

Netnographic evaluation of digital products from #FOAMed conversations.

URL	Reviewer engagement data	Inferred meaning
http://rebelem.com/a-new-pulseless-electrical-activity-algorithm/	11 comments 5 trackbacks ^a from other FOAM ^b blogs	Discussion thread between commenters and authors demonstrated critique and reflection on a new paradigm presented in the post. Comments inferred exploration of testing the ideas in individual practice contexts and discussing strengths and weaknesses. Trackbacks showed the nodal relationship of blogs and individual members of the network.
http://rebelem.com/preoxygenation-apneic-oxygenation/	8 comments 3 trackbacks from other FOAM blogs	General comments of thanks and seeking permission to share further with colleagues to influence practice change. Trackbacks showed the nodal relationship of blogs and the individual members of the network.
http://www.emdocs.net/furosemide-treatment-acute-pulmonary-edema/	24 comments 8 trackbacks from other FOAM blogs	Robust discussion and assertions of competing evidence or literature; a clear example of a socially constructed dialogue around a blog that presented evidence that challenged some commenters' current practices, while validating others'. Built upon a blog initially focusing on incorporating evidence from other therapies and clinical experiences. Trackbacks showed the nodal relationship of blogs and the individual members of the network.
https://www.meded101.com/case-study-zocor-and-diltiazem-interaction/	5 comments	Comments inferred a social process of making sense of the assertions of the blog in the face of anecdotal clinical experience.
http://rebelem.com/ecg-changes-hyperkalemia/	10 comments 1 trackback from another FOAM blog	Comments explored and refined the concepts from the blog and commenters appeared to be trying to draw links to their clinical contexts. There was a strong evident critique and reframing of the blog comments by 2 commenters, evidencing social construction within a tacit experience framework. Trackbacks showed the nodal relationship of blogs and the individual members of the network.
http://boringem.org/2015/02/05/nice-threads-guide-suture-choice-ed/	3 comments	A correction by a commenter led to immediate revision of the blog, inferring a strong mechanism of social moderation and change.
http://rolobostrambles.com/2014/10/12/the-path-to-developing-f-o-a-m-free-open-access-meducation-foamed/	1 comment 3 trackbacks from other FOAM blogs	Affirmation of blog, with some social refinement of concepts based on the philosophy and reading of the commenter. Trackbacks showed the nodal relationship of blogs and the individual members of the network.
http://rebelem.com/heard/	6 trackbacks from other	Trackbacks showed the nodal relationship of blogs and

t-score-new-ed-chest-pain-risk-stratification-score/ http://rebelem.com/chest-pain-value-good-history/	FOAM blogs 2 comments 2 trackbacks from other FOAM blogs	the individual members of the network. A question-and-answer exchange to seek placement of the knowledge from the blog into a tacit clinical context and frame within a clinical decision-making framework. Trackbacks showed the nodal relationship of blogs and the individual members of the network.
http://www.emdocs.net/myths-dka-management/	7 comments 4 trackbacks from other FOAM blogs	Further questions and commenters seeking how to translate the content of the blog into clinical practice. Trackbacks showed the nodal relationship of blogs and the individual members of the network.
http://www.scancrit.com/2015/07/12/archaic-trauma-life-support/?	2 comments 1 trackback link from another FOAM blog	Affirmation and solidarity over the perceived need to challenge established institution. Trackbacks showed the nodal relationship of blogs and the individual members of the network.
http://www.scancrit.com/2015/02/12/cervical-collars-slashed-guidelines/	13 comments 3 trackbacks from other FOAM blogs	A strongly worded discussion on a topic that clearly created cognitive dissonance for some of the commenters. The comments reflected the early clinical discussions around the challenges to long-term established and belief-driven practice.
http://stemlynsblog.org/button-batteries/	6 comments 2 trackbacks from other FOAM blogs	A very strong example of social moderation of potentially practice-changing knowledge. Trackbacks showed the nodal relationship of blogs and the individual members of the network. Comments reflected affirmation and the socially constructed beginnings of an awareness-raising movement.
https://www.youtube.com/watch?v=eSEP2T-xz8g&feature=youtu.be	Sketchy evidence-based medicine “How to read a paper” video 1 comment	Trackbacks showed the nodal relationship of blogs and the individual members of the network. Affirmation and outreach for collaboration.
http://iteachem.net/2013/06/ten-tips-for-foam-beginners/	1 comment 1 trackback link from another FOAM blog	Affirmation of blog content and description of how the user will promulgate it to his practice network. Trackbacks showed the nodal relationship of blogs and the individual members of the network.
http://rebelem.com/importance-reciprocal-changes-avl/	2 comments	Constructive feedback from an expert in the clinical topic, providing tacit knowledge context to the blog. Author accepting critique and thanking critics and affirming the comments.
http://www.emdocs.net/the-approach-to-the-poisoned-patient/	1 comment	Affirmation for blog content as being the most relevant and well-structured approach to the poisoned patient the commenter had seen in 6 years of emergency medicine practice.
http://www.wessexics.com/The_Bottom_Line/	6 comments	Discussion thread elaborating on the clinical translations, with clear comment as to how the

Review/index.php?id=3665078336903245716	10 comments	<p>findings of the research reviewed will translate to change clinical practice.</p> <p>Affirmation of blog post quality; 1 commenter said that the post validated his clinical practice in diabetic ketoacidosis management.</p> <p>Another commenter inferred that the content would lead to a change of diabetic ketoacidosis management in his “order set.”</p> <p>Also further skeptical discussion of the primary literature reviewed in the post.</p> <p>Affirmation, translation, and reflection from commenters’ own clinical practice contexts, with feedback on how to overcome one of the clinical issues from the case presented.</p>
http://hqmeded-ecg.blogspot.com/2015/04/pulseless-ventricular-tachycardia-why.html	2 comments	<p>Affirmation, translation, and reflection from commenters’ own clinical practice contexts, with feedback on how to overcome one of the clinical issues from the case presented.</p>
http://rebelem.com/time-to-abandon-epinephrine-hospital-cardiac-arrest/	4 comments 3 trackbacks from other FOAM blogs	<p>Discussion thread and links to further evidence and forthcoming trials on the topic.</p> <p>Showed tangential expansion through community input.</p> <p>Trackbacks showed the nodal relationship of blogs and the individual members of the network.</p>
http://foamcast.org/2015/05/04/episode-28-neuroleptic-malignant-syndrome-serotonin-syndrome-malignant-hyperthermia/	2 comments 2 trackbacks from other FOAM blogs	<p>Affirmation of quality and content.</p> <p>Trackbacks showed the nodal relationship of blogs and the individual members of the network.</p>
http://www.aliem.com/inttraosseous-rapid-sequence-intubation/	7 comments	<p>Discussion and links to further literature.</p> <p>Debate from the perspective of practice area.</p> <p>Clarification and elaboration from the author of the primary literature reviewed in the blog post.</p>
http://www.aliem.com/upper-gastrointestinal-bleeding-treatment/	9 comments	<p>Combination of affirmation and further links and offerings of evidence to build upon the blog post.</p>
http://rebelem.com/patients-strep-throat-need-treated-antibiotics/	12 comments	<p>Discussion with author including moderation, elaboration, and extrapolation of discussion.</p> <p>Questions from commenters help to refine and contextualize the practices discussed in the blog and moderated assertions dependent on patient population.</p>
http://lifeinthefastlane.com/5-lessons-learned/	28 comments 1 trackback from another FOAM blog	<p>A reflective blog piece.</p> <p>Comments offered social support, affirmation, and reflection upon commenters’ own experiences.</p> <p>Trackbacks showed the nodal relationship of blogs and the individual members of the network.</p>
http://emergencymedicineireland.com/2012/02/anatomy-for-emergency-medicine-7-cricothyroidotomy/	1 comment 6 trackbacks from other FOAM blogs	<p>A comment of thanks.</p> <p>Trackbacks showed the nodal relationship of blogs and the individual members of the network.</p>

^aTrackbacks are defined as links directing to other pages.

^bFOAM: free open access medical education.