

Appendix: Programming codes

1. SPSS code

```
* define a macro to do the regressions.
DEFINE !regloop(nby=!TOKENS(1)).
!DO !cnt=1 !TO !nby.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Y
  /METHOD=ENTER !CONCAT('x',!cnt)
!DOEND.
!ENDDEFINE.
SET MPRINT=yes.
*Call macro.
!regloop nby=7.
```

2. Visual C# Code

```
using System;
using System.Text;
using System.Net;
using System.IO;

namespace ConsoleApplication2
{
    class Program
    {
        static void Main(string[] args)
        {
            using (var client = new WebClient())
            {
                var response =
client.DownloadString("https://www.google.com/accounts/ClientLogin?
accountType=GOOGLE&Email=xxxxxxx@gmail.com&Passwd=password&service=t
rendspro&source=test-test-v1");
            }
        }
    }
}
```

```

//var response =
client.DownloadString("https://accounts.google.com/ServiceLogin?
service=trendspro&continue=http://www.google.com/trends/&followup=http://www.go
ogle.com/trends/&Email= xxxxxxxx@gmail.com&Passwd= password &date=2012");
// The Auth line
var auth = response.Split("\n")[2];
client.Headers.Add("Authorization", "GoogleLogin " + auth);
// search terms
var arr3 = new string[] { "γριπη", "πυρετος", "βηχας", "πονοκεφαλος",
"πονολαιμος", "φαρυγγιτιδα", "αντιβιωση" };
var arrDownloadData = new string[4];
arrDownloadData[0] = "http://www.google.com/trends/trendsReport?
hl=en-US&q=" + arr3[0] + "," + arr3[1] + "&geo=GR&content=1&export=2";
arrDownloadData[1] = "http://www.google.com/trends/trendsReport?
hl=en-US&q=" + arr3[2] + "," + arr3[3] + "&geo=GR&content=1&export=2";
arrDownloadData[2] = "http://www.google.com/trends/trendsReport?
hl=en-US&q=" + arr3[4] + "," + arr3[5] + "&geo=GR&content=1&export=2";
arrDownloadData[3] = "http://www.google.com/trends/trendsReport?
hl=en-US&q=" + arr3[6] + "," + "&geo=GR&content=1&export=2";
for (int i = 0; i < 4; i++)
{
byte[] csv = client.DownloadData(arrDownloadData[i]);
Console.WriteLine(Encoding.UTF8.GetString(csv));
//var fileStream = File.Create("C:\report.csv");
var fileName = "report" + i + ".csv";
File.WriteAllBytes(fileName, csv);
}
}
}
}
}

```