

Supplementary Table 3: Spin in 119 infographics, abstracts, and full text articles*

Specific reporting strategies ('spin')	Infographic n (%)	Abstract n (%)	Full text n (%)	Infographic vs abstract (OR, 95% CI)	Infographic vs full text (OR, 95% CI)	Abstract vs full text (OR, 95% CI)
Any evidence of spin	39 (33%)	31 (26%)	31 (26%)	1.4 (0.8 to 2.4)	1.4 (0.8 to 2.4)	1.0 (0.6 to 1.8)
Spin in both the results and conclusion	7 (7%)	14 (12%)	8 (7%)	0.6 (0.2 to 1.4)	1.0 (0.4 to 3.0)	1.9 (0.7 to 4.6)
Spin in the results	30 (26%)	17 (14%)	9 (8%)	2.1 (1.1 to 4.1)**	4.3 (1.9 to 9.5)**	2.0 (0.9 to 4.8)
Focus on statistically significant effects for within-group comparisons	4 (3%)	4 (3%)	2 (2%)	1.0 (0.3 to 4.2)	2.1 (0.4 to 11.6)	2.0 (0.4 to 11.3)
Focus on statistically significant effects for secondary outcomes	10 (9%)	6 (5%)	2 (2%)	1.8 (0.6 to 5.1)	5.5 (1.2 to 25.8)**	3.1 (0.6 to 15.7)
Focus on statistically significant effects for subgroup analyses	4 (3%)	5 (4%)	4 (3%)	0.8 (0.2 to 3.1)	1.0 (0.3 to 4.2)	1.3 (0.3 to 4.8)
Focus on statistically significant effects for modified population of analyses (e.g., ITT)	0 (0%)	0 (0%)	0 (0%)	-	-	-
Interpret statistically non-significant effects for the primary outcome(s) as showing treatment equivalence or comparable effectiveness	1 (1%)	0 (0%)	0 (0%)	-	-	-
Highlighting the benefit of an intervention despite statistically non-significant effects	12 (10%)	6 (5%)	5 (4%)	2.2 (0.8 to 6.0)	2.6 (0.9 to 7.7)	1.2 (0.4 to 4.1)
Focus on statistically significant effects for one	5 (4%)	3 (3%)	2 (2%)	1.7 (0.4 to 7.5)	2.6 (0.5 to 13.9)	1.5 (0.2 to 9.2)

primary outcome while ignoring non-statistically significant effects for other primary outcomes						
Focus on statistically significant effects for the primary outcome at a non-primary time-point	1 (1%)	0 (0%)	0 (0%)	-	-	-
Focus on statistically significant effects for the primary outcome at one time-point while ignoring non-statistically significant effects for the primary outcome at other time points (when no primary time point is specified)	1 (1%)	1 (1%)	0 (0%)	1.0 (0.1 to 16.6)	-	-
Spin in the conclusion	16 (20%)	28 (24%)	30 (26%)	0.8 (0.4 to 1.6)	0.7 (0.3 to 1.4)	0.9 (0.5 to 1.6)
Focus on statistically significant effects for within-group comparisons	1 (1%)	4 (3%)	5 (4%)	0.4 (0.0 to 3.2)	0.3 (0.0 to 2.4)	0.8 (0.2 to 3.0)
Focus on statistically significant effects for secondary outcomes	4 (5%)	6 (5%)	8 (7%)	1.0 (0.5 to 4.1)	0.7 (0.2 to 2.4)	0.7 (0.2 to 2.2)
Focus on statistically significant effects for subgroup analyses	2 (2%)	4 (3%)	5 (4%)	0.7 (0.1 to 4.0)	0.6 (0.1 to 3.0)	0.8 (0.2 to 3.0)
Focus on statistically significant effects for modified population of analyses	0 (0%)	0 (0%)	0 (0%)	-	-	-
Interpret statistically non-significant effects for the	2 (2%)	4 (3%)	4 (3%)	0.7 (0.1 to 4.0)	0.7 (0.1 to 3.9)	1.0 (0.2 to 4.0)

primary outcome(s) as showing treatment equivalence or comparable effectiveness						
Highlighting the benefit of an intervention despite statistically non-significant effects	6 (7%)	13 (11%)	13 (11%)	0.6 (0.2 to 1.8)	0.6 (0.2 to 1.7)	1.0 (0.4 to 2.2)
Focus on statistically significant effects for one primary outcome while ignoring non-statistically significant effects for other primary outcomes	4 (5%)	9 (8%)	11 (9%)	0.6 (0.2 to 2.1)	0.5 (0.2 to 1.6)	0.8 (0.3 to 2.0)
Focus on statistically significant effects for the primary outcome at a non-primary time-point	0 (0%)	0 (0%)	0 (0%)	-	-	-
Focus on statistically significant effects for the primary outcome at one time-point while ignoring non-statistically significant effects for the primary outcome at other time points (when no primary time point is specified)	0 (0%)	0 (0%)	1 (1%)	-	-	-

*: 3 infographics did not have a results section, 37 infographics did not have a conclusion, and 2 full texts did not have a conclusion; **: statistically significant