Electronic supplementary information for

## Influence of Semiconductor Morphology on Photocatalytic Activity of Plasmonic Photocatalysts: Titanate Nanowires and Octahedral Anatase Nanoparticles

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Name	Main crystalline form <sup>a</sup>	Crystallite size <sup>a</sup> /nm	$BET^b/m^2 g^{-1}$	Morphology (%)
OAP	TiO <sub>2</sub> (anatase)	17	124	octahedral
TNW	K2Ti8O17	1.1	360	wire-like
FP-6	TiO <sub>2</sub> (anatase)	15	97	particle
ST01	TiO <sub>2</sub> (anatase)	8	298	particle
TIO10	TiO <sub>2</sub> (anatase)	15	100	particle

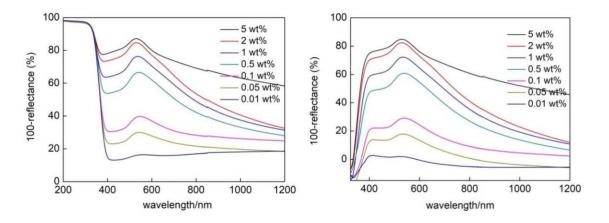
Table S1. Structural properties of photocatalysts

<sup>a</sup>Determined by XRD for anatase (OAP, FP-6, ST01 and TiO10) and K<sub>2</sub>Ti<sub>8</sub>O<sub>17</sub> (TNW) forms. <sup>b</sup>Specific surface area estimated by Brunauer, Emmett and Teller method.

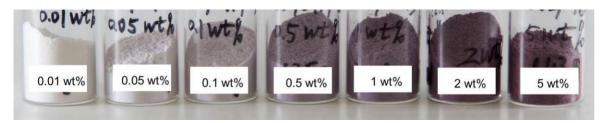
Table S2. Properties of NMs' deposits and photoabsorption properties of NM-modified OAP samples

Titania	NM	Sample color	λ <sub>max</sub> a (nm)	Predominant crystalline form <sup>b</sup>	Crystal size of zero-valent metal <sup>b</sup> /nm	Crystal size of metal oxide <sup>b</sup> /nm
OAP	Au	violet	544	Au	5.7	-
OAP	Ag	brown-violet	415	Ag2O	7.5	14.6 (Ag2O)
OAP	Pt	grey	405	Pt	5.4	-

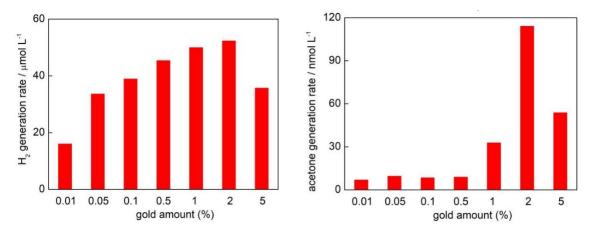
<sup>a</sup>maximum extinction from DRS. <sup>b</sup>estimated from XRD.



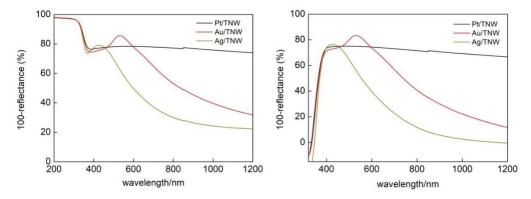
**Figure S1.** Diffuse reflectance spectra of Au/TNW for different gold content (0.01 to 5 wt%) with BaSO4 (left) and bare TNW (right) as reference, respectively.



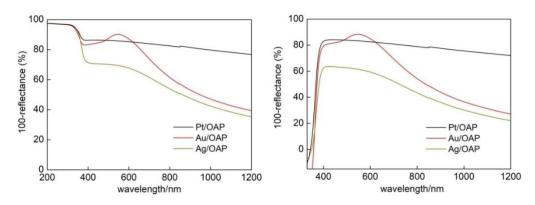
**Figure S2.** The photographs of the gold-modified TNW samples with different gold contents (from 0.01 wt% to 5 wt%; from the left).



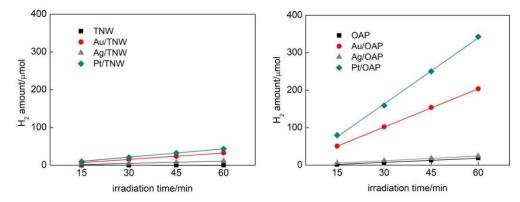
**Figure S3**. Influence of gold amount (0.01 to 5 wt%) on the TNW photocatalytic activity of H2 generation under UV/vis irradiation (left) and acetone generation under vis irradiation (right).



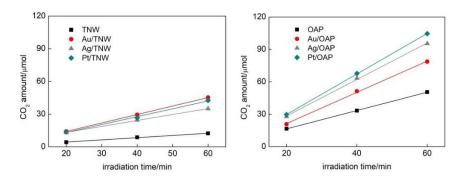
**Figure S4.** Diffuse reflectance spectra of TNW modified with different metals (Au, Ag and Pt). Spectra taken with BaSO4 (left) and bare TNW (right) as baseline.



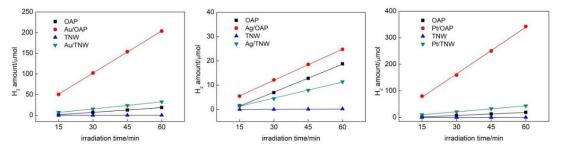
**Figure S5.** Diffuse reflectance spectra of OAP modified with different metals (Au, Ag and Pt). Spectra taken with BaSO4 (left) and bare TNW (right) as baseline.



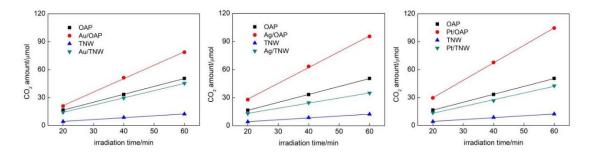
**Figure S6.** Photocatalytic activity for methanol dehydrogenation on bare and metal-modified TNW (left) and OAP (right).



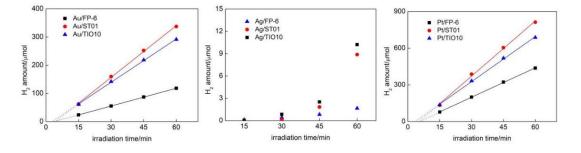
**Figure S7.** Photocatalytic activity for decomposition of acetic acid on bare and NM-modified TNW (left) and OAP (right).



**Figure S8.** Comparison of photocatalytic activity for methanol dehydrogenation on bare and NM-modified TNW and OAP: (left) Au, (center) Ag, (right) Pt.



**Figure S9.** Comparison of photocatalytic activity for decomposition of acetic acid on bare and NM-modified TNW and OAP: (left) Au, (center) Ag, (right) Pt.



**Figure S10.** Hydrogen evolution during NM photodeposition on: (left) Au on FP-6, ST01 and TIO10, (center) Ag on FP-6, ST01 and TIO10, (right) Pt on FP-6, ST01 and TIO10.