Multimedia Appendix 6. Inter-rater reliability for detecting broad disease categories in campaign description.

Disease category	Cohen's kappa
Neoplasms	0.96
Infections	0.93
Endocrine diseases	0.91
Injuries and external causes	0.89
Cardiovascular diseases	0.88
Genitourinary diseases	0.85
Musculoskeletal diseases	0.85
Respiratory diseases	0.85
Mental health disorders	0.84
Nervous system diseases	0.76
Gastrointestinal diseases	0.69