

Multimedia Appendix 2: Online recruitment – demographics and group rules

<p>1. What is your IC-VC email address This will be used to identify how many times you have posted in the last two years (Sept 1 2012-August 312014). This will be used to place you into one of three focus groups</p> <ul style="list-style-type: none"> • Focus group 1 – posted > 5 times • Focus group 2 – posted ≤ 5 times • Focus group 3 – have not posted 	
<p>2. Please select the healthcare professional?</p>	<ul style="list-style-type: none"> ○ Nurse (go to 2) ○ Doctor ○ Physiotherapist ○ Pharmacist ○ Dietitian ○ Occupational therapist ○ Healthcare manager ○ other
<p>3. For nurses only – please indicate what best describes your primary professional role</p>	<ul style="list-style-type: none"> ○ Clinical care of patients within a designated unit ○ Clinical care of patients across the hospital ○ Education of staff within a unit or hospital ○ Tertiary education ○ A combination of research, practice development or education ○ Management of a designated clinical unit/s ○ Management across a healthcare facility ○ Not a nurse
<p>4. How long have you been a healthcare professional?</p>	
<p>5. Please indicate the best description of your primary workplace</p>	<ul style="list-style-type: none"> ○ Adult ICU/HDU (includes sub specialities) ○ Paediatric ICU ○ Emergency department ○ Coronary care ○ Not critical care – please describe
<p>6. How long have you been working in critical care? If not in critical care please move onto question 6</p>	
<p>7. What is your primary place of employment</p>	<ul style="list-style-type: none"> ○ Public hospital ○ Private Hospital ○ Health department unit ○ Healthcare industry ○ Tertiary education facility ○ Other (please indicate where)
<p>8. What is the location of your primary place of employment</p>	<ul style="list-style-type: none"> ○ NSW ○ Victoria ○ Queensland ○ Western Australia ○ South Australia ○ Tasmania ○ Northern Territory ○ Outside Australia (please indicate which country) ○
<p>9. Please review the Focus group ground rules and identify whether you agree or disagree.</p> <ul style="list-style-type: none"> i. I will keep my comments focused on the specific question and use professional language and spelling. However I will use emoticons, capitals or punctuation where I wish to add emphasis to my posts. ii. I will not make personal derogatory comments about the content of other focus group participants' posts iii. Where I discuss the online behaviour of ICUConnect members I will use professional language and not be personally derogatory about any individual iv. I will not discuss the content of any focus group discussions with other colleagues v. I will not disclose the participation of other focus group members to colleagues 	
<p>10. Are there any other ground rules you believe are important? Additional rules will be discussed at the beginning of the focus group.</p>	<ul style="list-style-type: none"> ○