

Appendix 1 - Survey questions

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The following questions relate to your experiences with patients who bring health information from social media into their consultations. By ‘social media’ we mean platforms such as Twitter/X, Facebook, YouTube, Instagram, TikTok, and Snapchat. This includes health-related content or advice shared by influencers, as well as information from online support groups, companies and similar sources.

Question 1

In your practice, how frequently do patients bring up information from social media during your consultations?

Please select the response that best represents your experience:

- Never (less than once per month)
- Rarely (once or twice per month)
- Sometimes (once a week)
- Often (once or twice a week)
- Very Often (more than twice a week)

Question 2

How often are the following requested by patients because of the information they are seeing on social media?

	Never (less than once per month)	Rarely (once or twice per month)	Sometimes (once a week)	Often (once or twice a week)	Very Often (more than once a week)
Tests (e.g. Anti-mullerian hormone for perimenopause, gut microbiome, thyroid function tests etc.)					
Diagnoses (e.g. endometriosis, perimenopause, adult attention deficit/hyperactivity disorder, anxiety disorders etc.)					
Medication (e.g. semaglutide (Ozempic/Wegovy), cannabis etc.)					
Devices (e.g. Transcutaneous electrical nerve stimulation machines, glucose monitoring devices etc.)					
Alternative Approaches to Medicine (Chiropractic, naturopathy, etc.)					

Free text response/other (Please provide any further options here:)

Question 3

How often do you feel that patient requests based on information seen on social media are supported by scientific evidence?

- Never (less than once a month)
- Rarely (once or twice a month)
- Sometimes (once a week)
- Often (once or twice a week)
- Very Often (more than twice a week)

Question 4

How frequently do you fulfil a request based on information a patient has seen on social media that you believe lacks scientific evidence, e.g., ordering a specific test or trialing a medication that the patient has requested.

- Never (less than once a month)
- Rarely (once or twice a month)
- Sometimes (once a week)
- Often (once or twice a week)
- Very Often (more than twice a week)

Question 5

How do patients' requests arising from information they see on social media impact on your professional relationship with them?

(Select all that apply)

- Loss of patient trust in your medical advice
- Gain of patient trust in your medical advice
- Patient becomes less likely to act on medical advice that you suggest
- Patient becomes more likely to act on medical advice that you suggest
- Patient makes fewer requests based on social media advice
- Patient makes more requests based on social media advice
- No change to your professional relationship with the patient
- Patient leaves your care
- Other - Free text response/other (Please provide any further options here:)

Question 6

Overall, thinking about the health information patients access through social media, how would you describe the overall impact this is having on your patients' health outcomes?

- Very negative
- Somewhat negative
- Neither positive nor negative
- Somewhat positive
- Very positive
- Other - Free text response/other (Please provide any further options here:)

Appendix 2 - Additional data tables

Table A1. Social media requests stratified by general practitioner hours worked^A

Question responses	<12 hrs/wk (n = 104)	13–20 hrs/wk (n = 283)	21–30 hrs/wk (n = 386)	31–40 hrs/wk (n = 711)	>40 hrs/wk (n = 405)	Overall (n = 1889)
How frequently do patients bring up information from social media during your consultations?						
Very often	6.8 (3.0, 14.0)	8.2 (5.4, 12.0)	13.3 (10.0, 17.0)	16.5 (14.0, 19.0)	12.4 (9.4, 16.0)	13.2 (12.0, 15.0)
Often	13.6 (7.9, 22.0)	14.6 (11.0, 19.0)	16.4 (13.0, 21.0)	17.8(15.0, 21.0)	19.3 (16.0, 24.0)	17.1 (15.0, 19.0)
Sometimes	33.0 (24.0, 43.0)	31.3 (26.0, 37.0)	29.4 (25.0, 34.0)	27.9 (25.0, 31.0)	27.2 (23.0, 32.0)	28.9 (27.0, 31.0)
Rarely	29.1 (21.0, 39.0)	28.5 (23.0, 34.0)	28.4 (24.0, 33.0)	25.5 (22.0, 29.0)	23.3 (19.0, 28.0)	26.3 (24.0, 28.0)
Never	17.5 (11.0, 26.0)	17.4 (13.0, 22.0)	12.5 (9.4, 16.0)	12.3 (10.0, 15.0)	17.8 (14.0, 22.0)	14.6 (13.0, 16.0)
Missing	1	2	2	2	1	8

^AData presented as % (95% confidence interval).**Table A2. Requests by patients because of the information they are seeing on social media stratified by general practitioner hours worked^A**

Question responses	<12 hrs/wk (n = 104)	13–20 hrs/wk (n = 283)	21–30 hrs/wk (n = 386)	31–40 hrs/wk (n = 711)	>40 hrs/wk (n = 405)	Overall (n = 1889)
How often are tests (eg anti-Müllerian hormone for perimenopause, gut microbiome, thyroid function tests) requested by patients because of the information they are seeing on social media?						
Often	1.9 (0.3, 7.5)	5.0 (2.9, 8.5)	13.4 (10.0, 17.0)	13.7 (11.0, 17.0)	12.2 (9.2, 16.0)	11.4 (10.0, 13.0)
Sometimes	24.3 (17.0, 34.0)	22.3 (18.0, 28.0)	32.4 (28.0, 37.0)	31.3 (28.0, 35.0)	30.8 (26.0, 36.0)	29.7 (28.0, 32.0)
Rarely/Never	73.8 (64.0, 82.0)	72.7 (67.0, 78.0)	54.2 (49.0, 59.0)	55.0 (51.0, 59.0)	57.1 (52.0,62.0)	58.9 (57.0, 61.0)
Missing	1	5	6	5	2	19
How often are diagnoses (eg endometriosis, perimenopause, adult attention deficit/hyperactivity disorder, anxiety disorders) requested by patients because of the information they are seeing on social media?						
Often	6.7 (3.0, 14.0)	12.2 (8.7, 17.0)	25.7 (21.0, 30.0)	24.2 (21.0, 28.0)	20.6 (17.0, 25.0)	21.0 (19.0, 23.0)
Sometimes	33.7 (25.0, 44.0)	34.2 (29.0, 40.0)	34.6 (30.0, 40.0)	37.0 (33.0, 41.0)	35.1 (30.0, 40.0)	35.5 (33.0, 38.0)
Rarely/Never	59.6 (50.0, 69.0)	53.6 (48.0, 60.0)	39.6 (35.0, 45.0)	38.8 (35.0, 43.0)	44.3 (39.0, 49.0)	43.5 (41.0, 46.0)
Missing	0	5	5	5	3	18
How often are medications (eg semaglutide, cannabis) requested by patients because of the information they are seeing on social media?						
Often	21.4 (14.0, 31.0)	27.0 (22.0, 33.0)	40.0 (35.0, 45.0)	40.3 (37.0, 44.0)	41.0 (36.0, 46.0)	37.4 (35.0, 40.0)
Sometimes	33.0 (24.0, 43.0)	36.3 (31.0, 42.0)	37.1 (32.0, 42.0)	33.9 (30.0, 38.0)	32.8 (28.0, 38.0)	34.6 (32.0, 37.0)
Rarely/Never	45.6 (36.0, 56.0)	36.7 (31.0, 43.0)	22.9 (19.0, 28.0)	25.8 (23.0, 29.0)	26.3 (22.0, 31.0)	28.0 (26.0, 30.0)
Missing	1	5	6	6	5	23

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Table A2. Continued

Question responses	<12 hrs/wk (n = 104)	13–20 hrs/wk (n = 283)	21–30 hrs/wk (n = 386)	31–40 hrs/wk (n = 711)	>40 hrs/wk (n = 405)	Overall (n = 1889)
How often are devices (eg transcutaneous electrical nerve stimulation machines, glucose monitoring devices) requested by patients because of the information they are seeing on social media?						
Often	1.9 (0.3, 7.5)	2.9 (1.3, 5.8)	5.2 (3.3, 8.1)	5.7 (4.1, 7.7)	6.5 (4.3, 9.5)	5.1 (4.2, 6.3)
Sometimes	15.4 (9.3, 24.0)	9.4 (6.3, 14.0)	21.3 (17.0, 26.0)	21.1 (18.0, 24.0)	25.4 (21.0, 30.0)	20.0 (18.0, 22.0)
Rarely/Never	82.7 (74.0, 89.0)	87.7 (83.0, 91.0)	73.5 (69.0, 78.0)	73.2(70.0, 76.0)	68.2 (63.0, 73.0)	74.9 (73.0, 77.0)
Missing	0	6	5	5	3	19
How often are alternative approaches to medicine (eg chiropractic, naturopathy) requested by patients because of the information they are seeing on social media?						
Often	11.5 (6.4, 20.0)	13.7 (10.0, 18.0)	17.9 (14.0, 22.0)	21.1 (18.0, 24.0)	19.3 (16.0, 24.0)	18.4 (17.0, 20.0)
Sometimes	26.9 (19.0, 37.0)	26.4 (21.0, 32.0)	36.5 (32.0, 42.0)	31.0(28.0, 35.0)	31.3 (27.0, 36.0)	31.2 (29.0, 33.0)
Rarely/Never	61.5 (51.0, 71.0)	59.9 (54.0, 66.0)	45.6 (40.0, 51.0)	47.9 (44.0, 52.0)	49.5 (45.0, 55.0)	50.4 (48.0, 53.0)
Missing	0	6	11	10	5	32

^aData presented as % (95% confidence interval).

Table A3. Responses to questions about requests and scientific evidence stratified by general practitioner hours worked^a

Question responses	<12 hrs/wk (n = 104)	13–20 hrs/wk (n = 283)	21–30 hrs/wk (n = 386)	31–40 hrs/wk (n = 711)	>40 hrs/wk (n = 405)	Overall (n = 1889)
How often do you feel that patient requests based on information seen on social media are supported by scientific evidence?						
Often	6.9 (3.0, 14.0)	6.9 (4.3, 11.0)	10.8 (7.9, 14.0)	11.5 (9.3, 14.0)	14.9 (12.0, 19.0)	11.2 (9.8, 13.0)
Sometimes	30.4 (22.0, 40.0)	25.6 (21.0, 31.0)	31.5 (27.0, 36.0)	28.4 (25.0, 32.0)	28.6 (24.0, 33.0)	28.8 (27.0, 31.0)
Rarely/Never	62.7 (53.0, 72.0)	67.5 (62.0, 73.0)	57.7 (53.0, 63.0)	60.0 (56.0, 64.0)	56.5 (51.0, 61.0)	60.1 (58.0, 62.0)
Missing	2	6	5	8	3	24
How frequently do you fulfil a request based on information a patient has seen on social media that you believe lacks scientific evidence, for example, ordering a specific test or trialling a medication that the patient has requested?						
Often	4.0 (1.3, 11.0)	5.1 (2.9, 8.5)	5.2 (3.3, 8.1)	8.3 (6.4, 11.0)	8.9 (6.4, 12.0)	7.1 (6.0, 8.4)
Sometimes	10.0 (5.2, 18.0)	14.8 (11.0, 20.0)	19.1 (15.0, 23.0)	17.1 (14.0, 20.0)	17.6 (14.0, 22.0)	16.9 (15.0, 19.0)
Rarely/Never	86.0 (77.0, 92.0)	80.1 (75.0, 85.0)	75.7 (71.0, 80.0)	74.6 (71.0, 78.0)	73.5 (69.0, 78.0)	76.0 (74.0, 78.0)
Missing	4	6	4	11	1	26

^aData presented as % (95% confidence interval).

Table A4. Impact of social media on general practitioners' (GPs') encounters with their patients stratified by GPs' age group^A

Question responses	<45 years old (n = 209)	45–54 years old (n = 389)	55–64 years old (n = 603)	≥65 years old (n = 681)	Overall (n = 1889)
How frequently do patients bring up information from social media during your consultations?					
Often	40.4 (34.0, 47.0)	36.2 (31.0, 41.0)	29.6 (26.0, 33.0)	24.6 (21.0, 28.0)	30.4 (28.0, 33.0)
Sometimes	26.4 (21.0, 33.0)	26.6 (22.0, 31.0)	30.8 (27.0, 35.0)	29.2 (26.0, 33.0)	28.9 (27.0, 31.0)
Rarely/Never	33.2 (27.0, 40.0)	37.2 (32.0, 42.0)	39.6 (36.0, 44.0)	46.2 (42.0, 50.0)	40.8 (39.0, 43.0)
Missing	1	2	2	3	8
How often are tests (eg anti-Müllerian hormone for perimenopause, gut microbiome, thyroid function tests) requested by patients because of the information they are seeing on social media?					
Often	17.7 (13.0, 24.0)	12.7 (9.6, 17.0)	13.1 (11.0, 16.0)	7.3 (5.5, 9.6)	11.4 (10.0, 13.0)
Sometimes	35.9 (29.0, 43.0)	34.8 (30.0, 40.0)	29.6 (26.0, 34.0)	25.0 (22.0, 28.0)	29.7 (28.0, 32.0)
Rarely/Never	46.4 (40.0, 53.0)	52.5 (47.0, 58.0)	57.3 (53.0, 61.0)	67.8 (64.0, 71.0)	58.9 (57.0, 61.0)
Missing	0	4	6	8	18
How often are diagnoses (eg endometriosis, perimenopause, adult attention deficit/hyperactivity disorder, anxiety disorders) requested by patients because of the information they are seeing on social media?					
Often	36.8 (30.0, 44.0)	24.6 (20.0, 29.0)	22.1 (19.0, 26.0)	13.2 (11.0, 16.0)	21.1 (19.0, 23.0)
Sometimes	34.4 (28.0, 41.0)	39.4 (35.0, 44.0)	38.4 (35.0, 42.0)	31.2 (28.0, 35.0)	35.5 (33.0, 38.0)
Rarely/Never	28.7 (23.0, 35.0)	36.0 (31.0, 41.0)	39.4 (36.0, 43.0)	55.6 (52.0, 59.0)	43.4 (41.0, 46.0)
Missing	0	3	7	7	17
How often are medications (eg semaglutide, cannabis) requested by patients because of the information they are seeing on social media?					
Often	48.3 (41.0, 55.0)	44.4 (39.0, 50.0)	37.8 (34.0, 42.0)	29.8 (26.0, 33.0)	37.5 (35.0, 40.0)
Sometimes	38.3 (32.0, 45.0)	31.2 (27.0, 36.0)	37.5 (34.0, 42.0)	32.9 (29.0, 37.0)	34.6 (32.0, 37.0)
Rarely/Never	13.4 (9.2, 19.0)	24.4 (20.0, 29.0)	24.7 (21.0, 28.0)	37.3 (34.0, 41.0)	27.9 (26.0, 30.0)
Missing	0	4	8	10	22
How often are devices (eg transcutaneous electrical nerve stimulation machines, glucose monitoring devices) requested by patients because of the information they are seeing on social media?					
Often	8.1 (5.0, 13.0)	5.7 (3.7, 8.6)	4.5 (3.1, 6.6)	4.5 (3.1, 6.4)	5.2 (4.2, 6.3)
Sometimes	23.0 (18.0, 29.0)	21.0 (17.0, 25.0)	24.8 (21.0, 29.0)	14.3 (12.0, 17.0)	20.0 (18.0, 22.0)
Rarely/Never	68.9 (62.0, 75.0)	73.3 (69.0, 78.0)	70.6 (67.0, 74.0)	81.3 (78.0, 84.0)	74.8 (73.0, 77.0)
Missing	0	3	7	8	18
How often are alternative approaches to medicine (eg chiropractic, naturopathy) requested by patients because of the information they are seeing on social media?					
Often	22.0 (17.0, 28.0)	18.2 (15.0, 23.0)	22.0 (19.0, 26.0)	14.4 (12.0, 17.0)	18.5 (17.0, 20.0)
Sometimes	41.1 (34.0, 48.0)	34.6 (30.0, 40.0)	31.8 (28.0, 36.0)	25.6 (22.0, 29.0)	31.2 (29.0, 33.0)
Rarely/Never	36.8 (30.0, 44.0)	47.1 (42.0, 52.0)	46.2 (42.0, 50.0)	60.0 (56.0, 64.0)	50.3 (48.0, 53.0)
Missing	0	5	12	14	31

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Table A4. Continued

Question responses	<45 years old (n = 209)	45–54 years old (n = 389)	55–64 years old (n = 603)	≥65 years old (n = 681)	Overall (n = 1889)
How often do you feel that patient requests based on information seen on social media are supported by scientific evidence?					
Often	18.4 (13.0, 24.0)	12.0 (9.0, 16.0)	9.5 (7.4, 12.0)	10.0 (7.9, 13.0)	11.2 (9.8, 13.0)
Sometimes	28.5 (23.0, 35.0)	32.6 (28.0, 38.0)	29.5 (26.0, 33.0)	26.2 (23.0, 30.0)	28.8 (27.0, 31.0)
Rarely/Never	53.1 (46.0, 60.0)	55.4 (50.0, 60.0)	61.0 (57.0, 65.0)	63.8 (60.0, 67.0)	60.0 (58.0, 62.0)
Missing	2	6	6	10	24
How frequently do you fulfil a request based on information a patient has seen on social media that you believe lacks scientific evidence, for example, ordering a specific test or trialling a medication that the patient has requested?					
Often	7.2 (4.2, 12.0)	8.6 (6.1, 12.0)	7.9 (5.9, 10.0)	5.5 (4.0, 7.6)	7.1 (6.0, 8.4)
Sometimes	20.7 (16.0, 27.0)	19.2 (15.0, 24.0)	14.9 (12.0, 18.0)	16.2 (14.0, 19.0)	16.9 (15.0, 19.0)
Rarely/Never	72.1 (65.0, 78.0)	72.2 (67.0, 77.0)	77.2 (74.0, 80.0)	78.3 (75.0, 81.0)	76.0 (74.0, 78.0)
Missing	1	4	7	14	26
How do patients' requests arising from information they see on social media affect your professional relationship with them? (Loss of patient trust in your medical advice)					
No loss of patient trust in your medical advice	86.1 (81.0, 90.0)	86.9 (83.0, 90.0)	88.9 (86.0, 91.0)	94.0 (92.0, 96.0)	90.0 (89.0, 91.0)
Loss of patient trust in your medical advice	13.9 (9.6, 19.0)	13.1 (10.0, 17.0)	11.1 (8.8, 14.0)	6.0 (4.4, 8.1)	10.0 (8.7, 11.0)
How do patients' requests arising from information they see on social media affect your professional relationship with them? (Gain of patient trust in your medical advice)					
No gain of patient trust in your medical advice	86.6 (81.0, 91.0)	89.7 (86.0, 92.0)	88.2 (85.0, 91.0)	88.3 (86.0, 91.0)	88.4 (87.0, 90.0)
Gain of patient trust in your medical advice	13.4 (9.2, 19.0)	10.3 (7.5, 14.0)	11.8 (9.4, 15.0)	11.7 (9.5, 14.0)	11.6 (10.0, 13.0)
How do patients' requests arising from information they see on social media affect your professional relationship with them? (Patient becomes LESS likely to act on medical advice that you suggest)					
Patient does not become LESS likely to act on medical advice that you suggest	75.6 (69.0, 81.0)	79.9 (76.0, 84.0)	81.3 (78.0, 84.0)	87.1 (84.0, 89.0)	82.5 (81.0, 84.0)
Patient becomes LESS likely to act on medical advice that you suggest	24.4 (19.0, 31.0)	20.1 (16.0, 24.0)	18.7 (16.0, 22.0)	12.9 (11.0, 16.0)	17.5 (16.0, 19.0)
How do patients' requests arising from information they see on social media affect your professional relationship with them? (Patient becomes MORE likely to act on medical advice that you suggest)					
Patient does not become MORE likely to act on medical advice that you suggest	86.1 (81.0, 90.0)	86.4 (82.0, 90.0)	83.3 (80.0, 86.0)	86.3 (83.0, 89.0)	85.3 (84.0, 87.0)
Patient becomes MORE likely to act on medical advice that you suggest	13.9 (9.6, 19.0)	13.6 (10.0, 18.0)	16.7 (14.0, 20.0)	13.7 (11.0, 17.0)	14.7 (13.0, 16.0)
How do patients' requests arising from information they see on social media affect your professional relationship with them? (Patient makes FEWER requests based on social media advice)					
Patient does not make FEWER requests based on social media advice	88.0 (83.0, 92.0)	90.0 (86.0, 93.0)	87.4 (84.0, 90.0)	89.9 (87.0, 92.0)	88.9 (87.0, 90.0)
Patient makes FEWER requests based on social media advice	12.0 (8.0, 17.0)	10.0 (7.3, 14.0)	12.6 (10.0, 16.0)	10.1 (8.0, 13.0)	11.1 (9.7, 13.0)

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Table A4. Continued

Question responses	<45 years old (n = 209)	45–54 years old (n = 389)	55–64 years old (n = 603)	≥65 years old (n = 681)	Overall (n = 1889)
How do patients' requests arising from information they see on social media affect your professional relationship with them? (Patient makes MORE requests based on social media advice)					
Patient does not make MORE requests based on social media advice	78.5 (72.0, 84.0)	84.1 (80.0, 87.0)	84.4 (81.0, 87.0)	87.8 (85.0, 90.0)	84.9 (83.0, 86.0)
Patient makes MORE requests based on social media advice	21.5 (16.0, 28.0)	15.9 (13.0, 20.0)	15.6 (13.0, 19.0)	12.2 (9.9, 15.0)	15.1 (14.0, 17.0)
How do patients' requests arising from information they see on social media affect your professional relationship with them? (No change to your professional relationship with the patient)					
Experienced change to your professional relationship with the patient	64.6 (58.0, 71.0)	62.7 (58.0, 68.0)	57.0 (53.0, 61.0)	44.5 (41.0, 48.0)	54.5 (52.0, 57.0)
No change to your professional relationship with the patient	35.4 (29.0, 42.0)	37.3 (32.0, 42.0)	43.0 (39.0, 47.0)	55.5 (52.0, 59.0)	45.5 (43.0, 48.0)
How do patients' requests arising from information they see on social media affect your professional relationship with them? (Patient leaves your care)					
Patient does not leave your care	95.7 (92.0, 98.0)	97.7 (95.0, 99.0)	98.5 (97.0, 99.0)	98.2 (97.0, 99.0)	97.9 (97.0, 99.0)
Patient leaves your care	4.3 (2.1, 8.3)	2.3 (1.1, 4.5)	1.5 (0.7, 2.9)	1.8 (1.0, 3.1)	2.1 (1.5, 2.9)
Overall, thinking about the health information patients access through social media, how would you describe the overall impact this is having on your patients' health outcomes?					
Positive	19.1 (14.0, 25.0)	20.1 (16.0, 25.0)	20.9 (18.0, 24.0)	20.5 (18.0, 24.0)	20.4 (19.0, 22.0)
Neither positive nor negative	32.4 (26.0, 39.0)	29.1 (25.0, 34.0)	33.8 (30.0, 38.0)	43.4 (40.0, 47.0)	36.1 (34.0, 38.0)
Negative	48.5 (42.0, 56.0)	50.8 (46.0, 56.0)	45.3 (41.0, 49.0)	36.1 (33.0, 40.0)	43.5 (41.0, 46.0)
Missing	5	11	11	17	44

^aData presented as % (95% confidence interval).

Table A5. Impact of social media on general practitioners' (GPs) encounters with their patients stratified by GPs' rurality of main practice

Question responses	Metropolitan (n = 1378)	Regional (n = 430)	Remote (n = 76)	Overall (n = 1889)
How frequently do patients bring up information from social media during your consultations?				
Often	30.4 (28.0, 33.0)	30.8 (26.0, 35.0)	27.6 (18.0, 39.0)	30.4 (28.0, 33.0)
Sometimes	30.3 (28.0, 33.0)	24.7 (21.0, 29.0)	23.7 (15.0, 35.0)	28.8 (27.0, 31.0)
Rarely/Never	39.2 (37.0, 42.0)	44.5 (40.0, 49.0)	48.7 (37.0, 60.0)	40.8 (39.0, 43.0)
Missing	7	1	0	8
How often are tests (eg anti-Müllerian hormone for perimenopause, gut microbiome, thyroid function tests) requested by patients because of the information they are seeing on social media?				
Often	12.3 (11.0, 14.0)	8.4 (6.0, 12.0)	10.7 (5.0, 20.0)	11.3 (9.9, 13.0)
Sometimes	31.2 (29.0, 34.0)	25.2 (21.0, 30.0)	28.0 (19.0, 40.0)	29.7 (28.0, 32.0)
Rarely/Never	56.5 (54.0, 59.0)	66.4 (62.0, 71.0)	61.3 (49.0, 72.0)	59.0 (57.0, 61.0)
Missing	16	2	1	19
How often are diagnoses (eg endometriosis, perimenopause, adult attention deficit/hyperactivity disorder, anxiety disorders) requested by patients because of the information they are seeing on social media?				
Often	20.6 (19.0, 23.0)	22.9 (19.0, 27.0)	17.3 (9.9, 28.0)	21.0 (19.0, 23.0)
Sometimes	36.2 (34.0, 39.0)	33.9 (29.0, 39.0)	32.0 (22.0, 44.0)	35.5 (33.0, 38.0)
Rarely/Never	43.1 (40.0, 46.0)	43.2 (38.0, 48.0)	50.7 (39.0, 62.0)	43.5 (41.0, 46.0)
Missing	15	2	1	18
How often are medications (eg semaglutide, cannabis) requested by patients because of the information they are seeing on social media?				
Often	37.6 (35.0, 40.0)	36.2 (32.0, 41.0)	40.0 (29.0, 52.0)	37.3 (35.0, 40.0)
Sometimes	34.2 (32.0, 37.0)	36.2 (32.0, 41.0)	33.3 (23.0, 45.0)	34.7 (33.0, 37.0)
Rarely/Never	28.2 (26.0, 31.0)	27.6 (23.0, 32.0)	26.7 (17.0, 38.0)	28.0 (26.0, 30.0)
Missing	20	2	1	23
How often are devices (eg transcutaneous electrical nerve stimulation machines, glucose monitoring devices) requested by patients because of the information they are seeing on social media?				
Often	5.2 (4.1, 6.6)	4.7 (3.0, 7.2)	5.3 (1.7, 14.0)	5.1 (4.2, 6.2)
Sometimes	21.7 (20.0, 24.0)	15.4 (12.0, 19.0)	16.0 (8.9, 27.0)	20.0 (18.0, 22.0)
Rarely/Never	73.1 (71.0, 75.0)	79.9 (76.0, 84.0)	78.7 (67.0, 87.0)	74.9 (73.0, 77.0)
Missing	16	2	1	19
How often are alternative approaches to medicine (eg chiropractic, naturopathy) requested by patients because of the information they are seeing on social media?				
Often	18.7 (17.0, 21.0)	17.8 (14.0, 22.0)	16.2 (9.0, 27.0)	18.4 (17.0, 20.0)
Sometimes	31.4 (29.0, 34.0)	31.7 (27.0, 36.0)	27.0 (18.0, 39.0)	31.3 (29.0, 33.0)
Rarely/Never	49.9 (47.0, 53.0)	50.5 (46.0, 55.0)	56.8 (45.0, 68.0)	50.3 (48.0, 53.0)
Missing	26	4	2	32

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Table A5. Continued

Question responses	Metropolitan (n = 1378)	Regional (n = 430)	Remote (n = 76)	Overall (n = 1889)
How often do you feel that patient requests based on information seen on social media are supported by scientific evidence?				
Often	11.9 (10.0, 14.0)	7.6 (5.3, 11.0)	16.0 (8.9, 27.0)	11.1 (9.7, 13.0)
Sometimes	29.0 (27.0, 32.0)	28.5 (24.0, 33.0)	26.7 (17.0, 38.0)	28.8 (27.0, 31.0)
Rarely/Never	59.1 (56.0, 62.0)	63.9 (59.0, 68.0)	57.3 (45.0, 69.0)	60.1 (58.0, 62.0)
Missing	13	9	1	23
How frequently do you fulfil a request based on information a patient has seen on social media that you believe lacks scientific evidence, for example ordering a specific test or trialling a medication that the patient has requested?				
Often	7.8 (6.4, 9.4)	5.5 (3.6, 8.2)	4.0 (1.0, 12.0)	7.1 (6.0, 8.4)
Sometimes	16.8 (15.0, 19.0)	17.1 (14.0, 21.0)	18.7 (11.0, 30.0)	17.0 (15.0, 19.0)
Rarely/Never	75.4 (73.0, 78.0)	77.5 (73.0, 81.0)	77.3(66.0, 86.0)	75.9 (74.0, 78.0)
Missing	17	8	1	26
How do patients' requests arising from information they see on social media affect your professional relationship with them? (Loss of patient trust in your medical advice)				
No loss of patient trust in your medical advice	90.0 (88.0, 91.0)	90.2 (87.0, 93.0)	89.5 (80.0, 95.0)	90.0 (89.0, 91.0)
Loss of patient trust in your medical advice	10.0 (8.5, 12.0)	9.8 (7.2, 13.0)	10.5 (5.0, 20.0)	10.0 (8.7, 11.0)
How do patients' requests arising from information they see on social media affect your professional relationship with them? (Gain of patient trust in your medical advice)				
No gain of patient trust in your medical advice	88.5 (87.0, 90.0)	87.4(84.0, 90.0)	92.1 (83.0, 97.0)	88.4 (87.0, 90.0)
Gain of patient trust in your medical advice	11.5 (9.9, 13.0)	12.6 (9.7, 16.0)	7.9 (3.3, 17.0)	11.6 (10.0, 13.0)
How do patients' requests arising from information they see on social media affect your professional relationship with them? (Patient becomes LESS likely to act on medical advice that you suggest)				
Patient does not become LESS likely to act on medical advice that you suggest	82.5 (80.0, 84.0)	82.8 (79.0, 86.0)	80.3 (69.0, 88.0)	82.5 (81.0, 84.0)
Patient becomes LESS likely to act on medical advice that you suggest	17.5 (16.0, 20.0)	17.2 (14.0, 21.0)	19.7 (12.0, 31.0)	17.5 (16.0, 19.0)
How do patients' requests arising from information they see on social media affect your professional relationship with them? (Patient becomes MORE likely to act on medical advice that you suggest)				
Patient does not become MORE likely to act on medical advice that you suggest	84.9 (83.0, 87.0)	87.9 (84.0, 91.0)	81.6 (71.0, 89.0)	85.5 (84.0, 87.0)
Patient becomes MORE likely to act on medical advice that you suggest	15.1 (13.0, 17.0)	12.1 (9.2, 16.0)	18.4 (11.0, 29.0)	14.5 (13.0, 16.0)
How do patients' requests arising from information they see on social media affect your professional relationship with them? (Patient makes FEWER requests based on social media advice)				
Patient does not make FEWER requests based on social media advice	89.1 (87.0, 91.0)	87.9 (84.0, 91.0)	92.1 (83.0, 97.0)	89.0 (87.0, 90.0)
Patient makes FEWER requests based on social media advice	10.9 (9.3, 13.0)	12.1 (9.2, 16.0)	7.9 (3.3, 17.0)	11.0 (9.7, 13.0)

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Table A5. Continued

Question responses	Metropolitan (n = 1378)	Regional (n = 430)	Remote (n = 76)	Overall (n = 1889)
How do patients' requests arising from information they see on social media affect your professional relationship with them? (Patient makes MORE requests based on social media advice)				
Patient does not make MORE requests based on social media advice	84.4 (82.0, 86.0)	85.8 (82.0, 89.0)	86.8 (77.0, 93.0)	84.8 (83.0, 86.0)
Patient makes MORE requests based on social media advice	15.6 (14.0, 18.0)	14.2 (11.0, 18.0)	13.2 (6.8, 23.0)	15.2 (14.0, 17.0)
How do patients' requests arising from information they see on social media affect your professional relationship with them? (No change to your professional relationship with the patient)				
Experienced change to your professional relationship with the patient	54.6 (52.0, 57.0)	54.7 (50.0, 59.0)	51.3 (40.0, 63.0)	54.5 (52.0, 57.0)
No change to your professional relationship with the patient	45.4 (43.0, 48.0)	45.3 (41.0, 50.0)	48.7 (37.0, 60.0)	45.5 (43.0, 48.0)
How do patients' requests arising from information they see on social media affect your professional relationship with them? (Patient leaves your care)				
Patient does not leave your care	98.2 (97.0, 99.0)	96.7 (94.0, 98.0)	100.0 (94.0, 100.0)	97.9 (97.0, 99.0)
Patient leaves your care	1.8 (1.2, 2.7)	3.3 (1.9, 5.5)	0.0 (0.0, 6.0)	2.1 (1.5, 2.8)
Overall, thinking about the health information patients access through social media, how would you describe the overall impact this is having on your patients' health outcomes?				
Positive	20.3 (18.0, 23.0)	20.6 (17.0, 25.0)	20.3 (12.0, 32.0)	20.4 (19.0, 22.0)
Neither positive nor negative	37.1 (34.0, 40.0)	34.9 (30.0, 40.0)	28.4 (19.0, 40.0)	36.2 (34.0, 38.0)
Negative	42.6 (40.0, 45.0)	44.5 (40.0, 49.0)	51.4 (40.0, 63.0)	43.4 (41.0, 46.0)
Missing	29	12	2	43

^aData presented as % (95% confidence interval).