

S6 Table. The top 100 most Googled birds in the world. Data corresponding to Figure 2f

Rank	Species	Common names	Average monthly web serach interest	All common names
1	<i>Haliaeetus leucocephalus</i>	Bald Eagle	1670.95	Bald Eagle
2	<i>Campephilus principalis</i>	Ivory-billed Woodpecker	1421.69	Ivory-billed Woodpecker
3	<i>Falco peregrinus</i>	Peregrine Falcon	1166.65	Peregrine Falcon,Peregrine,Faucon pèlerin
4	<i>Dacelo novaeguineae</i>	Laughing Kookaburra	802.86	Laughing Kookaburra,Kookaburra
5	<i>Coturnix coturnix</i>	Common Quail	798.47	Common Quail,Quail,Caille des blés
6	<i>Dromaius novaehollandiae</i>	Emu	704.38	Emu
7	<i>Erithacus rubecula</i>	European Robin	696.85	European Robin,Robin,Rougegorge
8	<i>Cuculus canorus</i>	Common Cuckoo	662.36	Common Cuckoo,European Cuckoo,Cuckoo,Coucou gris
9	<i>Tyto alba</i>	Barn Owl	606.53	Barn Owl,Chouette effraie
10	<i>Aptenodytes forsteri</i>	Emperor Penguin	585.83	Emperor Penguin
11	<i>Struthio camelus</i>	Ostrich	501.79	Ostrich,Common Ostrich,Autruche
12	<i>Pandion haliaetus</i>	Osprey	355.33	Osprey,Balbuzard pêcheur
13	<i>Fratercula arctica</i>	Atlantic Puffin	333.66	Atlantic Puffin,Puffin
14	<i>Aquila chrysaetos</i>	Golden Eagle	326.06	Golden Eagle,Aigle royal
15	<i>Anas platyrhynchos</i>	Mallard	268.05	Mallard,Northern Mallard,Common Mallard,Canard colvert
16	<i>Psittirostra psittacea</i>	Ou	264.78	Ou,'O'u
17	<i>Harpia harpyja</i>	Harpy Eagle	254.4	Harpy Eagle,American Harpy Eagle,Aguila Harpía,Aguila Arpía,Arpía,Arpía Mayor,Harpía
18	<i>Meleagris gallopavo</i>	Wild Turkey	221.77	Wild Turkey,Turkey
19	<i>Eudyptula minor</i>	Little Penguin	217.85	Little Penguin,Fairy Penguin,Blue Penguin
20	<i>Ardea herodias</i>	Great Blue Heron	203.08	Great Blue Heron
21	<i>Bubo virginianus</i>	Great Horned Owl	190.99	Great Horned Owl
22	<i>Falco tinnunculus</i>	Common Kestrel	186.66	Common Kestrel,Kestrel,Eurasian Kestrel,Faucon crécerelle
23	<i>Accipiter cooperii</i>	Cooper's Hawk	183.31	Cooper's Hawk
24	<i>Aptenodytes patagonicus</i>	King Penguin	178.05	King Penguin,Manchot royal
25	<i>Strix varia</i>	Barred Owl	175.16	Barred Owl
26	<i>Bubo scandiaca</i>	Snowy Owl	168.87	Snowy Owl
27	<i>Falco columbarius</i>	Merlin	165.1	Merlin,Faucon émerillon

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28	<i>Apus apus</i>	Common Swift	161.32	Common Swift,Swift,European Swift,Martinet noir
29	<i>Athene cunicularia</i>	Burrowing Owl	146.64	Burrowing Owl
30	<i>Spheniscus demersus</i>	African Penguin	136.82	African Penguin,Jackass Penguin,Black-footed Penguin,Manchot du Cap,Pingüino del Cabo
31	<i>Strix occidentalis</i>	Spotted Owl	136.02	Spotted Owl,Búho Manchado,Cárabo Californiano
32	<i>Grus grus</i>	Common Crane	134.17	Common Crane,Crane,Grue cendrée
33	<i>Garrulus glandarius</i>	Eurasian Jay	132.62	Eurasian Jay,Jay
34	<i>Eudyptes chrysolophus</i>	Macaroni Penguin	122.93	Macaroni Penguin,Gorfou doré
35	<i>Gymnogyps californianus</i>	California Condor	115.24	California Condor,Cóndor Californiano,Cóndor de California
36	<i>Strix nebulosa</i>	Great Grey Owl	114.02	Great Grey Owl,Great Gray Owl
37	<i>Pygoscelis adeliae</i>	Adelie Penguin	110.96	Adelie Penguin
38	<i>Branta canadensis</i>	Canada Goose	109.26	Canada Goose
39	<i>Eudyptes chrysocome</i>	Southern Rockhopper Penguin	108.9	Southern Rockhopper Penguin,Rockhopper Penguin
40	<i>Chen caerulescens</i>	Snow Goose	105.81	Snow Goose
41	<i>Rhea americana</i>	Greater Rhea	105.5	Greater Rhea,Lesser Rhea,Common Rhea,Avestruz,Ñandú,Ñandú Común
42	<i>Accipiter gentilis</i>	Northern Goshawk	96.78	Northern Goshawk,Eurasian Goshawk,Goshawk,Autour des palombes
43	<i>Buteo jamaicensis</i>	Red-tailed Hawk	95.91	Red-tailed Hawk
44	<i>Dryocopus pileatus</i>	Pileated Woodpecker	83.33	Pileated Woodpecker
45	<i>Aix galericulata</i>	Mandarin Duck	83.07	Mandarin Duck,Mandarin
46	<i>Colinus virginianus</i>	Northern Bobwhite	77.91	Northern Bobwhite,Bobwhite Quail,Bobwhite
47	<i>Falco rusticolus</i>	Gyr Falcon	77.19	Gyr Falcon,Gyrfalcon
48	<i>Coracias garrulus</i>	European Roller	71.16	European Roller,Roller,Rollier d'Europe
49	<i>Aix sponsa</i>	Wood Duck	68.84	Wood Duck
50	<i>Circus cyaneus</i>	Northern Harrier	68.37	Northern Harrier,Hen Harrier,Busard Saint-Martin
51	<i>Pavo cristatus</i>	Indian Peafowl	66.88	Indian Peafowl,Common Peafowl,Peafowl
52	<i>Micrathene whitneyi</i>	Elf Owl	66.67	Elf Owl
53	<i>Pygoscelis papua</i>	Gentoo Penguin	66.5	Gentoo Penguin
54	<i>Corvus corax</i>	Common Raven	64.39	Common Raven,Northern Raven,Raven
55	<i>Strigops habroptila</i>	Kakapo	63.27	Kakapo,Owl Parrot,Cacapo

S6 Table continued

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56	<i>Pica pica</i>	Black-billed Magpie	60.87	Black-billed Magpie,Eurasian Magpie,Common Magpie,Magpie
57	<i>Falco subbuteo</i>	Eurasian Hobby	59.08	Eurasian Hobby,Hobby,European Hobby,Faucon hobereau
58	<i>Milvus milvus</i>	Red Kite	56.62	Red Kite,Milan royal,Milano Real
59	<i>Turdus migratorius</i>	American Robin	56.36	American Robin
60	<i>Picoides pubescens</i>	Downy Woodpecker	53.67	Downy Woodpecker
61	<i>Anas crecca</i>	Common Teal	53.01	Common Teal,Green-winged Teal,Eurasian Teal,Teal,Sarcelle d'hiver
62	<i>Pygoscelis antarcticus</i>	Chinstrap Penguin	52.81	Chinstrap Penguin
63	<i>Phasianus colchicus</i>	Common Pheasant	52.65	Common Pheasant,Pheasant,Ring-necked Pheasant
64	<i>Cyanocitta cristata</i>	Blue Jay	50.6	Blue Jay
65	<i>Accipiter nisus</i>	Eurasian Sparrowhawk	49.67	Eurasian Sparrowhawk,Sparrowhawk,European Sparrowhawk,Epervier d'Europe
66	<i>Megascops asio</i>	Eastern Screech-owl	48.17	Eastern Screech-owl,Eastern Screech Owl,Eastern Screech-Owl
67	<i>Alcedo atthis</i>	Common Kingfisher	47.75	Common Kingfisher,Kingfisher,European Kingfisher,Martin-pêcheur d'Europe
68	<i>Falco sparverius</i>	American Kestrel	47.05	American Kestrel
69	<i>Picoides villosus</i>	Hairy Woodpecker	46.06	Hairy Woodpecker
70	<i>Nycticorax nycticorax</i>	Black-crowned Night-heron	44.97	Black-crowned Night-heron,Black-crowned Night-Heron.,Black-crowned Night-Heron,Black-crowned Night Heron,Night Heron,Héron bihoreau
71	<i>Glaucidium passerinum</i>	Eurasian Pygmy-owl	43.44	Eurasian Pygmy-owl,Eurasian Pygmy-Owl,Eurasian Pygmy Owl,Pygmy Owl
72	<i>Gymnomyza samoensis</i>	Mao	43.08	Mao
73	<i>Colaptes auratus</i>	Northern Flicker	42.92	Northern Flicker,Yellow-shafted Flicker
74	<i>Sterna paradisaea</i>	Arctic Tern	42	Arctic Tern,Sterne arctique
75	<i>Strix aluco</i>	Tawny Owl	41.61	Tawny Owl
76	<i>Cairina moschata</i>	Muscovy Duck	41.29	Muscovy Duck
77	<i>Spheniscus mendiculus</i>	Galapagos Penguin	41.29	Galapagos Penguin,Galápagos Penguin
78	<i>Surnia ulula</i>	Northern Hawk Owl	40.75	Northern Hawk Owl,Hawk Owl,Northern Hawk-Owl
79	<i>Cathartes aura</i>	Turkey Vulture	40.4	Turkey Vulture
80	<i>Casmerodius albus</i>	Great Egret	39.53	Great Egret,Great White Heron,Great White Egret,Grande aigrette
81	<i>Troglodytes troglodytes</i>	Winter Wren	39.41	Winter Wren,Wren
82	<i>Cygnus atratus</i>	Black Swan	38.96	Black Swan
83	<i>Anas rubripes</i>	American Black Duck	36.46	American Black Duck,Black Duck

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84	<i>Bucephala albeola</i>	Bufflehead	36.46	Bufflehead
85	<i>Spheniscus humboldti</i>	Humboldt Penguin	36.3	Humboldt Penguin, Peruvian Penguin, Pingüino de Humboldt
86	<i>Falco cherrug</i>	Saker Falcon	33.17	Saker Falcon, Saker, Faucon sacre
87	<i>Hirundo rustica</i>	Barn Swallow	32.46	Barn Swallow, Swallow, European Swallow, Hirondelle de cheminée
88	<i>Ardea cinerea</i>	Grey Heron	31.41	Grey Heron, Gray Heron, Héron cendré
89	<i>Eudypetes schlegeli</i>	Royal Penguin	30.45	Royal Penguin
90	<i>Egretta thula</i>	Snowy Egret	30.29	Snowy Egret
91	<i>Uria aalge</i>	Common Guillemot	29.89	Common Guillemot, Guillemot, Common Murre, Guillemot de Troil
92	<i>Turdus merula</i>	Eurasian Blackbird	29.87	Eurasian Blackbird, Common Blackbird, Blackbird
93	<i>Perdix perdix</i>	Grey Partridge	29.84	Grey Partridge, Gray Partridge, Partridge
94	<i>Calidris canutus</i>	Red Knot	29.74	Red Knot, Knot, Lesser Knot, Bécasseau maubèche
95	<i>Histrionicus histrionicus</i>	Harlequin Duck	29.43	Harlequin Duck, Harlequin
96	<i>Buteo regalis</i>	Ferruginous Hawk	28.82	Ferruginous Hawk
97	<i>Cardinalis cardinalis</i>	Northern Cardinal	28.43	Northern Cardinal
98	<i>Botaurus stellaris</i>	Great Bittern	28.34	Great Bittern, Eurasian Bittern, Common Bittern, Bittern, Butor étoilé
99	<i>Numenius arquata</i>	Eurasian Curlew	28.12	Eurasian Curlew, Curlew, Courlis cendré
100	<i>Falco mexicanus</i>	Prairie Falcon	27.95	Prairie Falcon