|  | Gtrend | Wikipedia | iNaturalist |
| --- | --- | --- | --- |
| Intercept | 0.016 [-0.023, 0.055] | -0.005 [-0.029, 0.020] | -0.885 [-1.669, -0.101] |
| Circulation [Regional] | 0.013 [-0.008, 0.034] | -0.009 [-0.027, 0.009] | 0.090 [-0.257, 0.436] |
| Country [USA] | -0.015 [-0.046, 0.016] |  | 0.461 [-0.023, 0.944] |
| Errors [yes] | 0.011 [-0.010, 0.032] | 0.007 [-0.010, 0.023] | 0.304 [-0.092, 0.700] |
| Spider expert [yes] | -0.006 [-0.030, 0.017] | 0.000 [-0.022, 0.021] | -0.187 [-0.617, 0.242] |
| Figures [yes] | -0.019 [-0.040, 0.002] | -0.019 [-0.040, 0.002] | 0.216 [-0.173, 0.606] |
| Other experts [yes] | -0.004 [-0.024, 0.017] | 0.007 [-0.012, 0.027] | -0.130 [-0.520, 0.260] |
| Sensationalism [yes] | 0.023 [0.004, 0.042] | 0.010 [-0.007, 0.026] | -0.251 [-0.607, 0.105] |
| Search Term [Brown recluse] | 0.048 [0.023, 0.073] | 0.017 [-0.012, 0.045] |  |
| Search Term [Black widow] | -0.002 [-0.031, 0.028] |  |  |
| Search Term [Latrodectus] |  | -0.008 [-0.039, 0.022] |  |
| Search Term [Spider bite] | -0.002 [-0.019, 0.016] | -0.004 [-0.018, 0.011] |  |