

Promoting Vaccination in India through Videos: The Role of Humor, Collectivistic Appeal, and Gender: Video Repository

For this project eight videos were filmed and shared by adopting a 2 (appeal: individualistic or collectivistic) x 2 (tone: humor or non-humor) x 2 (protagonist gender: male or female) between-subjects design approach to collect data. Below are the corresponding YouTube links to the eight videos created for this project.

Table S1. Video Repository

Video Content	YouTube Link
Female Collective Serious	https://youtu.be/hqMPFO0pEP0 accessed on 30 April 2022
Female Individual Serious	https://youtu.be/9xyEL4otrE accessed on 30 April 2022
Female Collective Comic	https://youtu.be/AHiikvthHVk accessed on 30 April 2022
Female Individual Comic	https://youtu.be/YOOSWHH4gmU accessed on 30 April 2022
Male Collective Serious	https://youtu.be/V8lYT14XiiA accessed on 30 April 2022
Male Individual Serious	https://youtu.be/Ldy2ZuVsyKs accessed on 30 April 2022
Male Collective Comic	https://youtu.be/2zFZM9NjioU accessed on 30 April 2022
Male Individual Comic	https://youtu.be/UO8350oa6l0 accessed on 30 April 2022