

Multimedia Appendix 9: Stratified analysis of respondents who indicated “Very concerned” or “Somewhat concerned” about their privacy while using the Internet.

GENERAL INTERNET RESEARCH PRIVACY CONCERNS	All (603)	High General Privacy Concern (409)	Low General Privacy Concern (178)	Active Twitter User (199)
Concern about researchers sending un-targeted tweets visible to all their followers with a link for more information on how to participate in a clinical trial	252 (41.8%)	204 (49.9%)	43 (24.2%)	74 (37.2%)
Concern about researchers noticing trending topics or hashtags related to health conditions (such as #Diabetes, #LungCancer, or #HeartDisease), and sending un-targeted Twitter messages that include a link to more information on how to participate in a clinical trial, using the same hashtag.	226 (37.5%)	186 (45.5%)	32 (18.0%)	61 (30.7%)
Concern about researchers actively monitoring Twitter activity to identify and contact potential participants for clinical trials	293 (48.6%)	235 (57.5%)	55 (30.9%)	81 (40.7%)
Concern about researchers using paid advertised Twitter messages (“sponsored tweets”) to try to increase the likelihood that a clinical trial recruitment message gets seen by as many individuals as possible	243 (40.3%)	201 (49.1%)	38 (21.3%)	69 (34.7%)
Concern about Twitter keeping track of whether you click on a Twitter recruitment message related to a health study (for example “Seeking participants for a #Cancer study”)	259 (43.0%)	214 (52.5%)	44 (24.7%)	66 (33.2%)
Concern about monitoring of hashtags in tweets (keywords used to organize and link conversations on Twitter, such as #SleepApnea, #Depression, or #HeartDisease)	244 (40.0%)	206 (50.4%)	32 (18.0%)	66 (33.2%)
Concern about reviewing the text of users’ public Twitter messages	265 (43.9%)	218 (53.5%)	42 (23.6%)	73 (36.7%)
Concern about reviewing the text of users’ profile description	285 (47.3%)	225 (55.0%)	53 (29.8%)	79 (39.7%)