

Appendix B

Table 1. Short forum descriptions (Translation from German).

	Short forum introduction of professional forums / advisory forums ^a
1	The post stemmed from a “ Physicians-forum “/ an “ Ask the doctor-forum “. Mainly physicians discuss about professional topics / laypeople ask questions about the topic.
2	This post is from a forum where especially professionals among each other exchange / non-experts want to inform themselves about medical contents.
3	Here is a post from a forum, which is used for discussions between / questions from laypeople to healthcare professionals and where mostly physicians write / laypeople ask questions.
4	The post was found in a forum where mainly physicians give each other thematic suggestions / laypeople can inform themselves.
5	Here is a post from a forum for technical exchange between healthcare professionals / questions from non-experts.
6	This post was found in a medical forum. Mainly physicians / medical laypeople are registered there.
7	The post is from a forum for healthcare professionals / non-experts. Mainly physicians exchange / laypeople inform themselves about medical content here.
8	This post is from a physician’s-forum / healthcare-forum where mainly healthcare professionals discuss / questions are asked by non-experts.
9	This post is from a technical / help forum where mainly physicians post / laypeople participate by asking questions.
10	Here a post from a forum for professional exchange between physicians / medical laypeople’s questions.

^aDifferences between professional and advisory forum introductions are highlighted in bold and color.