

## Supplement 1

### Survey questions

#### Q1 Positive rating of online patient feedback

In the grid below, please indicate your level of agreement with each statement.

*Please select one response per statement*

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Online patient feedback on experiences of NHS care which is captured on internet reviews and ratings sites is <b>useful to help the NHS improve services</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online patient feedback in social media (such as in Tweets on Twitter or in posts on Facebook or a discussion forum like Mumsnet) is <b>useful to help the NHS improve services</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

#### Q2 Negative rating of online patient feedback

In the grid below, please indicate your level of agreement with each statement.

*Please select one response per statement*

To what extent do you agree with the following statements?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Online patient feedback on experiences of NHS care which is captured on internet reviews and ratings sites is <b>generally negative</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online patient feedback in social media (such as in Tweets on Twitter or in posts on Facebook or a discussion forum like Mumsnet) is <b>generally negative</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Q3 Usefulness of online patient feedback

In the grid below, please rate the frequency that applies to each statement.

*Please select one response per statement*

	Never	Rarely	Sometimes	More often than not	All the time
You encourage your patients/their carers to leave feedback on internet reviews and ratings sites?	<input type="radio"/>				
Your organisation feedback internet reviews and comments left by patients/carers to you or your team?	<input type="radio"/>				
You make a change to your practice because of feedback from internet reviews and ratings sites?	<input type="radio"/>				

### Q4 Representation of patient views

How representative of patient views do you think online patient/carer feedback is?

*Please select one option*

- Very unrepresentative (1)
- Somewhat unrepresentative (2)
- Neither unrepresentative nor representative (3)
- Somewhat representative (4)
- Very representative (5)

### Q5 Ever left online feedback about care

Have patients/carers ever left online patient feedback on an internet review or ratings site about an episode of care in which you were involved?

- Yes (1)
- No (2)
- I don't know (3)

**Q6 Ever left online feedback about you**

Have patients/carers ever left online patient feedback on an internet review or ratings site about you as an individual practitioner?

Yes (1)

No (2)

I don't know (3)

**Table S1****Online patient feedback on experiences of NHS care is useful to help the NHS improve services**

Predictor variables	Internet reviews and ratings			Social media		
	OR	95% CI	P value	OR	95% CI	P value
Health professional type (doctor vs nurse*)	0.101	0.070-0.146	0.000	0.162	0.119-0.220	<0.001
Health professional setting (community vs hospital*)	0.315	0.242-0.410	0.000	0.448	0.351-0.572	<0.001
Gender (male vs female*)	1.057	0.783-1.426	0.718	1.018	0.760-1.364	0.904
Age						
• Under 30	1.049	0.341-3.232	0.933	1.112	0.507-2.440	0.791
• 30-39	0.691	0.390-1.223	0.205	1.042	0.617-1.758	0.879
• 40-49	0.770	0.439-1.350	0.362	1.041	0.624-1.738	0.877
• 50-59	0.635	0.360-1.121	0.117	0.988	0.591-1.653	0.964
• 60+*						

\*Reference category

**Table S2:****Online patient feedback on experiences of NHS care is generally negative doctors and nurses**

Predictor variables	Internet reviews and ratings			Social media		
	OR	95% CI	P	OR	95% CI	P
Health professional type (doctor vs nurse*)	1.887	1.324-2.689	0.000	3.645	2.463-5.394	<0.001
Health professional setting (community vs hospital*)	2.835	2.142-3.753	0.000	2.450	1.792-3.348	<0.001
Gender (male vs female*)	1.040	0.742-1.459	0.819	0.881	0.598-1.300	0.525
Age						
• Under 30	1.263	0.565-2.824	0.570	1.225	0.520-2.885	0.643
• 30-39	1.568	0.873-2.815	0.132	1.364	0.720-2.583	0.341
• 40-49	1.457	0.821-2.588	0.199	1.548	0.826-2.902	0.173
• 50-59	1.513	0.848-2.699	0.161	1.574	0.837-2.958	0.159
• 60+*						

\*Reference category

**Table S3:****Behaviours in relation to online feedback on internet reviews and ratings sites.**

Predictor variables	Encouraged patients/carers to leave feedback			Made a change to practice		
	OR	95% CI	P	OR	95% CI	P
Health professional type (doctor vs nurse*)	0.537	0.359-0.803	0.002	0.328	0.229-0.470	<0.001
Health professional setting (community vs hospital*)	0.559	0.405-0.771	0.000	0.550	0.414-0.730	<0.001
Gender (male vs female*)	1.073	0.719-1.601	0.731	0.837	0.578-1.211	0.345
Age						
• Under 30	0.957	0.407-2.025	0.921	1.125	0.532-2.377	0.758
• 30-39	0.745	0.384-1.445	0.384	0.811	0.442-1.488	0.499
• 40-49	0.900	0.480-1.688	0.742	0.917	0.514-1.636	0.770
• 50-59	1.032	0.556-1.916	0.921	1.283	0.733-2.248	0.383
• 60+*						

\*Reference category