

**Supplementary Table 1.** Sample Characteristics

	Total Cancer Blogs ( <i>N</i> = 89)
Descriptive	<i>N</i> (%)
Role of Blogger	
Cancer patient/survivor	67 (75.3%)
Cancer caregiver	22 (24.7%)
Cancer Type	
Breast	17 (19.1%)
Colon/rectal	2 (2.2%)
Kidney (renal cell)	1 (1.1%)
Leukemia	11 (12.4%)
Hodgkin Lymphoma	6 (6.7%)
Non-Hodgkin Lymphoma	3 (3.4%)
Melanoma	6 (6.7%)
Prostate	2 (2.2%)
Thyroid	1 (1.1%)
Other	37 (41.6%)
Not reported/Unknown	3 (3.4%)
Gender of Blogger	
Female	72 (80.9%)
Male	17 (19.1%)
Gender of Cancer Patient	
Female	87 (97.8%)
Male	2 (2.2%)

**Supplementary Table 2.** Number of Inlinks and Outlinks for the Most Highly Linked Cancer Blogs

	Inlinks <sup>a</sup>	Outlinks <sup>b</sup>
Cancer Blog Website	<i>N</i>	<i>N</i>
Breast Cancer ( <i>N</i> = 13)		
nancyspoint.com	9	13
bumpyboobs.wordpress.com	9	4
ihatebreastcancer.wordpress.com	7	11
thesarcasticboob.com	7	9
chemo-brain.blogspot.com	7	3
accidentalamazon.com	6	10
butdoctorihatepink.com	6	10
carolinemfr.blogspot.com	6	2
anotheronewiththecancer.wordpress.com	5	6
boobyandthebeast.com	4	7
notjustaboutcancer.blogspot.com	4	7
darngoodlemonade.com	4	1
womenwcancer.blogspot.com	4	0
Other Cancers ( <i>N</i> = 2)		
caringbridge.org	6	0
cheekylibrarian.blogspot.com	0	1

*Note.* <sup>a</sup>Links *from* the network. <sup>b</sup>Links *to* the network.