

Reporting Summary

Nature Research wishes to improve the reproducibility of the work that we publish. This form provides structure for consistency and transparency in reporting. For further information on Nature Research policies, see [Authors & Referees](#) and the [Editorial Policy Checklist](#).

Statistics

For all statistical analyses, confirm that the following items are present in the figure legend, table legend, main text, or Methods section.

n/a Confirmed

- | | | |
|-------------------------------------|-------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | The exact sample size (n) for each experimental group/condition, given as a discrete number and unit of measurement |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | A statement on whether measurements were taken from distinct samples or whether the same sample was measured repeatedly |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | The statistical test(s) used AND whether they are one- or two-sided
<i>Only common tests should be described solely by name; describe more complex techniques in the Methods section.</i> |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | A description of all covariates tested |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | A description of any assumptions or corrections, such as tests of normality and adjustment for multiple comparisons |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | A full description of the statistical parameters including central tendency (e.g. means) or other basic estimates (e.g. regression coefficient) AND variation (e.g. standard deviation) or associated estimates of uncertainty (e.g. confidence intervals) |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | For null hypothesis testing, the test statistic (e.g. F , t , r) with confidence intervals, effect sizes, degrees of freedom and P value noted
<i>Give P values as exact values whenever suitable.</i> |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | For Bayesian analysis, information on the choice of priors and Markov chain Monte Carlo settings |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | For hierarchical and complex designs, identification of the appropriate level for tests and full reporting of outcomes |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Estimates of effect sizes (e.g. Cohen's d , Pearson's r), indicating how they were calculated |

Our web collection on [statistics for biologists](#) contains articles on many of the points above.

Software and code

Policy information about [availability of computer code](#)

Data collection	Data were collected by the survey firm YouGov using their proprietary survey software (similar to commercially available software-as-a-service vendors Qualtrics and SurveyMonkey.)
Data analysis	Analyses were conducted in Stata (version 15) and R (3.5.2).

For manuscripts utilizing custom algorithms or software that are central to the research but not yet described in published literature, software must be made available to editors/reviewers. We strongly encourage code deposition in a community repository (e.g. GitHub). See the Nature Research [guidelines for submitting code & software](#) for further information.

Data

Policy information about [availability of data](#)

All manuscripts must include a [data availability statement](#). This statement should provide the following information, where applicable:

- Accession codes, unique identifiers, or web links for publicly available datasets
- A list of figures that have associated raw data
- A description of any restrictions on data availability

Anonymized survey data along with summary web traffic data used for analysis are available at <https://doi.org/10.7910/DVN/YLW1AZ>. Full web traffic histories are not available in order to protect subject confidentiality.

Field-specific reporting

Please select the one below that is the best fit for your research. If you are not sure, read the appropriate sections before making your selection.

Life sciences Behavioural & social sciences Ecological, evolutionary & environmental sciences

For a reference copy of the document with all sections, see [nature.com/documents/nr-reporting-summary-flat.pdf](https://www.nature.com/documents/nr-reporting-summary-flat.pdf)

Behavioural & social sciences study design

All studies must disclose on these points even when the disclosure is negative.

Study description	The study uses quantitative public opinion survey linked to data about respondents web traffic on their desktop and laptop computers.
Research sample	Respondents were drawn from YouGov's proprietary panel and then matched and weighted to approximate a nationally representative sample of U.S. adults.
Sampling strategy	Sampling strategy was to reflect a nationally representative U.S. sample. We collected survey data from 3251 respondents.
Data collection	Data were collected online using YouGov's proprietary browser-based survey software. Respondents could complete the survey on any appropriate web- and browser-enabled device.
Timing	Surveys responses were collected from October 21-31, 2016. Online web traffic was collected from October 7-November 14, 2016.
Data exclusions	Analysis relies on the 2,525 respondents for whom online traffic data from laptop or desktop computers are also available. Of the 3,251 survey respondents, 726 are excluded for not having web-traffic data.
Non-participation	Recruitment of sample from YouGov's proprietary panel was handled by the vendor. We are unable to report a non-participation rate.
Randomization	Studies presented rely on cross-sectional data analysis and do not use randomization.

Reporting for specific materials, systems and methods

We require information from authors about some types of materials, experimental systems and methods used in many studies. Here, indicate whether each material, system or method listed is relevant to your study. If you are not sure if a list item applies to your research, read the appropriate section before selecting a response.

Materials & experimental systems

n/a	Involvement in the study
<input type="checkbox"/>	<input type="checkbox"/> Antibodies
<input type="checkbox"/>	<input type="checkbox"/> Eukaryotic cell lines
<input type="checkbox"/>	<input type="checkbox"/> Palaeontology
<input type="checkbox"/>	<input type="checkbox"/> Animals and other organisms
<input type="checkbox"/>	<input type="checkbox"/> Human research participants
<input type="checkbox"/>	<input type="checkbox"/> Clinical data

Methods

n/a	Involvement in the study
<input type="checkbox"/>	<input type="checkbox"/> ChIP-seq
<input type="checkbox"/>	<input type="checkbox"/> Flow cytometry
<input type="checkbox"/>	<input type="checkbox"/> MRI-based neuroimaging

Antibodies

Antibodies used	Describe all antibodies used in the study; as applicable, provide supplier name, catalog number, clone name, and lot number.
Validation	Describe the validation of each primary antibody for the species and application, noting any validation statements on the manufacturer's website, relevant citations, antibody profiles in online databases, or data provided in the manuscript.

Eukaryotic cell lines

Policy information about [cell lines](#)

Cell line source(s)	State the source of each cell line used.
Authentication	Describe the authentication procedures for each cell line used OR declare that none of the cell lines used were authenticated.
Mycoplasma contamination	Confirm that all cell lines tested negative for mycoplasma contamination OR describe the results of the testing for mycoplasma contamination OR declare that the cell lines were not tested for mycoplasma contamination.

Commonly misidentified lines
(See [ICLAC](#) register)

Name any commonly misidentified cell lines used in the study and provide a rationale for their use.

Palaeontology

Specimen provenance

Provide provenance information for specimens and describe permits that were obtained for the work (including the name of the issuing authority, the date of issue, and any identifying information).

Specimen deposition

Indicate where the specimens have been deposited to permit free access by other researchers.

Dating methods

If new dates are provided, describe how they were obtained (e.g. collection, storage, sample pretreatment and measurement), where they were obtained (i.e. lab name), the calibration program and the protocol for quality assurance OR state that no new dates are provided.

Tick this box to confirm that the raw and calibrated dates are available in the paper or in Supplementary Information.

Animals and other organisms

Policy information about [studies involving animals](#); [ARRIVE guidelines](#) recommended for reporting animal research

Laboratory animals

For laboratory animals, report species, strain, sex and age OR state that the study did not involve laboratory animals.

Wild animals

Provide details on animals observed in or captured in the field; report species, sex and age where possible. Describe how animals were caught and transported and what happened to captive animals after the study (if killed, explain why and describe method; if released, say where and when) OR state that the study did not involve wild animals.

Field-collected samples

For laboratory work with field-collected samples, describe all relevant parameters such as housing, maintenance, temperature, photoperiod and end-of-experiment protocol OR state that the study did not involve samples collected from the field.

Ethics oversight

Identify the organization(s) that approved or provided guidance on the study protocol, OR state that no ethical approval or guidance was required and explain why not.

Note that full information on the approval of the study protocol must also be provided in the manuscript.

Human research participants

Policy information about [studies involving human research participants](#)

Population characteristics

See above

Recruitment

Participants were recruited via email by the Internet survey firm YouGov to members of their proprietary panel. Respondents had to affirm their consent before participation.

Ethics oversight

Dartmouth, New York University

Note that full information on the approval of the study protocol must also be provided in the manuscript.

Clinical data

Policy information about [clinical studies](#)

All manuscripts should comply with the ICMJE [guidelines for publication of clinical research](#) and a completed [CONSORT checklist](#) must be included with all submissions.

Clinical trial registration

Provide the trial registration number from [ClinicalTrials.gov](#) or an equivalent agency.

Study protocol

Note where the full trial protocol can be accessed OR if not available, explain why.

Data collection

Describe the settings and locales of data collection, noting the time periods of recruitment and data collection.

Outcomes

Describe how you pre-defined primary and secondary outcome measures and how you assessed these measures.

ChIP-seq

Data deposition

Confirm that both raw and final processed data have been deposited in a public database such as [GEO](#).

Confirm that you have deposited or provided access to graph files (e.g. BED files) for the called peaks.

Data access links

May remain private before publication.

For "Initial submission" or "Revised version" documents, provide reviewer access links. For your "Final submission" document, provide a link to the deposited data.

Files in database submission *Provide a list of all files available in the database submission.*

Genome browser session (e.g. [UCSC](#)) *Provide a link to an anonymized genome browser session for "Initial submission" and "Revised version" documents only, to enable peer review. Write "no longer applicable" for "Final submission" documents.*

Methodology

Replicates *Describe the experimental replicates, specifying number, type and replicate agreement.*

Sequencing depth *Describe the sequencing depth for each experiment, providing the total number of reads, uniquely mapped reads, length of reads and whether they were paired- or single-end.*

Antibodies *Describe the antibodies used for the ChIP-seq experiments; as applicable, provide supplier name, catalog number, clone name, and lot number.*

Peak calling parameters *Specify the command line program and parameters used for read mapping and peak calling, including the ChIP, control and index files used.*

Data quality *Describe the methods used to ensure data quality in full detail, including how many peaks are at FDR 5% and above 5-fold enrichment.*

Software *Describe the software used to collect and analyze the ChIP-seq data. For custom code that has been deposited into a community repository, provide accession details.*

Flow Cytometry

Plots

Confirm that:

- The axis labels state the marker and fluorochrome used (e.g. CD4-FITC).
- The axis scales are clearly visible. Include numbers along axes only for bottom left plot of group (a 'group' is an analysis of identical markers).
- All plots are contour plots with outliers or pseudocolor plots.
- A numerical value for number of cells or percentage (with statistics) is provided.

Methodology

Sample preparation *Describe the sample preparation, detailing the biological source of the cells and any tissue processing steps used.*

Instrument *Identify the instrument used for data collection, specifying make and model number.*

Software *Describe the software used to collect and analyze the flow cytometry data. For custom code that has been deposited into a community repository, provide accession details.*

Cell population abundance *Describe the abundance of the relevant cell populations within post-sort fractions, providing details on the purity of the samples and how it was determined.*

Gating strategy *Describe the gating strategy used for all relevant experiments, specifying the preliminary FSC/SSC gates of the starting cell population, indicating where boundaries between "positive" and "negative" staining cell populations are defined.*

- Tick this box to confirm that a figure exemplifying the gating strategy is provided in the Supplementary Information.

Magnetic resonance imaging

Experimental design

Design type *Indicate task or resting state; event-related or block design.*

Design specifications *Specify the number of blocks, trials or experimental units per session and/or subject, and specify the length of each trial or block (if trials are blocked) and interval between trials.*

Behavioral performance measures *State number and/or type of variables recorded (e.g. correct button press, response time) and what statistics were used to establish that the subjects were performing the task as expected (e.g. mean, range, and/or standard deviation across subjects).*

Acquisition

Imaging type(s)

Field strength

Sequence & imaging parameters

Area of acquisition

Diffusion MRI Used Not used

Preprocessing

Preprocessing software

Normalization

Normalization template

Noise and artifact removal

Volume censoring

Statistical modeling & inference

Model type and settings

Effect(s) tested

Specify type of analysis: Whole brain ROI-based Both

Statistic type for inference (See [Eklund et al. 2016](#))

Correction

Models & analysis

n/a | Involved in the study

Functional and/or effective connectivity

Graph analysis

Multivariate modeling or predictive analysis

Functional and/or effective connectivity

Graph analysis

Multivariate modeling and predictive analysis