

Multimedia Appendix 4. Narratives related to organ donation.

Actor	Narratives	Description
Heart transplant doctor	Harvesting life ^a	
	Harvesting love ^a	
Medical students	Helping others ^d	
Other medical staff/Media	Profit ^e	Organ harvesting is done for profit.
Patient	Altruism ^b	Consists of prioritizing family in health decisions.
	お任せ(Omakase) ^b	To leave health decisions to their family.
	The patient looks alive ^e	The body is warm, the heart continues to beat, etc.
Patient relatives	頑張る (Ganbaru) ^{ab}	The patient is doing/did their best during their struggle with illness.
	五体満足(Gotai manzoku) ^{ab}	The wish to preserve the patient's body intact.
Japan Organ Transplantation Network	Connect life ^c	Through donation, the lives of several people are connected.
	Continuity of life ^{ac}	The patient continues to live in someone else.
	Gift of life ^a	
	Rebirth of life ^a	Also called “renewable life”, donation gives new life to donor and recipient.
	Relay of life ^{ac}	The life of the patient passes on to others.
	Giving life ^c	A summary of all the other slogans by this actor.
Associations	Clarify donation intention ^e	Discuss the topic with relatives and use additional means besides a donor card to express donation intentions.
	Individualized spirituality ^e	Death should not be determined by doctors and medical decisions should be made based on religious beliefs.
Religious actors	Mechanistic view of life ^e	The body works like a computer and its parts can be used as spare parts.

^a Based on [12]; ^b based on [18]; ^c based on [17]; ^d based on [20]; ^e authors