#### **Suppl mat table 1.** WHO Guidelines for Responsible Coverage of Suicide in the Press

No. Criterion

1 Is there any mention of suicide in the headline?

2 Does the article appear on the front page?

3 Was the suicidal person described as a celebrity?

4 Does the article report a single reason for the suicide or suicidal behavior?

5 Does the article insinuate a connection between a specific life event and suicide or suicidal behavior?

6 Does the article insinuate a connection between social status and suicide or suicidal behavior?

7 Does the article insinuate a connection between mental state and suicide or suicidal behavior?

8 Does the article include inappropriate images?

9 Does the article present any myths regarding suicide or suicidal behavior?

10 Does the story include glorifying descriptions of the suicide or suicidal behavior?

11 Is the suicide or suicidal behavior's method described in detail?

12 Is the story descriptive of the location of the suicide or suicidal behavior?

13 Does the story inform the reader about suicide warning signs/risk factors?

14 Does the story include any information about prevention?

15 Does the story include any information about intervention?

#### **Suppl mat figure 1.** Prompts used to analyze the 120 articles

*You act as a professor of psychology and communication and as a newspaper editor.*

*Your job is to receive an article published in the newspaper and refrigerate it according to the parameters found below in a perfect and accurate way. That is, you have to go parameter by parameter and check whether it exists in the article or not.*

*If the parameter is not met et all- the score should be 0.*

*If the parameter is met - the score should be 1.*

*Score each question in a step by step way to be sure we have the right answer.*

*These are the parameters:*

*(1) Is there any mention of suicide in the headline?  
(2) Does the article appear on the front page?  
(3) Was the suicidal person described as a celebrity?  
(4) Does the article report a single reason for the suicide or suicidal behavior?  
(5) Does the article insinuate a connection between a specific life event and suicide or suicidal behavior?  
(6) Does the article insinuate a connection between social status (any status or social role does not have to be a high status and suicide or suicidal behavior? (for example: Soldier, celebrity, doctor, student, etc)  
(7) Does the article insinuate a connection between mental state and suicide or suicidal behavior?  
(8) Does the article include inappropriate images?  
(9) Does the article present any myths regarding suicide or suicidal behavior?  
(10) Does the story include glorifying descriptions for the suicide or suicidal behavior?  
(11) Is the suicide or suicidal behavior's method described in detail? (For example: Description the operation of shooting, hanging, jumping)  
(12) Is the story descriptive of the location of the suicide or suicidal behavior?   
(13) Does the story not inform the reader about suicide warning signs/risk factors?  
(14) Does the story not include any information about prevention?  
(15) Does the story not include any information about intervention?*

*Remember to work step by step for each question.*

**Suppl mat table 2**. Language-Specific Analysis

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | English | | Hebrew | | French | |
|  | ICC (95% CI) | Spearman | ICC (95% CI) | Spearman | ICC (95% CI) | Spearman |
| Claude Opus | 0.710 (0.453; 0.847) | 0.445\* | 0.860 (0.736; 0.926) | 0.705\*\*\* | 0.601 (0.245; 0.789) | 0.516\*\*\* |
| GPT-40 | 0.614 (0.269; 0.796) | 0.485\*\* | 0.904 (0.818; 0.949) | 0.762\*\*\* | 0.899 (0.808; 0.946) | 0.812\*\*\* |
| Both | 0.748 (0.524; 0.867) | 0.669 \*\*\* | 0.913 (0.836; 0.954) | 0.767\*\*\* | 0.823 (0.666; 0.906) | 0.720\*\*\* |

\*\*\* p<0.001  
\*\* p = 0.001  
\* p = 0.004