The following supplement accompanies the article

Human response to climate-associated phenological change: a case study of ornamental plants in Beijing, China

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**Example 1:**

![Image of message posted on Sina Weibo]

This message posted on March 31, 2014 said: today, there are lots of people in Yuyuantan Park, but I felt physically uncomfortable. So I returned to the school after taking several photos…

**Included ✓**

**Example 2:**

![Image of message posted on Sina Weibo]

Another message said:
Today, I get ready to go to the Yuyuantan Park with my parents and children for seeing the cherry blossom. But I found that the atmosphere is polluted by haze. So I chose to stay at home

**Excluded ✗**

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**Fig. S1** Two examples of messages posted on Sina Weibo. The first is an example of a valid message, while the second is an example of an invalid message which was not included in the count.
Fig. S2 Comparisons between the actual number of visitors and number of messages posted on Sina Weibo. The actual number of visitors is the sum for 221 tourist attractions in Beijing, acquired from Beijing Statistical Information Net (http://www.bjstats.gov.cn/English/). The number of Weibo messages was counted for the five tourist attractions investigated in this study.
Fig. S3. Normalized number of visitors per 10-day period at Yuyuantan Park from 2010-2014
Fig. S4. Normalized number of visitors per 10-day period at Jingshan Park from 2010-2014
Fig. S5. Normalized number of visitors per 10-day period at City Wall Relics Park from 2011-2014
Fig. S6. Normalized number of visitors per 10-day period at the Summer Palace from 2010-2014
Fig. S7. Normalized number of visitors per 10-day period at Beijing Botanical Garden from 2010-2014