

Suppl. Table 1. Content analysis

Theme or keyword	Description
Personal experience	<i>Referencing a personal experience</i>
Belief	<i>Appearance of the word belief or believe</i>
Financial	<i>Included the word cost, pay or money</i>
Relationship	<i>In reference to the physician-patient relationship</i>
Psychosomatic	<i>Included the word hypochondriac or psychosomatic</i>
Herb	<i>Emphasis on the characteristics of herbs rather than placebos</i>
Passive argument	<i>Including a rendition of the phrases, “got better is all that matters” or, “last resort/option”</i>
Real	<i>As opposed to implied “fake”, in reference to the placebo or treatment</i>
Ethical	<i>The word ethical or ethics appeared in the response</i>
[With an] Exception	<i>Indication that the response was not all inclusive</i>
Research	<i>The idea that a placebo is related to research</i>
Alternative medicine	<i>Appearance of the word or phrase alternative, natural or holistic medicine</i>
Guinea pig	<i>The appearance of the words “guinea pig” in the response</i>