

1 **Appendix. Infant formula company website coding**

2

3 **Start of Block: Default Question Block**

4

5 Q1 Formula company

6 Earth's Best (1)

7 Enfamil (2)

8 Gerber (3)

9 Happy Tot (4)

10 Similac (5)

11

12



13
14 Q2 PDF page # (e.g., 1 or 23 or 123)

15

16

17

18

19

20

21 Q3 Does a health/medical organization, doctor, or other healthcare provider suggest, support, or
22 recommend Breastfeeding/Breastmilk; did a health/medical org or provider write the content or
23 is a medical study referenced on this page RELATED TO BREASTFEEDING OR
24 BREASTMILK?

25 Yes (1)

26 No (2)

27

28

29

30 Q4 Does a health/medical organization, doctor, or other healthcare provider suggest, support, or
31 recommend infant formula or this brand; did a health/medical org or provider write the content or
32 is a medical study referenced on this page RELATED TO INFANT FORMULA OR the BRAND?
33 (includes statement #1 recommended by pediatricians)

34 Yes (1)

35 No (3)
36

37 -----

38
39 Q5 Does this page discuss breastfeeding or breastmilk (BF/BM)?

40 Yes (1)

41 No (2)
42

43 -----

44 *Display This Question:*
45 *If Does this page discuss breastfeeding or breastmilk (BF/BM)? = Yes*

46
47 Q6 Is BF/BM discussed as superior, better, or preferred as directly compared to IF?

48 Yes (1)

49 No (2)
50

51 -----

52 *Display This Question:*
53 *If Does this page discuss breastfeeding or breastmilk (BF/BM)? = Yes*

54
55 Q7 Is BF/BM mentioned as positive for mother or caretaker?

56 Yes (1)

57 No (2)
58

59 -----

60 *Display This Question:*
61 *If Is BF/BM mentioned as positive for mother or caretaker? = Yes*

62

63 Q8 How BF/BM positive for mother or caretaker?

64 bonding; skin-on-skin (1)

65 healthy for mother (e.g., stress relief) (2)

66 convenient (3)

67 other (6)

68
69

70 *Display This Question:*

71 *If Does this page discuss breastfeeding or breastmilk (BF/BM)? = Yes*

72
73

Q9 Is BF/BM mentioned as having nutrients or otherwise positive for baby?

74 Yes (1)

75 No (2)

76
77

78 *Display This Question:*

79 *If Is BF/BM mentioned as having nutrients or otherwise positive for baby? = Yes*

80
81

Q10 How BF/BM positive for baby?

82 vitamins, minerals, nutrients, healthy, health, nutritious (253)

83 DHA, ARA, brain, neural, eye (254)

84 immunity, reduces likelihood of sickness (256)

85 skin, rash, eczema, acne (257)

86 stomach, GI reasons, probiotics (258)

87 bonding; skin-on-skin (259)

88 organic, non-GMO, natural (261)

89
90

91 *Display This Question:*
92 *If Does this page discuss breastfeeding or breastmilk (BF/BM)? = Yes*

93
94 Q11 Is breast milk supply mentioned (e.g., rapid, slow, reduced, neutral, not enough milk,
95 good)?

96 Yes (1)

97 No (2)

98
99 -----

100 *Display This Question:*
101 *If Does this page discuss breastfeeding or breastmilk (BF/BM)? = Yes*

102
103 Q12 Is latch or latching mentioned?

104 Yes (1)

105 No (2)

106
107 -----

108 *Display This Question:*
109 *If Does this page discuss breastfeeding or breastmilk (BF/BM)? = Yes*

110
111 Q13 Is leaking (nipples/breasts/milk) mentioned?

112 Yes (1)

113 No (2)

114
115 -----

116 *Display This Question:*
117 *If Does this page discuss breastfeeding or breastmilk (BF/BM)? = Yes*

118
119 Q14 Is engorgement mentioned?

120 Yes (1)

121 No (2)

122
123 -----

124 *Display This Question:*
125 *If Does this page discuss breastfeeding or breastmilk (BF/BM)? = Yes*

126
127 Q15 Are clogged ducts mentioned?

128 Yes (1)

129 No (2)

130
131 -----

132 *Display This Question:*
133 *If Does this page discuss breastfeeding or breastmilk (BF/BM)? = Yes*

134
135 Q16 Are nipples mentioned (e.g., sore, chapped, infection, neutral, other)?

136 Yes (1)

137 No (2)

138
139 -----

140 *Display This Question:*
141 *If Does this page discuss breastfeeding or breastmilk (BF/BM)? = Yes*

142
143 Q17 Is baby's spitting up mentioned in relation to BF/BM?

144 Yes (1)

145 No (2)

146
147 -----

148 *Display This Question:*
149 *If Does this page discuss breastfeeding or breastmilk (BF/BM)? = Yes*

150
151 Q18 Is baby's crying/fussiness mentioned in relation to BF/BM?

152 Yes (1)

153 No (2)

154
155 -----

156 *Display This Question:*
157 *If Does this page discuss breastfeeding or breastmilk (BF/BM)? = Yes*

158
159 Q19 Is baby's gas mentioned in relation to BF/BM?

160 Yes (1)

161 No (2)

162
163 -----

164 *Display This Question:*
165 *If Does this page discuss breastfeeding or breastmilk (BF/BM)? = Yes*

166
167 Q20 Is baby's skin (e.g., rash, eczema, itching) mentioned in relation to BF/BM?

168 Yes (1)

169 No (2)

170
171 -----

172 *Display This Question:*
173 *If Does this page discuss breastfeeding or breastmilk (BF/BM)? = Yes*

174
175 Q21 Is baby's constipation mentioned in relation to BF/BM?

176 Yes (1)

177 No (2)

178
179 -----

180 *Display This Question:*
181 *If Does this page discuss breastfeeding or breastmilk (BF/BM)? = Yes*

182
183 Q22 Is baby's diarrhea mentioned in relation to BF/BM?

184 Yes (1)

185 No (2)

186
187 -----

188 *Display This Question:*
189 *If Does this page discuss breastfeeding or breastmilk (BF/BM)? = Yes*

190
191 Q23 Is baby's not gaining weight/failure to thrive/not growing mentioned in relation to BF/BM?

192 Yes (1)

193 No (2)

194

195 **End of Block: Default Question Block**

196

197 **Start of Block: Block 1**

198

199 Q24 Is the word pump or pumping mentioned?

200 Yes (1)

201 No (2)

202

203 -----

204

205 Q25 Is supplementing mentioned. This = ongoing feeding of both BM and IF (neither exclusive
206 or adding IF to BM) mentioned using this or other words?

207 Yes (1)

208 No (2)

209

210 -----

211

212 Q26 Is transitioning from BF/BM to IF, switching from BF/BM to infant formula mentioned? This
213 is discussing moving from BF/BM to IF.

214 Yes (1)

215 No (2)

216

217 **End of Block: Block 1**

218

219 **Start of Block: Block 2**

220

221 Q27 Does this page discuss infant formula (IF)?

222 Yes (1)

223 No (2)

224

225

226 *Display This Question:*

227 *If Does this page discuss infant formula (IF)? = Yes*

228

229 28 Is infant formula (IF) or Brand mentioned as superior, better, or preferred compared to
230 BF/BM

231 Yes (1)

232 No (3)

233

234

235 *Display This Question:*

236 *If Does this page discuss infant formula (IF)? = Yes*

237

238 29 Is BRAND mentioned as superior, better, preferred, #1, #1 recommended by experts, to
239 other brands?

240 Yes (1)

241 No (2)

242

243

244 *Display This Question:*

245 *If Does this page discuss infant formula (IF)? = Yes*

246

247 Q30 Is infant formula (IF) or Brand mentioned as closest to breastmilk? (e.g., "closest to" "most
248 similar" "inspired by" , has ingredients/nutrients "found in" breastmilk, etc.)

249 Yes (1)

250 No (2)

251

252

253 *Display This Question:*
254 *If Does this page discuss infant formula (IF)? = Yes*

255
256 Q31 Is infant formula (IF) explicitly compared to food/nutrients from foods (e.g., blueberries,
257 fish)?

258 Yes (1)

259 No (2)

260
261 -----

262 *Display This Question:*
263 *If Does this page discuss infant formula (IF)? = Yes*

264
265 Q32 Is IF mentioned as positive for mother or caregiver?

266 Yes (1)

267 No (2)

268
269 -----

270 *Display This Question:*
271 *If Is IF mentioned as positive for mother or caregiver? = Yes*

272
273 Q33 How is IF positive for mother or caregiver?

274 bonding; skin-on-skin (1)

275 healthy for mother (2)

276 convenience (includes mother working) (3)

277 allows others to feed (4)

278 other (5)

279
280 -----

281 *Display This Question:*
282 *If Does this page discuss infant formula (IF)? = Yes*

283

284 Q34 Is IF or BRAND mentioned as having nutrients or otherwise positive for baby?

285 Yes (1)

286 No (2)

287

288

289 *Display This Question:*

290 *If Is IF or BRAND mentioned as having nutrients or otherwise positive for baby? = Yes*

291

292 Q35 How is IF/Brand mentioned as having nutrients or otherwise positive for baby?

293 vitamins, minerals, nutrients, nutritious, healthy, health (6)

294 DHA, ARA, brain, neural, eye (7)

295 immunity, reduce likelihood of sickness (9)

296 skin, rash, eczema, acne (10)

297 stomach, GI reasons, probiotics (11)

298 bonding, skin-on-skin (12)

299 organic, Non-GMO, natural (13)

300

301

302 *Display This Question:*

303 *If Does this page discuss infant formula (IF)? = Yes*

304

305 Q36 Is baby's gas mentioned in relation to IF?

306 Yes (1)

307 No (2)

308

309

310 *Display This Question:*

311 *If Does this page discuss infant formula (IF)? = Yes*

312

313 Q37 Is baby's skin (e.g., rash, eczema, itching) mentioned in relation to IF?

314 Yes (1)

315 No (2)

316

317

318 *Display This Question:*

319 *If Does this page discuss infant formula (IF)? = Yes*

320

321 Q38 Is baby's constipation mentioned in relation to IF?

322 Yes (1)

323 No (2)

324

325

326 *Display This Question:*

327 *If Does this page discuss infant formula (IF)? = Yes*

328

329 Q39 Is baby's diarrhea mentioned in relation to IF?

330 Yes (1)

331 No (2)

332

333

334 *Display This Question:*

335 *If Does this page discuss infant formula (IF)? = Yes*

336

337 Q40 Is baby's spitting up mentioned in relation to IF?

338 Yes (1)

339 No (2)

340

341

342 *Display This Question:*

343 *If Does this page discuss infant formula (IF)? = Yes*

344

345 Q41 Is baby's crying/fussiness mentioned in relation to IF?

346 Yes (1)

347 No (2)

348

349

350 *Display This Question:*

351 *If Does this page discuss infant formula (IF)? = Yes*

352

353 Q42 Is baby's not gaining weight/failure to thrive/not growing mentioned in relation to IF?

354 Yes (1)

355 No (2)

356

357 **End of Block: Block 2**

358

359 **Start of Block: Block 3**

360

361 Q43 Are there RELEVANT images? (bottle, nipple, feeding, pump/pumping) ONLY code WHAT
362 YOU SEE after seeing full image.

363 Yes (1)

364 No (2)

365

366

367 *Display This Question:*

368 *If Are there RELEVANT images? (bottle, nipple, feeding, pump/pumping) ONLY code WHAT YOU*
369 *SEE after s... = Yes*

370

371 Q44 How many RELEVANT images? (use numbers, e.g., 3) (bottle, nipple, feeding,
372 pump/pumping) ONLY code WHAT YOU SEE after seeing full image.

373

374

375

376 *Display This Question:*

377 *If Are there RELEVANT images? (bottle, nipple, feeding, pump/pumping) ONLY code WHAT YOU*
378 *SEE after s... = Yes*

379

380 Q45 Image: bottle/nipple without feeding (e.g., on counter, just held by adult)?

381 Yes (1)

382 No (2)

383

384

385 *Display This Question:*

386 *If Are there RELEVANT images? (bottle, nipple, feeding, pump/pumping) ONLY code WHAT YOU*
387 *SEE after s... = Yes*

388

389 Q46 Image: pump/pumping?

390 Yes (1)

391 No (3)

392

393

394 *Display This Question:*

395 *If Are there RELEVANT images? (bottle, nipple, feeding, pump/pumping) ONLY code WHAT YOU*
396 *SEE after s... = Yes*

397

398 Q47 Image: baby 1 hand on bottle?

399 Yes (1)

400 No (2)

401

402

403 *Display This Question:*

404 *If Are there RELEVANT images? (bottle, nipple, feeding, pump/pumping) ONLY code WHAT YOU*
405 *SEE after s... = Yes*

406

407 Q48 Image: baby 2 hands on bottle?

408 Yes (1)

409 No (2)

410

411

412 *Display This Question:*
413 *If Are there RELEVANT images? (bottle, nipple, feeding, pump/pumping) ONLY code WHAT YOU*
414 *SEE after s... = Yes*

415
416 Q49 Image: adult feeder(s) 1 hand on bottle?

417 Yes (1)

418 No (2)

419

420

421 *Display This Question:*
422 *If Are there RELEVANT images? (bottle, nipple, feeding, pump/pumping) ONLY code WHAT YOU*
423 *SEE after s... = Yes*

424
425 Q50 Image: adult feeder(s) 2 hands on bottle?

426 Yes (1)

427 No (2)

428

429

430 *Display This Question:*
431 *If Are there RELEVANT images? (bottle, nipple, feeding, pump/pumping) ONLY code WHAT YOU*
432 *SEE after s... = Yes*

433
434 Q51 Image: baby 1 hand on breast/mother's body?

435 Yes (1)

436 No (2)

437

438

439 *Display This Question:*
440 *If Are there RELEVANT images? (bottle, nipple, feeding, pump/pumping) ONLY code WHAT YOU*
441 *SEE after s... = Yes*

442

443 Q52 Image: baby 2 hands on breast/mother's body?

444 Yes (1)

445 No (2)

446

447

448 *Display This Question:*

449 *If Are there RELEVANT images? (bottle, nipple, feeding, pump/pumping) ONLY code WHAT YOU*
450 *SEE after s... = Yes*

451

452 Q53 Image: mom 1 hand on breast?

453 Yes (1)

454 No (2)

455

456

457 *Display This Question:*

458 *If Are there RELEVANT images? (bottle, nipple, feeding, pump/pumping) ONLY code WHAT YOU*
459 *SEE after s... = Yes*

460

461 Q54 Image: mom 2 hands on breast?

462 Yes (1)

463 No (2)

464

465 **End of Block: Block 3**

466

467 **Start of Block: Block 4**

468

469 Q55 Are there coupons, discounts, rewards available/mentioned/shown?

470 Yes (1)

471 No (2)

472

473

474

475 Q56 Does this web-page provide contact information for, or access to a health
476 professional/consultant?

477 Yes (1)

478 No (2)
479

480 -----

481

482 *Q57 Does web-page explicitly suggest speaking to a lactation consultant or expert about BF/IF
483 or decisions related to BF/IF (not just providing contact information/access to one)?

484 Yes (1)

485 No (3)
486

487 **End of Block: Block 4**
488

489 **Start of Block: Block 5**

490

491 Q58 Does web-page give advice about switching between formula types (e.g., gentle, lactose
492 free etc.)?

493 Yes (1)

494 No (3)
495

496 -----

497

498 *Q59 Does the web-page offer solutions to problems?

499 Yes (1)

500 No (2)
501

502 -----

503

504 *Q60 Is infant formula or brand presented as solution to problems identified?

505 Yes (1)

506 No (3)

507

508 -----

509

510 *Q61 Is breastfeeding/breastmilk presented as solution to problems identified?

511 Yes (1)

512 No (3)

513

514 -----

515

516 *Q62 Does the web-page provide supportive or empowering statements about feeding decisions
517 or emphasize choice?

518 Yes (1)

519 No (2)

520

521 -----

522

523 Q63 Does page mention that water can be given before 6 months?

524 Yes (1)

525 No (3)

526

527 -----

528

529 Q64 Is BF/BM discussed in relation to exclusive feeding for 0-6 months?

530 Yes (1)

531 No (3)

532

533 -----

534

535 Q65 Is Infant Formula mentioned as exclusive for 0-6 months?

536 Yes (1)

537 No (3)

538

539 -----

540

541 Q66 Additional Notes?

542 _____

543

544 -----

545

546 *Q67 Which coder are you?

547

548 **End of Block: Block 5**

549 _____

550

551

552

553 *Questions excluded from results.