

## Appendix A

**Table 1.** Framing of Designated Audience of Forum Types (Translation from German).

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Overall forum introduction to <b>professional forums</b> / <b>advisory forums</b> <sup>a</sup>
Information about the selected internet forums
The following contributions represent contributions from forums about the topics of health and nutrition. We have always chosen forums, which are mainly used by <b>medical professionals</b> / <b>patients and other non-experts in these fields</b> . In these forums, especially <b>physicians</b> / <b>laypeople</b> use the possibilities to <b>exchange information on technical content</b> / <b>inform themselves about questions</b> and value <b>in discussion</b> is set on information being <b>scientific</b> / is set on information <b>being clearly explained</b> . In these forums <b>medical professionals</b> / <b>laypeople and non-experts in these fields</b> are the ones mainly taking part in the discussions. The contributions of these forums can be read by all Internet users. <b>However</b> , laypeople and non-specialists <b>rather write own contributions</b> . / Laypeople and non-specialists <b>write most of the contributions on their own and receive answers from professionals</b> . All answers presented here are given by professionals of these forums.

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<sup>a</sup>Differences between professional and advisory forum introductions are highlighted in bold and color.