

Multimedia Appendix 1. Keywords and hashtags to assess attitudes toward treatment among patients with psoriasis on Twitter. The selection is based on data from Symplur Signals.

Topic	Keywords	Hashtags
Psoriasis	Psoriasis	<p>#psoriasis #discoverpsoriasis #WorldPsoriasisDay #PsoriasisChat</p> <p><i>Exclude:</i> <u>Psoriasis-related:</u> #psoriaticarthritis, #Parapsoriasis</p> <p><u>Spanish and other languages:</u> #psoriasi, #psoriasismásallá, #defiendetupsoriasis, #aclaralapsoriasis, #entdeckepsoriasis, #DecouvrirLePsoriasis, #DecouvrezLePsoriasis, #LaPsoriasisQueNoSeVe, #psoriasismasalla, #psoriasisinfantil</p> <p><u>Non-active:</u> #discoverpsoriasis, #entdeckepsoriasis, #Psoriasis360, #Psoriasis2016, #congresopsoriasis, #PustularPsoriasis, #deseosxpsoriasis, #besosporlapsoriasis, #LaPsoriasisQueNoSeVe, #congresopsoriasis</p>