**Supplementary Appendix S1.** Modifications to text files and word lists prior to word cloud generation using www.wordclouds.com (October 2017).

1. To standardised word usage:
   1. Hyphens were removed if they were part of a word in common usage without a hyphen; *e.g.*, “micro-lepidoptera” become “microlepidoptera”, “crane-fly” became “crane fly”. Across time periods, use of hyphens in this manner was inconsistent.
   2. Abbreviated words were spelled out in full; *e.g.*, “Coleop.” became “Coleoptera”. Abbreviation of insect orders was common in early volumes of the journal.
2. To reduce the occurrence of essentially the same word in the word cloud:
   1. Words were pluralised if their meaning remained essentially unchanged. Pluralised words were: advertisement, beetle, butterfly, correction, description, distribution, effect, egg, erratum, fly, insect, larva, meeting, note, observation, parasite, pest, pupa, report, review, and revision. Conversely, “new” was not pluralised as “news”.
   2. “Collected” and “collecting” were standardised as “collect”. Other words with a common root were not changed. For example, “Lepidoptera”, “lepidopteran”, “lepidopterous”, “lepidopterist”, and “microlepidoptera” were not synonymised.
3. To shorten word lists with minimal loss of information:
   1. Authority names of genera or species were removed.
   2. Words and numbers were removed if denoting one of a series of items; *e.g.*, “Hints to fruit-growers.: Paper No. 1” was shortened to “Hints to fruit-growers”.
   3. Words occurring only once were removed. Font sizes assigned to these words were too small to read when incorporated into word clouds. Words occurring two or three times also had very small font sizes, but these were retained. Such words were difficult to read in the latter three time periods, but could still be read in the first time period (Fig. 3).
4. The names of insect orders were removed. Thus, the removal “Diptera” increased inclusion of related and arguably more informative terms such as “Cecidomyiidae”.

As default settings in the wordclouds.com program, we used Josefin Sans font, a square shape, and a scale setting of 50. This particular combination seemed to capture the greatest number of unique words in the word cloud.