

Interview steps:

1. The interview process will commence with a warm welcome to the interviewee, followed by an introduction of the interviewer.
2. A concise summary of the research will be presented to the interviewee, with an invitation to pose any inquiries regarding the study.
3. The interviewee will be informed that the session will be recorded, and their consent will be sought. Additionally, they will be reminded of their right to withdraw from the study at any point during the interview.
4. Assurance will be provided to the interviewee that all shared information will be handled with the utmost confidentiality.
5. The interview will begin with clear definitions of key concepts related to the topic, specifically experiential knowledge and social media, ensuring that the interviewee comprehends these terms without difficulty.
6. The main portion of the interview will initiate with the primary questions listed below, with the interviewer prepared to ask follow-up and probing questions as deemed appropriate.
7. The interview will conclude with expressions of gratitude towards the interviewee, along with a notification that the transcript will be shared for their review and potential amendments.
8. Finally, the interviewee will be asked if they can recommend any other individuals who may have an interest in the subject matter.

INTERVIEW QUESTIONS

- Q1. Would you mind describing your job role briefly? How long have you been in this field?
- Q2. How much time do you typically spend on social media for professional activities?
- Q3. What social media platforms do you engage with?
- Q4. What types of information do you believe are primarily shared among dentists on social media? Please explain your thoughts.
- Q4. Could you provide examples of occasions when you have shared oral health information on social media?
- Q5. How do you think social media enhances (supportive roles, opportunities) public oral health literacy?
- Q6. What are the challenges and obstacles you have faced in sharing oral health information through social media that affected on oral health literacy?
- Q7. Is there anything further you would like to add about social media and oral health literacy?