



Supporting Information

Supplementary material

**This appendix was part of the submitted manuscript and has been peer reviewed.
It is posted as supplied by the authors.**

Appendix to: Riordan BC, Winter DT, Haber PS, et al. What are people saying on social networking sites about the Australian alcohol consumption guidelines? *Med J Aust* 2021; doi: 10.5694/mja2.00000.

Supplementary document 1. Methods and search terms

We used R packages [1,2] to collect public Guideline-related posts on Twitter and Reddit during the public consultation period.

To identify Twitter posts we used broad search terms (see below). To remove unrelated posts, two researchers (BR & DW) independently coded posts to determine whether a post was relevant or not (i.e., did the post mention the Guidelines or not). To analyse the Tweets, we conducted a content analysis using three steps (see [3,4] for more details on content/thematic analysis with SNS posts). First, we coded whether each relevant post provided feedback (e.g., “The Guidelines should say NO alcohol”) and identified which Guideline recommendation the post referenced (i.e., Recommendation 1, 2, 3, or multiple). Second, researchers identified and discussed themes (topics that reoccurred) in the Tweets that provided feedback, created a codebook and coded these additional themes (Box 2). Third, we identified any Tweets that misinterpreted or included misinformation about the draft Guidelines.

To identify Reddit posts, we used the same search terms as Twitter to identify posts that explicitly referenced the Guidelines and collected comments made under each relevant post. As with Twitter, two researches 1) coded whether the posts provided any feedback, 2) coded which guideline recommendations were referenced, 3) identified, discussed, and coded themes of feedback (Box 3), and 4) coded whether a poster had misinterpreted the Guidelines. For both Tweets and Reddit posts, the two researchers coded independently and before discussing and resolving any coding discrepancies. Note that quotes included are slightly changed, as per recommended practice [5].

Search terms

alcohol guidelines, Australian guidelines, booze guidelines, consumption guidelines, draft guidelines, drink guidelines, drinking guidelines, drunk guidelines, grog guidelines, guidelines on alcohol, National Health & Medical Research Council, National Health and Medical Research Council, new guidelines, NHMRC, revised guidelines, updated guidelines

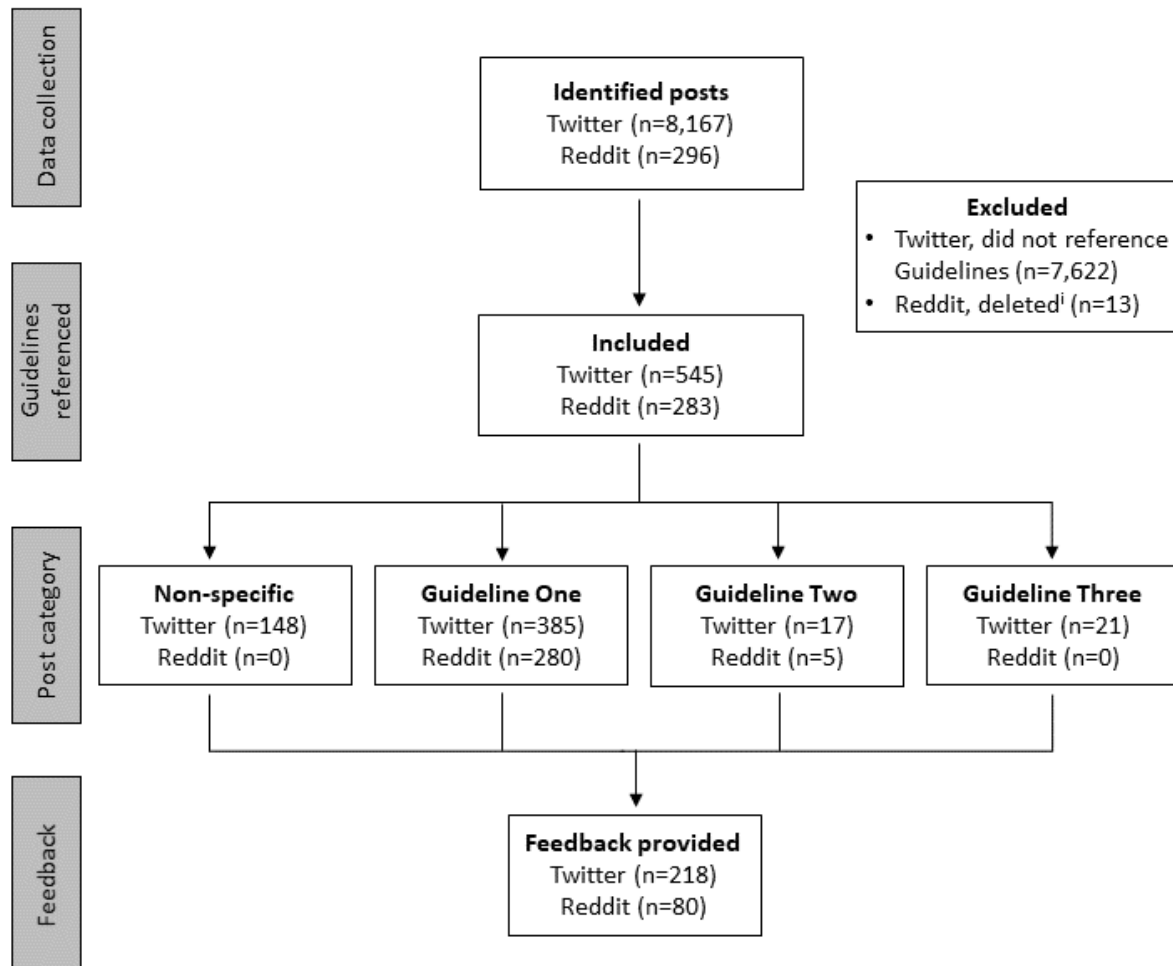
Additionally, Twitter accounts managed by the NHMRC were also included in the final search strategy:

@NHMRC, @NHMRCadivce

References

1. Kearney M, Heiss A, Briatte F. Package 'rtweet'. <https://cran.r-project.org/web/packages/rtweet/rtweet.pdf> (viewed Dec 2019).
2. Rivera I. Package 'RedditExtractoR'. <https://cran.r-project.org/web/packages/RedditExtractoR/RedditExtractoR.pdf> (viewed Dec 2019).
3. Cavazos-Rehg PA, Krauss MJ, Sowles S, et al. A content analysis of depression-related Tweets. *Comput Human Behav* 2016; 54: 351-357.
4. Merrill JE, Ward RM, Riordan BC. Posting post-blackout: a qualitative examination of the positive and negative valence of Tweets posted after "blackout" drinking. *J Health Commun* 2020; 25: 150-158.
5. Colditz JB, Chu K, Emery SL, et al. Toward real-time infoveillance of Twitter health messages. *Am J Public Health* 2018; 108: 1009-1014.

Supplementary Figure 1. Flow of attrition of identified Tweets and Reddit posts, with number of which Guideline recommendation was referenced and whether Feedback was included. Post category may not equal 100% as some Tweets and Reddit posts referred to more than one Guideline recommendation.



ⁱ Posts deleted by Reddit users retain a visible placeholder of the post containing the text "[deleted]".