

Multimedia Appendix 1. Supplementary figures.

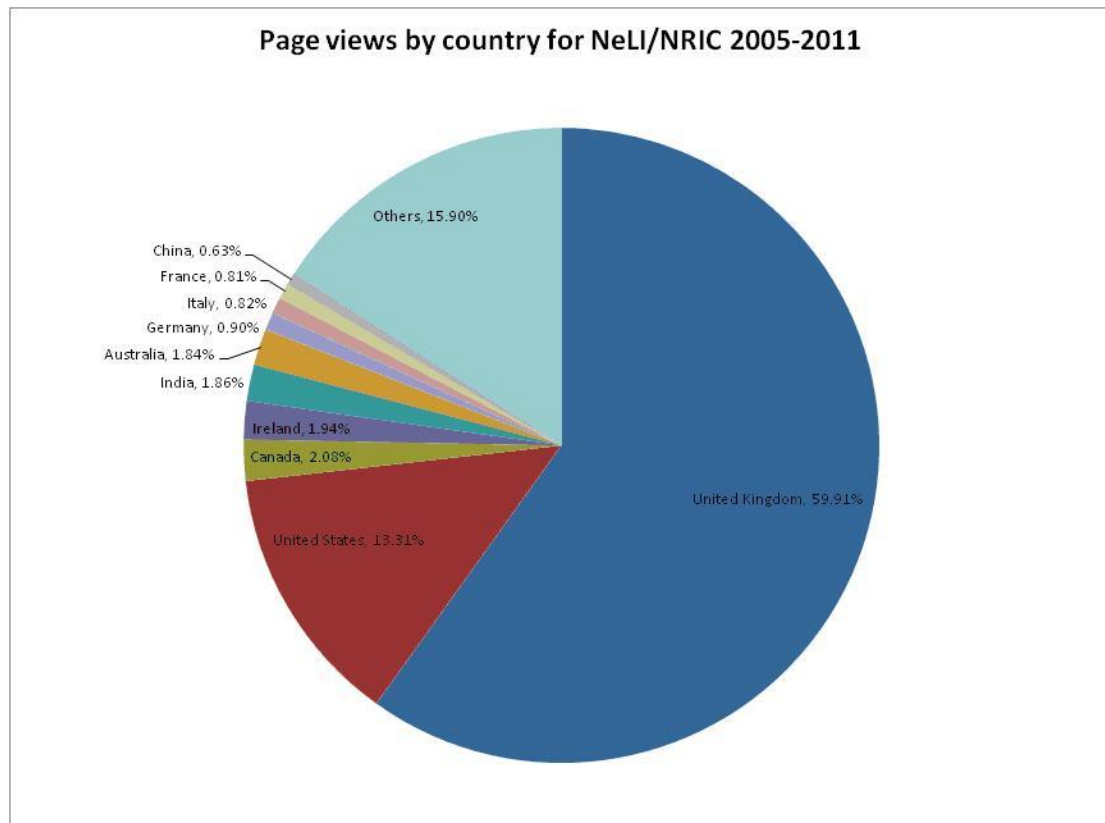


Figure 1: The combined proportion of visitors to NeLI and NRIC by location.

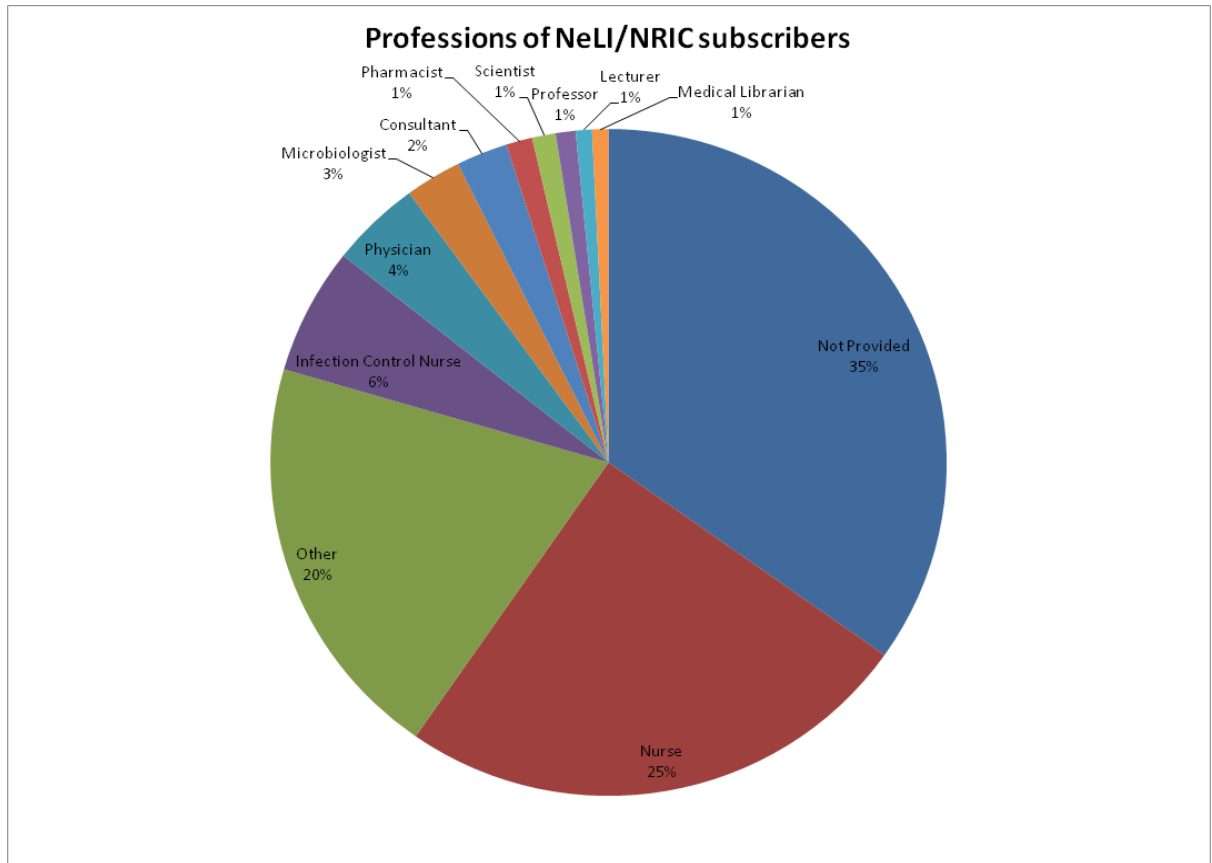


Figure 2: Details of professions provided by NeLI/NRIC subscribers.

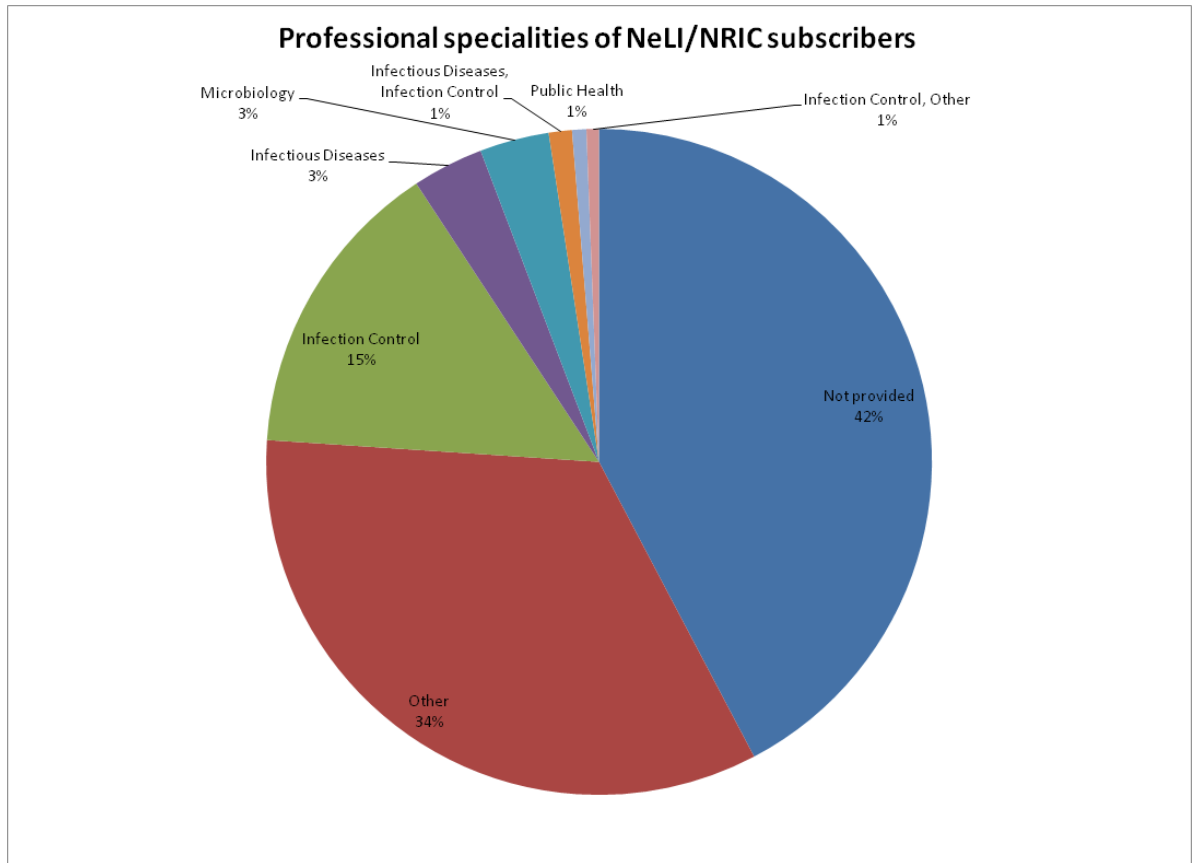


Figure 3: Details of professional specialities provided by NeLI/NRIC subscribers.

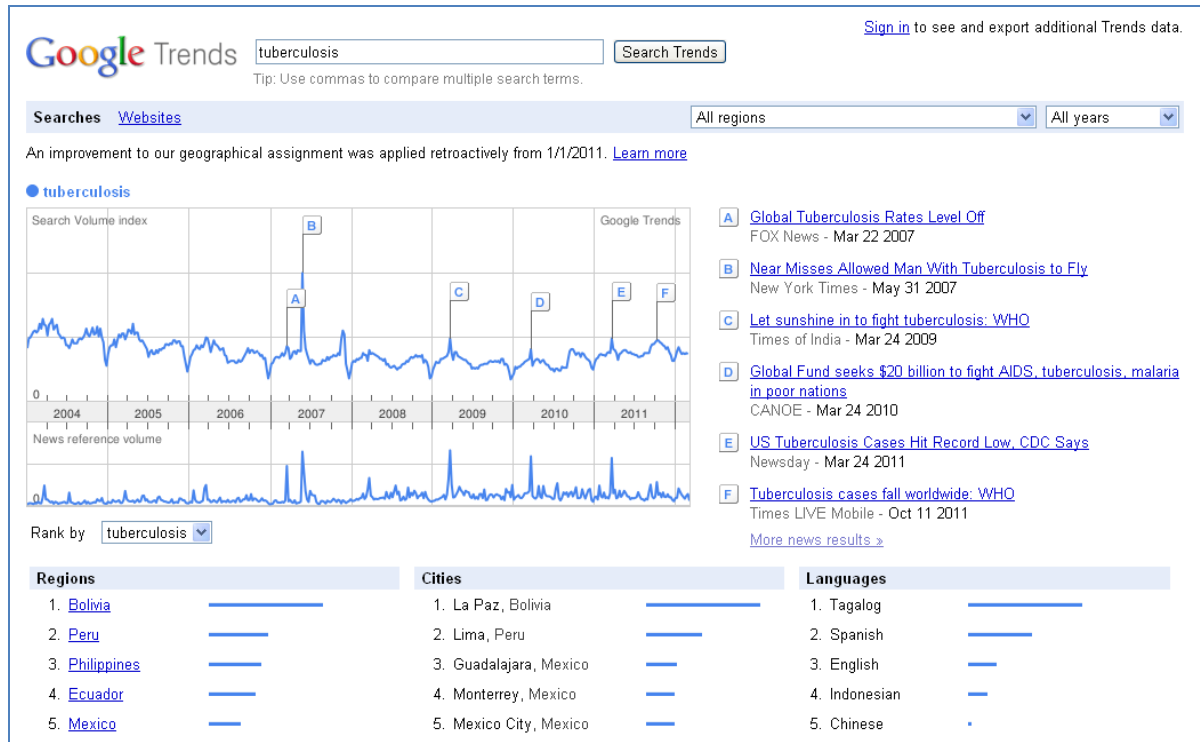


Figure 4: The Google Trends interface, showing results for the search term “tuberculosis”.

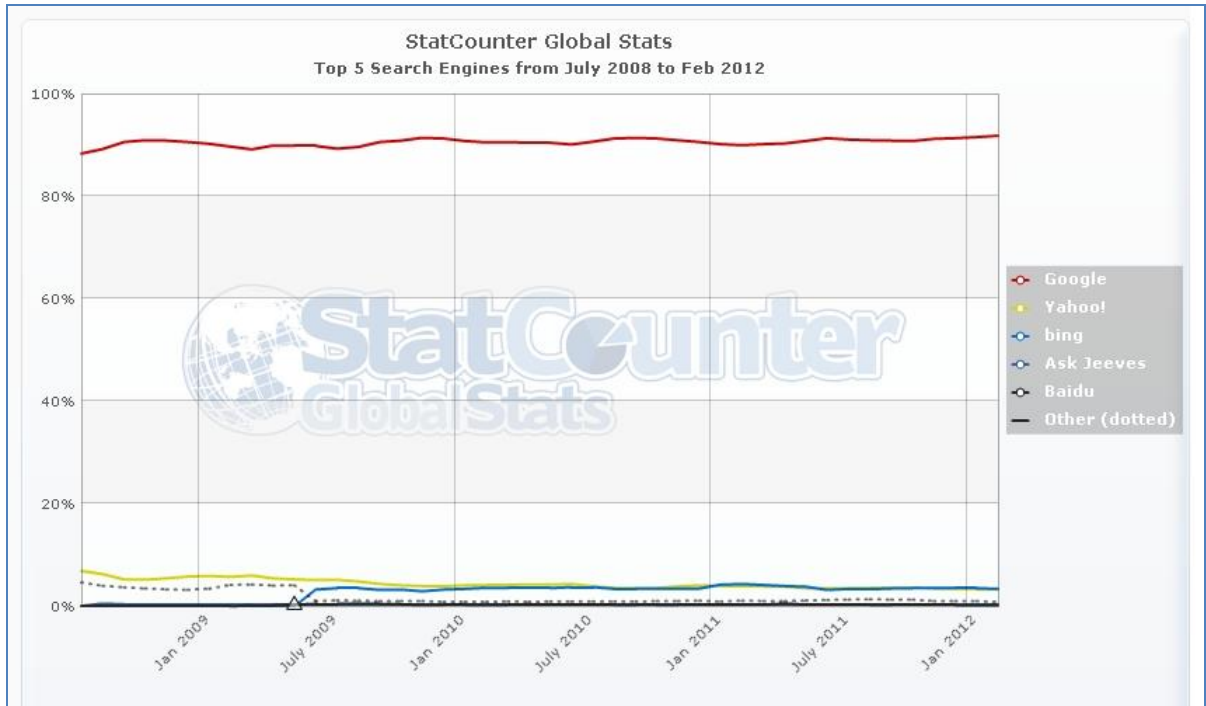


Figure 5: The monthly worldwide market share of search engines, according to StatCounter Global Stats (<http://gs.statcounter.com/>).

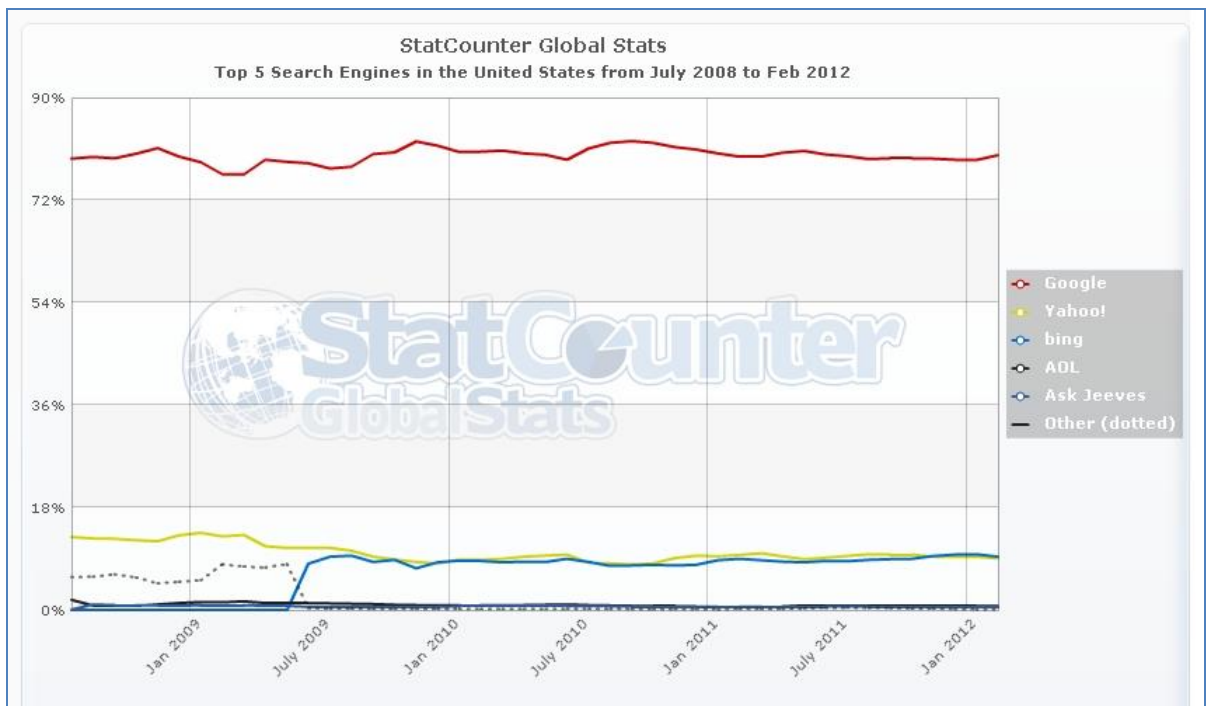


Figure 6: The monthly US market share of search engines, according to StatCounter Global Stats (<http://gs.statcounter.com/>).

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Figure 7: The LexisNexis search interface, showing a typical search for articles about the topic “norovirus”.