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| **a**Search results of “Guduchi”Number of websites (n) = 1,610,000Containing imagesn = 447Exclude the websites:1. Repeated
2. Unable to enter
3. Other search engines

Cleaned websitesn = 368Exclude the websites:1. Images don’t contain the stem.
2. Images are not clear.

Containing the stem of plantn = 111Not prominent blunt stemsn = 72Prominent blunt stemsn = 39Commercial websitesn = 34Academic websitesn = 38Commercial websitesn = 34Academic websitesn = 5 |

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| **b**Search results of “Tinospora cordifolia”Number of websites (n) = 415,000Containing imagesn = 523Exclude the websites:1. Repeated
2. Unable to enter
3. Other search engines

Cleaned websitesn = 383Exclude the websites:1. Images don’t contain the stem.
2. Images are not clear.

Containing the stem of plantn = 200Not prominent blunt stemsn = 131Prominent blunt stemsn = 69Commercial websitesn = 50Academic websitesn = 81Commercial websitesn = 55Academic websitesn = 14 |

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| **c**Search results of “Tinospora crispa”Number of websites (n) = 196,000Containing imagesn = 418Exclude the websites:1. Repeated
2. Unable to enter
3. Other search engines

Cleaned websitesn = 191Exclude the websites:1. Images don’t contain the stem.
2. Images are not clear.

Containing the stem of plantn = 141Not prominent blunt stemsn = 5Prominent blunt stemsn = 136Commercial websitesn = 0Academic websitesn = 5Commercial websitesn = 90Academic websitesn = 46 |
| **Supplementary Fig. 1** From 28 July 2018 to 29 July 2018, we searched the keyword “Guduchi” (a), “Tinospora cordifolia” (b), “Tinospora crispa” (c) on Google search engine. We did not use Private Results and Safe Browsing to reduce searching bias. |