

Multimedia Appendix

Table 1. Pre-defined inclusion/exclusion criteria

	Criteria
Inclusion criteria	Posts were included in the final analysis if they: <ul style="list-style-type: none">• Contained information about presbyopia, specifically: the symptoms experienced, diagnosis, treatment, management and HRQoL
Exclusion criteria	Posts were excluded from the final analysis if they: <ul style="list-style-type: none">• Were not related to presbyopia (e.g., posts related to other visual conditions)• Contained market reports or buy/sell content• Contained animal content• Contained the word 'presbyopia' in common parlance but was used out of context and did not refer to the condition

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