

Multimedia Appendix 1: Interval-contingent diary form

Where did you see, hear or read something about the EHEC bacteria?		
1. TV		
	On [date entry field]	I saw on [channel/program entry field] that [message entry field]
2. Radio		
	On [date entry field]	I heard on [station/program entry field] that [message entry field]
3. Newspaper		
	On [date entry field]	I read in the [newspaper entry field] that [message entry field]
4. Internet		
	On [date entry field]	I saw on [Internet site entry field] that [message entry field]
5. Somewhere else		
	On [date entry field]	I saw or read that [message entry field] Where did you see, hear or read this? [source entry field]
6. Did you talk with anyone about the EHEC bacteria?		
No		
Yes		
If yes, with whom and what did you talk about?		
With a [dropdown field with possible conversation partners] I talked about [topic of discussion entry field]		
7. Do you have any additional remarks or questions?		
[entry field]		

Note. Each part of the form (TV, radio, etc.) consisted of five entry fields.