

Multimedia Appendix 4

Theme	Regular expression
disease	diseases?
health	restore
therapy	therapy therapeutic
germline	germline heritable stem[\s-]cell heritage
somatic	somatic
enhancement	enhanc(e ement ing)
improvement	improv(e ement ing)
treatment	treat(ment ing)?
reducing	(lower(ing)? reduc(e ing))\s.*risk
prevention	prevent(ion ing)?
risk	risks?
cure	cur(e ing)
progress	scientific progress
traits	traits?
abilities	abilit(y ies)
intelligence	intelligence
appearance	appearance
price	expensive
discovery	discovery? anticipat(e ion)
privacy	privacy
accuracy	accuracy
reliability	reliability
mutation	mutations?
eugenic	eugenic
trust	trust
children	child(ren)?
genome	genome genomics? genes? genetic
embryo	embryo(nic)?
baby	bab(y ies)

Table : Themes and regex patterns. Derived themes and corresponding regex patterns from preliminary literature review.