

Supplementary Data

SUPPLEMENTARY TABLE S1. CODING SCHEME

<i>PrEP knowledge</i>	<i>Risk behaviors</i>	<i>Barriers to PrEP</i>	<i>Facilitators of PrEP</i>	<i>Comments about videos</i>	<i>Identity</i>
Sources of information for PrEP (e.g., clinic, friends, ads)	Engaging in condomless sex	Stigma	Know someone with HIV	Informative	Bisexual
Side effects of PrEP	Having sex with partners with unknown sexual history and/or HIV status	Distrust of health care system	Know someone on PrEP	Interesting	Gay
Cost and financing options for PrEP	Substance use	Concerns of being spotted at clinic or pharmacy (privacy)	Social support: peers, family, clinic staff	Discreet	Gender conformity
Knowledge of frequency/duration of PrEP use	Lack of HIV knowledge	Being assumed to be HIV+	Lower risk	Simple/straightforward messaging	College educated
Knowledge of who is appropriate for PrEP and factors associated with high risk for HIV	Risk compensation (having increased sex because on PrEP)	Transportation to and from clinic	Health statistics	Helpful subtitles	No higher education
	Provider unaware of PrEP	Question drug efficacy	Accessible	Relatable	Age/age group
	Drug affordability	Worry after sexual encounter	Anxiety before sexual encounter	Diverse	Gender expression
	Frequency and duration of taking PrEP pill	PrEP strategies (e.g., reminders)	Realistic	Visual appeal	Sexual orientation disclosure
	Forgetting to take PrEP pill	STI/HIV testing concerns	Provocative	Timing of text messages	Race
	Perceived reaction of sexual partner to PrEP		Video length		
	Distrust of PrEP messaging				
	Peer reactions to PrEP				
	Being assumed to be gay				
	Living in Jackson, Mississippi, and factors associated with location				
	Lack of social support				
	Oversaturation with HIV prevention messaging				
	Concern it will be difficult to get refills				

PrEP, pre-exposure prophylaxis; STI, sexually transmitted infections.