

**Table S1b Translation of the questionnaire (Note: The survey was conducted in Japanese, and this translation is presented to non-Japanese readers.)**

#	Items	Options and others	Type	Notes for readers
-	I understand the above explanation and confirm that I am eligible to respond to the survey.	Checked	check box	
<b>Part 1. Basic Information</b>				
1	Sex	Female, Male, Others	check box	
2	Age	Text	text box (open-ended question)	
3	Area	Urban, Non-Urban	check box	
4	Prefectures	Hokkaido, Tohoku, Kanto, Chubu, Kinki, Chugoku/Shikoku, Kyushu	check box	
5	Education Level	Below High School Graduation, High School Graduation, Bachelor or above, Master or above	check box	
6	Marital Status	Non-married status (single, divorced, widowed), Marital status (married, remarried)	check box	
7	Have Children	No, Yes	check box	
8	Have Medical Insurance (Public medical insurance refers to "Employee Insurance," "National Health Insurance," and "Late-stage Elderly Medical Care System," while private medical insurance refers to insurance provided by insurance companies, etc.)	No; Yes, only public insurance; Yes, only private insurance; Yes, both public and private insurance.	check box	
9	Have Underlying Disease	No, Yes	check box	
10	Current Self-perceived Health Status	Excellent, Very good, Good, Fair, Poor, Very poor	check box	
11	Occupation	Students, Company Employers (including self-employed), Part-time Workers (Irregular Work), Pensioners, Unemployed, Others	check box and text box (open-ended question) for others	
12	Have you received formal training in pharmacy at a university or junior college?	No; Yes, I am a medical professional; Yes, I am educated but not a medical professional.	check box	
13	Do you regularly visit a hospital, clinic, or other medical facility?	No, Yes	check box	
14	Your household annual income (Japanese Yen/year)?	Less than 3 million; 3 million to less than 5 million; 5 million to less than 7 million; 7 million to less than 10 million; 10 million to less than 15 million; 15 million or more	check box	

**Part 2. Please answer the following questions assuming you have a cold or cough.**

1 When you have a cold or a cough, which of the following do you do first?	Visit a hospital/clinic; Use OTC medicine; Perform self-care (e.g., improving diet and exercise); Do nothing and watch the situation	<input type="checkbox"/>
2 If your cold or cough lasts for more than a week, which of the following do you do?	Visit a hospital/clinic; Use OTC medicine; Perform self-care (e.g., improving diet and exercise); Do nothing and watch the situation	<input type="checkbox"/>
3 What do you do first when you are overseas and have a cold or cough? (If you have never done so, you can answer by imagining the situation.)	Visit a hospital/clinic; Use OTC medicine; Perform self-care (e.g., improving diet and exercise); Do nothing and watch the situation	<input type="checkbox"/>
4 If you use OTC medicine when you have a cold or cough, do you consider other people's recommendations when choosing medicine?	No, Yes	<input type="checkbox"/>
5 If you have a cold or cough and use OTC medicine, do you consult medical personnel (e.g., a doctor, pharmacist, nurse, registered salesperson, etc.) when unsure which medicine to choose?	No, Yes	<input type="checkbox"/>
6 If you have a cold or cough and use OTC medicine, do you consult non-medical personnel (family, friends, etc.) when unsure which medicine to choose?	No, Yes	<input type="checkbox"/>
7 If you have a cold or cough and use OTC medicine, do you refer to information on the Internet when unsure which medicine to choose?	No, Yes	<input type="checkbox"/>
8 If you use OTC medicine, do you strictly follow the dosage and usage instructions listed in the medicine's instructions?	No, Yes	<input type="checkbox"/>
9 Do you know that OTC medicines (including cold medicines) have expiration dates?	No, Yes	<input type="checkbox"/>

**Part 3. Please select the most appropriate answer from "1. Disagree strongly" to "7. Agree Strongly" regarding the extent to which each of the statements from 1 to 10 above applies**

*I see  
myself as:*

- 1 Extraverted, enthusiastic.
- 2 Critical, quarrelsome.
- 3 Dependable, self-disciplined.
- 4 Anxious, easily upset.
- 5 Open to new experiences, complex.
- 6 Reserved, quiet.
- 7 Sympathetic, warm.
- 8 Disorganized, careless.
- 9 Calm, emotionally stable.
- 10 Conventional, uncreative.

- 1 (Disagree strongly) to 7 (Agree Strongly)

- check box

The left is the English version of TIPI.  
However, in this survey, we used the  
Japanese translation reported by Oshio et  
al. (See detailed information in  
eMethod.)

**Part 4. How often do you use media and social networking services for the purposes listed below? Please choose the most appropriate answer from "1. Never Used" to "5. Always Used."**

- 1 Social communication.
- 2 Self presentation.
- 3 Social action (such as advocacy and promoting justice).
- 4 Leisure and entertainment.
- 5 Information acquisition through media.
- 6 Commercial transactions.

- 1 (Never Used) to 5 (Always Used)

- check box

Media Use Scale:  
In this survey, we translated this scale into  
Japanese and used it.(See detailed  
information in eMethod.)

**Part 5. We would like to hear your opinions and experiences using the Internet to get health information. For each statement, please tell us the answer that best describes your current**

1 I know what health resources are available on the Internet.	1 (Strongly disagree) to 5 (Strongly agree)	check box
2 I know where to find helpful health resources on the Internet.	1 (Strongly disagree) to 5 (Strongly agree)	check box
3 I know how to find helpful health resources on the Internet.	1 (Strongly disagree) to 5 (Strongly agree)	check box
4 I know how to use the Internet to answer my questions about health.	1 (Strongly disagree) to 5 (Strongly agree)	check box
5 I know how to use the health information I find on the Internet to help me.	1 (Strongly disagree) to 5 (Strongly agree)	check box
6 I have the skills I need to evaluate the health resources I find on the Internet.	1 (Strongly disagree) to 5 (Strongly agree)	check box
7 I can tell high quality health resources from low quality health resources on the Internet.	1 (Strongly disagree) to 5 (Strongly agree)	check box
8 I feel confident in using information from the Internet to make health decisions.	1 (Strongly disagree) to 5 (Strongly agree)	check box

eHEALS:  
The Japanese version was reported by  
Mitsutake et al. (See detailed information  
in eMethod.)

**Part 6. Think about yourself and your life in general as you answer the following questions. How confident are you about each question? Using a scale of 1 to 4, choose the number that best describes you ("1. Not at all confident" to "5. Exactly confident").**

1 I can always manage to solve difficult problems if I try hard enough.	1 (Not at all confident) to 5 (Exactly confident)	check box
2 If someone opposes me, I can find the means and ways to get what I want.	1 (Not at all confident) to 5 (Exactly confident)	check box
3 It is easy for me to stick to my aims and accomplish my goals.	1 (Not at all confident) to 5 (Exactly confident)	check box
4 I am confident that I could deal efficiently with unexpected events.	1 (Not at all confident) to 5 (Exactly confident)	check box
5 Thanks to my resourcefulness, I know how to handle unforeseen situations.	1 (Not at all confident) to 5 (Exactly confident)	check box
6 I can solve most problems if I invest the necessary effort.	1 (Not at all confident) to 5 (Exactly confident)	check box
7 I can remain calm when facing difficulties because I can rely on my coping abilities.	1 (Not at all confident) to 5 (Exactly confident)	check box
8 When I am confronted with a problem, I can usually find several solutions.	1 (Not at all confident) to 5 (Exactly confident)	check box
9 If I am in trouble, I can usually think of a solution.	1 (Not at all confident) to 5 (Exactly confident)	check box
10 I can usually handle whatever comes my way.	1 (Not at all confident) to 5 (Exactly confident)	check box

GSE Scale:  
The left is the English version. However,  
in this survey, we used the Japanese  
version, which can be found at  
[<https://userpage.fu-berlin.de/%7Ehealth/japan.htm>] (See  
detailed information in eMethod.)