

Supplementary Table 1. Background info of the four study regions

	Hong Kong	Taiwan	United States	United Kingdom
Population (2017) ^a	7,364,883	23,626,456	324,459,463	66,181,585
Internet penetration rate (2017) ^b	87%	87.9%	87.9%	94.8%
Age-standardized Suicide rate, per 100,000 people (2012) ^c	8.8	13.1	12.1	6.2
Proportion of different types of suicide information shown in the first-three-page search results by suicide-related search queries ^d	Pro-suicide: 2.8% Anti-suicide: 39.5% Neutral/mixed: 45.2% Irrelevant: 8.4% Error: 4.1%	Pro-suicide: 16.3% Anti-suicide: 41.3% Neutral/mixed: 33.3% Irrelevant: 7.2% Error: 1.9%	Pro-suicide: 11.7% Anti-suicide: 34.9% Neutral/mixed: 29.2% Irrelevant: 16.1% Error: 8.1%	Pro-suicide: 23.1% Anti-suicide: 24.4% Neutral/mixed: 48.6% Irrelevant: 9.4% Error: 0.8%

Data Source:

^aUnited Nations (2017). 2017 Revision of World Population Prospects. URL: <https://esa.un.org/unpd/wpp/>

^bInternet World Stats. Internet Users in the World – December 31, 2017.

<https://www.internetworldstats.com/stats.htm>

^cWorld Health Organization (2014). Preventing Suicide: A World Imperative. Full report can be downloaded from:

http://www.who.int/mental_health/suicide-prevention/world_report_2014/en/

^dUS data from Recupero et al. (2008); UK data from Biddle et al. (2016); Hong Kong data from Cheng (2012);

Taiwan data from Chen et al. (2017). Because Biddle et al. (2016) used different coding scheme, their results are

recoded by renaming “all dedicated suicide sites” as “pro-suicide,” combining “against suicide sites,” “prevention

or support sites,” and “academic or policy sites” as “anti-suicide,” combining “all information sites,” “news reports of individual suicides,” “chatrooms/blog sites focused on suicide methods,” “chatrooms/blog sites discussing various general issues relating to suicide,” “miscellaneous sites reporting on topical issues relating to suicide,” and “collections of images” as “neutral/mixed,” combining “hit not relevant to search term” and “completely joking information” as “Irrelevant,” and renaming “page not available” or “error.”

Supplementary Table 2. Examples of six types of webpages.

	Hong Kong	Taiwan	United States	United Kingdom
Pro-suicide (i.e. the main content is encouraging suicide, romanticizing suicide, or introducing detailed suicide method)	http://www.ed2000.com/ShowFile.asp?FileID=173382 (promoting a book describing suicide methods in details- “The Complete Manual of Suicide”)	https://sites.google.com/site/moonofmagic/k2/%E4%B8%8A%E5%90%8A%E5%8E%9F%E7%90%86%E5%8F%E4%BD%8D%E7%BD%AE%E5%8F%83%E8%80%83 (detailed information about how to kill oneself by hanging)	http://lostallhope.com/suicide-methods	http://lostallhope.com/suicide-methods
Anti-suicide (i.e. about suicide prevention or discouraging suicide)	http://www.sbhk.org.hk/ (A local NGO for suicide prevention)	https://www.jtf.org.tw/suicide_prevention/ (A local NGO for suicide prevention)	https://suicidepreventionlifeline.org/	https://www.nhs.uk/conditions/suicide/

	Hong Kong	Taiwan	United States	United Kingdom
Neutral (i.e. factual information about suicide incidents or statistics without notable bias)	https://zh.wikipedia.org/zh-hk/%e5%90%84%e5%9b%bd%e8%87%aa%e6%9d%80%e7%8e%87%e5%88%97%e8%a1%a8 (wiki page about suicide rates in different countries)	http://tspc.tw/tspc/portal/ho/wdo/index.jsp?sno=81 (wiki page about suicide)	https://en.wikipedia.org/wiki/suicide	https://en.wikipedia.org/wiki/suicide
Mixed (i.e. mixed pro-suicide and anti-suicide information in the same webpage)	http://www.failforum.net/forum/viewthread.php?tid=37802&extra=page=76&filter=0&orderby=dateline&page=1	http://wotupset.eu5.org/tsl/1308/1376142994232.htm (an online forum thread mixed comments supporting and criticizing “The	https://answers.psychcentral.com/story.php?title=i-want-to-die-what-is-the-easiest-way-to-do-that	http://www.insidermonkey.com/blog/7-easiest-painless-ways-of-killing-yourself-360388/

	Hong Kong	Taiwan	United States	United Kingdom
	(an online forum thread mixed comments encouraging and discouraging a person's suicidal thoughts)	Complete Manual of Suicide")		
Not a suicide site (using "suicide" as a metaphor or joke. E.g. animal suicide, political suicide, etc.)	http://news.4399.com/wdshijie/ (a gaming website)	https://www.gq.com.tw/entertainment/movie/content-21717.html (about the movie "Suicide Squad")	http://deathclock.com	http://www.cracked.com/humor-history.html
Error (i.e. the webpage or major content of the page cannot be found)	http://www.miketso.com/unluckyhouse/nt/yuenlong/tins_hui_wai/index.html	https://www.niusnews.com/=p2ue6j08	https://answers.yahoo.com/question/index?qid=20080722234105aajvsu3	http://uncyclopedia.wikia.com/wiki/howto:commit_suicide

Supplementary Table 3: Terms associated with the highest probability of clicking on a specific page type

Page type	Terms
Pro-suicide	best methods, by pills, common, common method, common suicide
Anti-suicide	am depressed, and suicidal, anonymous, anonymous suicide, chat line
Neutral	articles, hanging, numbers, org, rates
Mixed	10 ways, com, committing, committing suicide, common suicide

Supplementary Table 4: Screenshots of help notices from Hong Kong and from the US

<p>HK, Google</p>	
<p>US, Google</p>	
<p>US, Bing</p>	