

Appendix

A. Keywords

Search Keywords for depression

- Depression
- Button Poetry Depression
- Depression Multifandom
- Self-harm confessions
- Self-injury
- The Dying Edits
- Kurt Cobain Suicide Confessions
- Loneliness Multifandom
- Confessions in depression
- Depression short films
- Anorexia short films
- Broken short films
- Famous suicide letters
- Suicide short films
- Self-harm short films

Above is a small list of the keywords used. Most search terms revolved around these keywords aiming depression, self-harm etc. We extracted the video ids, filtered them and kept the unique ones to maintain the quality of data.

B. Ces-d Questionnaire

Fig.1 shows the set of questions asking about some ways an individual may have felt or behaved. The individual has to indicate how often he/she has felt this way during the time duration of a week. Response options range from 0 to 3 for each item (0 = Rarely or None of the Time, 1 = Some or Little of the Time, 2 = Moderately or Much of the time, 3 = Most or Almost All the Time). Scores range from 0 to 60, with high scores indicating greater depressive symptoms.

Center for Epidemiologic Studies Depression Scale (CES-D), NIMH

Below is a list of the ways you might have felt or behaved. Please tell me how often you have felt this way during the **past week**. Circle **one** number on each line.

	During the Past Week			
	Rarely or none of the time (less than 1 day)	Some or a little of the time (1-2 days)	Occasionally or a moderate amount of time (3-4 days)	All of the time (5-7 days)
1. I was bothered by things that usually don't bother me	0	1	2	3
2. I did not feel like eating; my appetite was poor	0	1	2	3
3. I felt that I could not shake off the blues even with help from my family or friends	0	1	2	3
4. I felt I was just as good as other people	0	1	2	3
5. I had trouble keeping my mind on what I was doing	0	1	2	3
6. I felt depressed	0	1	2	3
7. I felt that everything I did was an effort	0	1	2	3
8. I felt hopeful about the future	0	1	2	3
9. I thought my life had been a failure	0	1	2	3
10. I felt fearful	0	1	2	3
11. My sleep was restless	0	1	2	3
12. I was happy	0	1	2	3
13. I talked less than usual	0	1	2	3
14. I felt lonely	0	1	2	3
15. People were unfriendly	0	1	2	3
16. I enjoyed life	0	1	2	3
17. I had crying spells	0	1	2	3
18. I felt sad	0	1	2	3
19. I felt that people dislike me	0	1	2	3
20. I could not get "going"	0	1	2	3

Figure 1. CES-D Questionnaire

C. Symptoms and Seed Terms

Table 1 shows a set of symptoms mentioned in the CES-D questionnaire and Seed-Terms used corresponding to them.

Fig.2 shows an example of the seed-terms identified from the comments' text.

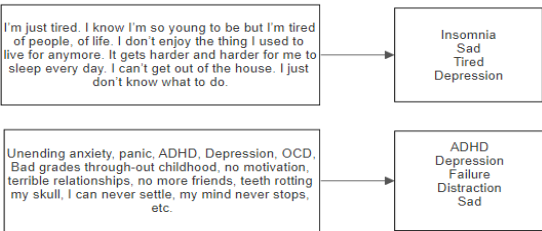


Figure 2. Example of Seed-Terms extracted from the comments

D. CES-D score

The plot in Fig.3 shows the comparison of CES-D scores in various categories of videos as mentioned in section 3.2 in the paper.

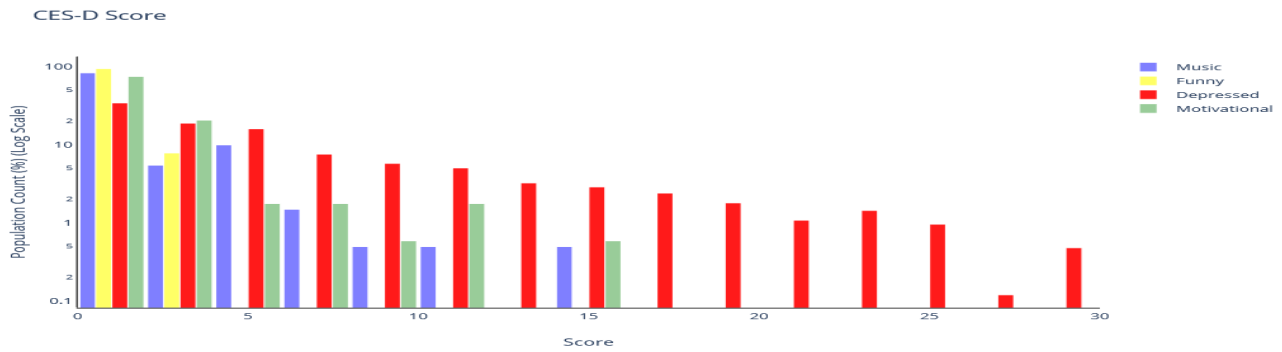


Figure 3. Comparison of CES-D scores in various categories of videos

Table 1. Seed Terms relevant to CES-D Symptoms

Questionnaire Symptoms	Seed-Terms
I DID NOT FEEL LIKE EATING	APPETITE
I FELT THAT I COULD NOT SHAKE OFF MY BLUES	SAD
I HAD TROUBLE KEEPING MY MIND ON WHAT I WAS DOING	DISTRACTION, ADHD
I FELT DEPRESSED	DEPRESSION
MY SLEEP WAS RESTLESS	INSOMNIA, NIGHT-MARE
I FELT MY LIFE HAD BEEN A FAILURE	FAILURE, SELF-DOUBT, SELF-HATE
I FELT LONELY/PEOPLE WERE UN-FRIENDLY	LONELY