

Table S1. Characteristics of Test and Control Internet Forums.

	Category	Forum source	No. of posts	Avg. post length
Control Groups	General Forums	Mumsnet.com	168	210
		Boards.ie/TheLadiesLounge	144	221
		Boards.ie/TheGentlemensClub	154	173
		Askmen.com	144	258
		PensionersForum.co.uk	190	154
		TheStudentRoom.co.uk	136	221
Test Groups	General Anxiety Disorder Forums	Patient.info/Anxiety	152	240
		Anxietyforum.net	85	371
		Anxietyzone.com	115	332
		Nomorepanic.co.uk	90	266
		Mentalhealthforum.net	96	334
		Psychforums.com	76	449
	Depression Forums	Patient.info/Depression	103	304
		Mentalhealthforum.net	69	357
		Depressionforums.org	83	341
		Dealingwithdepression.co.uk	65	317
		Psychcentral.com/Depression	107	309
		Beyondblue.org.au	127	256
	Suicidal Ideation Forums	Suicideforum.com	112	359
		Takethislife.com	97	383
		Suicidemethods.net	104	355
		Experienceproject.com	59	290

Note: General Forums = ‘Mumsnet’ (Women), ‘The Ladies Lounge’ (Women), ‘The Gentlemen’s Club’ (Men), ‘Ask Men’ (Men), ‘Pensioners Forum’ (Elderly), ‘Student Room’ (Young).