

Multimedia Appendix

Google Trends in Infodemiology and Infoveillance: Methodology Framework

Amaryllis Mavragani and Gabriela Ochoa

The available categories in Google Trends are listed in Table A1. The available subcategories (2nd level of categorization) of “Health” and all available subcategories of these subcategories (3rd and 4th level) are listed in Table A2.

Table A1. Available Category Selection in Google Trends

Arts & Entertainment	Health	People & Society
Autos & Vehicles	Hobbies & Leisure	Pets & Animals
Beauty & Fitness	Home & Garden	Property
Books & Literature	Internet & Telecom	Reference
Business & Industrial	Jobs & Education	Science
Computers & Electronics	Law & Government	Shopping
Finance	News	Sports
Food & Drink	Online Communities	Travel
Games		

Table A2. All levels of Available Categories and Subcategories of the “Health” Category

2nd level	3rd level	4th level
Ageing & Geriatrics ⇨	Alzheimer's Disease	
Alternative & Natural Medicine ⇨	Acupuncture & Chinese Medicine	
	Cleansing & Detoxification	
Health Conditions ⇨	AIDS & HIV	
	Allergies	
	Arthritis	
	Cancer	
	Cold & Flu	
	Diabetes	
	Ear, Noise & Throat	
	Eating Disorders	
	Endocrine Conditions ⇨	Diabetes Thyroid Conditions
	Genetic Disorders	
	GERD & Digestive Disorders	
	Heart and Hypertension	
	Infectious Diseases ⇨	Cold & Flu Parasites & Parasitic Diseases Sexually Transmitted Diseases Vaccines & Immunization
	Injury	
	Neurological Disorders ⇨	Alzheimer's Disease
	Obesity	
	Pain Management ↓	Headaches & Migraines
	Respiratory Conditions ↓	Asthma
	Skin Conditions	
	Sleep Disorders	
Health Education & Medical Training		
Health Foundations & Med. Research		
Health News ↓	Health Policy	
Medical Devices & Equipment ↓	Assistive Technology	
Medical Facilities & Services ↓	Doctor's Offices	
	Hospitals & Treatment Centers	
	Medical Procedures	
	Physical Therapy	
Medical Literature & Resources ↓	Medical Photos & Illustrations	
Men's Health ↓	Erectile Dysfunction	
Mental Health ↓	Anxiety & Stress	
	Depression	
	Learning & Development Disabilities ↓	ADD & ADHD
Nursing ↓	Assisted Living & Long Term Care	
Nutrition ↓	Special & Restricted Diets ↓	Cholesterol Issues
	Vitamins & Supplements	
Oral & Dental Care		
Pediatrics		
Pharmacy ↓	Drugs & Medications	
Public Health ↓	Health Policy	
	Occupational Health & Safety	
	Poisons & Overdoses	
	Vaccines & Immunisations	
Reproductive Health ↓	Birth Control	
	Erectile Dysfunction	
	Infertility	
	OBGYN ↓	Pregnancy & Maternity
	Sex Education & Counseling	
	Sexual Enhancement	
	Sexually Transmitted Diseases ↓	AIDS & HIV
Substance Abuse ↓	Drug & Alcohol Testing	
	Drug & Alcohol Treatment	
	Smoking & Smoking Cessation	
	Steroids & Performance-Enhancing Drugs	
Vision Care ↓	Eye Glasses & Contacts	
Women's Health ↓	OBGYN ↓	Pregnancy & Maternity