



Research article

Use of social media in food safety in Saudi Arabia—a preliminary study

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Supplementary

Please answer the following questions:

1. What is your gender?

- Female
- Male

2. How old are you?

- Under 18
- 19-29
- 30-39
- 40-49
- 50 and over

3. What is your marital status?

- Married
- Divorced
- Separated
- Widowed
- Unmarried

4. What is your current employment status?

- Full-time employment
- Part-time employment
- Unemployed
- Self-employed
- Home-maker
- Student
- Retired
- Other _____

5. What is your highest level of education?

- High school
- Some college
- Bachelor's degree
- Master's degree
- Doctoral degree
- Professional degree
- Other _____

6. Region of country

- Middle Region
- Northern Region
- Southern Region
- Eastern Region
- Western Region

7. Rank sources of information that you will use to locate information about foodborne illnesses and food safety during crises? (Arrange in a preferred order, 1 is the most preferred, 6 is the least preferred)

- Internet search
- TV
- Face to face
- Newspaper, book, magazine, or other printed material
- Phone call or text messages
- Social media platform

8. Rank social media platforms will you use to look for information about foodborne illnesses and food safety during crises? (Arrange in a preferred order, 1 is the most preferred, 6 is the least preferred)

- Facebook
- YouTube
- Instagram
- Twitter
- LinkedIn
- Snapchat
- WhatsApp
- Other _____

9. Which social media platforms do you currently use? (check all that apply)

- Facebook
- YouTube
- Instagram
- Twitter
- LinkedIn
- Snapchat
- WhatsApp
- Other _____

10. Which of the following sources do you use to get information about food safety? (check all that apply)

- Saudi Ministry of Health
- Saudi foods and drug authority
- Personal physician
- Friends
- Family
- From foreign food safety agencies, such as U.S. Food and drugs administration
- Research studies
- Other _____

11. What kind of food safety information you are looking for when you use social media platforms? (check all that apply)?

- Recalls
- Food poisoning outbreak incidents
- foodborne illness in general
- Food safety information in general
- Food safety inspections results related to restaurants
- Safe food handling
- Government rules and regulation related to food safety
- Food fraud/adulteration
- Epidemiological information
- Quantitative risk estimates
- Types of foodborne infections
- Information on how microorganisms cause foodborne illnesses
- Food labeling issue
- Food expiry date information
- Dietary supplements information
- Other_____

12. How would like the information to be presented in your favorite social media platforms? (check all that apply)?

- infographic
- video
- article/text
- picture
- cartoon
- podcast
- snippet
- interview with experts
- Q & A
- Other_____

13. Which properties of social media platforms are most important for you when looking for information about foodborne illnesses and food safety during crises? (Please specify your preferences)

	Unimportant			Very important	
Accuracy	1	2	3	4	5
Timeliness	1	2	3	4	5
Searchability (e.g., search function)	1	2	3	4	5
Security	1	2	3	4	5
Trustworthiness of the platform	1	2	3	4	5
Interactivity	1	2	3	4	5
Enhanced usability – visuals (e.g., pictures and videos)	1	2	3	4	5
Familiarity	1	2	3	4	5

14.

	Extremely bad			Extremely good	
How would you rate the overall food safety condition of the country?	1	2	3	4	5

5.

	Not confident at all			Very confident	
How confident are you that Saudi Arabian laws and regulations are effective in protecting the public against foodborne illnesses during crises?	1	2	3	4	5

16. In your view, what is the best method to use social media for disseminating and/or receiving information about foodborne illnesses and food safety? (Please type your response)

Thank you for participating!



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