

## Supplemental Information

### YOUTUBE KID INFLUENCER CODEBOOK

Question 1: What is the name of the YouTube channel (The variable name in the data set is "AID.")

1. Ryan ToysReview;
2. Sandaroo Kids;
3. TheEngineeringFamily;
4. Daily Bumps; or
5. The Tube Family.

Question 2: What is the video identification number? (The variable name in the data set is "ID.")

Each video was assigned a unique identification number.

Question 3: Did the thumbnail of the video feature branded or unbranded food or drinks or food or beverage brand logos? (The variable name in the data set is "food")

1. no; or
2. yes.

Question 4: What did the video's thumbnail image show? (The variable name in the data set is "Thumbnail.")

1. food or beverage brand;
2. nonfood brand (eg, Disney);
3. unbranded food or beverage; or
4. influencer but no food or beverage.

Question 5: Which brand was featured in the thumbnail of the video? Please type in the exact brand name. (The variable name in the data set is "Thumbnail brand.")

Question 6: What type of food was shown? (There are 3 variables for this in the data set named "Type of food

1," "Type of food 2," and "Type of food 3.")

Enter 1 word to describe the food or beverage (eg, candy, fruit, or vegetable).

Enter "non" if no foods or beverages were shown.

Question 7: What was the duration of time the food or beverage appeared on the screen? (The variable name in the data set is "DurationShown")

1. more than 1 minute;
2. less than 1 minute; or
3. no food was shown.

Question 8: What was the name of the brand shown in the video? For the sake of time, stop recording brand names after the third brand appearance. (The variable names in the data set are "Brand 1," "Brand 2," and "Brand 3.")

Enter the name of the brand.

Enter no, if the item was unbranded or if there was no food or beverage shown.

Question 9: How were the food and/or beverages presented? (The variable name in the data set is "HowPresented.")

1. user-generated content (creating the video that promotes food and beverages brands in their story line intentionally or unintentionally, eg, having a food challenge featuring consuming a Big Mac); or
2. advertising food or beverage brands (eg, toys associated with kid's meal, listing benefits of the

food brand, or promoting food discounts).

Question 10: Did a kid influencer consume the product or play with the product? [The variable name in the data set is "consume."]\*

1. Yes, a kid influencer ate or drank the food or beverage.
2. No, the item appeared in the video, but the child did not play with it or consume it (eg, a Starbucks cup appeared on the table during the video but was not consumed or used as a toy).
3. Yes, the kid influencer played with the toy foods (eg, plastic McDonald's fries) or a nonfood toy from a restaurant (eg, McDonald's Happy Meal toys).

\*Note, for Question 10, if the child consumed a product (1) and played with toys (3), please code (1). Capturing consumption is important because social modeling may cue children to do the same, and research reveals that advertising that features people eating food causes children to eat more food than children exposed to nonfood advertising.

**SUPPLEMENTAL TABLE 3** “Online Shows” Within “Entertainment” Search Filters, Ranked by Number of Views on SocialBakers YouTube Stats Tool, With Study Inclusion or Exclusion Criteria

Rank	Channel Name	No. Views	Kids Present?	Inclusion or Exclusion Category
1	Ryan’s World <sup>a</sup>	16 023 285 211	Yes	Included
2	Kids Diana Show	13 525 174 266	Yes	Non-English
3	PopularMMOs	12 912 498 807	No	Adults <sup>b</sup>
4	FGTeeV	12 187 988 244	Yes	Gamers
5	Markiplier	9 512 123 502	No	Adults
6	Dude Perfect	9 128 664 589	No	Adults
7	Smosh	8 570 698 573	No	Adults
8	FBE	7 193 138 317	No	Adults
9	stampylonghead	7 175 860 439	No	Gamers
10	CollegeHumor	7 164 945 106	No	Adults
11	Mother Goose Club Playhouse	7 090 598 662	Yes	Unrelated to kid influencers <sup>c</sup>
12	Sandaroo Kids	6 598 935 146	Yes	Included
13	HobbyKidsTV	6 472 688 254	Yes	Gamers
14	Guava Juice	6 325 558 773	No	Adults
15	Jake Paul	6 287 867 775	No	Adults
16	Annoying Orange	6 014 959 781	No	Adults
17	Good Mythical Morning	5 967 207 687	No	Adults
18	Rooster Teeth	5 937 454 664	No	Adults
19	Ryan’s Family Review	5 869 815 680	Yes	Other <sup>d</sup>
20	Kids TV - Nursery Rhymes and Baby Songs	5 553 853 168	No	Unrelated to kid influencers
21	SSundee	5 419 687 412	No	Gamers
22	shane	5 169 433 902	No	Adult
23	GameGrumps	5 025 736 403	No	Gamers
24	BuzzFeed Multiplayer	4 802 491 940	No	Adults
25	Logan Paul	4 732 939 866	No	Adults
26	Blippi	4 702 511 681	No	Unrelated to kid influencers
27	The Young Turks	4 693 304 380	No	Adults
28	TheEngineeringFamily	4 435 008 413	Yes	Included
29	theRadBrad	4 356 173 425	No	Gamers
30	REACT	4 278 795 155	No	Adults
31	Wassabi	4 168 373 510	No	Adults
32	MrBeast	4 164 477 598	No	Adults
33	(Redacted expletive)	4 008 831 309	No	Adults
34	Clevver News	3 948 770 514	No	Adults
35	KidsTV123	3 845 696 190	No	Unrelated to kid influencers
36	Sky Does Everything	3 756 064 795	No	Gamers
37	expertvillage	3 726 786 900	No	Unrelated to kid influencers
38	Bratayley	3 658 876 934	No	Adults
39	Daily Bumps	3 634 359 278	Yes	Included
40	ToyMonster	3 587 600 945	—	Other
41	CaptainSparklez	3 561 397 713	No	Gamers
42	FutureVEVO	3 545 630 334	No	Adults
43	Preston	3 535 184 804	No	Gamers
44	Rclbeauty101	3 419 929 871	No	Adults
45	JennaMarbles	3 413 040 007	No	Adults
46	FRESH Movie Trailers	3 374 998 806	No	Adults
47	Cut	3 363 470 213	No	Adults
48	ERB	3 345 205 374	No	Adults
49	Unbox Therapy	3 304 049 721	No	Adults
50	The ACE Family	3 246 070 222	Yes	Other
51	The Key of Awesome	3 127 120 695	No	Adults
52	H2ODelirious	3 120 890 395	No	Unrelated to kid influencers
53	Bart Baker	3 082 838 068	No	Adults
54	Blossom	3 035 348 213	No	Adults
55	The LaBrant Fam	2 965 944 135	Yes	Other
56	Jen Smith	2 961 308 716	No	Adults
57	AwesomenessTV	2 928 416 142	No	Adults
58	Maymo	2 914 401 421	No	Adults
59	CinemaSins	2 906 107 313	No	Adults
60	Rosanna Pansino	2 877 240 793	No	Adults

SUPPLEMENTAL TABLE 3 Continued

Rank	Channel Name	No. Views	Kids Present?	Inclusion or Exclusion Category
61	Aphmau	2 848 231 090	No	Gamers
62	MondoMedia	2 833 294 272	No	Adults
63	SHAYTARDS	2 805 127 697	Yes	Other
64	Chris Smoove	2 794 536 077	No	Adults
65	Philip DeFranco	2 733 589 943	No	Adults
66	The King of Random	2 730 808 232	No	Adults
67	iHasCupquake	2 714 678 431	No	Adults
68	Its JoJo Siwa	2 672 470 694	No	Adults
69	Ninja Kidz TV	2 665 384 205	Yes	Unrelated to kid influencers
70	Just Kidding Pranks	2 634 450 817	Yes	Adults
71	Chad Wild Clay	2 617 128 360	No	Adults
72	TheOdd1sOut	2 596 497 460	No	Unrelated to kid influencers
73	Insider	2 595 499 817	No	Adults
74	SeaNanners Gaming Channel	2 525 732 555	No	Gamers
75	How It Should Have Ended	2 491 580 655	No	Adults
76	Crafty Panda	2 468 343 476	No	Adults
77	Facts Verse	2 376 244 864	No	Adults
78	Flavia Calina	2 373 091 416	Yes	Non-English
79	Team Edge	2 371 941 393	No	Adults
80	Smosh Games	2 371 729 888	No	Adults
81	Screen Junkies	2 365 018 551	No	Adults
82	Shot of The Yeagers	2 343 291 693	Yes	Other
83	HooplaKidz - Official Nursery Rhymes Channel	2 341 932 990	No	Unrelated to kid influencers
84	Liza Koshy	2 295 735 367	No	Adults
85	TheSkylanderBoyAndGirl	2 285 970 776	Yes	Gamers
86	The Tube Family	2 276 074 867	Yes	Included
87	ZackScottGames	2 258 218 469	No	Adults
88	LetsPlay	2 189 545 174	No	Gamers
89	VenturianTale	2 196 867 075	No	Gamers
90	The Game Theorists	2 295 333 558	No	Adults
91	Fizzy Toy Show	2 119 684 763	No	Unrelated to kid influencers
92	jacksfilms	2 227 770 891	No	Adults
93	DashieGames	2 241 009 010	No	Gamers
94	Miranda Sing's	2 148 851 392	No	Adults
95	Smosh Pit	2 202 127 669	No	Adults
96	Jesse	2 112 161 156	No	Adults
97	AndrewSchrock	2 245 191 357	Yes	Unrelated to kid influencers
98	RiceGum	2 077 485 999	No	Adults
99	TobyGames	2 046 546 407	No	Adults
100	Joey Graceffa	2 044 452 847	No	Gamers

<sup>a</sup> Formerly Ryan ToysReview.

<sup>b</sup> Examples of YouTube channels in the "adult" category include those featuring adults and/or people >14 y of age, movie trailers not aimed at a child audience (eg, rated R or PG-13), music videos, journalism, celebrity gossip, etc.

<sup>c</sup> YouTube channels in the "unrelated to kid influencers" category featured children, but they did not appear to be influencers, who typically promote their opinions or products that they enjoy.

<sup>d</sup> Examples of YouTube channels in the "other" category include duplicate channels, channels without keyword, channels not described as "family entertainment," channels that were terminated by YouTube, and channels that were not in our initial search results in July 2019 (ie, this list was retrieved in March 2020).

**SUPPLEMENTAL TABLE 4** Brands and Nutritional Quality of Food and Beverages Featured in YouTube Videos Posted by 5 Kid Influencers' YouTube Channels

Brand name	Product(s) Shown	Sugary Beverage	Unhealthy Food <sup>a</sup>	Healthy Food <sup>a</sup>
McDonald's (n = 81)	Fries; burgers; chicken nuggets; milkshakes; soda; pancakes; ice cream	Yes	Yes	—
Hershey's (n = 16)	Chocolate; candy; syrup	—	Yes	—
Kinder (n = 13)	Chocolate; candy	—	Yes	—
M&M's (n = 12)	Chocolate; candy	—	Yes	—
Skittles (n = 11)	Candy	—	Yes	—
Oreo (n = 9)	Cookies; candy; cupcakes	—	Yes	—
Coca-Cola (n = 8)	Soda	Yes	—	—
Kellogg's Froot Loops (n = 8)	Cereal	—	Yes	—
Dairy Queen (n = 6)	Burgers; soda; milkshakes	Yes	Yes	—
Pop Tarts (n = 5)	Pastries	—	Yes	—
Reese's (n = 5)	Chocolate; candy	—	Yes	—
Taco Bell (n = 5)	Cinnamon twists; nachos	—	Yes	—
Starbucks (n = 5)	Coffee drinks; smoothies	Yes	—	—
Chips Ahoy! (n = 4)	Cookies	—	Yes	—
Goldfish (n = 4)	Crackers	—	Yes	—
Lay's (n = 4)	Chips	—	Yes	—
Kentucky Fried Chicken (n = 3)	Soda; chicken nuggets; fries	Yes	Yes	—
Dunkin' Donuts (n = 3)	Doughnuts; smoothies	Yes	Yes	—
Nesquik (n = 3)	Chocolate	—	Yes	—
Pringles (n = 3)	Chips	—	Yes	—
Snickers (n = 3)	Chocolate; candy	—	Yes	—
Subway (n = 3)	Sandwich; chips; soda	Yes	Yes	—
Little Caesars (n = 3)	Pizza	—	Yes	—
Carl's Jr (n = 3)	Fries; chicken tenders; burgers	—	Yes	—
Doritos (n = 2)	Chips	—	Yes	—
Burger King (n = 2)	Burger	—	Yes	—
Powerade (n = 2)	Energy drinks	Yes	—	—
Baskin-Robbins (n = 2)	Ice cream	—	Yes	—
Lucky Charms (n = 2)	Cereal	—	Yes	—
Nerds (n = 2)	Candy	—	Yes	—
Pop Rocks (n = 2)	Candy	—	Yes	—
Kit Kat (n = 2)	Chocolate; candy	—	Yes	—
Betty Crocker (n = 1)	Cake	—	Yes	—
belVita (n = 1)	Cookies	—	Yes	—
Chupa Chups (n = 1)	Candy	—	Yes	—
Cocoa Pebbles (n = 1)	Cereal	—	Yes	—
Cocoa Puffs (n = 1)	Cereal	—	Yes	—
Dr Pepper (n = 1)	Soda	Yes	—	—
Fanta (n = 1)	Soda	Yes	—	—
Gatorade (n = 1)	Energy drinks	Yes	—	—
Hardee's (n = 1)	Burger; milkshakes	—	Yes	—
Jack in the Box (n = 1)	Chicken nuggets	—	Yes	—
KaDunks (n = 1)	Candy	—	Yes	—
Kraft (n = 1)	Marshmallows	—	Yes	—
Magnolia Bakery (n = 1)	Cupcakes	—	Yes	—
Mentos (n = 1)	Candy	—	Yes	—
Nestle (n = 1)	Chocolate	—	Yes	—
Raisinets (n = 1)	Chocolate; candy	—	Yes	—
Nutella (n = 1)	Nutella	—	Yes	—
Snack Pack (n = 1)	Pudding	—	Yes	—
Sour Patch Kids candy (n = 1)	Candy	—	Yes	—
V8 Splash (n = 1)	Juice	Yes	—	—
Sprite (n = 1)	Soda	Yes	—	—
Sunkist (n = 1)	Soda	Yes	—	—
Warheads (n = 1)	Candy	—	Yes	—
Wendy's (n = 1)	Fries	—	Yes	—
Pizza Hut (n = 1)	Pizza	—	Yes	—

SUPPLEMENTAL TABLE 4 Continued

	Product(s) Shown	Sugary Beverage	Unhealthy Food <sup>a</sup>	Healthy Food <sup>a</sup>
Mountain Dew ( <i>n</i> = 1)	Soda	Yes	—	—
Dippin' Dots ( <i>n</i> = 1)	Ice cream	—	Yes	—
Cheerios ( <i>n</i> = 4)	Cereal	—	—	Yes
Yoplait ( <i>n</i> = 1)	Yogurt	—	—	Yes
Skippy ( <i>n</i> = 1)	Peanut butter	—	—	Yes
Bubbly ( <i>n</i> = 1)	Sparkling water	—	—	Yes
Unbranded products				
Unbranded cola ( <i>n</i> = 8)	Soda	Yes	—	—
Unbranded powdered doughnuts ( <i>n</i> = 2)	Doughnuts	—	Yes	—
Unbranded hot tamale ( <i>n</i> = 1)	Candy	—	Yes	—
Unbranded hot dog ( <i>n</i> = 1)	Hot dogs	—	Yes	—
Unbranded fruit ( <i>n</i> = 8)	Fruit	—	—	Yes
Unbranded popcorn ( <i>n</i> = 1)	Popcorn	—	—	Yes

One family maintains each channel. —, not applicable.

<sup>a</sup> Based on the Nutrient Profiling Model, which scores foods on healthfulness on the basis of nutrient content.