

## Description of Referring Study

Participants in the present study were recruited from an automated multilingual Internet-based depression and suicidality screening study.<sup>1</sup> Participants are recruited into that screening study using worldwide Google Ads campaigns. Google Ads are sponsored links that appear as part of Google search results when a user searches for specific keywords. Users who searched key terms such as “sad mood” or “depression symptoms” were shown ads for the referring study.<sup>2</sup> The vast majority of participants in the referring study were recruited via Google Ads; other participants found the study via organic search results, word of mouth, links from other websites, or other avenues. Our recruitment methods have generated a considerable sample size for the referring study.<sup>1,3-5</sup>

When individuals come to the referring study landing page, they are offered a brief description of the study. Interested individuals proceed to the following page, where basic demographic information is collected, including their age. Only individuals who report being 18 years of age or older are allowed to proceed further; those not eligible are informed of their ineligibility, and are offered helpful online resources. Eligible individuals continue to the next page, where they are screened for depression using the MDE Screener<sup>6</sup> and are offered feedback on their results. Individuals endorsing suicidality are shown a separate message expressing concern and urging them to seek additional help; they are also given a link to an international helpline. Participants are then offered to sign up for a monthly rescreening study, wherein they would be sent a single monthly email for the next 12 months, inviting them to be rescreened for depression.<sup>7</sup> Interested individuals read and sign the informed consent document. As part of signing up for this rescreening study, they are also asked whether they would be interested in taking part in other studies. Individuals who indicate their desire to be contacted about other studies may be emailed invitations to other research projects, and several studies have already been carried out with these interested individuals.<sup>8,9</sup> After consenting, individuals complete several other measures.

Thus, participants who have been recruited to the present study fulfilled the eligibility criteria for the referring study, consented to take part in the referring study, and indicated that they wished to be contacted with invitations to other studies conducted by our research team.

## References

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Online supplement table.

Bivariate Analysis of Other Variables: Comparing Treatment Seekers and Non-seekers

Variable	Test	Test statistic	df	p-value
Gender	Chi Square	2.33	1	.13
Living Setting	Chi Square	.94	2	.62
Employment	Chi Square	.07	1	.79
Partnered	Chi Square	.04	1	.83
Stigma	T-Test	.40	242	.69
Social Support	T-Test	.57	242	.57
Education	T-Test	1.30	233.18	.19
Age	T-Test	5.90	241.77	<.001