

**Supplementary File 1: Adapted Questionnaire from Adeyemo & Musa
(2025)
(Part 1: Sections A–C)**

SECTION A: Sociodemographic Characteristics

1. Age:

- 15–20 21–25 26–30 31–35 36–40 41+

2. Gender:

- Male Female

3. Level of Education:

- Secondary Tertiary Postgraduate

4. Occupation:

- Student Employed Self-employed Unemployed

SECTION B: Social Media Usage

5. Do you use social media?

- Yes No

6. Which platforms do you use most? (Select all that apply)

- WhatsApp
 Facebook
 Instagram
 TikTok
 Twitter/X
 YouTube

7. Frequency of social-media use:

- Several times daily
 Once daily
 A few times weekly
 Rarely

8. Do you follow any dental pages online?

- Yes No

SECTION C: Influence of Digital Content

9. Have you ever seen posts about aesthetic dental procedures?

- Yes No

10. What type of content attracts your attention? (Select all that apply)

- Before–after pictures
 Patient testimonials
 Dentist educational posts
 Paid adverts
 Celebrity / influencer endorsements

11. Platform that influenced you the most:

- WhatsApp Facebook Instagram TikTok Twitter/X

12. How convincing do you find before–after photos?

- Very convincing Moderately Slightly Not convincing

13. Have you ever contacted a dentist after viewing online content?

- Yes No

SECTION D: Decision-Making Factors

14. What influenced your final choice of dental clinic?

- Before–after images
 Testimony from friends
 Testimony from family
 Social-media advert
 Celebrity endorsement

15. Do family or friends influence your decision to undergo aesthetic procedures?

- Strongly
 Somewhat
 Slightly
 Not at all

16. Have you delayed treatment because of negative online comments?

- Yes No

17. Have you encountered misleading dental information online?

- Yes No

18. If yes, which type? (Select all that apply)

- DIY whitening
 Charcoal toothpaste
 At-home braces
 Fake dental professionals
 Other: _____

SECTION E: Intention and Satisfaction

19. Would you consider an aesthetic dental procedure in the future based on what you saw online?

- Yes Maybe No

20. Did social media increase your confidence to approach a dentist?

- Yes No

21. Satisfaction with dental service influenced by social media:

- Very satisfied
 Satisfied
 Neutral
 Unsatisfied

SECTION F: Optional Open-Ended Questions (Qualitative Insights)

(For participants willing to provide brief verbal or written responses.)

22. In your own words, who or what most influenced your decision to consider aesthetic dental treatment?

23. Have you ever discussed a dental post you saw on social media with family, friends, or church/community members?

If yes, what was discussed?

24. Have you ever come across misleading or confusing dental information online?

If yes, please describe the experience.

25. What would make social-media dental information more trustworthy for you?
