

Supplementary Material. Table: Category, definitions, and examples of tweets. Usernames and personal names were removed.

Category	Definition of category	Example tweet
Medical content		
Depressive mood or bipolar disorder	The tweet refers to depressive mood or symptoms related to bipolar disorder such as manic or hypomanic states as an area of interest related to ECT	<i>How Electroconvulsive Therapy (ECT) Helped Me Survive to Battle Bipolar Depression</i>
Psychotic symptoms, catatonia, or other areas of interest	The tweet refers to psychosis or other psychosis-related symptoms as well as catatonia as an area of interest related to ECT	<i>@XXX Dude, are you totally insane or just a prisoner of your circumstances? Whatever it is, you need to urgently see a Psychiatrist. Electroconvulsive Therapy (ECT) can sometimes do wonders for curing Psychosis. Plz give it a go. It might reset your brain. I'll even pay for it. Go On</i>
Special situations	The tweet refers as an area of interest related to ECT in special situations such as pregnancy, comorbid conditions, or old age.	<i>Current electroconvulsive therapy practice and research in the geriatric population. This is very interesting! https://t.co/1AZ1i68oci</i>
Cognitive complaints	The tweet refers to confusion, memory loss or any other cognitive impairment as an area of concern related to ECT	<i>i keep seeing "things i noticed at my lw" posts and bitch at my lowest weight i was so unwell that i needed 30 induced seizures aka electroconvulsive therapy to save my life which also robbed me of 2 years of memories, mental illness isn't a fucking trend or a fashion statement !</i>
Non-medical content		
Commercial activities	Tweets discussing financial, marketing, promotional, or legal issues	<i>#PHYSICAL #THERAPIST JOBS Denver CO USA - RN/Registered Nurse ECT Electroconvulsive Therapy - Assumes responsibility and accou: Assumes responsibility and accountability for facilitating communicating and collaborating with both the healthcare team https://t.co/VB6l5urwTV</i>
Education or divulgation	Tweets related to conferences, educational activities, books, etc	<i>Current Issue: Feasibility of the Audio Recorded Cognitive Screen in the Assessment of Individuals Undergoing Electroconvulsive Therapy https://t.co/chTIN2Y5RC</i>

Handbook of ECT: A Guide to Electroconvulsive Therapy for Practitioners (English Edition)
<https://t.co/7ewWzhOJ6N> #洋書 #Medical Books

Trivialization Tweets that include jokes, stigmatization, vulgarity, etc. @XXX He gets an electroshock his brain if he says anything negative about Putin?

Idea for the #Debates2020 put both people in separate booths onstage. When one person has the floor cut the other booths mic so no one can hear them. Or administer a mild electroshock to whomever speaks out of turn. Obviously less safer but arguable higher entertainment value.

Positive personal opinion Tweets that include a positive personal opinion about ECT *Electroshock therapy has been going great* 😊

Negative personal opinion Tweets that include a negative personal opinion about ECT *do you know that mental hospitals still perform electroshock to the brain as a form of "therapy"? ECT is torture not treatment! #banECT*

Type of user

People with lived experience Tweets posted by users who describe their experience with ECT *How Electroconvulsive Therapy (ECT) Helped Me Survive to Battle Bipolar Depression*

Relatives Tweets posted by family members and close friends or acquaintances. @XXX @XXX @XXX @XXX @XXX @XXX *A few weeks ago I shared my family's story of #schizophrenia. Despite that every #patient is different, I saw first hand the before and after results of #electroconvulsive therapy; #ECT on my sister = acute #catatonia and #loss of #speech for 2 years: <https://t.co/xfppwPw1Xm>*

Healthcare professionals and healthcare institutions Tweets posted by healthcare professionals (including students or professionals) in *Interesting thing I learned this yr during med school was that electroconvulsive therapy is very safe (even in pregnant women & elderly) & effective in treatment-resistant depression. Done w/ muscle relaxant & anesthesia. @XXX special The Great Depresh destigmatizes it*

training) or health
institutions

Media

Tweets posted by
press, radio, television
or news platforms.

*Good news for those who suffer from depression! The
two most widely used forms of brain stimulation
therapy—electroconvulsive therapy and transcranial
magnetic stimulation—will soon be available at
Lakeland Regional Health.*
