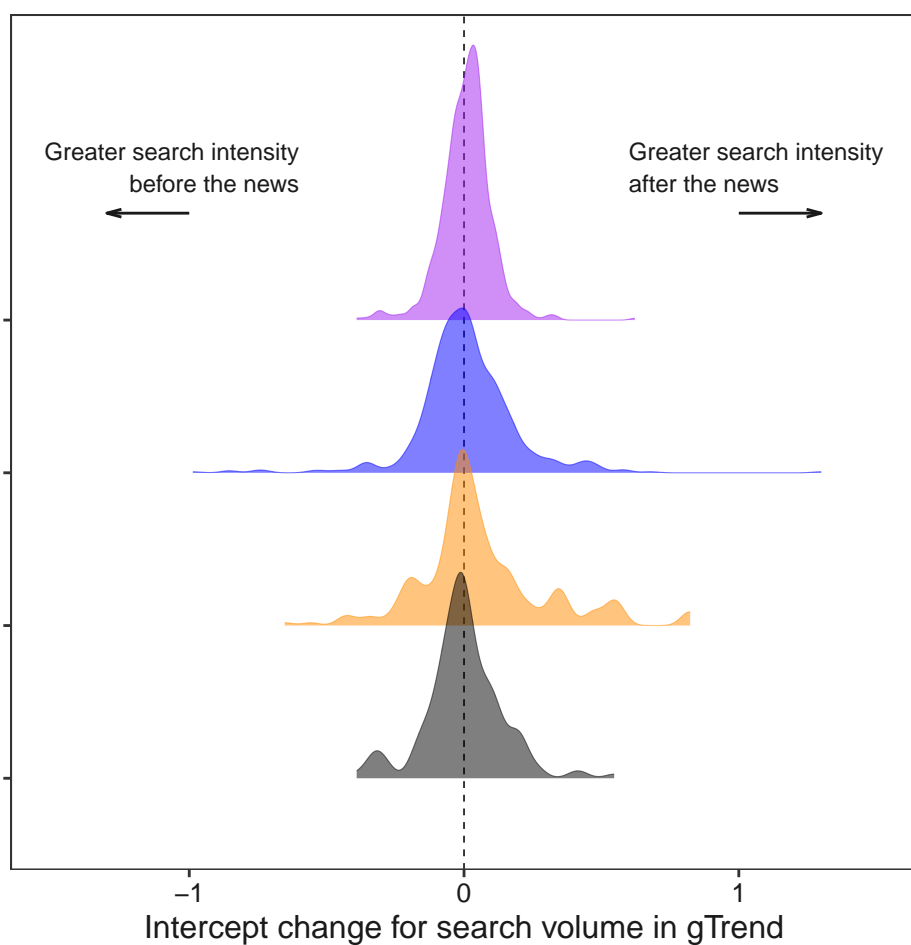


**A**

Density of values by search term

Greater search intensity  
before the newsGreater search intensity  
after the newsspider  
spider bite  
brown recluse  
black widow

Intercept change for search volume in gTrend

**B**

Intercept  
Country [USA]  
Circulation [Regional]  
Event type [Bite]  
Event type [Deadly bite]  
Figures [yes]  
Sensationalism [yes]  
Errors [yes]  
Spider expert [yes]  
Other experts [yes]  
Search Term [Spider bite]  
Search Term [Black widow]  
Search Term [Brown recluse]

Estimated beta  $\pm$  95% Confidence interval