

Supplementary E. Secondary outcome of RCT in three-month in China, 2015 (n =791).*

Video	Yes– No. (%)	Difference in proportions (%)	95% CI (%)
Condomless sex with male partner			
Crowdsourced	175/376 (46.5)	+0.7	(-6.2, 7.7)
Social marketing	190/415 (45.8)		
Condomless sex with female partner			
Crowdsourced	32/376 (8.5)	+2.2	(-1.4, 5.9)
Social marketing	26/415 (6.3)		
Increased condom uses social norms			
Crowdsourced	204/376 (54.3)	+3.6	(-2.1, 11.8)
Social marketing	205/415 (49.4)		
Increased condom self-efficacy			
Crowdsourced	193/376 (51.3)	+3.6	(-5.8, 8.2)
Social marketing	208/415 (50.1)		
Condom negotiation			
Crowdsourced	248/376 (66.0)	+3.8	(-2.9, 10.5)
Social marketing	258/415 (62.2)		
HIV testing in the last three months			
Crowdsourced	143/376 (38.0)	+3.5	(-3.1, 10.3)
Social marketing	143/415 (34.5)		
STD testing in the last three months			
Crowdsourced	85/376 (22.6)	+0.4	(-5.4, 6.3)
Social marketing	92/415 (22.2)		
* Non-inferiority analysis assessed the difference in proportions between crowdsourced and social marketing interventions.			