

Appendix 1: List of sources analysed

Source reference	Page description	URL
Woebot_1	Landing	https://woebot.io/
Woebot_2	How it works (linked in several places)	https://woebot.io/how-it-works
Woebot_3	Who we are	https://woebot.io/about
Woebot_4	Careers Landing page	https://woebot.io/careers
Woebot_5	Blog landing page	https://woebot.io/blog/
Woebot_6	Blog – How I use Woebot in my clinical practice	https://woebot.io/blog/how-i-use-woebot-in-my-clinical-practice/
Woebot_7	Blog – Why Does mindfulness matter	https://woebot.io/blog/why-does-mindfulness-matter/
Woebot_8	Blog – is tracking your mood good for you?	https://woebot.io/blog/is-tracking-your-mood-good-for-you/
Woebot_9	Blog – how modern therapy is like learning to play piano	https://www.woebot.io/blog/how-modern-therapy-is-like-learning-to-play-piano/
Woebot_10	Blog – why we will never sell your data to advertisers	https://www.woebot.io/blog/why-well-never-sell-your-data-to-advertisers/
Woebot_11	Blog-pride	https://www.woebot.io/blog/p-r-i-d-e/
Woebot_12	Blog – six things we’ve learned in woebot’s first year	https://www.woebot.io/blog/6-things-weve-learned-in-woebots-1-year/
Woebot_13	Blog – in the office	https://www.woebot.io/blog/in-the-office/
Woebot_14	Blog – mental health awareness past and present	https://www.woebot.io/blog/mental-health-awareness-past-present/
Woebot_15	Blog – why we need mental health chatbots	https://www.woebot.io/blog/why-we-need-mental-health-chatbots/
Woebot_16	Blog – Woebot labs and GDPR compliance	https://www.woebot.io/blog/woebot-labs-gdpr-compliance-plan/
Woebot_17	Blog - what is GDPR	https://www.woebot.io/blog/what-is-gdpr/
Woebot_18	Core beliefs	https://woebot.io/corebeliefs
Woebot_19	FAQs	https://woebot.io/faqs
Woebot_20	Partner with us landing page	https://woebot.io/partners

Woebot_20	Embedded video on 'partner with us' page	https://www.today.com/video/meet-woebot-the-therapy-robot-who-s-ready-to-listen-1426092099917
Woebot_21	Twitter page (link throughout official site)	https://twitter.com/HiWoebot
Woebot_22	Facebook page (link throughout official site)	https://www.facebook.com/HiWoebot
Woebot_23	Instagram page (link throughout official site)	https://www.instagram.com/woebot/
Woebot_24	Landing page link to news item - Bloomberg	https://www.bloomberg.com/news/articles/2017-11-15/this-chatbot-can-teach-you-therapy-exercises
Woebot_26	Landing page link to news item – Wall Street Journal	https://www.wsj.com/articles/ai-powered-systems-target-mental-health-1525053840
Woebot_27	Landing page link to news item - Wired	https://www.wired.com/2017/06/facebook-messenger-woebot-chatbot-therapist/
Woebot_28	Landing page link to news item - Guardian	https://www.theguardian.com/lifeandstyle/shortcuts/2019/jan/02/woebots-ai-counselling-future-therapy-mental-health
Woebot_29	Landing page link to news item - Mashable	https://mashable.com/2017/06/08/mental-health-chatbots/?europe=true
Woebot_30	Landing page link to news item - Newsweek	https://www.newsweek.com/artificial-intelligence-therapist-robots-machine-learning-health-care-680969
Woebot_31	Landing page link to news item – MIT Tech Review	https://www.technologyreview.com/s/609142/andrew-ng-has-a-chatbot-that-can-help-with-depression/
Woebot_32	Landing page link to news item - Quartz	https://qz.com/1553296/app-based-therapy-aims-to-help-with-depression-and-anxiety/
Woebot_33	Landing page link to news item – Business Insider	https://www.businessinsider.com/therapy-chatbot-depression-app-what-its-like-woebot-2018-1?r=US&IR=T
Woebot_34	Landing page link to news item – New York Times	https://www.nytimes.com/interactive/2018/11/14/magazine/tech-design-ai-chatbot.html
Wysa_1	Landing page	https://www.wysa.io/
Wysa_2	Outcomes	https://www.wysa.io/outcomes
Wysa_3	Linked paper on 'outcomes' page	https://journals.sagepub.com/doi/10.1177/1178222619829083

Wysa_4	Linked clinical standards on 'outcomes' paged	https://digital.nhs.uk/data-and-information/information-standards/information-standards-and-data-collections-including-extractions/publications-and-notifications/standards-and-collections/dcb0129-clinical-risk-management-its-application-in-the-manufacture-of-health-it-systems
Wysa_5	Linked 'wysa/NHS case study' on outcomes page	http://www.wysa.io/nhs-case-study
Wysa_6	Linked peer reviewed study on 'outcomes' page	https://mhealth.jmir.org/2018/11/e12106/
Wysa_7	Media landing page	https://www.wysa.io/media
Wysa_8	Press Kit	Opens from link on above url
Wysa_9	Blog	https://www.wysa.io/blog/5-superfoods-to-boost-mental-wellness
Wysa_10	Blog	https://www.wysa.io/blog/how-to-focus-on-yourself
Wysa_11	Blog	https://www.wysa.io/blog/set-a-smart-resolution-this-new-year
Wysa_12	Blog	https://www.wysa.io/blog/you-are-not-alone
Wysa_13	Blog	https://www.wysa.io/blog/dealing-with-your-christmas-stressors
Wysa_14	Blog	https://www.wysa.io/blog/is-the-winter-gloom-getting-you
Wysa_15	Blog	https://www.wysa.io/blog/why-can-t-i-sleep
Wysa_16	Blog	https://www.wysa.io/blog/subtle-ways-of-body-shaming
Wysa_17	Blog	https://www.wysa.io/blog/4-ways-to-avoid-peer-pressure
Wysa_18	Blog	https://www.wysa.io/blog/6-steps-to-overcome-exam-anxiety
Wysa_19	Blog	https://www.wysa.io/blog/dear-mum-and-dad
Wysa_20	Blog	https://www.wysa.io/blog/why-do-men-suffer-depression-in-silence
Wysa_21	Blog	https://www.wysa.io/blog/6-simple-techniques-to-communicate-better-with-your-parents
Wysa_22	Blog	https://www.wysa.io/blog/when-netflix-is-more-fun-than-friends
Wysa_23	Blog	https://www.wysa.io/blog/a-healthy-bedtime-routine-for-tech-addicts
Wysa_24	Blog	https://www.wysa.io/blog/you-don-t-need-to-delete-your-instagram-or-facebook
Wysa_25	Blog	https://www.wysa.io/blog/why-we-crave-carbs-and-sugar-it-s-all-in-your-mind-meet-serotonin

Wysa_26	Blog	https://www.wysa.io/blog/what-is-mindful-eating-friday-nights-explained-by-experts
Wysa_27	Blog	https://www.wysa.io/blog/5-superfoods-to-boost-mental-wellness
Wysa_28	Blog	https://www.wysa.io/blog/playbook-rule-no-1-play-it-cool-and-don-t-seem-too-eager
Wysa_29	Blog	https://www.wysa.io/blog/how-i-learned-to-ask-for-help-and-why-you-should-too
Wysa_30	Blog	https://www.wysa.io/blog/nhs-children-services
Wysa_31	Twitter linked throughout	https://twitter.com/wysabuddy
Wysa_32	instagram	https://www.instagram.com/wysa_buddy/
Wysa_33	Youtube channel	https://www.youtube.com/channel/UCG9_lcAM6-S0ny-GpCQgbyg/featured
Tess_1	Landing page	https://www.x2ai.com/
Tess_2	Outcomes landing page	https://www.x2ai.com/outcomes
Tess_3	Outcomes – published research, read paper	https://mental.jmir.org/2018/4/e64/
Tess_4	Outcomes – published research, read paper	https://www.longwoods.com/content/25384
Tess_5	Outcomes – published research, read paper	https://academic.oup.com/tbm/article-abstract/9/3/440/5489496
Tess_6	Outcomes – published research, read paper	https://www.ncbi.nlm.nih.gov/pubmed/30956924
Tess_7	Outcomes – published research, read paper	https://www.x2ai.com/eapa
Tess_8	Outcomes – published research, read paper	https://www.researchprotocols.org/2019/4/e11800/
Tess_9	Vimeo video - Werk	https://www.x2ai.com/outcomes
Tess_10	Business – landing page	https://www.x2ai.com/business
Tess_11	Business – link to case study	https://www.x2ai.com/case-studies/county-of-monterey
Tess_12	Business-link to case study	https://www.x2ai.com/case-studies/northwestern-university
Tess_13	For individuals – landing page	https://www.x2ai.com/individuals
Tess_14	Vimeo video with user	https://www.x2ai.com/individuals
Tess_15	Twitter linked	https://twitter.com/x2_ai

Tess_16	Facebook Linked	https://www.facebook.com/X2AI.emotion/
Tess_17	Instagram linked	Symbol links to linkedin = https://www.linkedin.com/company/x2ai/

