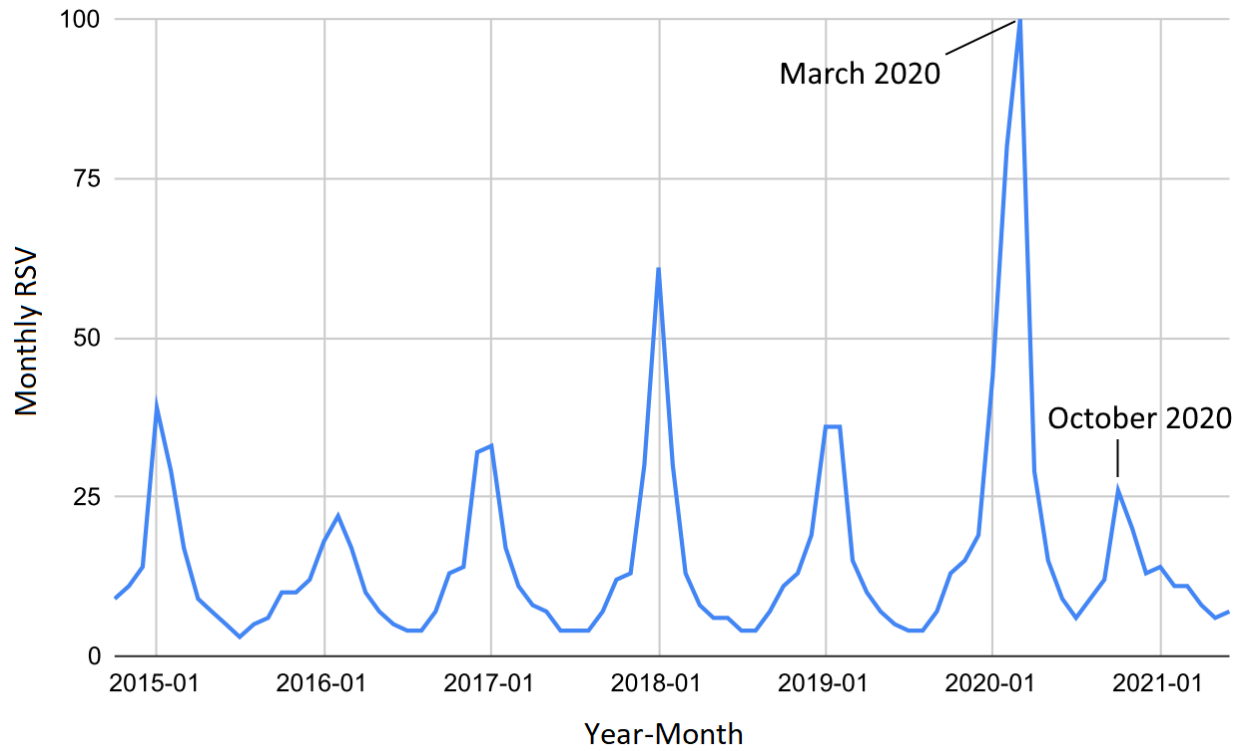


## **Keywords with positive RSV**

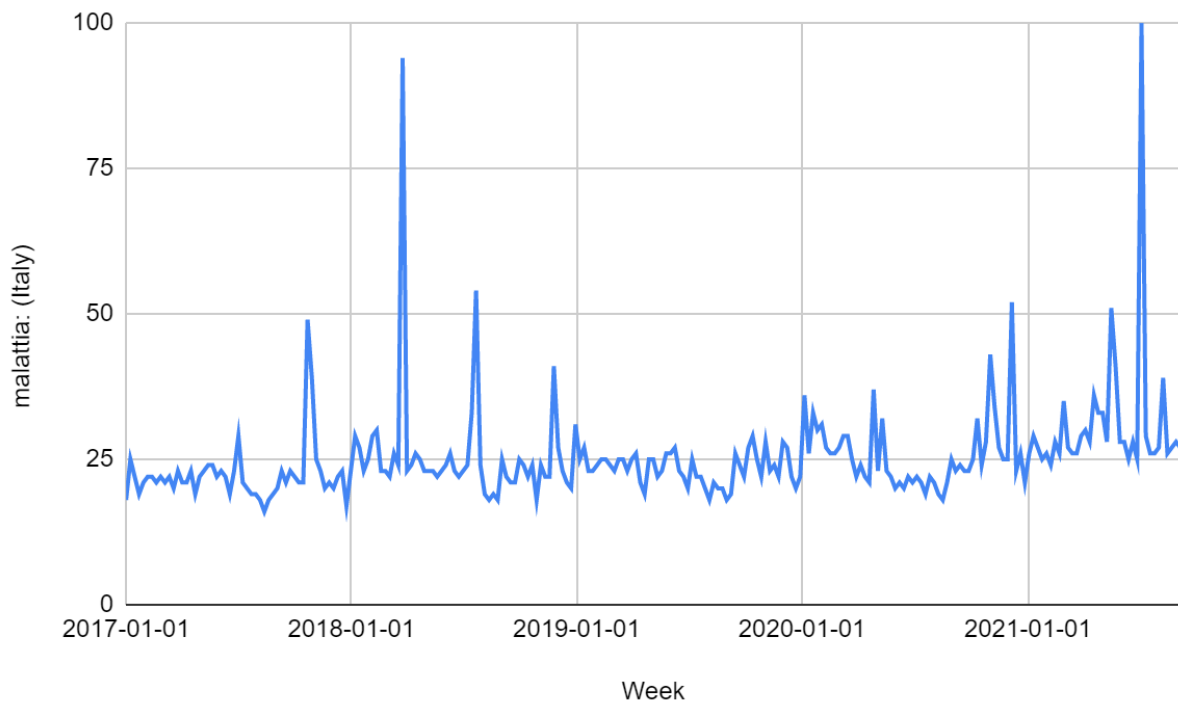
coronavirus  
corona  
virus cina  
corona virus  
virus cina + virus cinese + virus wuhan  
coronavirus cina + coronavirus cinese  
corona cina + corona cinese + corona wuhan  
sars + sarscov + sars-cov  
malattia  
malattia cina + malattia cinese + malattia wuhan  
epidemia  
pandemia  
pandemia cina + pandemia cinese + pandemia wuhan  
contagio  
influenza  
influenza cinese + influenza cina + influenza wuhan  
patologia

## **Excluded keywords with too low RSV (always 0)**

infezione cinese + infezione cina  
epidemia cina + epidemia cinese + epidemia wuhan  
contagio cina + contagio cinese + contagio wuhan  
patologia cina + patologia cinese + patologia wuhan

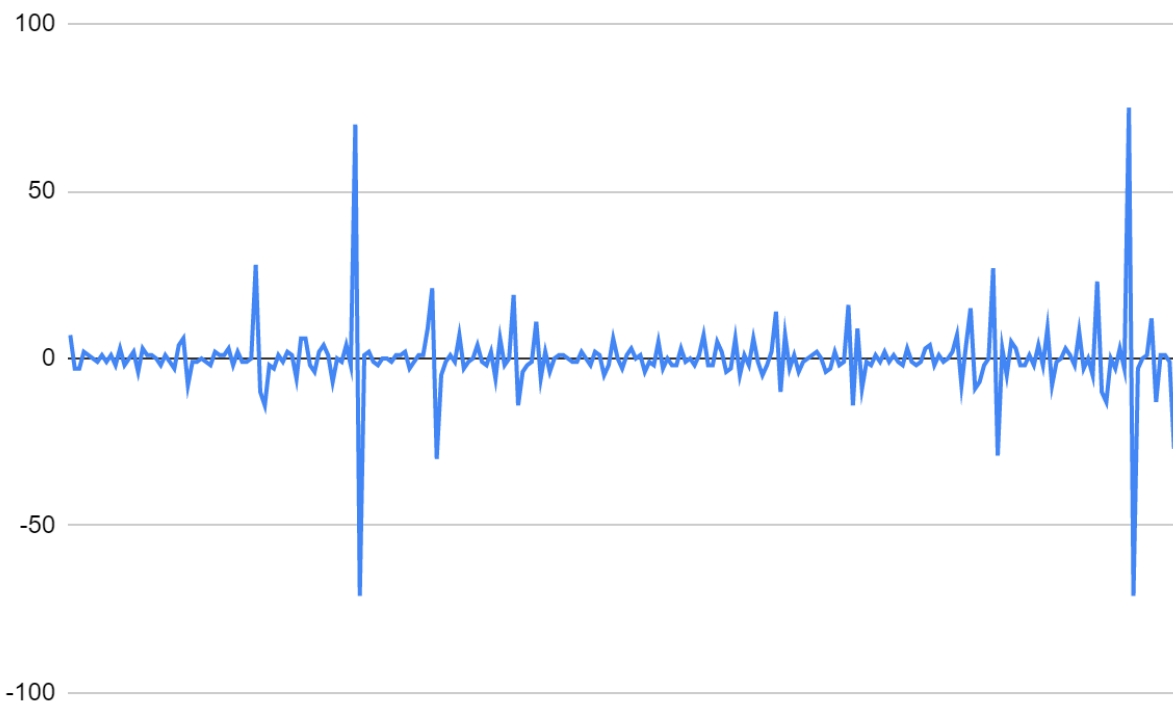


**Figure S1.** "Influenza" (flu) RSV from late 2014 to July 2021.

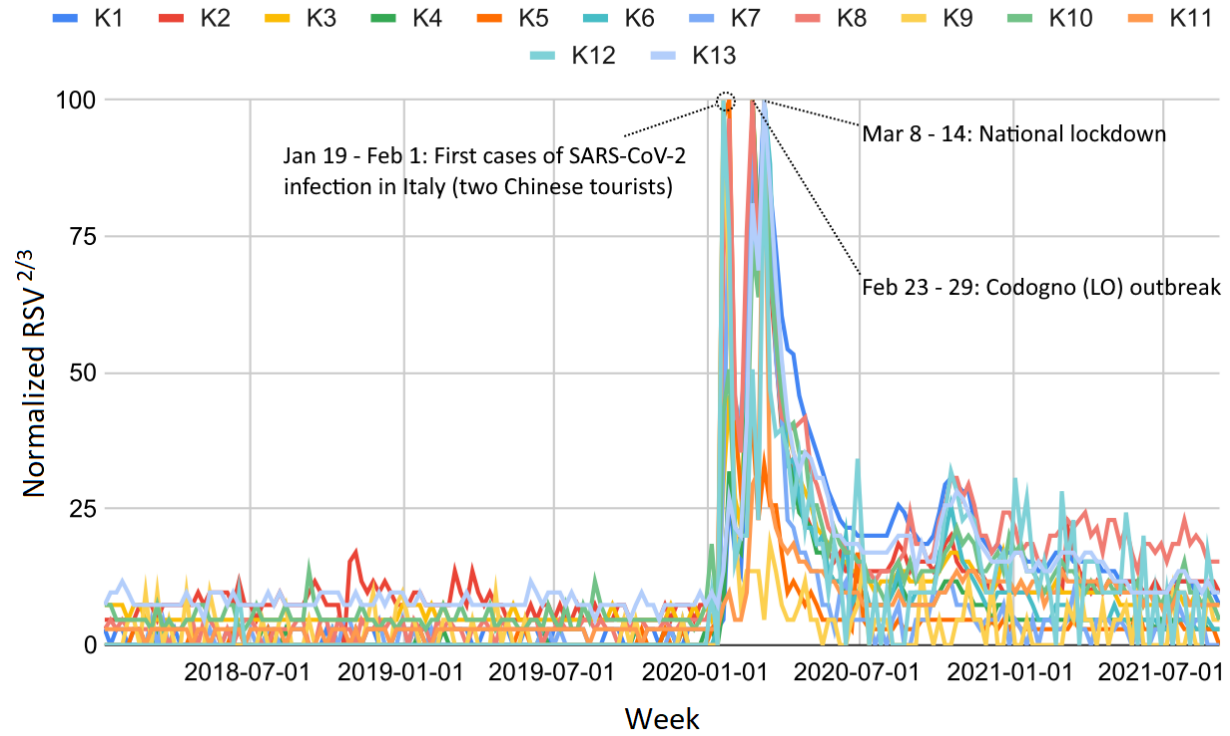


**Figure S2.** "Malattia" keyword trend from 2017 to 2021.

Considering the entire time series and subseries examined from January 2017 to September 2021, the ADF test detected some degree of stationarity ( $P < .01$ ). However, from October 2020 onwards, there appears to be a moderate level shift. Indeed, Mann-Kendall + Sen's Slope test reveals a slight upward trend ( $SS=0.023$ , 95%CI [0.018, 0.029],  $P < .001$ ). By re-running the test from January 2017 to December 2019, we obtained a slower trend ( $SS=0.013$ , 95%CI [0.000, 0.024],  $P=.006$ ). Using as standard errors the difference between the maximum values of the confidence intervals and the SS values (i.e., given the slight skewness to the right of the distributions, an underestimate), we performed the Welch t-test obtaining a low significance ( $t=0.8$ ). To analyze the nature of the trend, we performed the calculation  $y(i+1) - y(i)$ , obtaining Figure S2. Since the graph obtained is markedly stationary ( $SS=0.000$ , 95%CI [-0.008, 0.000],  $P=.45$ ), if a trend exists, it is linear. Therefore, although the Welch t-test between the two subseries is equal to  $t = 2.4$ , the impact of COVID-19 on the use of the name "malattia" is uncertain.



**Figure S3.** “Malattia” keyword  $y(i+1) - y(i)$  trend from 2017 to 2021.



**Figure S4.** Trend of web interest in COVID-19 generic and stigmatizing keywords from 2018 to 2021. The values shown on the y-axis are  $RSV^{2/3}$  renormalized to 100. Each time series was normalized with respect to its own peak; therefore, this graph only shows the relative increase.

	Scientific name query	Infodemic name query
<b>Alpha variant</b>	variante alfa + variante alpha	variante inghilterra + variante inglese
<b>Beta variant</b>	variante beta	variante africa + variante sudafrica + variante africana + variante sudafricana
<b>Gamma variant</b>	variante gamma	variante brasile + variante brasiliana
<b>Delta variant</b>	variante delta	variante indiana + variante india

**Table S1.** COVID-19 variants of concern: exact Google Trends queries.

Name	Keyword	Anomaly	CV% Range
K1	coronavirus***	3 / 95%	[0, 4]
K2	corona*	3 / 75%	[0, 7]
K3	virus**	3 / 100%	[1, 7]
K4	corona virus	3 / 90%	[0, 8]
K5	virus cina + virus cinese + virus wuhan**	1 / 85%	N.A.
K6	coronavirus cina + coronavirus cinese + coronavirus wuhan	1 / 55%	N.A.
K7	corona cina + corona cinese + corona wuhan*	1 / 100%	N.A.
K8	sars + sarscov + sars-cov	3 / 100%	[3, 16]
K9	malattia cina + malattia cinese + malattia wuhan	1 / 100%	N.A.
K10	epidemia	3 / 100%	[9, 30]
K11	pandemia	3 / 90%	[0, 20]
K12	pandemia cina + pandemia cinese + pandemia wuhan	1 / 95%	N.A.
K13	contagio	3 / 100%	[1, 11]
K14	influenza cinese + influenza cina + influenza wuhan	1 / 100%	N.A.

**Table S2.** RSV anomalies in Google Trends. The third column shows the type of anomaly and the affected percentage of the dataset. The last column shows the range of the coefficient of variation. Translations: Cina = China, Cinese = Chinese, contagio = contagion, epidemia = epidemic, malattia = disease, pandemia = pandemic. Anomaly 1 = absence of regions. Anomaly 2 = occasional disappearance of regions. Anomaly 3 = high variance. \* = the term "virus" was subtracted. \*\* = the term "corona" was subtracted. \*\*\* the terms "novel" and "nuovo" were subtracted.