Multimedia Appendix 1. Excluded studies

A new dimension of healthcare: Review of the uses, benefits and limitations of social media for Health Communication

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EXCLUDED ARTICLES (n=50)

SUMMARY OF REASONS (n=13):
- Teaching focus (10)
- Not / not primarily health communication (8)
- Marketing / advertising focus (5)
- Social networks not social network websites (5)
- Article (i.e. not primary research study) (5)
- Research focus e.g. on participant recruitment (4)
- Review paper (3)
- Not focused on social media (3)
- Not communication focused (2)
- Technology focused (2)
- Internet-based / web 1.0 (1)
- Study protocol (1)
- Personal use, not for communication purposes (1)

TEACHING FOCUS (n=10)


NOT / NOT PRIMARILY HEALTH COMMUNICATION (n=8)


MARKETING / ADVERTISING FOCUS (not health communication-focused; n=5)


SOCIAL NETWORKS NOT SOCIAL NETWORK WEBSITES (n=5)


ARTICLE (i.e. not primary research study) (n=5)


RESEARCH FOCUS (e.g. on participant recruitment; n=4)


REVIEW PAPER (n=3)

NOT FOCUSED ON SOCIAL MEDIA (n=3)

NOT COMMUNICATION FOCUSED (n=2)

TECHNOLOGY FOCUSED (n=2)

INTERNET BASED / WEB 1.0 (n=1)

STUDY PROTOCOL (n=1)