

Supplemental Table 4

Rate of propagation for positive and negative tweets among screening modalities. Statistically significant differences between positive and negative tweets are designated with asterisks. Δ AIC scores for colonoscopy, mammography, and Pap smear are 8.2, 3.3, and -2.0 respectively, with corresponding P values of .001, .02 and .83.

	Positive sentiment	Negative sentiment	Neutral sentiment
Colonoscopy*	0.15 (95% CI 0.10-0.22)	0.32 (95% CI 0.25-0.41)	0.26 (95% CI 0.24-0.29)
Mammography*	0.35 (95% CI 0.28-0.46)	0.88 (95% CI 0.54-1.55)	0.23 (95% CI 0.21-0.25)
Pap smear	0.67 (95% CI 0.58-0.76)	0.64 (95% CI 0.50-0.85)	0.33 (95% CI 0.30-0.36)