

## Appendix. Search strategy for Medline

Database: Medline via Ovid <1946 to Present>

Search Title: Social Media Scoping Review 1.4 all SD filters | Medline – 15Dec2011 – AM

Date Searched: 13 January 2012

Limits: Year of publication  $\geq 2000$ ; RCT/CCT, SR, observational, qualitative study filters applied

Results: 5,468 (Ovid duplicate removal function applied)

### *Internet and social media related MeSH [Medical Subject Headings]*

1. exp Internet/
2. Electronic Mail/
3. Mass Media/td, ut
4. Hypermedia/
5. Online Systems/td, ut
6. Medical Informatics/
7. User-Computer Interface/
8. Computer-Assisted Instruction/
9. Computers/td, ut
10. Search Engine/
11. Computer Communication Networks/
12. Information Dissemination/
13. Therapy, Computer-Assisted/
14. "Marketing of Health Services"/
15. Social Marketing/
16. exp Social Environment/
17. **Internet.mp. and (or/12-16)** [Internet combined with broader social network/computer terms]

### *Internet and social media related keywords*

18. (digital adj5 platform\*).mp.
19. (website\* or web site\* or webpage\* or web page\*).mp.
20. Googl\*.mp.
21. Facebook\*.mp.
22. YouTube.mp.
23. Second Life.mp.
24. PatientsLikeMe.mp.
25. WebMD.mp.
26. elluminate.mp.
27. flickr.mp.
28. moodle.mp.
29. picsearch.mp.
30. skype.mp.
31. ustream.mp.
32. zotero.mp.
33. ((e or electronic) adj3 newsletter\*).mp.
34. (viral adj5 market\*).mp.
35. (banner adj5 ad\*).mp.
36. ("Web 2.0" or "Web 2").mp.
37. "Health 2.0".mp.

<p>38. "Medicine 2.0".mp.  39. (Social adj3 network*).mp.  40. linkedin.mp.  41. blog*.mp.  42. wiki*.mp.  43. podcast*.mp.  44. really simple syndicat*.mp.  45. (rss adj3 (reader* or feed*)).mp.  46. (forum* adj3 (internet or web* or chat*)).mp.  47. content communit*.mp.  48. user generated content.mp.  49. microblog*.mp.  50. (twitter or tweet*).mp.  51. (("peer to peer" adj5 network*) or P2P).mp.  52. (social adj3 media*).mp.  53. i-phone*.mp.  54. myspace.mp.  55. smartphone*.mp.</p>
<p>56. <b>or/1-11,17-55</b> [Internet/social media MeSH and keywords] (<b>92,578</b>)</p>
<p><i>Health care education/promotion terms</i></p> <p>57. exp Health/  58. "Delivery of Health Care"/  59. health behavior/  60. exp Health Education/  61. exp Health Promotion/  62. Patient Care/  63. Patient Participation/  64. medical education/  65. ((patient* or physician* or nurse* or pharm* or "health care profession*") adj2 (teach* or train* or instruction* or intervention* or program* or inform* or educat* or outcome*)).mp.</p>
<p>66. <b>or/57-65</b> [Health promotion/health outcome terms] (<b>624,172</b>)</p>
<p>67. <b>and/56,66</b> [social media + health promotion/outcome terms] (<b>15,219</b>)</p>
<p>Search filters to stream out non-research papers</p>
<p><i>RCT Filter</i></p> <p>68. randomized controlled trial.pt.  69. controlled clinical trial.pt.  70. randomized.ab.  71. placebo.ab.  72. exp Clinical Trials as Topic/  73. randomly.ab.  74. trial.ti.  75. or/68-74  76. exp animals/ not humans.sh.  77. <b>75 not 76</b> [Cochrane RCT filter to max sensitivity and precision] (<b>730,963</b>)</p>
<p><i>SR Filter</i></p> <p>78. meta analysis.mp.pt.  79. review.pt.  80. search*.tw.  81. <b>or/78-80</b> [HIRU SR filter to balance sensitivity and specificity] (<b>1,779,109</b>)</p>
<p><i>Observational Study Filter</i></p>

82. epidemiologic studies/ 83. exp Case-Control Studies/ 84. exp Cohort Studies/ 85. case control.tw. 86. (cohort adj (study or studies)).tw. 87. cohort analy*.tw. 88. (follow up adj (study or studies)).tw. 89. (observational adj (study or studies)).tw. 90. longitudinal.tw. 91. retrospective.tw. 92. cross sectional.tw. 93. Cross-Sectional Studies/ 94. <b>or/82-93</b> [SIGN observational study filter] ( <b>1,508,983</b> )
<i>Qualitative Research Filter</i> 95. interview*.tw. 96. experience*.mp. 97. qualitative.tw. 98. <b>or/95-97</b> [HIRU qualitative study filter] ( <b>756,921</b> )
<b>99.</b> or/77,81,94,98 [combination of all search filters] ( <b>4,143,826</b> )
<b>100.</b> and/67,99 [combination of social media terms + health ed terms + SD filters] ( <b>6,589</b> )
101. limit 100 to humans ( <b>6,234</b> ) 102. limit 101 to yr="2000 -Current" ( <b>5,524</b> ) 103. remove duplicates from 102 ( <b>5,468</b> )