**Supplementary table 1.** Search terms used for variables of interest in Google Trends.

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| --- | --- | --- | --- |
| **Impactful article** | **Variables of interest** | **Google Trends search terms** | **Google Trend search time period\*** |
| Imperiale TF, Ransohoff DF, Itzkowitz SH, Levin TR, Lavin P, Lidgard GP, Ahlquist DA, Berger BM. Multitarget stool DNA testing for colorectal-cancer screening. *N Engl J Med*. 2014 Apr 3;370(14):1287-97. | Multitarget stool DNAa test | Cologuard | 3/19/13-3/19/15 |
| Colonoscopy | colonoscopy |
| Pimentel M, Lembo A, Chey WD, Zakko S, Ringel Y, Yu J, Mareya SM, Shaw AL, Bortey E, Forbes WP; TARGET Study Group. Rifaximin therapy for patients with irritable bowel syndrome without constipation. *N Engl J Med*. 2011 Jan 6;364(1):22-32. | Rifaximin | rifaximin + Xifaxan | 1/6/10-1/6/12 |
| Irritable bowel syndrome | irritable bowel syndrome + IBSb |
| Diarrhea | diarrhea |
| Gomm W, von Holt K, Thomé F, Broich K, Maier W, Fink A, Doblhammer G, Haenisch B. Association of Proton Pump Inhibitors With Risk of Dementia: A Pharmacoepidemiological Claims Data Analysis. *JAMA Neurol*. 2016 Apr;73(4):410-6. | Proton pump inhibitors | proton pump inhibitor + omeprazole + Prilosec + pantoprazole + Protonix + esomeprazole + Nexium\*\* | 2/15/15-2/15/17 |
| Histamine-2 blockers | h2 blocker + ranitidine + Zantac + famotidine + Pepcid + cimetidine + Tagamet + nizatidine + Axid |
| Gastroesophageal reflux disease | gastroesophageal reflux disease + GERDc + heartburn + regurgitation |
| Dementia | dementia |

\*Google Trends search time period was based on the article online publication date and spanned 12 months before and after this date (total 24-month period).

\*\*Other search terms for proton pump inhibitors such as rabeprazole, Aciphex, lansoprazole, Prevacid, dexlansoprazole, Dexilant could not be added to the search string due to limitations on the number of search terms.

aDNA=Deoxyribonucleic acid; bIBS=Irritable bowel syndrome; cGERD=Gastroesophageal reflux disease