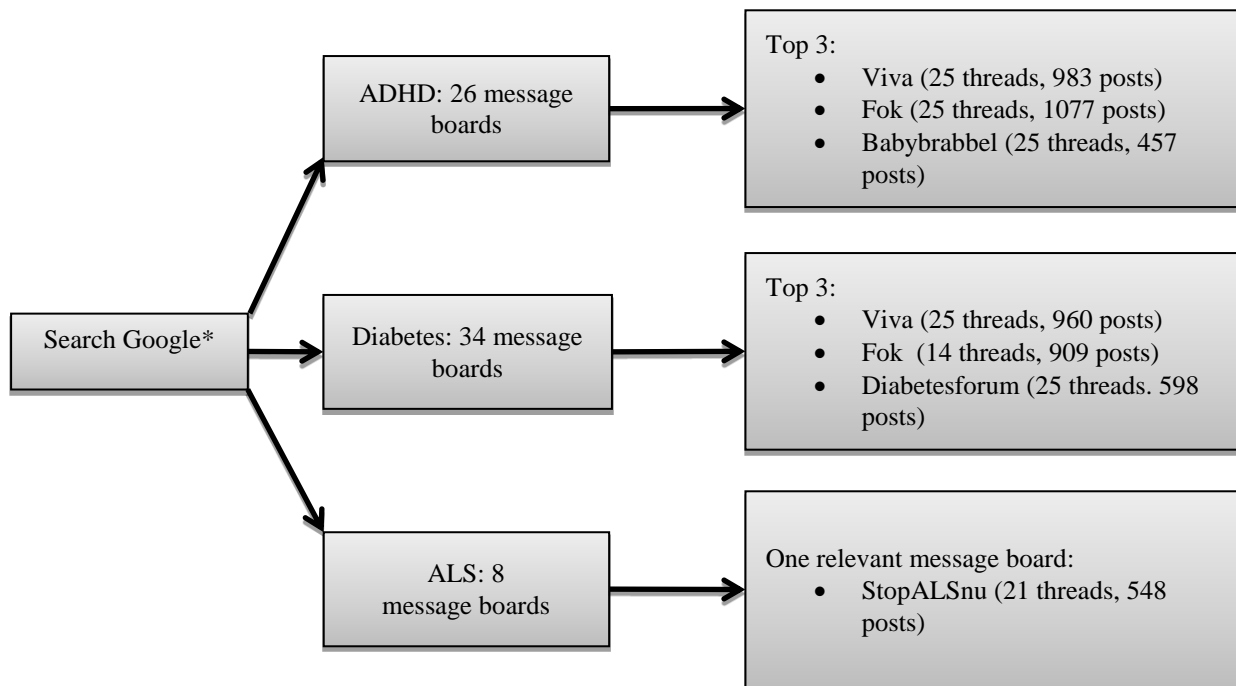


Additional file 2 Search results Google



*To get an overview of the most active message boards we performed the same search daily for one week and used an average of the search results. This way we minimized the influence of fluctuations in the search results.