### Multimedia Appendix 1: Interval-contingent diary form

Where did you see, hear or read something about the EHEC bacteria?

1. **TV**
   
   On [date entry field] | I saw on [channel/program entry field] that [message entry field]

2. **Radio**
   
   On [date entry field] | I heard on [station/program entry field] that [message entry field]

3. **Newspaper**
   
   On [date entry field] | I read in the [newspaper entry field] that [message entry field]

4. **Internet**
   
   On [date entry field] | I saw on [Internet site entry field] that [message entry field]

5. **Somewhere else**
   
   On [date entry field] | I saw or read that [message entry field] Where did you see, hear or read this? [source entry field]

6. Did you talk with anyone about the EHEC bacteria?
   
   No
   
   Yes

   If yes, with whom and what did you talk about?

   With a [dropdown field with possible conversation partners] I talked about [topic of discussion entry field]

7. Do you have any additional remarks or questions?
   
   [entry field]

Note. Each part of the form (TV, radio, etc.) consisted of five entry fields.