

Table S1. Characteristics of Test and Control Internet Forums.

	Category	Forum source	Word Count ^b	No. of posts ^c	Avg. post length ^d	
Study 1	Control Groups	Mumsnet.com	36617	157	210	
		Boards.ie/TheLadiesLounge	31420	131	221	
		Boards.ie/TheGentlemensClub	26419	121	173	
		General Forums ^a	Askmen.com	37222	141	258
		PensionersForum.co.uk	30102	126	154	
		TheStudentRoom.co.uk	31175	142	221	
		Boards.ie/WorkandJobs	32254	109	258	
		Asthma Forums	HealthUnlocked.com	33675	122	272
		Patient.info/Asthma	19010	95	211	
		Dailystrength.org	34627	90	253	
		Healthboards.com	32500	111	248	
	Diabetes Forums	Diabetes.co.uk	34963	152	211	
	Patient.info/Diabetes	32885	139	267		
	Diabetessupport.co.uk	38347	174	198		
	Diabetes-support.org.uk	31453	122	242		
	Cancer Forums	Beatingbowelcancer.org	35940	95	259	
	Macmillan.org.uk	33042	141	203		
	Cancerforums.net	33007	122	225		
	ProstateCancerUK.org	33438	93	241		
	Test Groups	General Anxiety Disorder Forums	Patient.info/Anxiety	42078	152	240
		Anxietyforum.net	38962	85	371	
		Anxietyzone.com	43817	115	332	
		Nomorepanic.co.uk	32723	90	266	
		Mentalhealthforum.net	36387	96	334	
		Psychforums.com	35432	76	449	
		Depression Forums	Patient.info/Depression	34616	103	304
Mentalhealthforum.net		33167	69	357		
Depressionforums.org		36504	83	341		
Dealingwithdepression.co.uk		30465	65	317		
Psychcentral.com/Depression		40147	107	309		
Beyondblue.org.au		35586	127	256		
Suicidal Ideation Forums		Suicideforum.com	42339	112	359	
Takethislife.com		43611	98	383		
Suicidemethods.net		39447	104	355		
Experienceproject.com	38542	59	290			
Study 2	Control Group	Post Traumatic Stress Disorder Forums	Mvptsd.com	40511	112	362
		Psychforums.com/PTSD	38577	90	433	
		Psychcentral.com/PTSD	34852	88	387	
		Patient.info/PTSD	20659	42	492	
		Mentalhealthforum.net	40435	96	400	
	Schizophrenia Forums	Ehealthforum.com	34731	107	302	
		Psychforums.com	38924	77	512	
		Schizophrenia.com	33460	106	216	
		Mentalhealthforum.net	32687	104	314	
		Psychcentral.com	40187	137	277	
	Borderline Personality Disorder Forums	eHealthforum.com	36745	75	477	
		Healthboards.com	31430	94	314	
		Psychforums.com	35472	98	362	
		Mentalhealthforum.net	33589	86	377	
		Psychcentral.com	32717	100	312	
	Eating Disorder Forums	Experienceproject.com	15058	42	350	
		Patient.info/Eating-disorders	37018	134	270	
		Nationaleatingdisorders.org	35733	126	267	
		Mentalhealthforum.net	33433	117	283	
		Psychcentral.com	12379	44	281	
Study 3	Test Group	Recoveryourlife.com	34152	126	269	
		Recovery Forums	Depressionforums.org	45054	112	302
		Psychcentral.com	13612	25	378	
		Dealingwithdepression.co.uk	12325	24	342	
		Takethislife.com/Success Stories	35061	68	455	
		Takethislife.com/GettingBetter	36792	94	287	
		Beyondblue.org.au/StayingWell	42731	104	375	
Suicideforum.com/PositiveFeelings	48436	131	327			

Note. GAD = Generalized anxiety disorder; PTSD = Post traumatic stress disorder; BPD = Borderline personality disorder; ED = Eating disorder.

^a General Forums = 'Mumsnet' (Women), 'The Ladies Lounge' (Women), 'The Gentlemen's Club' (Men), 'Ask Men' (Men), 'Pensioners Forum' (Elderly), 'Student Room' (Young), 'Work Problems'.

^b Word count for each forum, only 'first posts' collected.

^c Number of 'first posts' which comprise the forums corpus.

^d Average number of words in each forum post