

Table S1. List of all search queries

	Italian search query	English translation
<i>sleep/health related</i>	camomilla*	chamomile
	insonnia*	insomnia
	melatonina*	melatonin
	pronto soccorso*	emergency room
	sonno*	sleep
	stress*	stress
	stanchezza	fatigue/tiredness
	umore	mood
<i>medication</i>	ansiolitici	anxiolytics
	antidolorifico*	painkiller
	calmante	Sedative
	Minias	Minias (<i>Italian commercial name for the commonly utilised sleep-inducer lormetazepam</i>)
	Tavor	Tavor (<i>Italian commercial name for the commonly utilised sleep-inducer lorazepam</i>)
Xanax*	Xanax (<i>Italian commercial name for the commonly utilised sleep-inducer alprazolam</i>)	
<i>random non sleep/health related</i>	acqua	water
	caffè	coffee
	chiave	key
	incidente	accident
	meteo*	weather forecast
	neve	snow
	ora legale	daylight Saving Time
	ora solare	Standard time
	spa*	spa
	specchio	mirror
	taxi*	taxi
	valanga	avalanche

* Search queries included in the final analysis