

Supplementary D. Effect modification analysis of crowdsourced and social marketing interventions in RCT in China in three-week post-intervention, 2015 (n=907). *

Subgroup	Crowdsourced condomless sex/Total (%)	Social Marketing condomless sex /Total (%)	Difference in proportions (95% CI)	P value for interaction ‡
Condom Promotion Video Watching in the last three weeks prior to intervention				
Yes	39/131 (29.8)	28/106 (26.4)	3.4 (-8.1, 14.8)	0.76
No	107/303 (35.3)	125/367 (34.1)	1.3 (-6.0, 8.5)	--
HIV Testing Promotion Video Watching in the last three weeks prior to intervention				
Yes	49/150 (32.7)	43/137 (31.4)	1.3 (-9.5, 12.1)	0.98
No	97/284 (34.2)	110/336 (32.7)	1.4 (-6.0, 8.9)	--
Number of male partners in the last three months prior to intervention				
One or none	76/211 (36.0)	77/245 (31.4)	4.6 (-4.1, 13.3)	0.30
Two or more	70/223 (31.4)	76/228 (33.3)	-1.9 (-10.6, 6.7)	--
Student				
Yes	47/167 (28.1)	48/172 (27.9)	0.2 (-9.3, 9.8)	0.76
No	99/267 (37.1)	105/301 (34.9)	2.2 (-5.7, 10.1)	--
* Linear probability model fit using maximum likelihood estimation was used to assess the effect of video intervention upon the proportion having condomless sex by pre-specified subgroups ‡ Wald test				