Multimedia Appendix 1

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

<table>
<thead>
<tr>
<th>Overall forum introduction to professional forums / advisory forums&lt;sup&gt;a&lt;/sup&gt;</th>
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<tr>
<td>Information about the selected internet forums</td>
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</table>

The following contributions represent contributions from forums about the topics of health and nutrition. We have always chosen forums, which are mainly used by medical professionals / patients and other non-experts in these fields. In these forums, especially physicians / laypeople use the possibilities to exchange information on technical content / inform themselves about questions and value in discussion is set on information being scientific / is set on information being clearly explained.

In these forums medical professionals / laypeople and non-experts in these fields are the ones mainly taking part in the discussions. The contributions of these forums can be read by all Internet users. However, laypeople and non-specialists rather write own contributions. / Laypeople and non-specialists write most of the contributions on their own and receive answers from professionals. All answers presented here are given by professionals of these forums.

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