Multimedia Appendix 2. Data from all survey results including links to the actual question as it appeared on the discussion forum website (as the assessors saw it when they made their assessment).

| Q1. First party since being diagnosed, need advice? | M1 | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| Reddit | M2 | P9 |
| Q2. Advice for exercise and midnight lows? | M1 | M2 | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| Mumsnet | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| Q3. Are anger outbursts normal with diabetes? | M1 | M2 | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| Patient.co.uk | M2 | P1 |
| Q5. Longer to get over a cold with diabetes? | M1 | M3 | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| Q6. Can this be Diabetes? | M1 | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| Q7. | Do I have Type 1 Diabetes? | M1 |
|-----|---------------------------|----|
| Q8. | Diabetes: Advice please? | M1 |

HIV/AIDS

Reddit

| Q9. | I found out I had HIV not clear about the stage | M1 |
|-----|-----------------------------------------------|----|
| Q10 | HIV and depression | M1 |

Mumsnet

| Q13. | Babysitter has just announced he's HIV positive | M1 |
|-----|-----------------------------------------------|----|
| Q14. | Question about HIV (and partner) | M1 |

Patient.co.uk

| Q16. | HIV question | M1 |
|-----|--------------|----|
| Q17. HIV infection: intestinal yeast after 4 months? | M1 |
| --- | --- |
| [www.webcitation.org/6bvWM70M0](www.webcitation.org/6bvWM70M0) | M4 |

**CHICKENPOX**

**Reddit**

| Q18. Is this chickenpox? Help!! | M1 |
| --- | --- |
| [www.webcitation.org/6bvWPRVHM](www.webcitation.org/6bvWPRVHM) | M4 |
| M5 |
| M6 |
| P4 |
| P5 |
| P6 |

| Q.19. Did you give your child the chickenpox vaccine? | M1 |
| --- | --- |
| [www.webcitation.org/6bvWXngA](www.webcitation.org/6bvWXngA) | M4 |
| M5 |
| M6 |
| P4 |
| P5 |
| P6 |

**Mumsnet**

| Q20. Chickenpox: Why more dangerous to adults? | M1 |
| --- | --- |
| [www.webcitation.org/6bvWdUui2](www.webcitation.org/6bvWdUui2) | M5 |
| M7 |

| Q21. Chickenpox: is 5 months too young to expose? | M1 |
| --- | --- |
| [www.webcitation.org/6bvWfC747](www.webcitation.org/6bvWfC747) | M4 |
| M5 |
| P4 |
| P7 |
| P8 |
| Q22. Has your child had the chickenpox vaccine? | M1 |
| (www.webcitation.org/6hvWxPmIo) | M4 |
| | M5 |
| | P6 |
| | P7 |

| Q23. Is it normal to be so very ill with chickenpox? | M1 |
| (www.webcitation.org/6hvX4Fxit) | M4 |
| | M9 |
| | P4 |

*Patient.co.uk*

| Q24. Should toddler get the chickenpox vaccine? | M1 |
| (www.webcitation.org/6hvXCED3Q) | M4 |
| | M5 |

| Q25. Strange symptom with chickenpox | M1 |
| (www.webcitation.org/6hvXI8uX2) | M4 |
| | M5 |