

## Multimedia Appendix 1

*This is a Multimedia Appendix to a full manuscript published in the J Med Internet Res. For full copyright and citation information see <http://dx.doi.org/10.2196/jmir.45754>.*

| <b>Button</b>                 | <b>Definition INCREASE item number : item value</b> |
|-------------------------------|---|
| Gender                        |   |
| Female                        | 11:1  |
| Male                          | 11:2  |
| Other gender                  | 11:3  |
| Ethnicity                     |   |
| Asian                         | 13:1  |
| African/Caribbean             | 13:2  |
| Multiple ethnicities          | 13:3  |
| White                         | 13:5  |
| Other ethnicity               | 13:4  |
| Sexuality                     |   |
| Bisexual                      | 16:1  |
| Gay woman                     | 16:4  |
| Gay man                       | 16:2  |
| Heterosexual                  | 16:3  |
| Other sexuality               | 16:5  |
| Recovery status               |   |
| Rejects recovery              | 34:5  |
| Surviving                     | 34:3  |
| Making progress               | 34:2  |
| Living well                   | 34:1  |
| Recovered                     | 34:4  |
| Diagnosis                     |   |
| Uses non-diagnostic framework | 30:1  |
| Psychosis                     | 27:1  |
| Mood related                  | 24:1  |
| Developmental related         | 22:1  |
| Eating related                | 23:1  |
| OCD                           | 26:1  |
| Stress or PTSD                | 28:1  |
| Substance problems            | 29:1  |
| Personality related           | 25:1  |
| Contains                      |   |
| Text                          | 5:1   |
| Audio                         | 6:1   |
| Moving images                 | 7:1   |
| Static images                 | 8:1   |
| Tone                          |   |
| Upbeat                        | 33:1  |
| Downbeat                      | 33:2  |
| Critical                      | 33:3  |
| Neutral                       | 33:4  |
| Recovery is                   |   |
| Despite services              | 32:2  |
| Outside services              | 32:3  |
| Within services               | 32:1  |
| Genre                         |   |
| Endurance                     | 31:2  |
| Endeavour                     | 31:3  |
| Escape                        | 31:1  |
| Enlightenment                 | 31:4  |
| A positive story              | 33.1 AND (31.1 OR 31.4)                             |
| A shorter story               | (9>0 AND <300) OR (10>0 AND <5)                     |

Table S1. Definitions of the categories on the “Browse Stories” page, defined using narratives’ INCREASE characteristics.

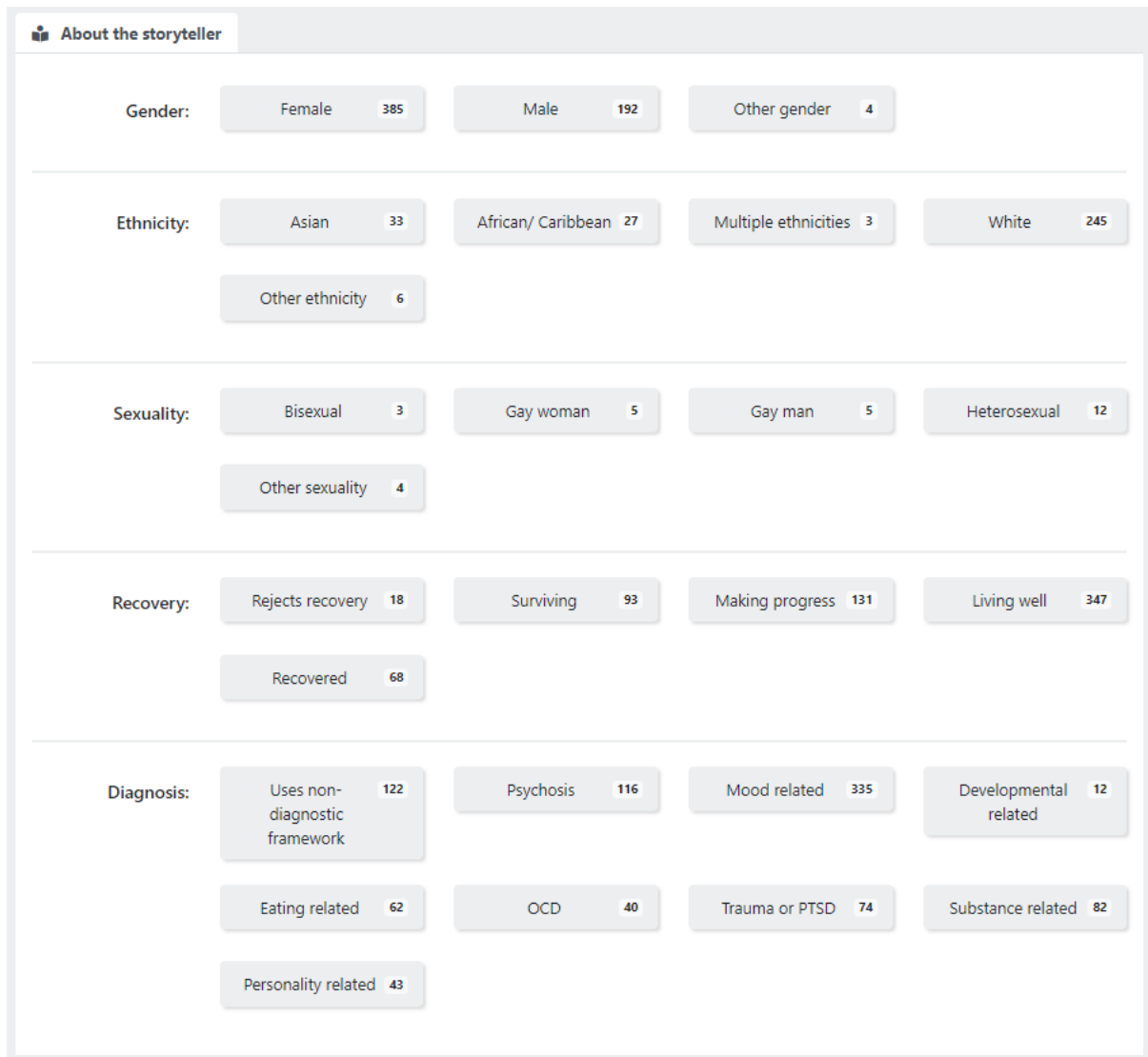


Figure S1. Categories relating to the storyteller, displayed on the “Browse Stories” page.

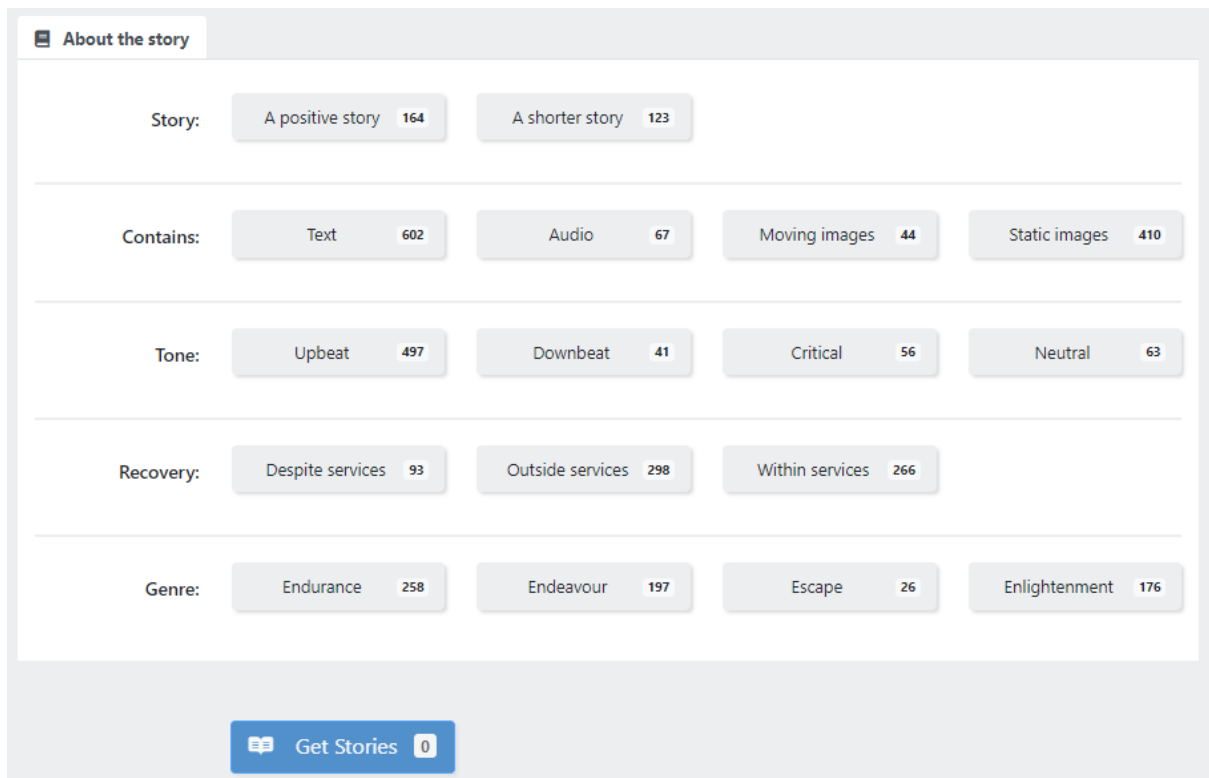


Figure S2. Categories relating to the story, displayed on the “Browse Stories” page.