

The next few questions are about if and how you use the internet to find out about, or tell other people about health services provided by the NHS (National Health Service), such as GPs, hospitals, pharmacies, dentists, treatments or tests. The aim of these questions is to find out how people in the UK use and view online ratings and reviews of the NHS. This research is undertaken by the University of Oxford, funded by the National Institute for Healthcare Research and is not for a commercial purpose.

It doesn't matter if you use or view online ratings a lot or not at all, we just want to know your honest opinions.

*Questions 1 to 9 should be answered by all interviewees*

### **Section 1. Health and internet use**

**1. How is your health in general? Would you say it is... very good, good, fair, bad, very bad?**

RESPONSE CATEGORIES – choose one

1 Very Good

2 Good

3 Fair

4 Bad

5 Very Bad

88 Don't know

99 Prefer not to answer

**2. Do you have any long-term illness, health problem or disability which limits your daily activities or the work you can do?**

RESPONSE CATEGORIES – choose one

1 Yes

2 No

88 Don't know

99 Prefer not to answer

3. **How reliable do you think the internet in general is as a source of information about what is best for your health?**

RESPONSE CATEGORIES – choose one

- 1 Very reliable
- 2 Fairly reliable
- 3 Neither reliable nor unreliable
- 4 Fairly unreliable
- 5 Very unreliable
- 88 Don't know
- 99 Prefer not to answer

4. **In the past year, how often did you use the internet to look for information on subjects related to health, such as injury, disease, nutrition or other health related matters? This includes on behalf of other members of your family or for friends.**

RESPONSE CATEGORIES – choose one

- 1 Daily
- 2 Every couple of days
- 3 Weekly
- 4 Fortnightly
- 5 Monthly
- 6 Every few months
- 7 Once last year
- 8 Never
- 9 Not applicable (NA)
- 88 Don't know
- 99 Prefer not to answer

**Thinking about your online activities related to your health in the past year, how much do you agree or disagree with the following statement?**

**As a result of the information/advice I found ONLINE**

5. I feel I have made better decisions about my health or medical care
6. I feel I am fitter or healthier

RESPONSE CATEGORIES – choose one

- 1 Strongly disagree
- 2 Somewhat disagree
- 3 Neither agree nor disagree
- 4 Somewhat agree
- 5 Strongly agree
- 6 Not applicable (NA)
- 88 Don't know
- 99 Prefer not to answer

## **Section 2. Reading online ratings and reviews of the NHS**

People can use the internet to read rating scores and reviews left by other people (for example about hotels on Tripadvisor). Sometimes people go online to share their own experiences of NHS services, or of someone they care for like a relative or friend.

We are now going to ask you about reading online ratings or reviews about the NHS. This is not about searching for or reading information on specific conditions and treatments, or general information on NHS services, but instead about ratings and reviews in particular.

**In the past year, how often have you...?**

7. Read ONLINE ratings or reviews of NHS organisations, such as GP surgeries, hospitals or other NHS services left by other people
8. Read ONLINE ratings or reviews of individual people, such as NHS doctors or other healthcare professionals left by other people
9. Read ONLINE ratings or reviews of particular drugs, medical treatments or tests left by other people

RESPONSE CATEGORIES – choose one

- 1 Daily
- 2 Every couple of days
- 3 Weekly
- 4 Fortnightly
- 5 Monthly
- 6 Every few months
- 7 Once last year
- 8 Never
- 88 Don't know
- 99 Prefer not to answer

*If the interviewee has read an online rating or review they should answer question 10A, 11A and 12A*

*If the interviewee has NEVER read an online rating or review they should answer question 10B, 11B, and 12B*

There are different places on the internet where you can read ratings and reviews about other people's experiences of NHS services. For example you may have seen websites such as NHS Choices or PatientOpinion. Also people use social media to make comments about the NHS, for example on Twitter or Facebook. In addition, people use online forums where they can discuss topics of their interest, like the website Mumsnet.

10.

A. **: In the past year, where on the internet did you read ONLINE ratings or reviews of the NHS**

RESPONSE CATEGORIES – choose all that apply

- 1 NHS Choices
- 2 PatientOpinion
- 3 IWantGreatCare
- 4 Twitter
- 5 Facebook
- 6 Online forum(s)
- 7 Drugs.com
- 8 Webmd.com
- 9 Google Reviews
- 10 Other please specify:
- 88 Don't know
- 99 Prefer not to answer

**B. You stated you have never read an ONLINE rating or reviews of the NHS left by other people. The following are a list of websites where people might read or leave an ONLINE rating or review. Which, if any, of the following have you heard of?**

RESPONSE CATEGORIES – choose all that apply

- 1 NHS Choices
- 2 PatientOpinion
- 3 IWantGreatCare
- 4 Twitter
- 5 Facebook
- 6 Online forums
- 7 Drugs.com
- 8 Webmd.com
- 9 Google Reviews
- 88 Don't know
- 99 Prefer not to answer

11.

**A. We'd like you to think about the last occasion that you READ an ONLINE rating or review of the NHS left by other patients/carers. Which of the reasons on this showcard explain why you read this online rating or review?**

RESPONSE CATEGORIES – choose all that apply

- 1 I used it to choose a healthcare professional (NHS doctor, nurse or other)
- 2 I used it to choose where to have my treatment (NHS GP surgery, hospital, or other service)
- 3 I used it to find out about a particular drug, medical treatment or test
- 4 Before booking an appointment I wanted to find out about which NHS services were available
- 5 After an appointment I wanted to compare my NHS experience with others
- 6 I wanted an example for writing my own online review
- 7 Other, please specify:
- 88 Don't know
- 99 Prefer not to answer



**B. : You stated you have never read an ONLINE rating or review of the NHS left by other patients/carers. Which of the reasons on this showcard explain why you never read this online rating or review?**

RESPONSE CATEGORIES – choose all that apply

- 1 I have never thought about reading online ratings and reviews of the NHS
- 2 I'm too busy to have the time to read online ratings and reviews
- 3 I find other ways to find out about NHS services
- 4 Other people have given me information
- 5 I don't trust online ratings and reviews of the NHS
- 6 I don't have access to the internet
- 7 I was not aware that I could read ONLINE ratings and reviews of the NHS
- 8 Other, please specify:
- 88 Don't know
- 99 Prefer not to answer

12.

**A. On the last occasion that you read an ONLINE rating or review of the NHS left by other patients/carers, how useful was this?**

RESPONSE CATEGORIES – choose one

- 1 Very useful
- 2 Fairly useful
- 3 Not very useful
- 4 Not at all useful
- 88 Don't know
- 99 Prefer not to answer

**B. You stated you have never read an ONLINE rating or review of the NHS left by other patients/carers. How likely or unlikely are you to read these in the future?**

RESPONSE CATEGORIES – choose one

- 1 Very likely
- 2 Fairly likely
- 3 Neither likely nor unlikely
- 4 Fairly unlikely
- 5 Very unlikely
- 88 Don't know
- 99 Prefer not to answer

### **Section 3. Giving online ratings and reviews of the NHS**

Previously we asked you about reading online ratings and reviews of NHS services. The next few questions will be asking about actually giving online ratings and reviews. This does not include being asked to give a rating using an iPad at your GP surgery or being sent a text message to give a rating.

#### **In the past year, how often have you?**

13. Given an ONLINE rating or review of NHS organisations, such as GP surgeries, hospitals or other medical facilities
14. Given an ONLINE rating or review of individual people, such as NHS doctors or other healthcare professionals
15. Given an ONLINE rating or review of a particular drug, medical treatment or test

RESPONSE CATEGORIES – choose one

- 1 Daily
- 2 Every couple of days
- 3 Weekly
- 4 Fortnightly
- 5 Monthly
- 6 Every few months
- 7 Once last year
- 8 Never
- 88 Don't know
- 99 Prefer not to answer

***If the interviewee has given an online rating or review they should answer question 16A and 17A***

***If the interviewee has NEVER given an online rating or review they should answer question 16B and 17B***

16.

**A. We'd now like you to think about the last occasion you personally gave an ONLINE rating or wrote an online review of the NHS. Which of the reasons on this showcard explain why you gave this online rating or wrote this review?**

RESPONSE CATEGORIES – choose all that apply

- 1 I wanted to inform other patients
- 2 I wanted to improve standards of care in the NHS
- 3 I wanted to complain about a healthcare professional
- 4 I wanted to complain about a NHS service
- 5 I wanted to complain about a treatment
- 6 I wanted to praise the service received from my doctor, or other healthcare professional
- 7 Other, please specify:
- 88 Don't know
- 99 Prefer not to answer

**B. You stated that you have never given an ONLINE rating or written an ONLINE review of the NHS. Which of the reasons on this showcard explain why you have never done so?**

RESPONSE CATEGORIES – choose all that apply

- 1 I have never thought about giving online ratings and reviews of the NHS
- 2 I'm too busy to have the time to give ratings or reviews of the NHS
- 3 I find other ways to give feedback
- 4 I don't think my rating or review will be used by the NHS
- 5 I don't think my rating or review will be used by other members of the public
- 6 I don't have access to the internet
- 7 I was not aware that I could give online ratings and write reviews of the NHS
- 8 I have concerns about my anonymity
- 9 I don't feel comfortable giving critical reviews of NHS services or professionals
- 10 I give feedback of NHS services or professionals in person
- 11 Other, please specify:
- 88 Don't know
- 99 Prefer not to answer

17.

**A. In the past year, where did you give an online rating or review of the NHS?**

RESPONSE CATEGORIES – choose all that apply

- 1 NHS Choices
- 2 PatientOpinion
- 3 IWantGreatCare
- 4 Twitter
- 5 Facebook
- 6 Online forum
- 7 Drugs.com
- 8 Webmd.com
- 9 Google Reviews
- 10 Other please specify:
- 88 Don't know
- 99 Prefer not to answer

**B. To what extent do you agree or disagree with the following statement about yourself? “I would feel comfortable writing and commenting ONLINE about my own experiences of the NHS”**

RESPONSE CATEGORIES – choose one

- 1 Strongly disagree
- 2 Somewhat disagree
- 3 Neither agree nor disagree
- 4 Somewhat agree
- 5 Strongly agree
- 88 Don't know
- 99 Prefer not to answer

*Questions 18 to 20 should be answered by all interviewees*

**18. Have you been asked by a doctor, other healthcare professional or clinic staff member to give a rating or review ONLINE about the NHS?**

RESPONSE CATEGORIES – choose one

- 1 Never
- 2 Once
- 3 A few times
- 4 Often
- 88 Don't know
- 99 Prefer not to answer



## Section 4. General attitudes on online ratings and reviews of the NHS

### 19. To what extent do you agree or disagree with the following statement?

**“Online ratings and reviews of NHS services reflect the experience of patients overall”**

RESPONSE CATEGORIES – choose one

- 1 Strongly disagree
- 2 Somewhat disagree
- 3 Neither agree nor disagree
- 4 Somewhat agree
- 5 Strongly agree
- 88 Don't know
- 99 Prefer not to answer

**20. To what extent do you agree with the following statement?**

**“Overall, ONLINE patient/carer ratings and reviews are useful to help the NHS improve services”**

RESPONSE CATEGORIES – choose one

- 1 Strongly disagree
- 2 Somewhat disagree
- 3 Neither agree nor disagree
- 4 Somewhat agree
- 5 Strongly agree
- 88 Don't know
- 99 Prefer not to answer