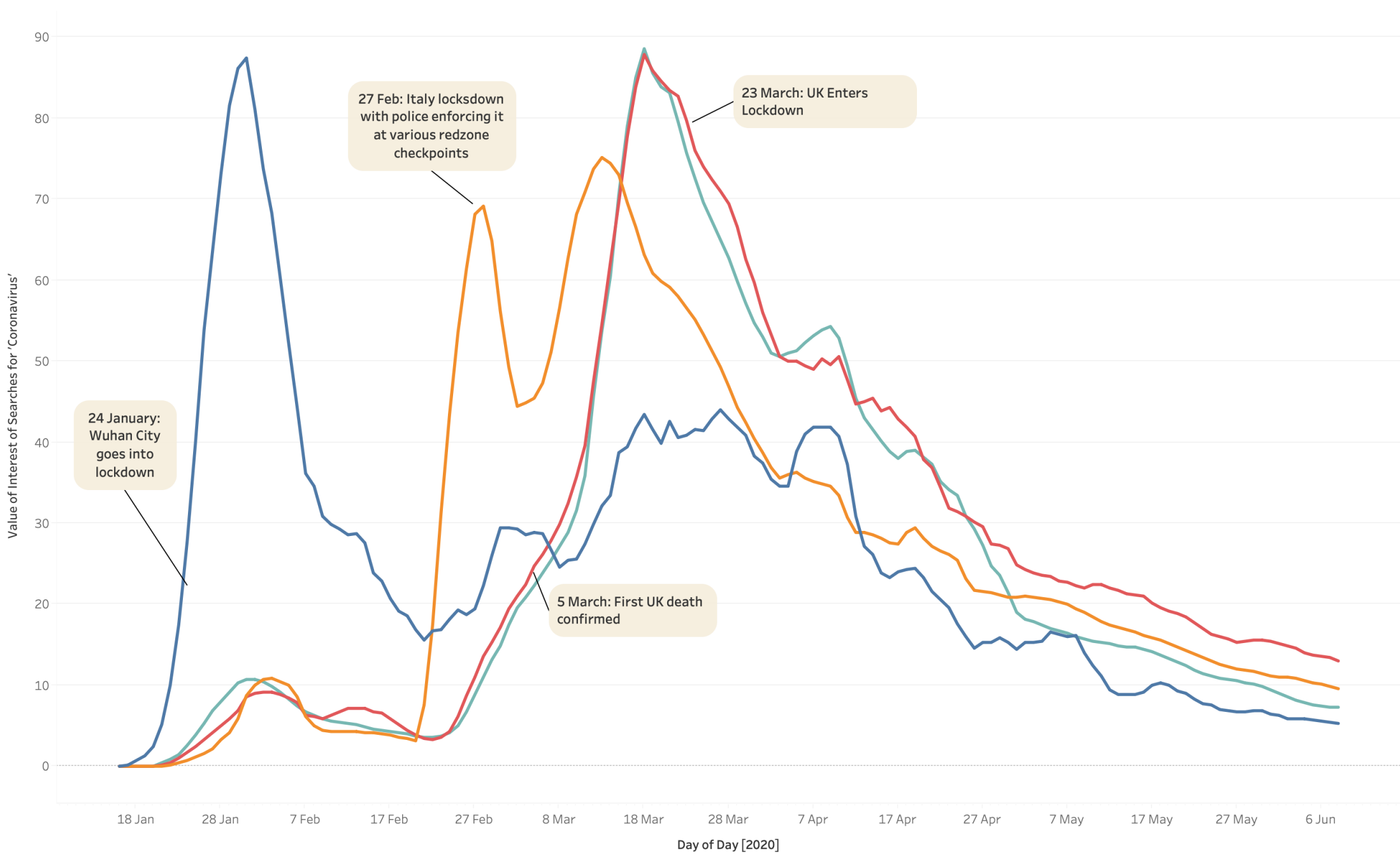


# What the World Searched for; Coronavirus and Google

Matthew Dailey

- I look at the Google Search Trends for various popular terms surrounding Covid-19.
- I am not comparing the popularity of each term; I am exploring how popular each term is compared to how much it was searched for at various, different points in time, which allows me to identify and compare the time of the peaks of interest for different terms.
- Note that in the following slides of data, the 7-day rolling average has been used as it provides smoother, more readable data, avoiding lots of data spikes.
- According to Google Trends (data source), the 'numbers represent search interest relative to the highest point on the chart for the given region and time. A value of 100 is the peak popularity for the term. A value of 50 means that the term is half as popular.'
- 100 can only be reached once, hence why it does not appear when our data is taken from rolling average.
- Data source: <https://trends.google.com/trends/>

# 'Coronavirus' Worldwide Search Trends Comparison



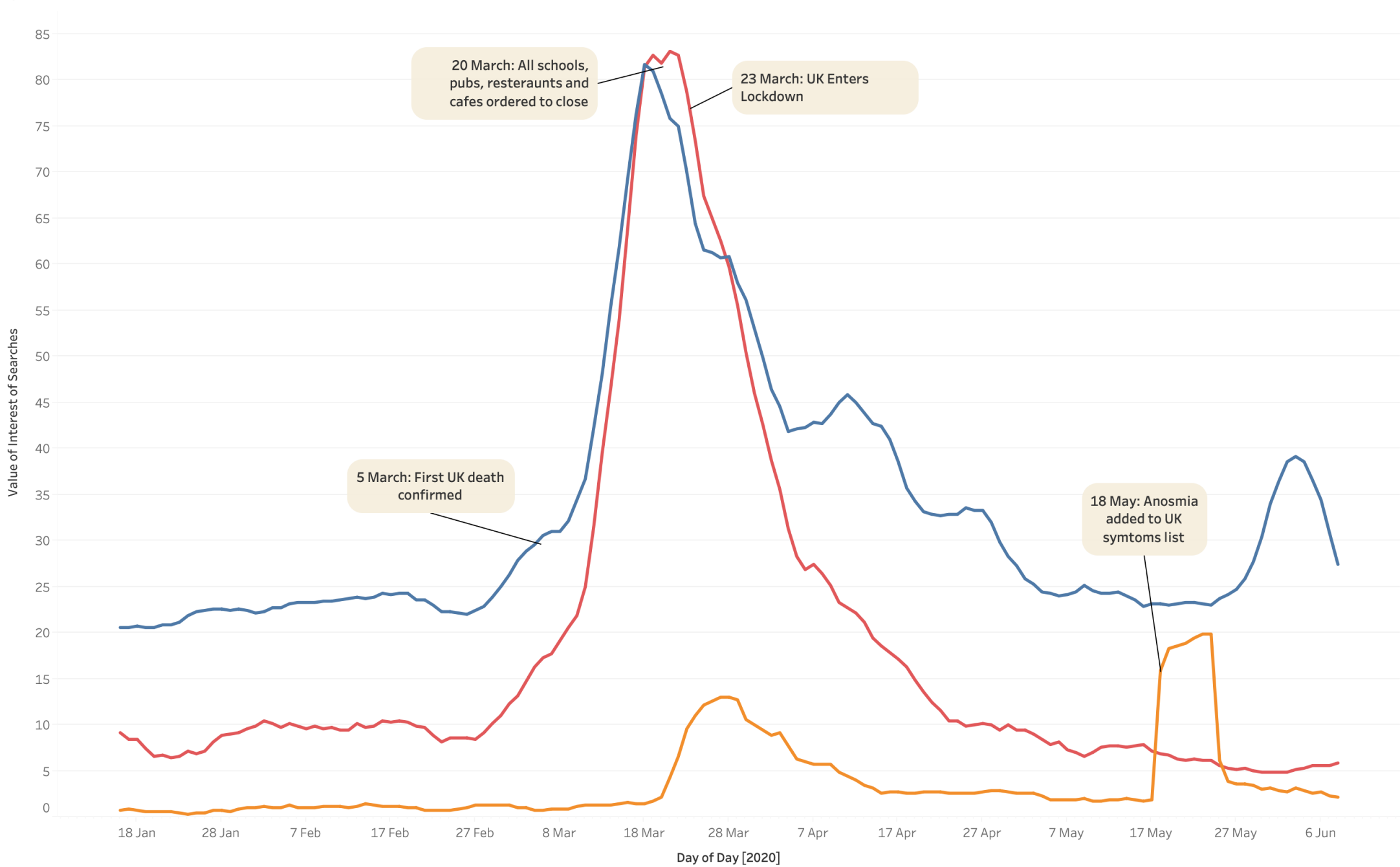
## Interesting Points:

- As China experience their peak in searches for 'Coronavirus' on google, USA, the UK and Italy all had an increase in the number of searches, all increasing to around a tenth of what they peaked at.
- Notice how the **USA** and **UK** Search Trends follow each other very closely, and peak at practically the same point.
- The UK search interest trend peaks just a few days prior to lockdown, which is at the point where the UK Government took action, closing schools, restaurants, pubs, cafes and gyms.
- Italy's searches reached its second highest point on the 28th February, a day after some areas were put into lockdown. It peaked on 13th March, which came days after the Italian Prime Minsiter announced the lockdown zone would cover further areas.

## Measure Names

- China 7 Day Rolling Average
- Italy 7 Day Rolling Average
- UK 7 Day Rolling Average
- USA 7 Day Rolling Average

Symptoms of Coronavirus: United Kingdom Search Trends Comparison

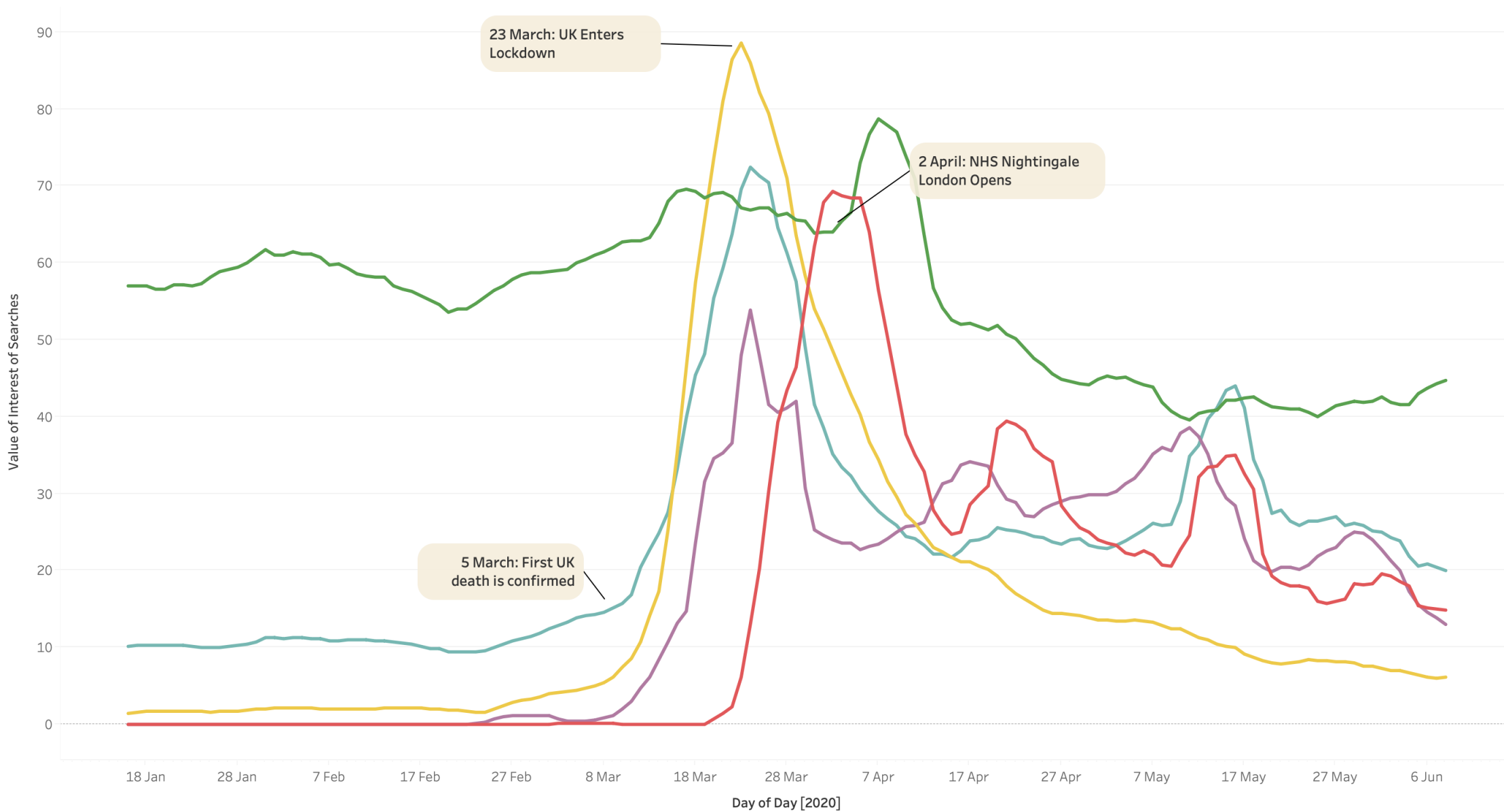


**Interesting Points:**

- The searches for 'dry cough' and 'fever' gradually increased from the start of January. It started increasing at a great rate around the 27th February. At this point the UK had 16 confirmed cases and the Government has issued guidance about travellers from certain areas self isolating depending upon arrival in the UK. The rate of searching for these terms increases again around the 8th March, which comes a few days after the first confirmed death in the UK.
- The search for 'fever' peaks around the 18th March, with 'dry cough' peaking just a few days later.
- We can see that the search for 'anosmia' has a significant increase in searches around the 29th of March, which is when initial research and media reports started suggesting people with coronavirus had these symptoms. It then peaked on 24th May, which came a few days after it was added to the UK's official symptom list.

- Measure Names**
- 'Fever' 7 Day Rolling Average
  - 'Anosmia' 7 Day Rolling Average
  - 'Dry Cough' Day Rolling Average

# Words Associated in Coronavirus Crisis: United Kingdom Search Trends Comparison



**Interesting Points:**

- 'Hospital' searches stays relatively steady throughout, and peaks just after the first NHS Nightingale Hospital opens, it then falls back to below its previous level from earlier in the year, pre peak.
- The search trends for 'Government' peaks around the same time as the UK enters lockdown. We can see there is a second, smaller spike in the number of searches around the 16th May. This comes a few days after lockdown is eased in London, allowing people to meet one other person outdoors and spend more time outside.
- We can see the term 'furlough' peaks around the start of April. This is around the time many people will have been on furlough, as well as when many self employed people will have applied for such benefits.
- It is surprising that there is no second peak of 'isolation' searches, as I would have thought this would've happend around the time the government announced the 'Test, Trace and Isolate' scheme.
- Lockdown peaks in the days leading up to the UK being put into lockdown, and it has a second, smaller peak around the time where lockdown measures began to be eased.

**Measure Names**

- Furlough 7 Day Rolling Average
- Hospital 7 Day Rolling Average
- Isolation 7 Day Rolling Average
- Lockdown 7 Day Rolling Average
- Government 7 Day Rolling Average