Supplementary Table S1. Lag correlation analysis (1 week preceding) between search query data and KCDC ILI.

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| --- | --- | --- | --- |
|   |   | Mobile search | Desktop search |
| Actual search query | Query | 2010/11 | 2011/12 | 2012/13 | 2013/14 | 2010/11 | 2011/12 | 2012/13 | 2013/14 |
|  독감 |  Bad cold | 0.563 | 0.876 | 0.824 | 0.902 | 0.881 | 0.857 | 0.723 | 0.913 |
|  조류독감 |  Bird flu | 0.310 | 0.552 | 0.354 | 0.843 | 0.864 | 0.599 | 0.361 | 0.865 |
|  유행성독감 |  Epidemiological bad cold | N/A | 0.795 | 0.687 | 0.814 | 0.710 | 0.768 | 0.555 | 0.753 |
|  플루 |  Flu | N/A | 0.568 | N/A | 0.732 | 0.797 | 0.765 | 0.276 | 0.810 |
|  H1N1 |  H1N1† | N/A | 0.533 | 0.571 | 0.669 | 0.859 | 0.623 | N/A | 0.766 |
|  인플루엔자 |  Influenza | N/A | 0.784 | 0.632 | 0.877 | 0.821 | 0.820 | 0.755 | 0.891 |
|  Influenza |  Influenza (English)† | N/A | 0.525 | 0.628 | 0.756 | 0.691 | 0.802 | 0.709 | 0.760 |
|  신종독감 |  New bad cold | N/A | 0.748 | 0.712 | 0.709 | 0.424 | 0.656 | 0.408 | 0.508 |
|  신종플루 |  New flu | 0.693 | 0.922 | 0.808 | 0.731 | 0.566 | 0.852 | 0.762 | 0.607 |
|  신플 |  New flu (abbreviation) ‡ | N/A | N/A | N/A | 0.536 | 0.604 | 0.279 | N/A | 0.336 |
|  신종인플루엔자 |  New influenza | 0.464 | 0.587 | 0.603 | 0.707 | 0.715 | 0.734 | 0.518 | 0.737 |
|  돼지독감 |  Swine flu | N/A | 0.541 | 0.424 | 0.545 | 0.803 | 0.487 | N/A | 0.643 |
|  타미플루 |  Tamiflu | N/A | 0.720 | 0.876 | 0.613 | 0.901 | 0.915 | 0.861 | 0.724 |
|  Tamiflu |  Tamiflu (English)† | N/A | 0.684 | 0.724 | 0.675 | 0.302 | 0.777 | 0.704 | 0.642 |
| Mean of coefficient (mean ± SD) | 0.508 ± 0.162 | 0.680 ± 0.138 | 0.653 ± 0.155 | 0.722 ± 0.112 | 0.710 ± 0.180 | 0.710 ± 0.170 | 0.603 ± 0.191 | 0.711 ± 0.156 |
| The number of queries with a strong correlation (r-value ≥ 0.7) | 0 | 6 | 5 | 9 | 9 | 9 | 6 | 9 |

ILI, influenza-like illness; KCDC, Korea Centers for Disease Control and Prevention; N/A, not applicable due to no Naver data or lack of statistical significance. Naver Trends did not report a value if there are too few searches in a given period.; All values of correlation coefficients were *P* < 0.05 except N/A.

†The query was originally submitted in English. All of the other queries were in Korean.

‡“New flu (abbreviation) (신플)” is the “New flu (신종플루)” abbreviation in Korean.