

**Table S2.** Indices of model fitting used to select words that were amenable to phase analysis/peak calculation.

Word	Season	% days p value > 0.05	median r	median RI
<i>sleep/health</i>				
chamomile*	Spring	1.6	0.78	44.48
chamomile*	Autumn	0	0.8	42.57
emergency room*	Spring	0	0.8	34.75
emergency room*	Autumn	0	0.8	41.74
fatigue/tiredness	Spring	32.3	0.46	11.72
fatigue/tiredness	Autumn	24.7	0.51	15.14
insomnia*	Spring	0	0.87	54.39
insomnia*	Autumn	0	0.86	47.66
melatonin*	Spring	0	0.8	34.64
melatonin*	Autumn	0	0.8	34.72
mood	Spring	29.6	0.49	16.21
mood	Autumn	42.5	0.43	11.66
sleep*	Spring	0	0.95	67.04
sleep*	Autumn	0	0.95	62.06
stress*	Spring	0	0.76	33.85
stress*	Autumn	0	0.75	38.11
<i>medication</i>				
anxiolytics	Spring	26.3	0.48	10.98
anxiolytics	Autumn	27.4	0.48	12.02
Minias	Spring	9.7	0.58	20.04
Minias	Autumn	11.3	0.55	15.35
painkiller*	Spring	2.2	0.73	30.27
painkiller*	Autumn	2.7	0.7	25.02
sedative	Spring	29	0.49	10.27
sedative	Autumn	11.8	0.48	19.34
Tavor	Spring	7	0.63	20.43
Tavor	Autumn	7.5	0.59	18.1
Xanax*	Spring	0	0.83	47.04
Xanax*	Autumn	0	0.83	43.98
<i>random non sleep/health-related</i>				
accident	Spring	15.1	0.62	10.67
accident	Autumn	20.4	0.57	10.69
avalanche	Spring	41.4	0.46	3.24
avalanche	Autumn	42.5	0.41	6.02
coffee	Spring	0	0.82	21.17

<b>coffee</b>	<b>Autumn</b>	0.5	0.81	21.33
<b>daylight saving time</b>	<b>Spring</b>	11.3	0.7	69.99
<b>daylight saving time</b>	<b>Autumn</b>	9.1	0.65	18.64
<b>key</b>	<b>Spring</b>	34.9	0.46	10.62
<b>key</b>	<b>Autumn</b>	45.7	0.42	8.67
<b>mirror</b>	<b>Spring</b>	18.8	0.59	20.14
<b>mirror</b>	<b>Autumn</b>	15.1	0.63	25.55
<b>snow</b>	<b>Spring</b>	26.9	0.51	3.38
<b>snow</b>	<b>Autumn</b>	32.3	0.56	11.11
<b>spa*</b>	<b>Spring</b>	0	0.91	34.86
<b>spa*</b>	<b>Autumn</b>	0	0.88	42.14
<b>taxi*</b>	<b>Spring</b>	0.5	0.88	21.71
<b>taxi*</b>	<b>Autumn</b>	0	0.87	22.39
<b>water</b>	<b>Spring</b>	43.5	0.41	5.79
<b>water</b>	<b>Autumn</b>	39.2	0.52	6.77
<b>weather forecast*</b>	<b>Spring</b>	0	0.81	31.14
<b>weather forecast*</b>	<b>Autumn</b>	0	0.82	31.97

*r: Pearson correlation index, RI: Rhythmicity Index*

*\* Search queries included in the final analysis*