.
- Eine Studie wurde in Australien und fünf Studien in Österreich durchgeführt.
- Durchschnittsalter der Teilnehmer: 32 Jahre (SD: 14; Bereich 18–97). 60 % waren weiblich.
- Zu den Interventionen gehörte der Kontakt mit Videobotschaften (1 Studie); eine Fernsehdokumentation (1 Studie); Zeitungsartikel (3 Studien); eine Präventionswebsite (1 Studie).
- Geringe Heterogenität zwischen den Studien ($I^2=5%$ für Suizidgedanken; 36 % für Hilfesucheabsichten)



European Child & Adolescent Psychiatry
<https://doi.org/10.1007/s00787-021-01911-6>

ORIGINAL CONTRIBUTION

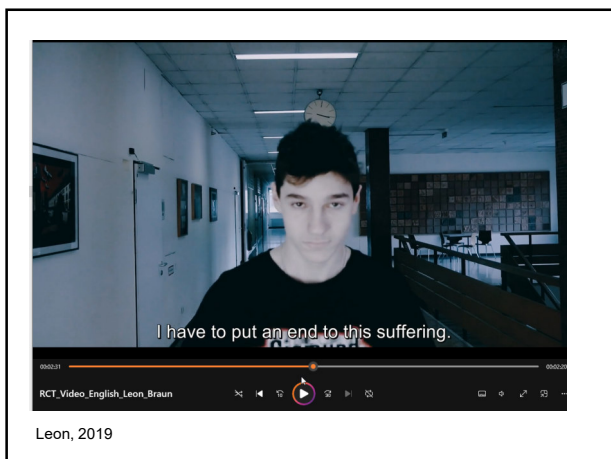
Effects of suicide prevention videos developed by and targeting adolescents: a randomized controlled trial

Marlies Braun¹, Benedikt Till¹, Jane Pirkiš², Thomas Niederkrotenthaler¹

Received: 21 June 2021 / Accepted: 8 November 2021
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Abstract
 Suicide prevention videos featuring young people's personal narratives of hope and recovery are increasingly used in suicide prevention, but research on their effects is scarce. A double-blind randomized controlled trial was conducted to test the effects of a suicide prevention video featuring an adolescent mastering his suicidal ideation by getting help on 14 to 19-year-olds. $N = 299$ adolescents were randomly allocated to watch the intervention video ($n = 148$) or a control video unrelated to mental health ($n = 151$). Questionnaire data were collected before (T_0) and immediately after exposure (T_1), and 4 weeks later (T_2). Data were analysed with a repeated measures ANCOVA. The primary outcome was suicidal ideation, assessed with the Reasons for Living Inventory for Adolescents. Secondary outcomes were help-seeking intentions, attitudes towards suicide, stigmatization of suicidality, and mood. There was an immediate beneficial effect of the intervention on suicidal ideation (T_2 mean change from baseline within intervention group $M_{diff} = -0.14$ 95% CI -0.20 to -0.12 , mean difference compared to control group $M_{diff} = -0.09$ 95% CI -0.15 to -0.03 , $\eta^2 = 0.03$), which was not maintained at T_2 . Participants reported significantly higher help-seeking intentions, which was maintained at 4-week follow-up. They also reported a sustained reduction of favourable attitudes to suicide. Effects on suicidal ideation were mediated by identification with the featured protagonist. Adolescents appear to benefit from suicide prevention narratives featuring personal stories from peers on coping with suicidal ideation and help-seeking.
Trial registration DRKS00017405; 24/09/19; retrospectively registered.

Keywords Suicide prevention · Media · Adolescents · Randomized controlled trial · Papageno effect



- Randomisierte kontrollierte Online-Studie mit n=299 Jugendlichen (14–19 Jahre), die sich eine von anderen Jugendlichen entwickelte Videobotschaft oder ein Kontrollvideo ansahen.
 - Suizidalität (primärer Endpunkt), Hilfesuchabsichten zu Studienbeginn (T1), nach dem Ansehen des Videos (T2) bei Follow up 4 Wochen später (T3).
 - Anhaltende Zunahme der Hilfesuchabsichten
 - Reduzierte Suizidgedanken, vermittelt durch Identifikation
- Braun M, Till B, Pirakis J, Niederkrotenthaler T. Effects of suicide prevention videos developed by and targeting adolescents: a randomized controlled trial. Eur Child Adolesc Psychiatry. 2023 May;32(5):847-857. doi: 10.1007/s00787-021-01911-6.

Das “Es wird besser” Projekt

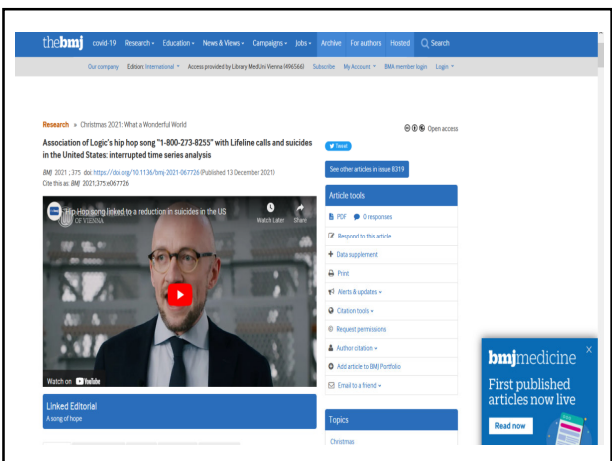
- 2010: USA, Dan Savage & Terry Miller
- Kurze Videos zum persönlichen Umgang mit Mobbing, Diskriminierung, familiären Problemen beim Coming-out
- Hoffnung verbreiten und LGBTIQ+-Jugendliche stärken
- Konzentrieren auf das wie es besser wird
- Mehr als 60.000 Videos in 17 Ländern weltweit



<https://itgetsbetter.org/>

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- Randomisierte kontrollierte Online-Studie mit n = 483 LGBT+-Jugendlichen, die sich ein ausgewähltes „It Gets Better“-Video oder ein Kontrollvideo mit denselben Protagonisten, aber über einen gesunden Lebensstil, ansahen.
 - Suizidalität (primärer Endpunkt), Hilfesuchabsichten zu Studienbeginn (T1), nach der Exposition (T2) beim Follow up nach 4 Wochen(T3).
 - Zunahme der Absichten, Hilfe zu suchen
 - Reduzierte Suizidgedanken bei trans- und nicht-binären Personen
 - Auswirkungen auf Suizidgedanken vermittelt durch Identifikation
- Kirchner S, Till B, Pöckel M, Niederkrotenthaler T. Effects of “It Gets Better” Suicide Prevention Videos on Youth Identifying as Lesbian, Gay, Bisexual, Transgender, Queer, or Other Sexual or Gender Minorities: A Randomized Controlled Trial. LGBT Health. 2022 Aug-Sep;9(6):436-446. doi: 10.1089/ghl.2021.0383.



ARIMA Zeiterienmodelle – Lifeline Anrufe

Dummy variable	Raw association		Adjusted for 13RW		Excess calls n (95% CI)	% Increase (95% CI)
	Estimate (SE)	p	Estimate (SE)	p		
Release	191.59 (96.69)	.048	205.84 (94.45)	.029	617.52 (62.15, 1172.89)	5.25 (0.53, 9.97)
MTV Music Awards	373.34 (77.97)	<.001	364.82 (74.76)	<.001	10214.96 (6112.13, 14317.79)	8.46 (5.06, 11.86)
Grammy Awards	263.16 (95.51)	.006	252.88 (95.00)	.008	758.64 (200.04, 1317.24)	6.45 (1.70, 11.22)
Video release	76.29 (92.46)	.41	60.27 (90.51)	.51	301.35 (-585.65, 1188.35)	1.67 (-3.25, 6.60)
News Impact	152.67 (96.33)	.11	158.71 (95.15)	.10	476.13 (-83.35, 1.035,61)	3.57 (-0.62, 7.75)
Logic main events	256.65 (51.81)	<.001	291.62 (49.83)	<.001	9915.08 (6594.41, 13235.75)	6.87 (4.57, 9.18)

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ARIMA Zeiterienmodelle--Suizide

Dummy variable	Raw association		Adjusted for 13RW		Excess suicides n (95% CI)	% Decrease (95% CI)
	Estimate (SE)	p	Estimate (SE)	p		
Release	-10.62 (7.53)	.16	-11.02 (7.55)	.15	-33.06 (-77.45, 11.33)	-9.29 (-21.76, 3.18)
MTV Music Awards	-4.12 (3.72)	.27	-5.37 (3.89)	.16	-150.36 (-363.84, 63.12)	-4.03 (-9.75, 1.69)
Grammy Awards	-10.22 (7.54)	.18	-10.12 (7.54)	.18	-30.36 (-74.70, 13.98)	-7.93 (-19.50, 3.65)
Video release	7.90 (6.17)	.20	7.41 (6.19)	.23	37.05 (-23.61, 97.71)	5.23 (-3.33, 13.80)
News Impact	11.29 (7.53)	.13	11.76 (7.54)	.12	35.28 (-9.06, 79.62)	8.07 (-2.07, 18.22)
Logic main events	-6.23 (3.06)	.042	-7.20 (3.13)	.021	-244.80 (-453.38, -36.22)	-5.48 (-10.14, -0.81)

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