

Multimedia Appendix 1

Readability formulas evaluated in this study.

Flesch-Kincaid Grade Level (FKGL)

$$0.39 \times \frac{\text{total words}}{\text{total sentences}} + 11.8 \times \frac{\text{total syllables}}{\text{total words}} - 15.59$$

Simple Measure of Gobbledygook (SMOG)

$$1.0430 \times \sqrt{\frac{\text{polysyllabic words}}{\text{sentences}}} + 3.1291$$

Gunning-Fog Index (GFI)

$$0.4 \times \left(\frac{\text{words}}{\text{sentences}} + 100 \times \frac{\text{polysyllabic words}}{\text{words}} \right)$$