**Supplementary Material 5 – Data Example**

**Short explanation:**

The SQL request log files represent the raw data. Based on the IP address, the user agent and the country we created unique user IDs. The URL of each request (statistic\_uri) and the respective filename and topic\_id describe the content the user engaged with. We then aggregated the sequential requests to sessions, which represent the full website visit of the respective user. Based on the raw data, we also derived several variables (e.g. device type or referrer category) to characterize the sessions. All analyses in the article were carried out on a session level.

**User session example**

**/Users/Henne/Desktop/Sessions.pdf**

**SQL request example**

**/Users/Henne/Desktop/Requests.pdf**