Appendix 2: Blog post Codebook and Number Comments Coded

CODE NAME	DEFINITION	RESOURCE	A PRIORI NOTE	NUMBER COMMENTS CODED
TYPE OF USER				
U: User	User comment			96
T: Team Member	Team member (research assistant logging in as themselves not as a moderator) comment			28
C: Community Member	Community member (mental health advocate asked to join site) comment			6
M: Moderator	Moderator member comment			63
SUPPORTIVE ACCOUNTABILITY CONCEPT				
Bond (M displays)	The moderator appears emotionally attached/likes user.	Mohr Supportive Accountability Model (SA)	Would have to be something extraordinary because in general most comments are trying to convey this through appreciation	0
Bond (UP)	The user appears emotionally attached/likes moderator.	SA	Unlikely to find	0
Trustworthy (M displays)	The moderator displays trustworthiness	SA	Would have to be something extraordinary --- also in general moderators are trying to convey this	0
Trustworthy (U perceives)	The user perceives trustworthiness	SA	Unlikely to find --- maybe one quote where user trusts moderators' advice	0
Benevolent (M perceives)	The moderator displays benevolence	SA	Unlikely to find because not in	0

				context of a coaching relationship	
Benevolent (U perceives)	The user perceives benevolence	SA		Unlikely to find because not in context of a coaching relationship	0
Expertise (MD)	The moderator displays expertise	SA		Moderator shows that they have some expertise in behavioral health by the resources they provide or advice they give	22
Expertise (UP)	The user perceives expertise from the moderator	SA		Ok to code comments as expertise from the moderator when user is responding to a blogpost written by the moderator or a comment by the moderator	3
Reciprocity (MD)	The moderator displays that the user can benefit and the moderator can benefit from their relationship	SA		Unlikely to find	1
Reciprocity (UP)	The user perceives that the user can benefit and the moderator can benefit from their relationship	SA		Unlikely to find	0
Definition (MD)	The moderator involves user in the definition of their goals and values	SA			1
Definition (UP)	The user perceives they are being involved in the definition of their goals and values	SA			0

Process Expectations (MD)	Moderator focuses their expectations on processes (how) instead of outcomes (results)	SA	Unlikely to find because not a goal-setting intervention	0
Process Expectations (UP)	User perceives that the moderator is focusing their expectations on processes (how) instead of outcomes (results)	SA	Unlikely to find because not a goal-setting intervention	0
U identifies problem	User shows that they have identified a problem that they would like help solving	SA (Motivational)		14
M offers problem help	Moderator offers help for a problem the U has identified	SA (Motivational)		8
U interested	U feels site activities (reading/commenting) are engaging and interesting	SA (Motivational)	Any site activities count (not just interacting with the moderator)	87
M increases interest	M tries to increase U level of interest (help U see how online tasks might help in their life)	SA (Motivational)		21
M verbally rewards	M verbally rewards the U for their behavior (commenting) without seeking to control it or pressure	SA (Motivational)		45
Mirroring	U and M - or U and U - use same kind of emoticons or abbreviations or content, style, and tense of communications - this can lead to higher trust between each other (this is called entrainment)	SA (CMC - computer mediated communication)		1
NOT Mirroring	U and M - or U and U - DO NOT use same kind of emoticons or abbreviations or content, style, and tense of communications	SA (CMC)	Unlikely to find	0
Not enough trust (MD)	M displays they are not trustworthy	SA (CMC)	Unlikely to find	0
Not enough trust (UP)	U perceives the M is not trustworthy	SA (CMC)	Unlikely to find	0

Not benevolence (MD)	M displays they are unkind	SA (CMC)	Unlikely to find	0
Not benevolence (UP)	U perceives the M as unkind	SA (CMC)	Unlikely to find	0
Low bond (MD)	M displays having a low bond or less affection with the U	SA (CMC)	Unlikely to find	0
Low bond (UP)	U perceives they have a low bond or less affection with the M	SA (CMC)	Unlikely to find	0
Absence of cues (MD)	M is not sharing much about themselves (because in the absence of cues, the U has a positive impression)	SA (CMC)		0
Offering cues (MD)	M shares information about themselves	SA (CMC)		1
SOCIAL SUPPORT CONCEPT				
Satisfaction with interaction	Overall, how satisfied was the U with the **conversation** and the community's response	Kraut		14
Seeking informational support	U seeking informational support: messages provide information, advice, referrals or knowledge.	Kraut		4
Providing informational support	U or M providing informational support (information, advice, referrals, knowledge)	-- us --		96
Providing emotional coping strategies	U or M provided advice or demonstrate ways to successfully cope with difficult circumstances - will always be double coded with informational support	Kraut		37
Seeking emotional support	U seeking emotional support: trying to get understanding, encouragement, affirmation, sympathy, or caring.	Kraut		2
Providing emotional support (ES)	U or M providing emotional support (understanding, encouragement, affirmation, empathy, caring) -- can break down below			30

ES: Providing non-specific emotional support	U or M provides an emotionally supportive comment in general (not to a specific person)			17
ES: Empathy-- Down to their level	U or M indicates that he or she understands what the recipient is going through and identifies with the recipient's emotional reactions and feelings, including painful and pleasurable feelings.	Kraut		4
ES: Encouragement/ reassurance	U or M offers encouragement express hope that situations will improve and/or support someone in their efforts when facing challenges.	Kraut		6
ES: Appreciation	U or M express appreciation for an individual and his or her accomplishments and provide support for someone's a sense of worth, value, and competence	Kraut		12
ES: Caring--Virtual Hug	U or M cares for or feels affection toward the recipient (overlap with encouragement)	Kraut		0
ES: Expressions of concern	U or M was concerned about the welfare of the recipient	Kraut		0
Negative emotional self-disclosure	U discusses negative thoughts or emotions, such as worry, sadness, or anger	Kraut		13
Positive emotional self-disclosure	U discusses positive thoughts or emotions, such as happiness, gratitude, and love. --- what are they CURRENTLY disclosing about their emotional state	Kraut		29
Neutral self-disclosure	U discusses his or her experiences, events, or other facts about him or herself in a neutral, factual, and non-emotional way	Kraut		49

	--- what are they CURRENTLY disclosing about their emotional state			
Value of intervention	User expresses they found value in the intervention			47
U gains new knowledge				8