Supplementary table 1: Qualitative semi-structured interview guide

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| Interview stage | Question | Priority |
| Start of interview | What did you think of the Preventing Dementia MOOC? | High – helps get the conversation flowing, gives insight into participants’ personal MOOC experience |
| Immediately after creating a social network map | Can you think of any ways your social network has changed since the start of this period of social distancing? Have you changed the people you talk to or the ways you talk to people? | High – provides important contextual information about the impact of COVID-19 containment measures on the data obtained in this study |
| After quantitative questions about health advice-seeking and prior to asking about dementia risk information sharing | How did you find out about the MOOC? | High – provides information about instances of information sharing that helped participants to find out about the MOOC |
| Immediately after selecting network members with whom information was shared | Why did you share this information with these people? | High – addresses a key element of the research question |
| After asking previous question | Why didn’t you share this information with other any of the other people you have mentioned? | High – addresses a key element of the research question |
| While discussing information sharing | Do you usually talk about this information face-to-face or do you use another type of communication? | Low – provides additional context, but does not address a key element of the research question |
| While discussing information sharing | Are there any particular risk factors you prefer to talk about? | Medium – provides insight into the types of information people share, and often the situations in which particular types of information are shared |
| While discussing information sharing | Is there a particular situation in which you have shared this information that you would like to tell me about? | Medium – provides insight into specific instances of information sharing |
| When wrapping up the interview | Is there anything else you would like to share about your experience with the PDMOOC or the conversations you’ve had since finishing it? | High – gives participants a chance to share any final thoughts, and provides a nice ending point for the interview |