

## S1. Supplementary Methods

Data Set Characteristics:

Newspaper	# of articles
<b>Australia</b>	
Daily Telegraph (Aus)	9
The Australian	14
Herald Sun	11
<b>Canada</b>	
Globe and Mail	21
National Post	24
Toronto Star	23
<b>Ireland</b>	
Irish Independent	11
Irish Examiner	3
Irish Times	11
<b>New Zealand</b>	
New Zealand Herald	7
Dominion Post	2
The Press	2
<b>United Kingdom</b>	
Daily Telegraph (UK)	8
Daily Mail	19
The Times	10
<b>United States</b>	
Wall Street Journal	43
USA Today	23
New York Times	66

Circulation numbers were retrieved from the following:

Australia:

<http://www.roymorgan.com/industries/media/readership/newspaper-readership>  
<http://www.onlinenewspapers.com/Top50/Top50-CurrentAustralia.htm>

Canada:

<http://newspaperscanada.ca/about-newspapers/circulation/daily-newspapers/>

Ireland:

<http://newsbrandsireland.ie/data-centre/circulation/>

Rachul, Rasko, Caulfield. Representations of Platelet Rich Plasma in the News Media

New Zealand:

[http://newspaper.abc.org.nz/audit.html?org=npa&publicationid=%25&mode=embargo&npa\\_admin=1&publicationtype=19&memberid=%25&type=%25](http://newspaper.abc.org.nz/audit.html?org=npa&publicationid=%25&mode=embargo&npa_admin=1&publicationtype=19&memberid=%25&type=%25)

UK:

<http://www.pressgazette.co.uk/national-newspaper-circulations-may-2015-mail-sunday-overtakes-sun-sunday-times-remains-biggest-growing/>

USA:

<http://auditedmedia.com/news/research-and-data/top-25-us-newspapers-for-march-2013/>

<http://www.journalism.org/media-indicators/newspapers-top-25-u-s-daily-newspapers-with-digital-editions/>