

Multimedia Appendix 1. Language translations of search terms used in this study.

Language	Translation
Tuberculosis	
English, Spanish	tuberculosis
French, Portuguese	tuberculose
German, Danish, Afrikaans	tuberkulose
Turkish	tüberküloz
Bahasa Indonesian	tuberkulosa
Schizophrenia	
English	schizophrenia
French	schizophrénie
Spanish/Portuguese	esquizofrenia
Turkish	*Sizofreni
Bahasa Indonesia/Malayu	skizofrenia
Avian flu	
English	Avian flu
French	grippe aviaire
Spanish	gripe aviar
Portuguese	gripe aviaria, gripe aviária
German	vogelgrippe
Dutch	vogelgriep
Bahasa Indonesia	flu burung
Turkish	*Kus gribi
Maize	
English	maize
English	corn
Spanish	maíz
Indigenous Latin America	elote
Indigenous Latin America	choclo
Bahasa Indonesia	jagung

*Denotes the use of additional special characters.