Multimedia Appendix 2. Key features selected for data modeling.

| Comparisons                                                                 | Features                     | Example words | t     | df  | P value | Cohen d |
|----------------------------------------------------------------------------|------------------------------|---------------|-------|-----|---------|---------|
| Schizophrenia-related stigma vs Nonstigma                                  | Social processes             | mate          | 18.43 | 10080 | <.001   | 0.37    |
|                                                                            | Time                         | until         | 17.85 | 10080 | <.001   | 0.36    |
|                                                                            | Adverbs                      | very          | 17.50 | 10080 | <.001   | 0.35    |
|                                                                            | Humans                       | adult         | 16.12 | 10080 | <.001   | 0.32    |
|                                                                            | Total function words         | /             | 15.89 | 10080 | <.001   | 0.32    |
|                                                                            | Signal words for present tense | often       | 14.44 | 10080 | <.001   | 0.29    |
|                                                                            | Death                        | kill          | 13.79 | 10080 | <.001   | 0.28    |
|                                                                            | First pers plural            | we            | 13.38 | 10080 | <.001   | 0.27    |
|                                                                            | Conjunctions                 | but           | 13.38 | 10080 | <.001   | 0.27    |
|                                                                            | Relativity                   | stop          | 12.81 | 10080 | <.001   | 0.26    |
|                                                                            | Word count                   | /             | 12.56 | 10080 | <.001   | 0.25    |
|                                                                            | Signal words for tenses      | already       | 11.81 | 10080 | <.001   | 0.24    |
|                                                                            | Anger                        | hate          | 11.22 | 10080 | <.001   | 0.22    |
|                                                                            | Personal pronouns            | them          | 21.23 | 4146  | <.001   | 0.66    |
|                                                                            | First pers singular          | me            | 19.51 | 4146  | <.001   | 0.61    |
|                                                                            | Total function words         | /             | 17.83 | 4146  | <.001   | 0.55    |
|                                                                            | Signal words for tenses      | already       | 17.36 | 4146  | <.001   | 0.54    |
|                                                                            | Signal words for continuous tense | yet     | 15.35 | 4146  | <.001   | 0.48    |
|                                                                            | First pers plural            | we            | 14.68 | 4146  | <.001   | 0.46    |
|                                                                            | Adverbs                      | very          | 14.46 | 4146  | <.001   | 0.45    |
|                                                                            | Signal words for present tense | often   | 13.93 | 4146  | <.001   | 0.43    |
|                                                                            | Signal words for past tense  | ago           | 13.01 | 4146  | <.001   | 0.40    |
|                                                                            | Religion                     | altar         | 11.08 | 4146  | <.001   | 0.34    |
|                                                                            | Assent                       | agree         | 11.00 | 4146  | <.001   | 0.34    |
|                                                                            | Time                         | until         | 10.80 | 4146  | <.001   | 0.34    |
|                                                                            | Conjunctions                 | but           | 10.56 | 4146  | <.001   | 0.33    |
|                                                                            | Total pronouns               | itself         | 10.24 | 4146  | <.001   | 0.32    |
|                                                                            | Positive emotion             | love          | 10.05 | 4146  | <.001   | 0.31    |
| Category                                  | Word | Z-score | p-value | Effect Size |
|-------------------------------------------|------|---------|---------|-------------|
| **Cognitive processes**                   | ought| 9.89    | <.001   | 0.31        |
| Inclusive                                 | with | 9.28    | <.001   | 0.29        |
| Auxiliary verbs                           | will | 7.33    | <.001   | 0.23        |
| Third pers singular                       | she  | -7.09   | <.001   | -0.22       |
| Impersonal pronouns                       | it   | -7.33   | <.001   | -0.23       |
| Space                                     | down | -7.74   | <.001   | -0.24       |
| Biological processes                      | pain | -8.38   | <.001   | -0.26       |
| Body                                      | hand | -8.77   | <.001   | -0.27       |
| Family                                    | daughter | -8.82 | <.001   | -0.27       |
| Work                                      | job  | -8.84   | <.001   | -0.27       |
| Word count                                | /    | -8.92   | <.001   | -0.28       |
| Motion                                    | arrive | -9.12 | <.001   | -0.28       |
| Death                                     | kill | -14.07  | <.001   | -0.44       |

**Dangerous stigma (schizophrenia)**

| Category                                  | Word | Z-score | p-value | Effect Size |
|-------------------------------------------|------|---------|---------|-------------|
| Death                                     | kill | 10.71   | <.001   | 0.41        |
| Family                                    | daughter | 10.04 | <.001   | 0.39        |
| Work                                      | job  | 8.12    | <.001   | 0.31        |
| Third pers singular                       | she  | 6.49    | <.001   | 0.25        |
| Biological processes                      | pain | 6.31    | <.001   | 0.24        |
| Health                                    | clinic | 6.14  | <.001   | 0.24        |
| Humans                                    | adult | 5.57   | <.001   | 0.21        |
| Fillers                                   | I mean | -5.82 | <.001   | -0.22       |
| Second pers singular                      | you  | -6.00   | <.001   | -0.23       |
| Auxiliary verbs                           | will | -6.19   | <.001   | -0.24       |
| Common verbs                              | walk | -7.57   | <.001   | -0.29       |
| Religion                                  | altar | -7.67   | <.001   | -0.29       |
| Signal words for past tense               | ago  | -8.33   | <.001   | -0.32       |
| Conjunctions                              | but  | -8.39   | <.001   | -0.32       |
| Inclusive                                 | with | -8.43   | <.001   | -0.32       |
| Signal words for present tense            | often | -8.53  | <.001   | -0.33       |
| Positive emotion                          | love | -8.78   | <.001   | -0.34       |
| First pers plural                         | we   | -9.36   | <.001   | -0.36       |
| Cognitive processes                       | ought| -10.94  | <.001   | -0.42       |
| Assent                                    | agree| -11.08  | <.001   | -0.43       |
| Signal words for tenses                   | already | -11.29| <.001   | -0.43       |
| Depression-related stigma vs Schizophrenia-related stigma |
|----------------------------------------------------------|
| Signal words for continuous tense | yet | -11.36 | 2706 | <.001 | -0.44 |
| Total pronouns | itself | -11.82 | 2706 | <.001 | -0.45 |
| Adverbs | very | -12.13 | 2706 | <.001 | -0.47 |
| First pers singular | me | -14.33 | 2706 | <.001 | -0.55 |
| Personal pronouns | them | -14.57 | 2706 | <.001 | -0.56 |
| Total function words | / | -18.51 | 2706 | <.001 | -0.71 |
| Auxiliary verbs | will | 15.59 | 1932 | <.001 | 0.71 |
| Discrepancy | should | 14.14 | 1932 | <.001 | 0.64 |
| Cognitive processes | ought | 13.54 | 1932 | <.001 | 0.62 |
| Quantifiers | few | 13.41 | 1932 | <.001 | 0.61 |
| Tentative | maybe | 12.76 | 1932 | <.001 | 0.58 |
| Negative emotion | hurt | 11.12 | 1932 | <.001 | 0.51 |
| Affective processes | abandon | 10.91 | 1932 | <.001 | 0.50 |
| Conjunctions | but | 10.36 | 1932 | <.001 | 0.47 |
| Time | until | 8.59 | 1932 | <.001 | 0.39 |
| Inclusive | with | 7.75 | 1932 | <.001 | 0.35 |
| Second pers singular | you | 7.18 | 1932 | <.001 | 0.33 |
| Sad | crying | 6.30 | 1932 | <.001 | 0.29 |
| Prepositions | to | 5.79 | 1932 | <.001 | 0.26 |
| Adverbs | very | 5.48 | 1932 | <.001 | 0.25 |
| Total pronouns | itself | -4.69 | 1932 | <.001 | -0.21 |
| Words per sentence | / | -4.53 | 1932 | <.001 | -0.21 |
| Family | daughter | -4.77 | 1932 | <.001 | -0.22 |
| Signal words for present tense | often | -5.08 | 1932 | <.001 | -0.23 |
| Humans | adult | -5.08 | 1932 | <.001 | -0.23 |
| Positive emotion | love | -5.07 | 1932 | <.001 | -0.23 |
| Sexual | horny | -5.00 | 1932 | <.001 | -0.23 |
| Motion | arrive | -5.18 | 1932 | <.001 | -0.24 |
| Insight | think | -5.48 | 1932 | <.001 | -0.25 |
| Work | job | -6.08 | 1932 | <.001 | -0.28 |
| Religion | altar | -6.50 | 1932 | <.001 | -0.30 |
| First pers plural | we | -6.83 | 1932 | <.001 | -0.31 |
| Signal words for past tense | ago | -6.75 | 1932 | <.001 | -0.31 |
| Numbers | second | -7.09 | 1932 | <.001 | -0.32 |
| Category                                | Type          | Coefficient | p-value | Effect Size |
|----------------------------------------|---------------|-------------|---------|-------------|
| First pers singular                    | me            | -7.80       | <.001   | -0.35       |
| Space                                  | down          | -9.82       | <.001   | -0.45       |
| Discrepancy                            | should        | 23.02       | <.001   | 1.67        |
| Quantifiers                            | few           | 21.64       | <.001   | 1.57        |
| Cognitive processes                    | ought         | 19.57       | <.001   | 1.42        |
| Tentative                              | maybe         | 18.45       | <.001   | 1.34        |
| Auxiliary verbs                        | will          | 15.68       | <.001   | 1.14        |
| Negative emotion                       | hurt          | 15.40       | <.001   | 1.12        |
| Affective processes                    | abandon       | 14.79       | <.001   | 1.07        |
| Time                                   | until         | 14.61       | <.001   | 1.06        |
| Conjunctions                           | but           | 12.54       | <.001   | 0.91        |
| Prepositions                           | to            | 11.73       | <.001   | 0.85        |
| Inclusive                              | with          | 9.70        | <.001   | 0.70        |
| Signal words for continuous tense      | yet           | 7.91        | <.001   | 0.57        |
| Relativity                             | stop          | 3.87        | <.001   | 0.28        |
| Negations                              | never         | -3.37       | .001    | -0.24       |
| Sexual                                 | horny         | -3.28       | .001    | -0.24       |
| Home                                   | apartment     | -3.34       | .001    | -0.24       |
| Swear                                  | damn          | -3.61       | <.001   | -0.26       |
| Ingestion                              | eat           | -3.57       | <.001   | -0.26       |
| Common verbs                           | walk          | -3.68       | <.001   | -0.27       |
| Family                                 | daughter      | -3.76       | <.001   | -0.27       |
| See                                    | view          | -3.94       | <.001   | -0.29       |
| Total function words                   | /             | -4.26       | <.001   | -0.31       |
| Feel                                   | touch         | -4.72       | <.001   | -0.34       |
| Body                                   | hand          | -4.70       | <.001   | -0.34       |
| Second pers singular                   | you           | -4.87       | <.001   | -0.35       |
| Signal words for future tense          | tomorrow      | -5.42       | <.001   | -0.39       |
| Fillers                                | I mean        | -5.65       | <.001   | -0.41       |
| Inhibition                             | block         | -5.74       | <.001   | -0.42       |
| Perceptual processes                   | observing     | -5.83       | <.001   | -0.42       |
| Causation                              | because       | -5.97       | <.001   | -0.43       |
| Health                                 | clinic        | -6.29       | <.001   | -0.46       |
| Impersonal pronouns                    | it            | -6.81       | <.001   | -0.49       |
| Humans                                 | adult         | -6.78       | <.001   | -0.49       |
|                                |                |       |       |       |
|--------------------------------|----------------|-------|-------|-------|
| **Signal words for past tense** | *ago*          | -7.50 | 758   | <.001 |
| **Motion**                     | *arrive*       | -7.56 | 758   | <.001 |
| **Work**                       | *job*          | -7.53 | 758   | <.001 |
| **Signal words for present tense** | *often*      | -7.75 | 758   | <.001 |
| **First pers plural**          | *we*           | -7.78 | 758   | <.001 |
| **Insight**                    | *think*        | -8.05 | 758   | <.001 |
| **Religion**                   | *altar*        | -7.99 | 758   | <.001 |
| **Words per sentence**         | */*            | -8.11 | 758   | <.001 |
| **Numbers**                    | *second*       | -8.38 | 758   | <.001 |
| **Certainty**                  | *always*       | -8.42 | 758   | <.001 |
| **Achievement**                | *hero*         | -8.71 | 758   | <.001 |
| **Positive emotion**           | *love*         | -8.99 | 758   | <.001 |
| **Biological processes**       | *pain*         | -9.16 | 758   | <.001 |
| **Word count**                 | */*            | -10.46| 758   | <.001 |
| **Space**                      | *down*         | -11.82| 758   | <.001 |
| **Social processes**           | *mate*         | -13.84| 758   | <.001 |
| **First pers singular**        | *me*           | -14.19| 758   | <.001 |
| **Personal pronouns**          | *them*         | -17.03| 758   | <.001 |
| **Total pronouns**             | *itself*       | -19.43| 758   | <.001 |

|                                |                |       |       |       |
| **Glorified stigma**           | *(depression)* |       |       |       |
| **vs**                         | *(schizophrenia)* |       |       |       |
| **Friends**                    | *buddy*        | 4.35  | 226   | <.001 |
| **Second pers singular**       | *you*          | 4.20  | 226   | <.001 |
| **Discrepancy**                | *should*       | 3.81  | 226   | <.001 |
| **Certainty**                  | *always*       | 2.68  | 226   | .008  |
| **Auxiliary verbs**            | *will*         | 2.59  | 226   | .01   |
| **Death**                      | *kill*         | 2.59  | 226   | .01   |
| **Fillers**                    | *I mean*       | 2.52  | 226   | .01   |
| **Time**                       | *until*        | 2.19  | 226   | .03   |
| **Achievement**                | *hero*         | -2.05 | 226   | .04   |
| **Motion**                     | *arrive*       | -2.25 | 226   | .03   |
| **Prepositions**               | *to*           | -2.30 | 226   | .02   |
| **Causation**                  | *because*      | -2.39 | 226   | .02   |
| **Affective processes**        | *abandon*      | -2.58 | 226   | .01   |
| **Assent**                     | *agree*        | -2.60 | 226   | .01   |
| **Signal words for tenses**    | *already*      | -3.20 | 226   | .002  |
| Category                          | Term               | Coefficient | Sample Size | P-value | Effect Size |
|----------------------------------|--------------------|-------------|-------------|---------|-------------|
| Positive emotion                 | love               | -3.26       | 226         | .001    | -0.43       |
| Signal words for past tense      | ago                | -4.35       | 226         | <.001   | -0.58       |
| Humans                           | adult              | -5.49       | 226         | <.001   | -0.73       |
| Word count                       | /                  | -5.75       | 226         | <.001   | -0.76       |