

**Appendix 2:** Websites used for recruitment and internet penetration rates in each country where data were collected

<i>Country</i>	<i>Website used for recruitment</i>	<i>Internet penetration rates (%)</i>
<b>EUROPE</b>		
<b>Western Europe</b>		
<b>Austria</b>	www.schwangerschaft.at; www.schwangerschafts-blog.at; www.fratz.at; www.netdoctor.at; www.babycenter.at; www.baby-boom.at; www.ekiz-dachverband.at; www.babyguide.at	93 <sup>*[1]</sup>
<b>France</b>	www.aufeminin.com ( <i>Including ipad application to website subscribers</i> )	91 <sup>*[1]</sup>
<b>Italy</b>	<i>Pregnancy Forums:</i> www.gravidanzaonline.it; www.forumsalute.it; www.mammole.it; www.pianetamamma.it; www.miobambino.it  <i>Targeted email to pregnancy forum subscribers:</i> www.gravidanzaonline.it	70 <sup>*[1]</sup>
<b>Switzerland</b>	www.bebe-bebe.com; www.swissmom.ch	84 <sup>*[2]</sup>
<b>The Netherlands</b>	www.lareb.nl; www.gezondzwangerzijn.nl; www.babybytes.nl	98 <sup>*[1]</sup>
<b>United Kingdom</b>	<i>Targeted email to pregnancy forum subscribers:</i> www.bounty.com  <i>Pregnancy Forums:</i> www.pregnancyforum.co.uk; www.pregnancyforum.org.uk	93 <sup>*[1]</sup>
<b>Northern Europe</b>		
<b>Finland</b>	www.vauva.fi; www.meidanperhe.fi; www.kaksplus.fi	99 <sup>*[1]</sup>
<b>Iceland</b>	<i>Pregnancy Forums:</i> www.bland.is	100 <sup>*[1]</sup>
<b>Norway</b>	www.barnimagen.com; www.klikk.no; www.jormorsiri.no; www.tryggmamamedisin.no	99 <sup>*[1]</sup>
<b>Sweden</b>	www.barntotal.se; www.minbebis.com; www.se.babycenter.com; www.socmed.gu.se	99 <sup>*[1]</sup>
<b>Eastern Europe</b>		
<b>Croatia</b>	www.cybermed.hr	80 <sup>*[1]</sup> (data from 2010)
<b>Poland</b>	www.zzief.umlub.pl  <i>Pregnancy Forums:</i> www.ebrzuszek.pl; www.babyboom.pl; www.zapytajpolozna.pl; www.planujemydziecko.pl; www.twoja-ciaza.com.pl	84 <sup>*[1]</sup>
<b>Russia</b>	www.babyblog.ru; www.littleone.ru	48 <sup>*[2]</sup>

<i>Country</i>	<i>Website used for recruitment</i>	<i>Internet penetration rates (%)</i>
	<i>Pregnancy Forums:</i> www.woman.ru; www.9months.ru; www.bemam; www.280dney.ru; www.iampregnant.ru www.pregnancy.org.ua; www.baby.ru; www.mama66.ru; www.spuzom.ru	
<b>Serbia</b>	www.ringeraja.rs	52* <sup>[1]</sup> (data from 2009)
<b>Slovenia</b>	<i>Pregnancy Forums:</i> www.med.over.net	92* <sup>[1]</sup>
<b>AMERICAS</b>		
<i>North America</i>		
<b>Canada</b>	www.otispregnancy.org; Facebook page of OTIS; www.babyontheway.com.ca  <i>Pregnancy Forums:</i> www.babycentre.com.ca; www.thecradle.com; www.talk.sheknows.com; www.parenting.com	94 <sup>†</sup> <sup>[3]</sup>
<b>USA</b>	www.otispregnancy.org; Facebook page of OTIS; www.justmommies.com  <i>Pregnancy Forums:</i> www.babyandbump.com www.thecradle.com; www.talk.sheknows.com; www.parenting.com	80 <sup>§</sup> <sup>[4]</sup>
<i>Central America</i>		
<b>Belize</b>	www.otispregnancy.org; Facebook page of OTIS	23 <sup>[2]</sup>
<b>Costa Rica</b>		43 <sup>[2]</sup>
<b>El Salvador</b>		25 <sup>[2]</sup>
<b>Guatemala</b>		16 <sup>[2]</sup>
<b>Honduras</b>		16 <sup>[2]</sup>
<b>Nicaragua</b>		14 <sup>[2]</sup>
<b>Panama</b>		43 <sup>[2]</sup>
<i>South America</i>		
<b>Argentina</b>	www.otispregnancy.org; Facebook page of OTIS	67 <sup>[2]</sup>
<b>Bolivia</b>		30 <sup>[2]</sup>
<b>Brazil</b>	<i>Pregnancy Forums:</i> www.semanaasemana.com;	46 <sup>[2]</sup>
<b>Chile</b>	www.univision.com; www.elembarazo.net	59 <sup>[2]</sup>
<b>Colombia</b>		59 <sup>[2]</sup>
<b>Ecuador</b>		44 <sup>[2]</sup>
<b>Paraguay</b>		24 <sup>[2]</sup>
<b>Peru</b>		37 <sup>[2]</sup>
<b>Uruguay</b>		56 <sup>[2]</sup>
<b>Venezuela</b>		41 <sup>[2]</sup>

<i>Country</i>	<i>Website used for recruitment</i>	<i>Internet penetration rates (%)</i>
<b>AUSTRALIA</b>		
<b>Australia</b>	www.mothersafe.org.au; www.bubhub.com.au  <i>Pregnancy Forums:</i> www.abds.org.au; www.birth.com.au	83 <sup>‡</sup> [5]

\*Indicates the frequency of internet access - at least once a week, including every day - among individuals aged 25- 34 years. Differences between men and women were relatively small. Slightly more than two thirds of men (70%) and 65% of women used the Internet regularly.

†Indicates individuals aged 16-45 years who used the internet for personal use.

§Indicates individuals > 18 years old, access from anywhere; household internet for women is equal to 68.1%; higher percentages are observed for people aged 25-54 years.

‡Indicates households with access to the internet at home.

#### **Sources of internet penetration rates:**

1. Seybert H. Internet use in households and by individuals in 2011. Eurostat Statistics in focus; 2011.
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4. United States Census Bureau. The 2012 Statistical Abstract. Information & Communications: Internet Publishing and Broadcasting and Internet Usage. Available at: [http://www.census.gov/compendia/statab/cats/information\\_communications/internet\\_publishing\\_and\\_broadcasting\\_and\\_internet\\_usage.html](http://www.census.gov/compendia/statab/cats/information_communications/internet_publishing_and_broadcasting_and_internet_usage.html). Accessed 13 November, 2012.
5. Australian Bureau of Statistics. Household Use of Information Technology, Australia, 2010-11 Available at: <http://www.abs.gov.au/ausstats/abs@.nsf/Latestproducts/8146.0Main%20Features12010-11?opendocument&tabname=Summary&prodno=8146.0&issue=2010-11&num=&view=>. Accessed 13 November, 2012.