## Appendix C

Main Results

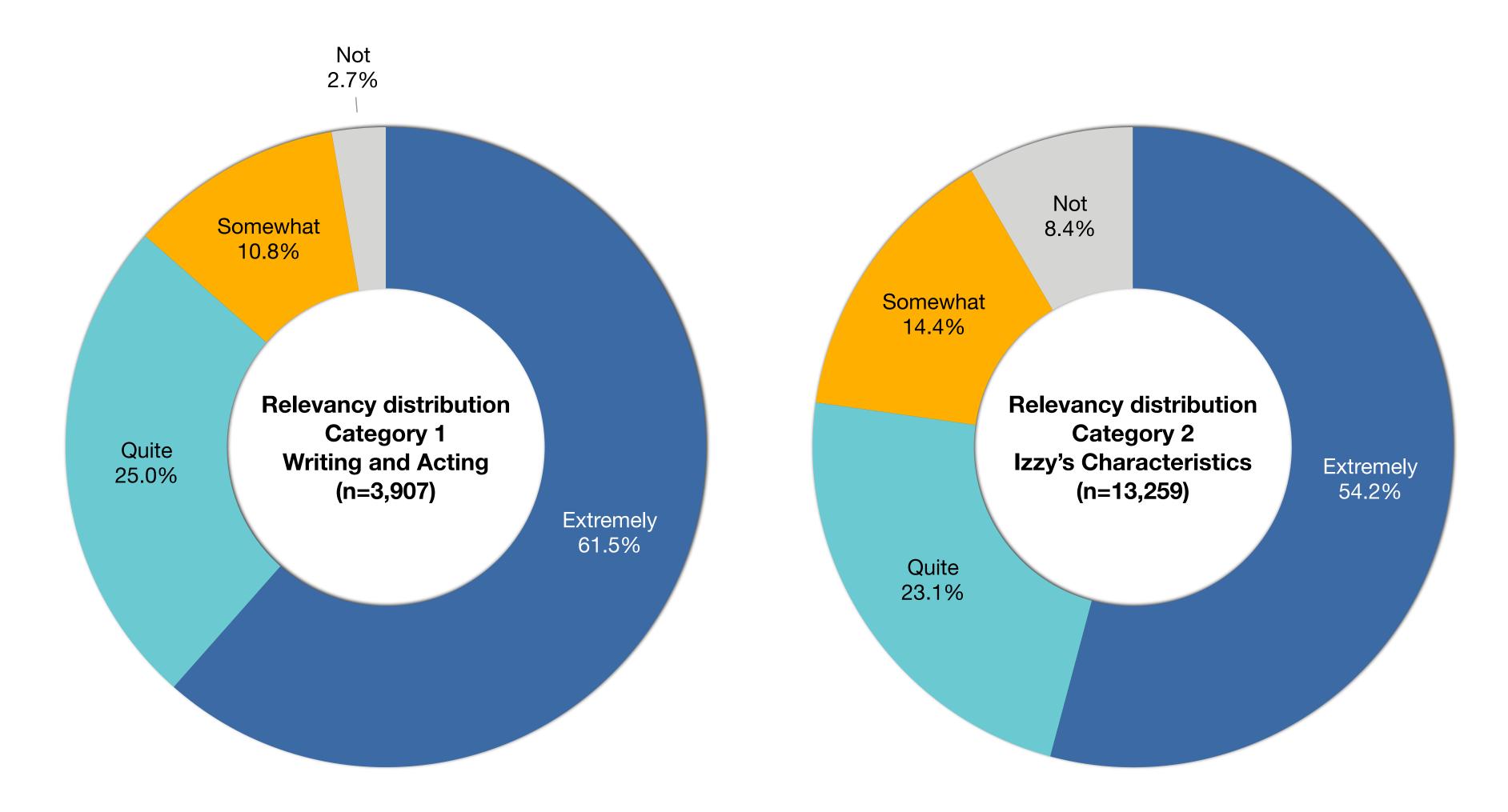


Figure C1. The distribution of all answers by different levels of relevancy in categories 1 Writing and Acting (n=3,907) and 2 Izzy's Characteristics (n=13,259).

"Extremely relevant" was the most common answer in both categories, but it was more common in category 1: 61.5% compared to 54.2%.

The share of "quite relevant" answers was also more common in category 1: 25.0% compared to 23.1%.

"Somewhat relevant" and "not relevant" answers were more common in category 2. 14.4% of the answers were "somewhat relevant" and 8.4% were "not relevant", compared to 10.8% and 2.7% in category 1.

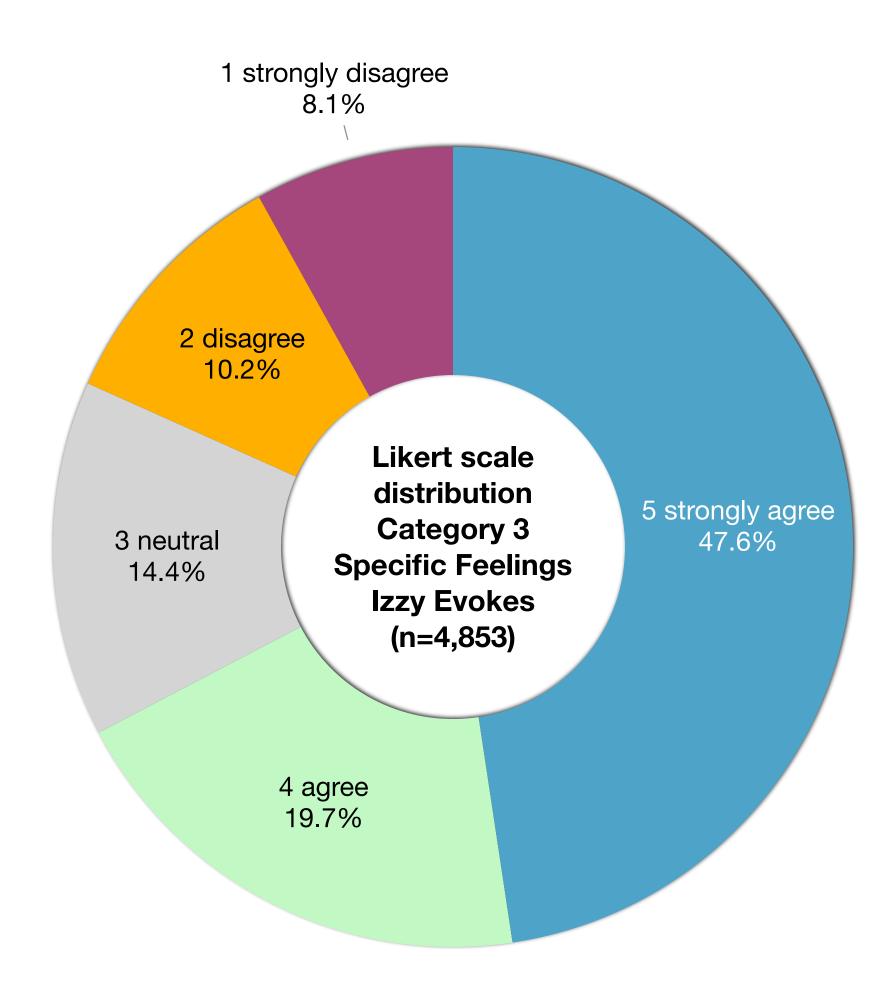


Figure C2. The distribution of Likert scale answers in category 3 Specific Feelings Izzy Evokes (n=4,853).

The lower the level of agreement, the less common of an answer it was. Strongly agreeing answers had a share of 47.6% and agreeing answers had a 19.7% share. Neutral answers had a share of 14.4.%. Disagreeing answers had a share of 10.2% and strongly disagreeing answers had a 8.1% share. The total share of disagreeing and strongly disagreeing answers was less than the share of agreeing answers.

Table C1. The different methods of analysis to determine the most relevant and the least relevant group of reasons in categories 1 and 2.

Method of analysis	Most relevant	Score	Least relevant	Score
Share of "extremely relevant" answers	2.4 Relationships	69.6%	2.2 Personality	48.0%
Share of "not relevant" answers	2.4 Relationships	2.6%	2.6 Sex & Sexuality	14.9%
Median Relevancy Score	2.4 Relationships	82.0	2.2 Personality	64.0
Median Net Relevancy Score	2.4 Relationships	79.7	2.6 Sex & Sexuality	54.0
Median Ratio Score of Extreme Relevancy	2.4 Relationships	2.5	2.2 Personality	1.1
Group Net Score of High RS	2.4 Relationships	50%	<ul><li>2.2 Personality</li><li>2.3 Social Interactions</li></ul>	-33%
Group Net Score of High Ratio ER	2.4 Relationships	66%	<ul><li>2.2 Personality</li><li>2.3 Social Interactions</li></ul>	-33%

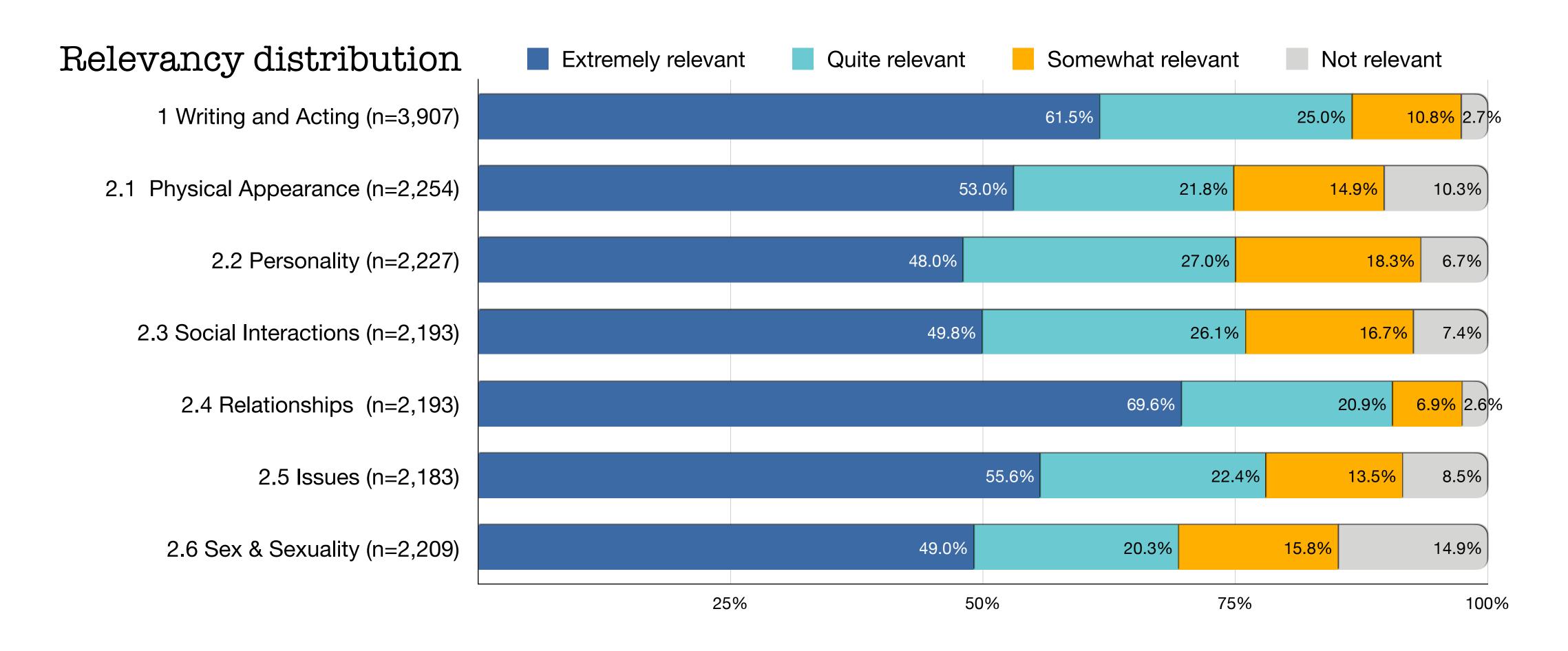


Figure C3. The distribution of all answers by different levels of relevancy in groups of reasons (groups 1 and 2.1-2.6).

"Quite relevant" answers were more common than "somewhat relevant" answers in all groups. The difference between their shares was the biggest in group 2.4 Relationships (14 percentage points) and the smallest in group 2.6 Sex & Sexuality (4.5 percentage points).

<sup>&</sup>quot;Extremely relevant" was the most common answer in all groups. It had the biggest share (69.6%) in group 2.4 Relationships (n=2,193) and the smallest share (48.0%) in group 2.2 Personality (n=2,227). In other groups, "extremely relevant" answers were between 49.0% and 61.5%.

<sup>&</sup>quot;Not relevant" was the least common answer in all groups. It had the smallest share (2.6%) in group 2.4 Relationships and the biggest share (14.9%) in group 2.6 Sex & Sexuality (n=2,209). In other groups, "not relevant" answers were between 2.7% and 10.3%.

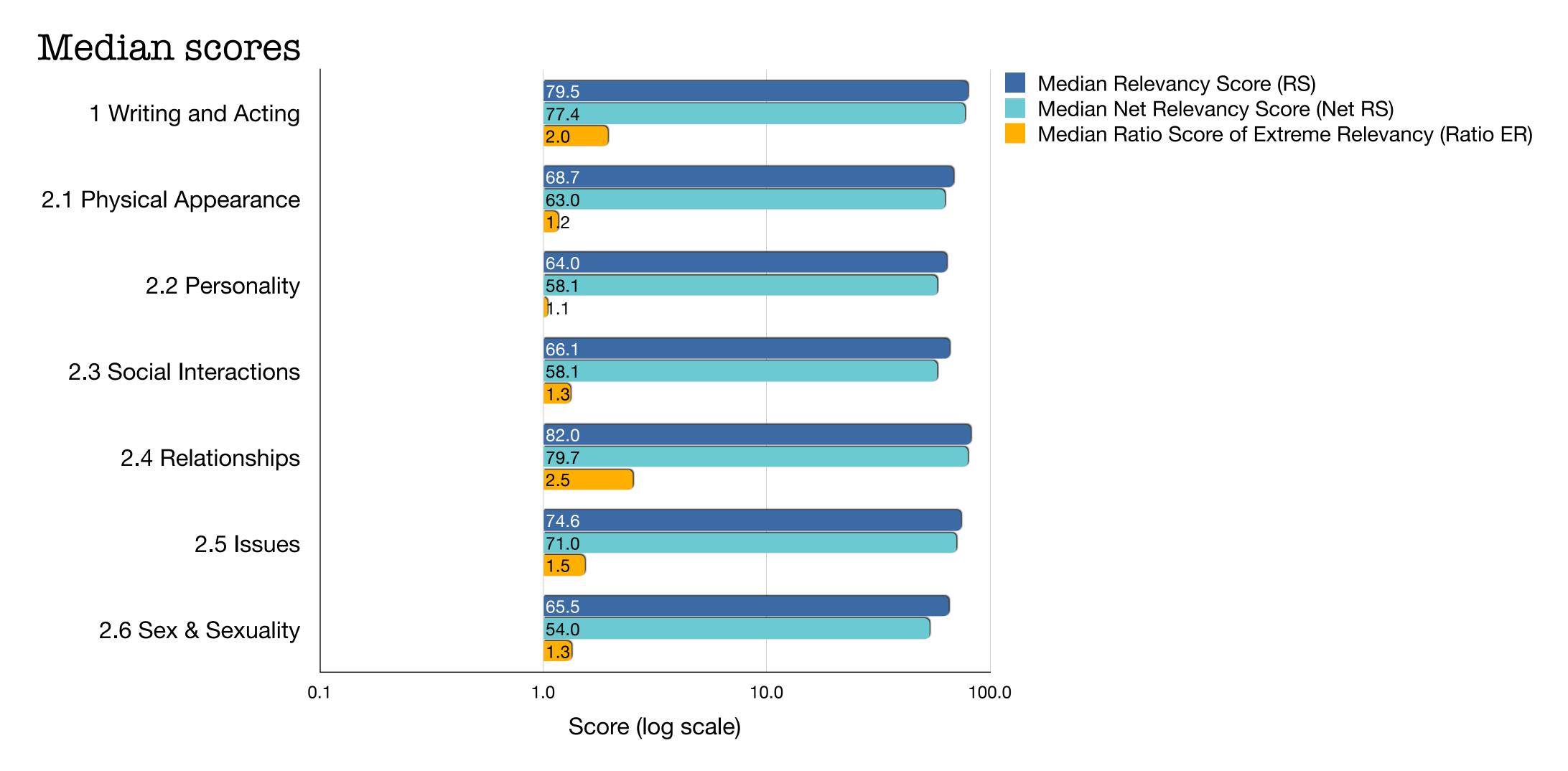


Figure C4. The median Relevancy Score (RS), Net Relevancy Score (Net RS) and Ratio Score of Extreme Relevancy (Ratio ER) of groups of reasons (groups 1 and 2.1-2.6) on a logarithmic scale.

Group 4.2 Relationships had the highest median scores: median RS 82.0, median Net RS 79.7 and median Ratio ER 2.5.

Group 2.2 Personality had the lowest median RS (64.0) and median Ratio ER (1.1).

Group 2.6 Sex & Sexuality had the lowest median Net RS (54.0).

In other groups, median RS was between 66.1 and 79.5, median Net RS was between 58.1 and 77.4 and median Ratio ER was between 1.2 and 2.0.

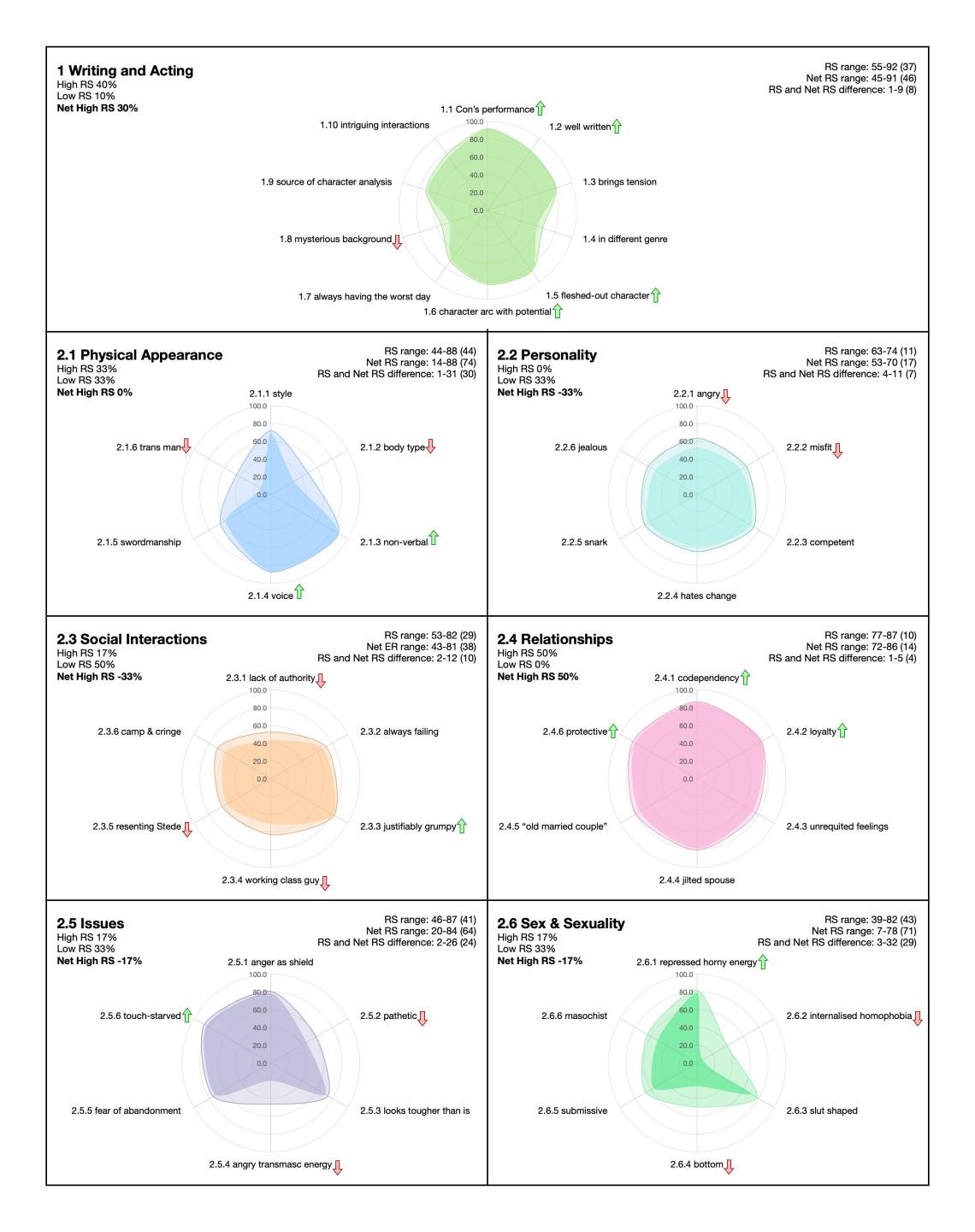


Figure C5. Relevancy Profiles of groups 1 and 2.1-2.6 based on RS and Net RS.

The individual reasons with high RS (Q3 or above) are marked with a green arrow pointing upwards and the ones with low RS (Q1 or lower) are marked with a red arrow pointing downwards. Net High RS is calculated for each group by subtracting the share of low RS reasons from the share of high RS reasons.

Group 2.4 Relationships had the biggest share (50%) of high RS reasons and also the biggest Net High RS (50%). There were no low RS reasons in this group.

Group 1 Writing and Acting had the biggest number (4) of high RS reasons but since the total number of reasons in this group was 10 (compared to six reasons in groups 2.1-2.6), the share of high RS reasons was only 40%. There was one low RS reason in this group, so the Net High RS was 30%.

Group 2.1 Physical Appearance had two low and two high RS reasons which cancel each other out and the Net High RS of this group was 0%.

Groups 2.5 Issues and 2.6 Sex & Sexuality both had two low RS reasons and one high RS reasons. The Net High RS of these groups was -17%.

Group 2.3 Social Interactions had the biggest share (50%) of low RS reasons and also the smallest Net High RS (-33%). There was only one high RS reason in this group.

Another group that had the smallest Net High RS (-33%) was 2.2 Personality. There were no high RS reasons in this group.

The relevancy of reasons was the most balanced in 2.4 Relationships. RS range of reasons was 10 points and Net RS range of reasons was 14 points. The difference between these two scores had a range of 4 points.

The second most balanced group was 2.2 Personality. RS range of reasons was 11 points and Net RS range of reasons was 17 points. The difference between these two scores had a range of 7 points.

The relevancy of reasons was the least balanced in 2.1 Physical Appearance. RS range of reasons was 44 points and Net RS range of reasons was 74 points. The difference between these two scores had range of 30 points.

The second least balanced group was 2.6 Sex & Sexuality. RS range of reasons was 43 points and Net RS range of reasons was 71 points. The difference between these two scores had range of 29 points.

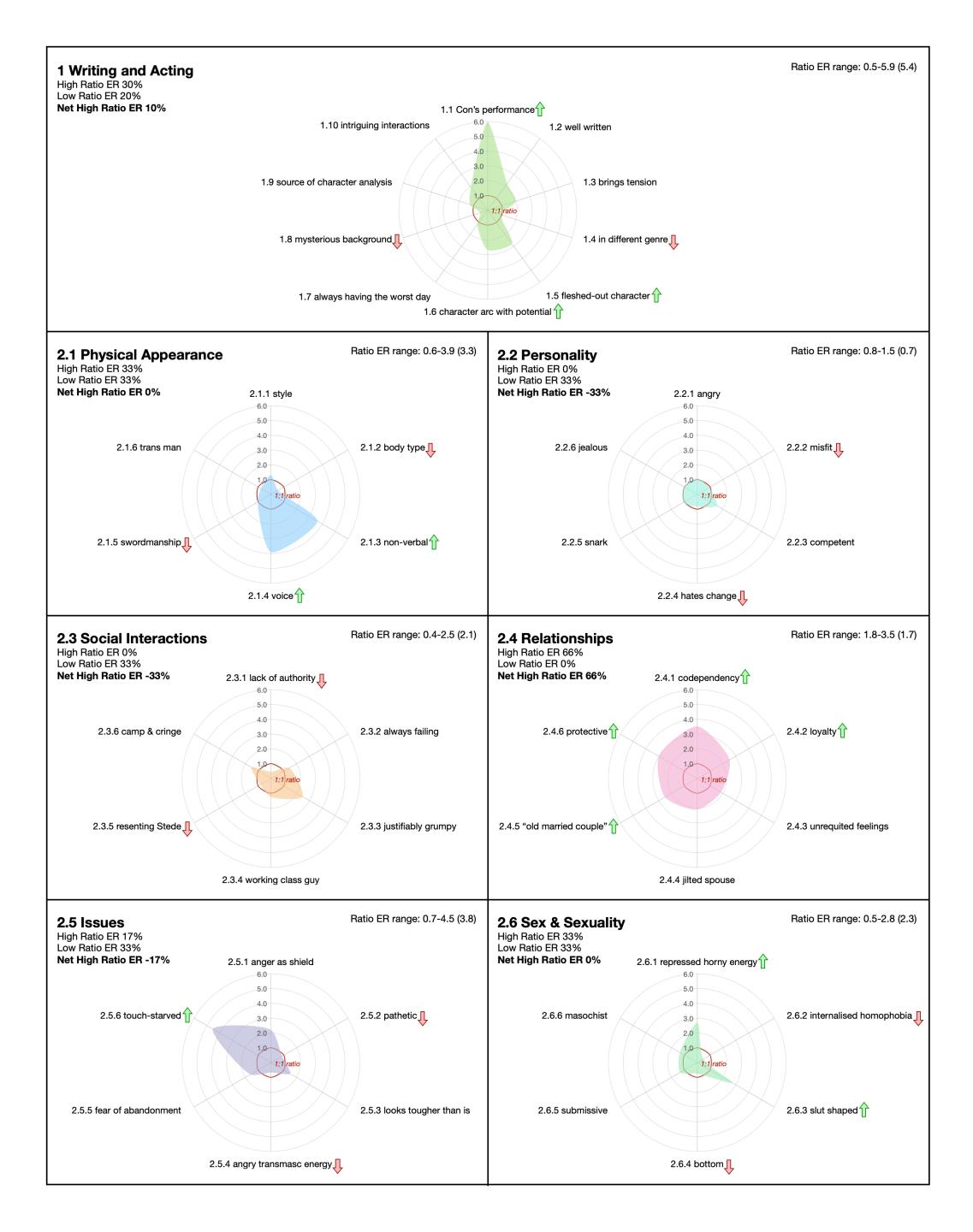


Figure C6. Relevancy Profiles of groups 1 and 2.1-2.6 based on Ratio ER.

The individual reasons with high Ratio ER (Q3 or above) are marked with a green arrow pointing upwards and the ones with low Ratio ER (Q1 or lower) are marked with a red arrow pointing downwards. Net High Ratio ER is calculated for each group by subtracting the share of low Ratio ER reasons from the share of high Ratio ER reasons.

Group 2.4 Relationships had the biggest share (66%) of high Ratio ER reasons and also the biggest Net High Ratio ER (66%). There were no low Ratio ER reasons in this group.

Low Ratio ER reasons were evenly divided between the other groups besides 2.4 Relationships. Each group had two low Ratio ER reasons.

Group 1 Writing and Acting had three high Ratio ER reasons. Net High Ratio ER was 10%.

Groups 2.1 Physical Appearance and 2.6 Sex & Sexuality had two high Ratio ER reasons which cancel out the low Ratio ER reasons and the Net High Ratio ER of these groups was 0%.

Group 2.5 Issues had one high Ratio ER reason. Net High Ratio ER was -17%.

Two of the groups had no high Ratio ER reasons. 2.2 Personality and 2.3 Social Interactions both had the smallest Net High Ratio ER (-33%).

The relevancy of reasons was the most balanced in 2.2 Personality. Ratio ER range of reasons was 0.7 points.

The second most balanced group was 2.4 Relationships. Ratio ER range of reasons was 1.7 points.

The relevancy of reasons was the least balanced in 1 Writing and Acting. Ratio ER range of reasons was 5.4 points.

The second least balanced group was 2.5 Issues. Ratio ER range of reasons was 3.8 points.

Table C1. The different methods of analysis to determine the most relevant and the least individual reason in categories 1 and 2.

Method of analysis	Most relevant	Score	Least relevant	Score
Share of "extremely relevant" answers	1.1 Con's performance	85.1%	2.6.2 internalised homophobia	21.9%
Share of "not relevant" answers	1.3 brings tension 1.1 Con's performance 1.5 fleshed-out character 2.1.3 non-verbal 2.4.2 loyalty	0.5%	2.6.2 internalised homophobia	31.6%
Relevancy Score	1.1 Con's performance	91.7	2.6.2 internalised homophobia	38.6
Net Relevancy Score	1.1 Con's performance	91.2	2.6.2 internalised homophobia	7.0
Ratio Score of Extreme Relevancy	1.1 Con's performance	5.9	2.3.1 lack of authority	0.4

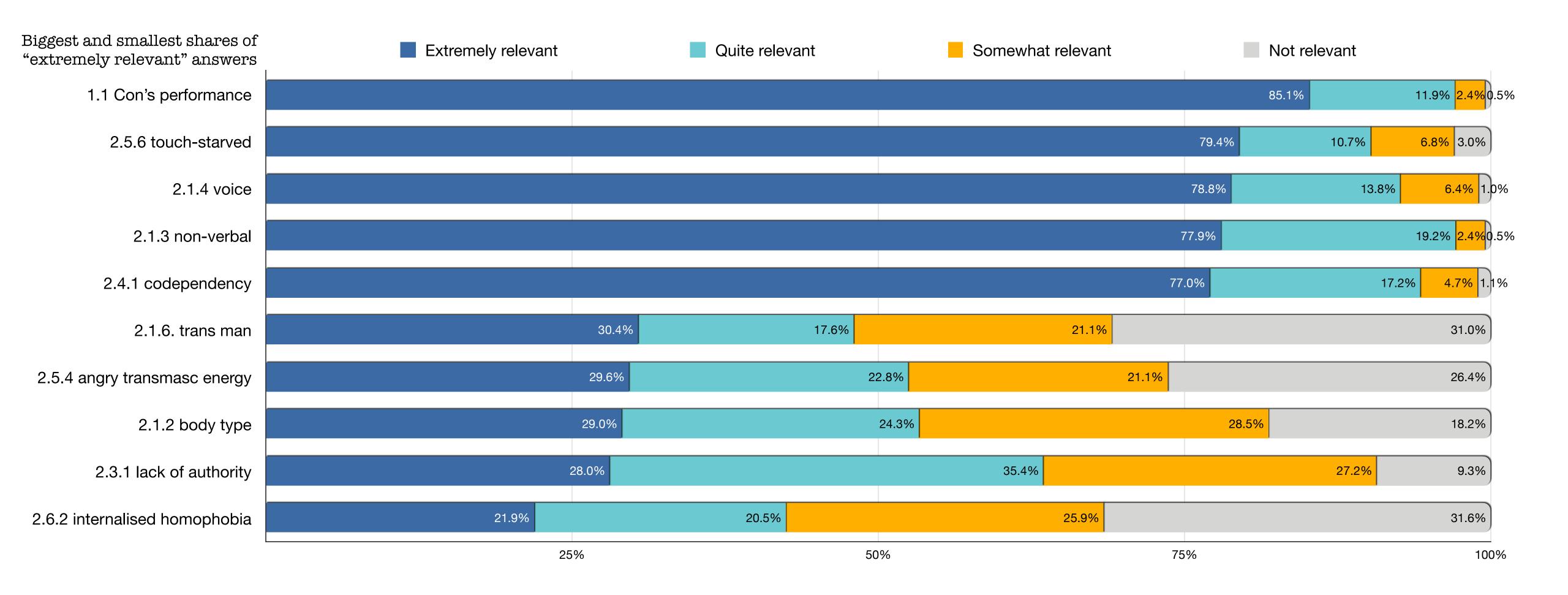


Figure C7. The distribution of answers with different levels of relevancy for reasons that had the biggest and smallest shares of "extremely relevant" answers in groups 1 and 2.1-2.6. The reasons are in descending order by their share of "extremely relevant" answers.

- 1.1 Con O'Neill's performance as Izzy had the biggest share (85.1%) of "extremely relevant" answers. The 5th-2nd biggest shares were 77.0-79.4%.
- 2.6.2 Izzy's has internalised homophobia had the smallest share (21.9%) of "extremely relevant" answers. The 2nd-5th smallest shares were 28.0-30.4%.

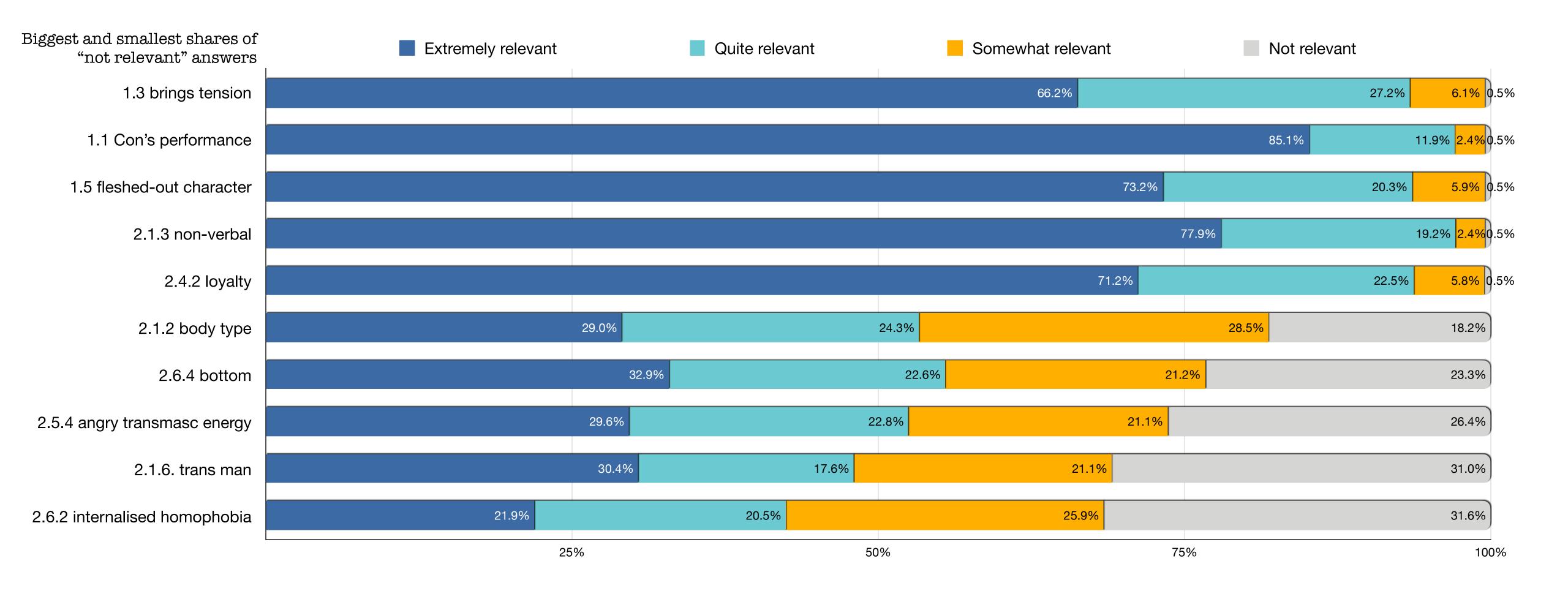


Figure C8. The distribution of answers with different levels of relevancy for reasons that had the biggest and smallest shares of "not relevant" answers in groups 1 and 2.1-2.6. The reasons are in ascending order by their share of "not relevant" answers.

The smallest share of "not relevant" answers was 0.5% and there were five reasons that had this share: Izzy brings unique tension to the show (1.3), Con O'Neill's perfomance as Izzy (1.1), Izzy being a fully fleshed-out character (1.5), Izzy's body language and other non-verbal communication (2.1.3) and Izzy's loyalty and commitment to Edward (2.4.2).

2.6.2 Izzy's has internalised homophobia had the biggest share (31.6%) of "not relevant" answers. The 2nd-5th biggest shares were 31.0-18.2%.

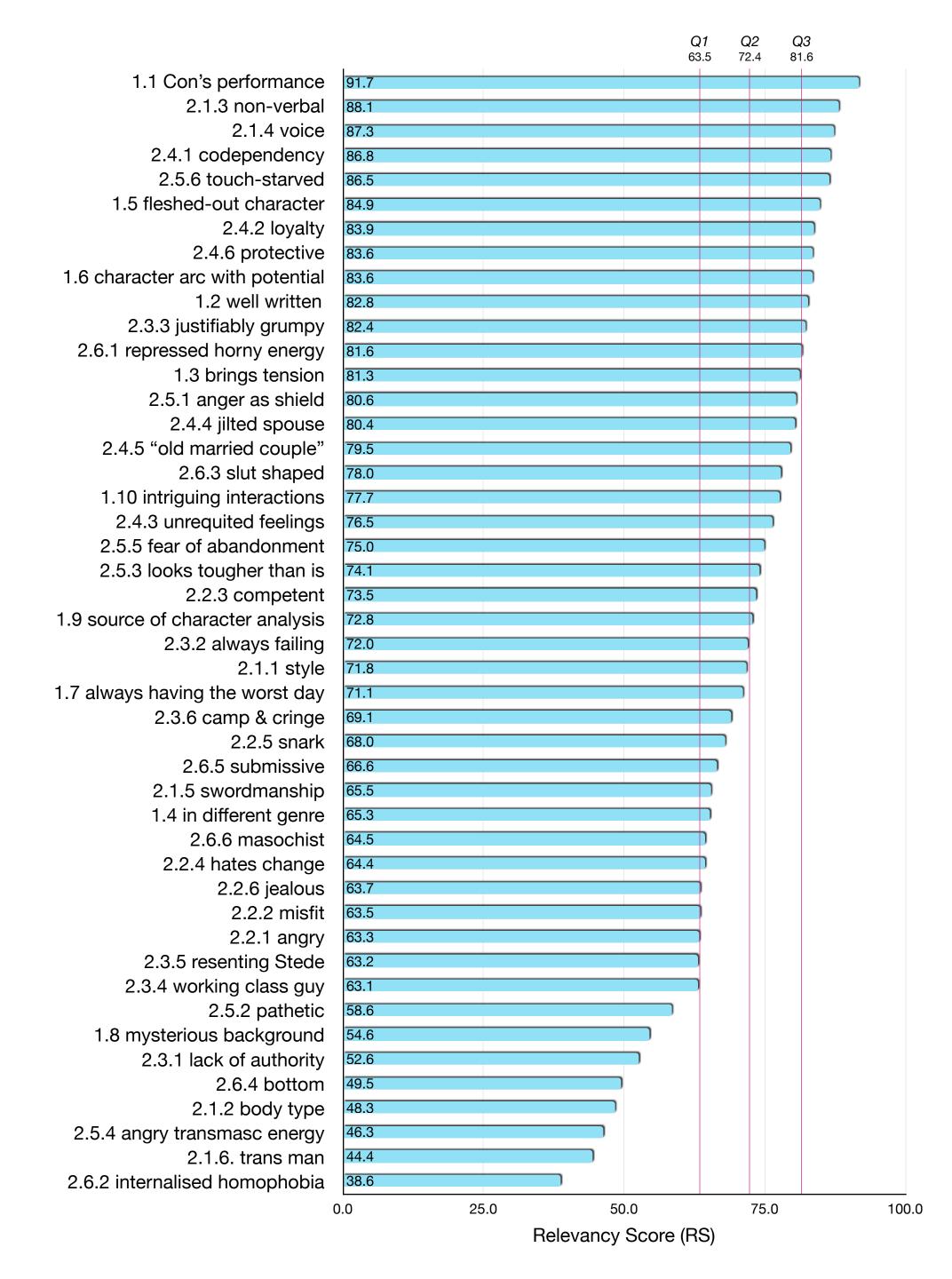


Figure C9. Relevancy Score (RS) of individual reasons in groups 1 and 2.1-2.6. There are 46 reasons in total.

The median score was 72.4. Low RS reasons had a score of 63.5 or below and high RS reasons had a score of 81.6 or above.

- 1.1 Con O'Neill's performance as Izzy had the highest RS (91.7).
- 2.1.3 Izzy's voice / the way he talks and curses had the second highest RS (88.1)
- 2.1.4 Izzy's body language, facial expressions and non-verbal communication had the third highest RS (87.3).
- 2.6.2 Izzy's has internalised homophobia had the lowest RS (38.6).
- 2.1.6 Izzy can be interpreted as a trans man had the second lowest RS (44.4).
- 2.5.4 Izzy has the angry transmasc energy and he's clinging to toxic masculinity had the third lowest RS (46.3).

For other reasons, RS varied between 48.3 and 86.8.

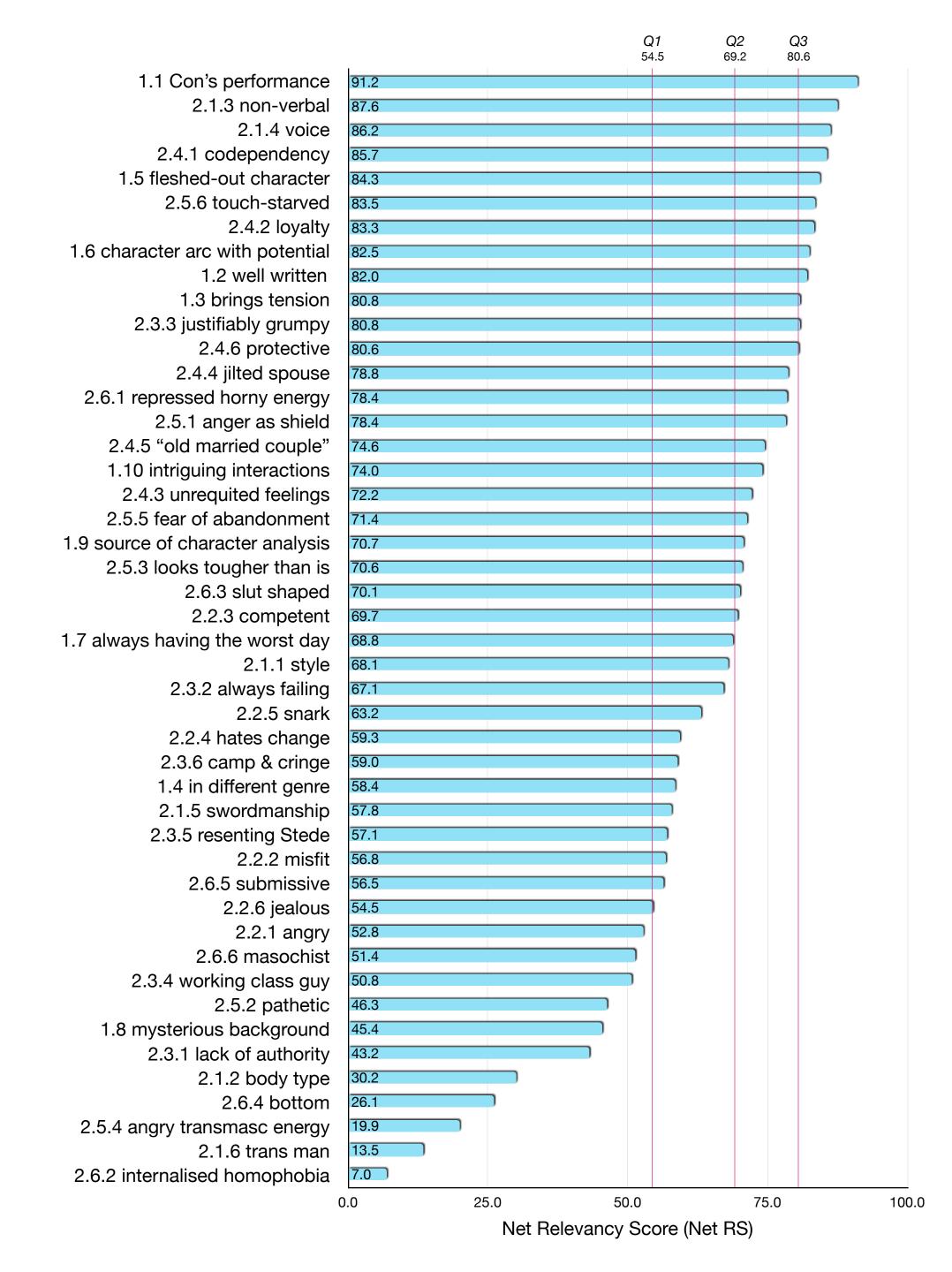
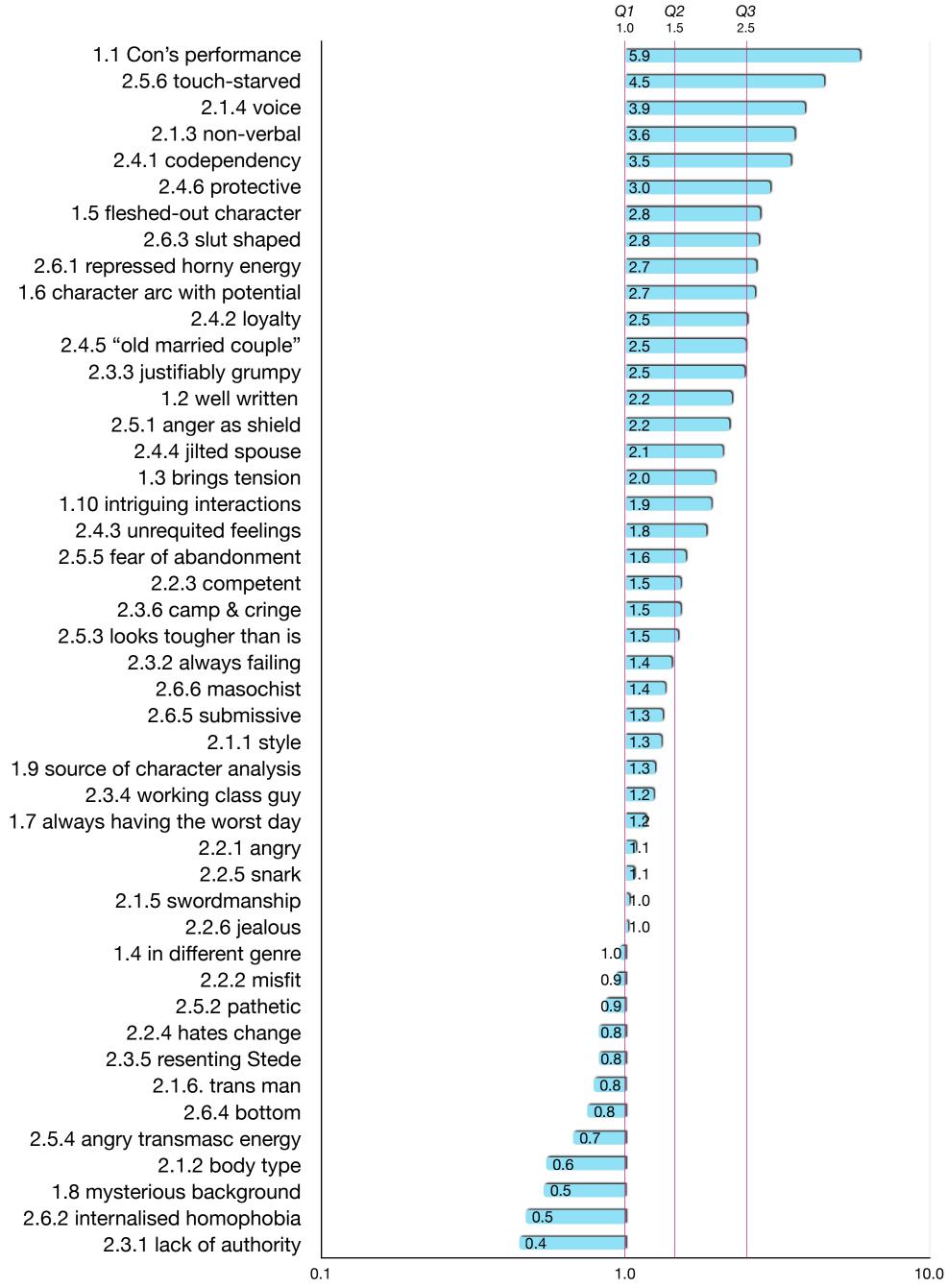


Figure C10. Net Relevancy Score (Net RS) of individual reasons in groups 1 and 2.1-2.6. There are 46 reasons in total.

The median score was 69.2. Low Net RS reasons had a score of 54.5 or below and high Net RS reasons had a score of 80.6 or above.

- 1.1 Con O'Neill's performance as Izzy had the highest Net RS (91.2).
- 2.1.3 Izzy's body language, facial expressions and non-verbal communication had the second highest Net RS (87.6).
- 2.1.4 Izzy's voice / the way he talks and curses had the third highest Net RS (86.2)
- 2.6.2 Izzy's has internalised homophobia had the lowest Net RS (7.0).
- 2.1.6 Izzy can be interpreted as a trans man had the second lowest Net RS (13.5).
- 2.5.4 Izzy has the angry transmasc energy and he's clinging to toxic masculinity had the third lowest Net RS (19.9).

For other reasons, Net RS varied between 26.1 and 85.7.



Ratio Score of Extreme Relevancy (Ratio ER) (log scale)

Figure C11. Ratio Score of Extreme Relevancy (Ratio ER) of individual reasons in groups 1 and 2.1-2.6 on a logarithmic scale. There are 46 reasons in total.

The median score was 1.5. Low Ratio ER reasons had a score of 1.0 or below and high Ratio ER reasons had a score of 2.5 or above.

- 1.1 Con O'Neill's performance as Izzy had the highest Ratio ER (5.9).
- 2.5.6 Izzy is touch-starved had the second highest Ratio ER (4.5).
- 2.1.4 Izzy's voice / the way he talks and curses had the third highest Ratio ER (3.9)
- 2.3.1 Izzy is a follower, not a leader. He lacks authority and doesn't garner respect had the lowest Ratio ER (0.4).
- 2.6.2 Izzy's has internalised homophobia had the second lowest Ratio ER (0.5).
- 1.8 Izzy's background is only hinted at, we get tiny bits of information, but mostly it stays as a mystery had the third lowest Ratio ER (0.5).

For other reasons, Ratio ER varied between 0.6 and 3.6.

There were 12 reasons with Ratio ER that was less than 1. There were more participants who said these reasons were somewhat or quite relevant than there were participants who said these reasons were extremely relevant.

Table C3. The different methods of analysis to determine the most relevant and the least relevant individual feeling evoked by Izzy.

Method of analysis	Most relevant	Score	Least relevant	Score
Share of Agreeing Answers	3.15 fanfic writers making him go through all the emotions	91.8%	3.17 makes me feel seen and validated	41.5%
Share of Disagreeing Answers	3.15 fanfic writers making him go through all the emotions	2.6%	3.17 makes me feel seen and validated	38.5%
Net Share of Strong Agreement	3.15 fanfic writers making him go through all the emotions	69.9%	3.17 makes me feel seen and validated	-35.6%
Ratio of Agreement	3.15 fanfic writers making him go through all the emotions	35.3	3.17 makes me feel seen and validated	1.1

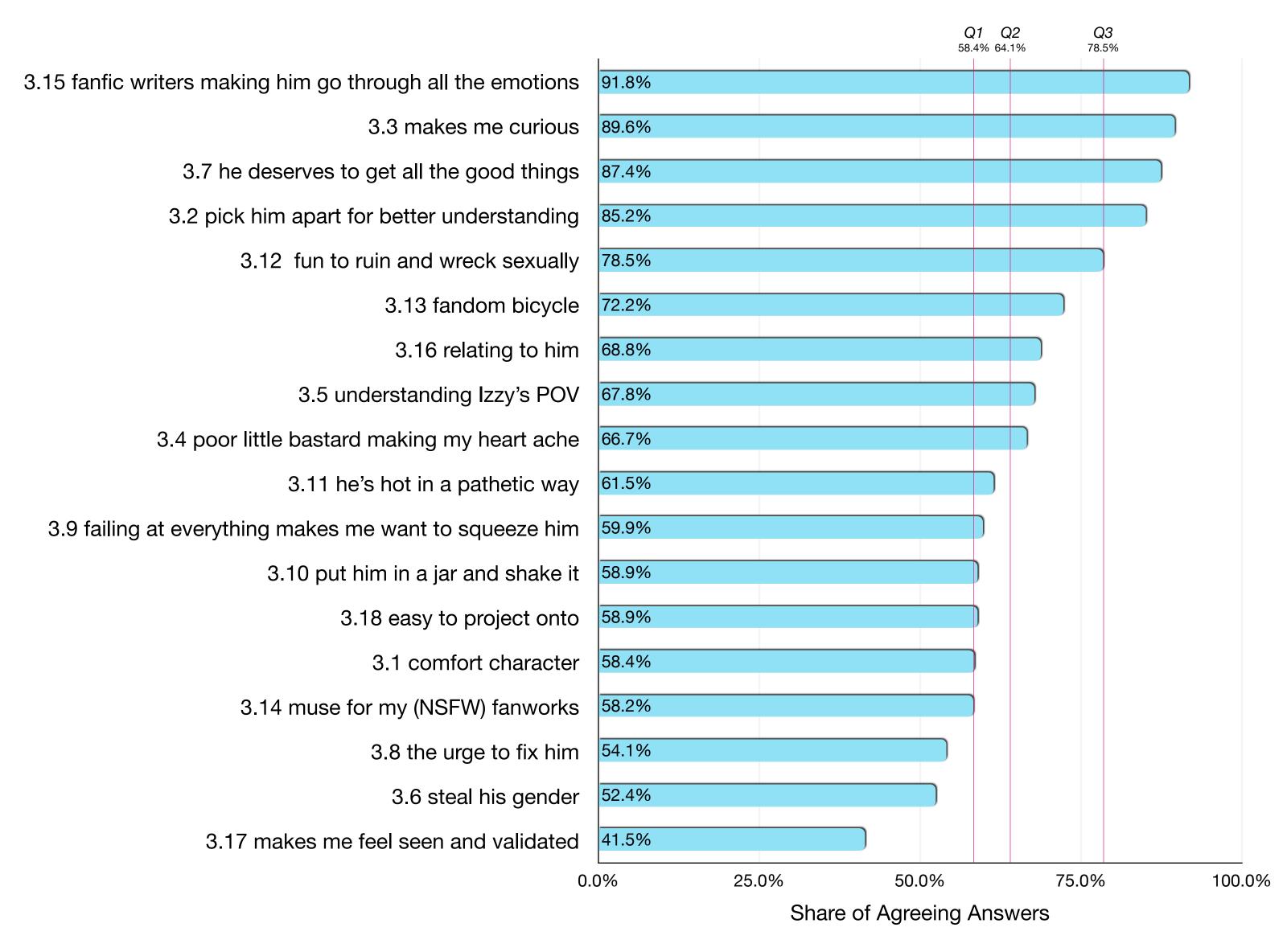


Figure C12. Share of Agreeing Answers on specific feelings Izzy evokes. There are 18 feelings in total.

The median was 64.1%. Low shares of Agreeing Answers were 58.4% or less. High shares of Agreeing Answers were 78.5% or more.

- 3.15 I enjoy the way how fanfic writers can make Izzy feel all the emotions and it just works had the biggest share of Agreeing Answers (91.8%).
- 3.3 Izzy makes me so curious and I want to know more—about his past, about what he's been through, about how he'll react to future situations had the second biggest share of Agreeing Answers (89.6%).
- 3.7 I need Izzy to be praised and patted on the head. He needs a hug and someone to tell him he's a good boy and give him love and all the good things he doesn't think he deserves had the third biggest share of Agreeing Answers (87.4%).
- 3.17 Izzy makes me feel seen and validated, I feel like he represents me had the smallest share of Agreeing Answers (41.5%).
- 3.6 I want to steal Izzy's gender had the second smallest share of Agreeing Answers (52.4%).
- 3.8 Seeing all the things that are wrong with Izzy gives me the urge to fix him had the third smallest share of Agreeing Answers (54.1%).

For other feelings, the share of Agreeing Answers varied between 58.2% an 85.2%.

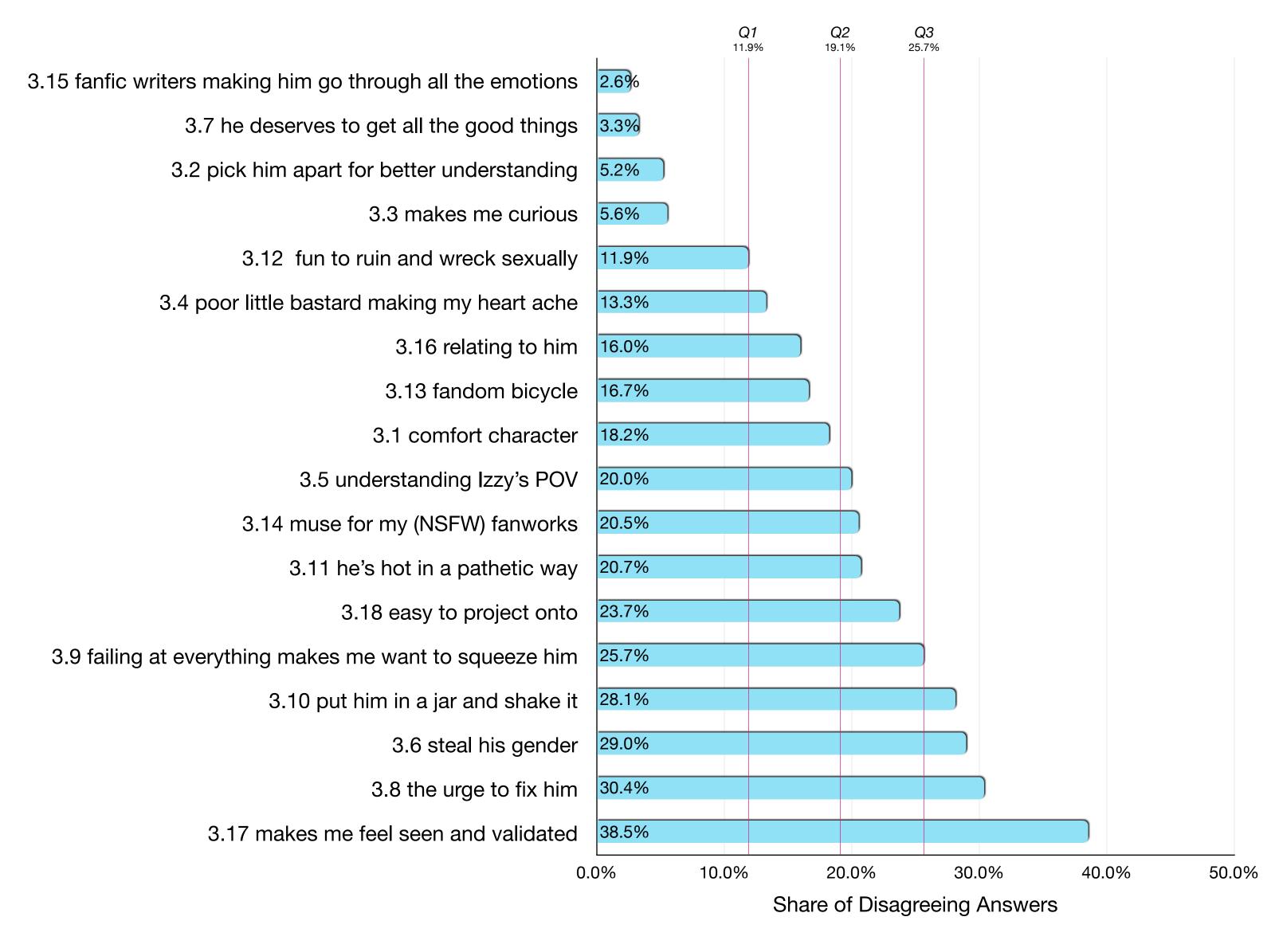


Figure C13. Share of Disagreeing Answers on specific feelings Izzy evokes. There are 18 feelings in total.

The median was 19.1%. Low shares of Disagreeing Answers were 11.9% or less. High shares of Disagreeing Answers were 25.7% or more.

- 3.15 I enjoy the way how fanfic writers can make Izzy feel all the emotions and it just works had the smallest share of Disagreeing Answers (2.6%).
- 3.7 I need Izzy to be praised and patted on the head. He needs a hug and someone to tell him he's a good boy and give him love and all the good things he doesn't think he deserves had the second smallest share of Disagreeing Answers (3.3%).
- 3.2 I want to put Izzy under a microscope and pick him apart in order to understand him better and to find out what is going on inside his brain had the third smallest share of Disagreeing Answers (5.2%).
- 3.17 Izzy makes me feel seen and validated, I feel like he represents me had the biggest share of Disagreeing Answers (38.5%).
- 3.8 Seeing all the things that are wrong with Izzy gives me the urge to fix him had the second biggest share of Disagreeing Answers (30.4%).
- 3.6 I want to steal Izzy's gender had the third biggest share of Disagreeing Answers (29.0%).

For other feelings, the share of Disagreeing Answers varied between 5.6% an 28.1%.

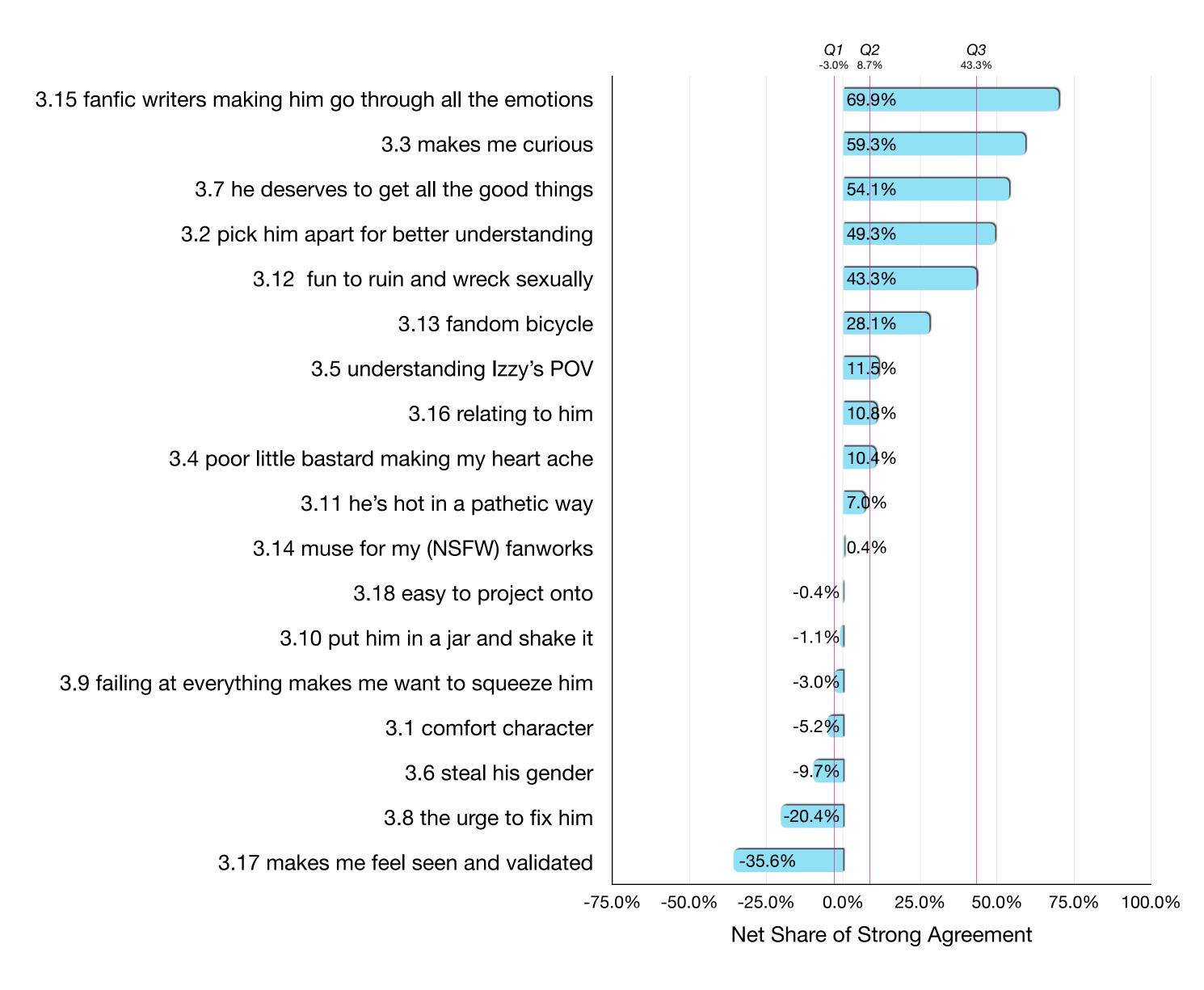


Figure C14. Net Share of Strong Agreement on specific feelings Izzy evokes. There are 18 feelings in total.

The median was 8.7%. Low Net Shares of Strong Agreement were -3.0% or less. High Net Shares of Strong Agreement were 43.3% or more.

- 3.15 I enjoy the way how fanfic writers can make Izzy feel all the emotions and it just works had the biggest Net Share of Strong Agreement (69.9%).
- 3.3 Izzy makes me so curious and I want to know more—about his past, about what he's been through, about how he'll react to future situations had the second biggest Net Share of Strong Agreement (59.3%).
- 3.7 I need Izzy to be praised and patted on the head. He needs a hug and someone to tell him he's a good boy and give him love and all the good things he doesn't think he deserves had the third biggest Net Share of Strong Agreement (54.1%).
- 3.17 Izzy makes me feel seen and validated, I feel like he represents me had the smallest Net Share of Strong Agreement (-35.6%).
- 3.8 Seeing all the things that are wrong with Izzy gives me the urge to fix him had the second smallest Net Share of Strong Agreement (-20.4%).
- 3.6 I want to steal Izzy's gender had the third smallest Net Share of Strong Agreement (-9.7%).

For other feelings, the Net Share of Strong Agreement varied between -5.2% and 49.3%.

There were 7 feelings with a negative Net Share of Strong Agreement. There were more participants who disagreed or were neutral about these feelings than there were participants who strongly agreed with these feelings.

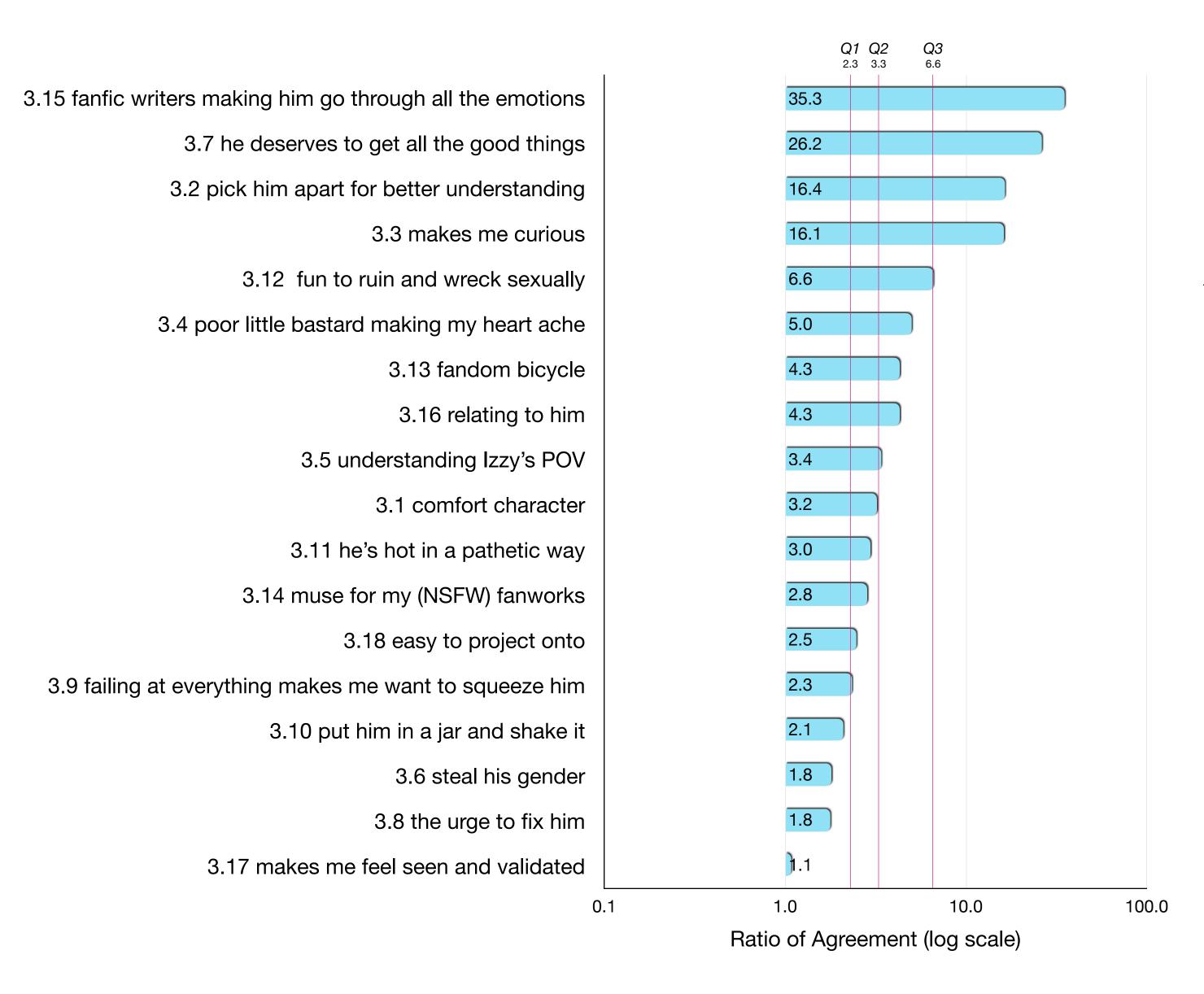


Figure C15. Ratio of Agreement on specific feelings Izzy evokes on a logarithmic scale. There are 18 feelings in total.

The median ratio was 3.3. Low ratios were 2.3 or less. High ratios were 6.6 or more.

- 3.15 I enjoy the way how fanfic writers can make Izzy feel all the emotions and it just works had the biggest Ratio of Agreement (35.3).
- 3.7 I need Izzy to be praised and patted on the head. He needs a hug and someone to tell him he's a good boy and give him love and all the good things he doesn't think he deserves had the second biggest Ratio of Agreement (26.2).
- 3.2 I want to put Izzy under a microscope and pick him apart in order to understand him better and to find out what is going on inside his brain had the third biggest Ratio of Agreement (16.4).
- 3.17 Izzy makes me feel seen and validated, I feel like he represents me had the smallest Ratio of Agreement (1.1).
- 3.8 Seeing all the things that are wrong with Izzy gives me the urge to fix him had the second smallest Ratio of Agreement (1.8).
- 3.6 I want to steal Izzy's gender had the third smallest Ratio of Agreement (1.8).

For other feelings, the Ratio of Agreement varied between 2.1 and 16.1.