**Multimedia Appendix 4: Respondents' Twitter literacy.**

| TWITTER LITERACY | | N (%) |
|---|---|---|
| **Including a hashtag (the '#' symbol) in front of a keyword, such as #BladderCancer or #Pregnancy, is used as a way to link Twitter messages to a specific topic and make it easy for others who are interested in the same topic to find them.** | | |
| | Yes, this is correct (CORRECT) | 429 (71.1%) |
| | No, this is incorrect | 36 (6.0%) |
| | Don't know | 138 (22.9%) |
| **You can protect your Twitter messages by changing your account settings to private. Then your messages won't be accessible to everyone.** | | |
| | Yes, this is correct (CORRECT) | 355 (58.9%) |
| | No, this is incorrect | 47 (7.8%) |
| | Don't know | 201 (33.3%) |
| **Old Twitter messages are automatically deleted from Twitter's servers after 1 year.** | | |
| | Yes, this is correct | 59 (9.8%) |
| | No, this is incorrect (CORRECT) | 159 (26.4%) |
| | Don't know | 385 (63.9%) |
| **Unregistered visitors to Twitter can still view publicly created Twitter messages but cannot use the "search" feature of the website to view older tweets.** | | |
| | Yes, this is correct | 177 (29.4%) |
| | No, this is incorrect (CORRECT) | 80 (13.3%) |
| | Don't know | 346 (57.4%) |
| **Twitter offers a search interface that allows software programmers to search for Twitter messages by keyword and to collect profile information about the originating Twitter account.** | | |
| | Yes, this is correct (CORRECT) | 186 (30.9%) |
| | No, this is incorrect | 48 (8.0%) |
| | Don't know | 369 (61.2%) |