

Source	Researchers				Social media users				Consent		Social media site responsibilities			
	Perceived benefit of research	Type of researcher	Validity of the research methods	Risks to researchers	Risks to social media users	Vulnerable groups	Original purpose of posts	Privacy and self-regulation	Informed consent	Researcher disclosure	Terms of service	Site administrators	Legality	Type of platform
Researchers as respondents														
Alim 2014				✓	✓	✓		✓	✓		✓		✓	
Bakardjieva 2001	✓				✓		✓	✓	✓	✓			✓	
Carter 2015								✓	✓	✓	✓			
Denecke 2014		✓						✓	✓		✓	✓	✓	✓
McKee 2009				✓	✓	✓	✓	✓	✓	✓			✓	
Woodfield 2013/Salmons 2013		✓		✓		✓	✓	✓		✓	✓			✓
Social media users as respondents														
Beninger 2014	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		✓	✓
Bond 2013	✓						✓	✓	✓	✓		✓	✓	✓
Chen 2004	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓
Evans 2015	✓	✓				✓		✓		✓	✓		✓	
Hudson 2004/2005				✓	✓	✓				✓				
Michaelidou 2016a/2016b	✓					✓		✓	✓				✓	
Mikal 2016	✓	✓	✓		✓	✓		✓	✓	✓	✓		✓	✓
Monks 2015	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓			✓
Moreno 2012	✓				✓			✓	✓					
Petersen 2013	✓				✓	✓		✓	✓	✓		✓	✓	
Williams 2015		✓						✓	✓		✓			

Appendix 6: Results matrix for studies by emerging themes