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| **a**  Search results of “Guduchi”  Number of websites (n) = 1,610,000  Containing images  n = 447  Exclude the websites:   1. Repeated 2. Unable to enter 3. Other search engines   Cleaned websites  n = 368  Exclude the websites:   1. Images don’t contain the stem. 2. Images are not clear.   Containing the stem of plant  n = 111  Not prominent blunt stems  n = 72  Prominent blunt stems  n = 39  Commercial websites  n = 34  Academic websites  n = 38  Commercial websites  n = 34  Academic websites  n = 5 |

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| **b**  Search results of “Tinospora cordifolia”  Number of websites (n) = 415,000  Containing images  n = 523  Exclude the websites:   1. Repeated 2. Unable to enter 3. Other search engines   Cleaned websites  n = 383  Exclude the websites:   1. Images don’t contain the stem. 2. Images are not clear.   Containing the stem of plant  n = 200  Not prominent blunt stems  n = 131  Prominent blunt stems  n = 69  Commercial websites  n = 50  Academic websites  n = 81  Commercial websites  n = 55  Academic websites  n = 14 |

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| **c**  Search results of “Tinospora crispa”  Number of websites (n) = 196,000  Containing images  n = 418  Exclude the websites:   1. Repeated 2. Unable to enter 3. Other search engines   Cleaned websites  n = 191  Exclude the websites:   1. Images don’t contain the stem. 2. Images are not clear.   Containing the stem of plant  n = 141  Not prominent blunt stems  n = 5  Prominent blunt stems  n = 136  Commercial websites  n = 0  Academic websites  n = 5  Commercial websites  n = 90  Academic websites  n = 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. |