

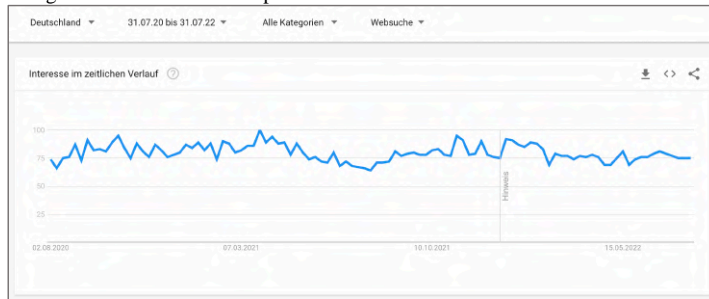
## Google Trends results with comments

<i>Data from mining Google Trends.....</i>	<i>1</i>
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# 1. Podcast

[FC 2] (timespan 31.7.2020-31.7.2022)<sup>1</sup>

Reported Google interest for that time span.



All of the top 25 top related searches.

Ähnliche Suchanfragen	Top	↓	↶	↷
1 podcast	100			
2 podcast drosten	8			
3 drosten	8			
4 podcast ndr	6			
5 podcasts	podcasts erkunden			
< 1-5 von 25 Suchanfragen werden angezeigt >				

Ähnliche Suchanfragen	Top	↓	↶	↷
6 podcast corona	4			
7 kekule	3			
8 podcast kekule	3			
9 drosten podcast ndr	3			
10 spotify podcast	3			
< 6-10 von 25 Suchanfragen werden angezeigt >				

Ähnliche Suchanfragen	Top	↓	↶	↷
11 podcast spotify	3			
12 zeit podcast	2			
13 was ist podcast	2			
14 ndr podcast corona	2			
15 podcast deutsch	2			
< 11-15 von 25 Suchanfragen werden angezeigt >				

Ähnliche Suchanfragen	Top	↓	↶	↷
16 ndr corona	2			
17 crime podcast	1			
18 podcast verbrechen	1			
19 podcast google	1			
20 drosten corona podcast	1			
< 16-20 von 25 Suchanfragen werden angezeigt >				

Ähnliche Suchanfragen	Top	↓	↶	↷
21 podcast ard	1			
22 wdr podcast	1			
23 precht lanz podcast	1			
24 true crime podcast	1			
25 potcast	1			
< 21-25 von 25 Suchanfragen werden angezeigt >				

**Commented [EMDV1]:** Users looking for particular podcasts might suggest that the concept of 'podcast' is well known/popular; 'podcast deutsch' might signal that podcasts are majoritarly streamed in English; might also signal that users are looking for the way in which to refer to 'podcast' in German in order to get solely hits regarding german podcasts; no. 25 spelling.

<sup>1</sup> <https://trends.google.com/trends/explore?date=2020-07-31%202022-07-31&geo=DE&q=%2Fm%2F04058p>

## 2. Social Media

[FC 3] (timespan 31.7.2020-31.7.2022)<sup>2</sup>

Reported Google interest for that time span.



All of the top 25 top related Google searches.

Ähnliche Suchanfragen ?	Top	↓	↶	↷
1 marketing social media	100			
2 marketing	97			
3 social media manager	67			
4 social media agentur	30			
5 social media jobs	25			
< 1-5 von 25 Suchanfragen werden angezeigt >				
Ähnliche Suchanfragen ?	Top	↓	↶	↷
11 best social media	17			
12 social media management	16			
13 social media news	13			
14 social media girls	13			
15 social media influencer	13			
< 11-15 von 25 Suchanfragen werden angezeigt >				
Ähnliche Suchanfragen ?	Top	↓	↶	↷
6 social media plattformen	21			
7 social media content	19			
8 social media definition	19			
9 was ist social media	18			
10 social media unternehmen	18			
< 6-10 von 25 Suchanfragen werden angezeigt >				
Ähnliche Suchanfragen ?	Top	↓	↶	↷
16 social media netflix	12			
17 influencer	12			
18 social media manager gehalt	12			
19 social media icons	12			
20 social media werbung	12			
< 16-20 von 25 Suchanfragen werden angezeigt >				

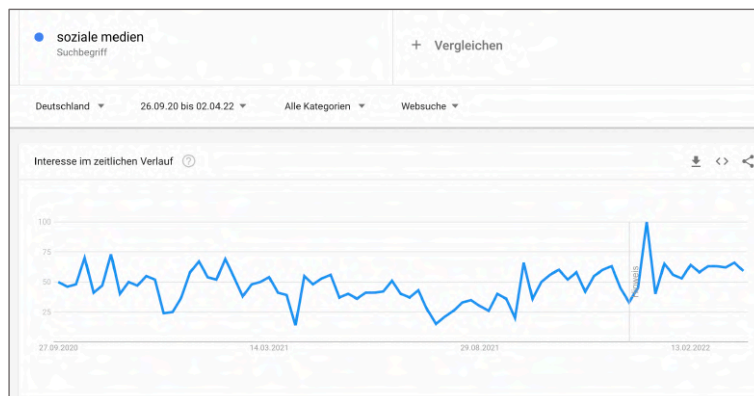
<sup>2</sup> <https://trends.google.com/trends/explore?date=2020-09-26%202022-04-02&geo=DE&q=Social%20media>

Ähnliche Suchanfragen	Top	▼	📄	<>	🔗
21 social media nutzung	11				
22 social media kanäle	10				
23 social media strategie	10				
24 dilemma social media	8				
25 social media dilemma	8				
< 21–25 von 25 Suchanfragen werden angezeigt >					

Already in the Google search bar ‘*Soziale Medien*’ is attested as an alternative to ‘Social Media’.

Social media
Social media Suchbegriff
Soziale Medien Thema

Reported Google interest over same time span of ‘*soziale medien*’<sup>3</sup>.



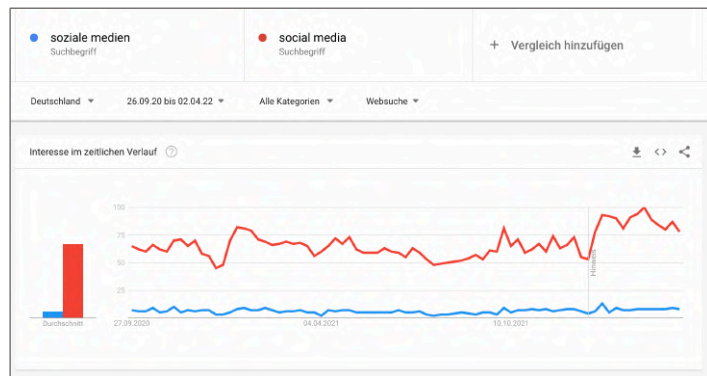
<sup>3</sup> <https://trends.google.com/trends/explore?date=2020-09-26%202022-04-02&geo=DE&q=soziale%20medien>

'Social Media' as the first of the list of related top searches.



**Commented [EMDV2]:** No. 5 , how can this question be understood? Is 'soziale medien ' not being understood/taken as the translation of 'social media'? Possible instance of under/overdifferentiation in that maybe 'soziale medien' could refer to certain things/platforms in particular, whereas 'social media' might make reference to other particular ones

Combined reported Google interest over same time span of 'soziale medien' and 'social media'<sup>4</sup>.

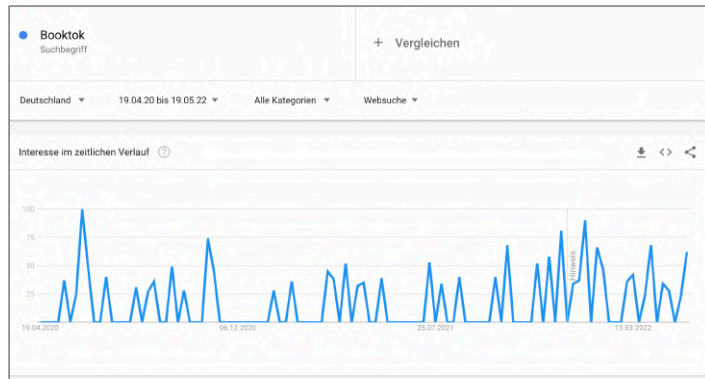


<sup>4</sup> <https://trends.google.com/trends/explore?date=2020-09-26%202022-04-02&geo=DE&q=soziale%20medien,social%20media>

### 3. Booktok

[FC 3] (timespan 19.4.2020-19.95-2022)<sup>5</sup>

Reported Google interest for that time span.



Only two hits reported as related top searches.

Ähnliche Suchanfragen	Top	100	89
1 booktok books	100		
2 booktok bücher	89		

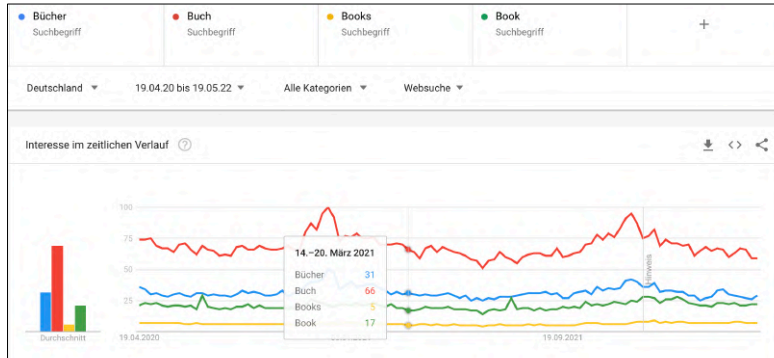
Reported Google interest over same time span of 'books'<sup>6</sup>



<sup>5</sup> <https://trends.google.com/trends/explore?date=2020-04-19%202022-05-19&geo=DE&q=Booktok>

<sup>6</sup> <https://trends.google.com/trends/explore?date=2020-04-19%202022-05-19&geo=DE&q=books>

Combined reported Google interest over same time span of 'books', 'book', 'Bücher' and 'Buch'<sup>7</sup>



<sup>7</sup> <https://trends.google.com/trends/explore?date=2020-04-19%202022-05-19&geo=DE&q=Bücher,Buch,Books,Book>

#### 4. Online

[FC 3](timespan 28.08.2020-28.09.2022)<sup>8</sup>

Reported Google interest for that time span.



All of the top 25 related searches.

Ähnliche Suchanfragen	Top	Download	Compare
1 online banking	100		
2 sparkasse online	58		
3 wetter online	42		
4 sparkasse online banking	37		
5 spiegel online	23		

< 1-5 von 25 Suchanfragen werden angezeigt >

Ähnliche Suchanfragen	Top	Download	Compare
11 commerzbank online	11		
12 amazon online	10		
13 postbank online banking	10		
14 ikea online	8		
15 zeit online	8		

< 11-15 von 25 Suchanfragen werden angezeigt >

Ähnliche Suchanfragen	Top	Download	Compare
6 spiegel online	21		
7 bild online	19		
8 focus online	18		
9 postbank online	16		
10 aldi online	12		

< 6-10 von 25 Suchanfragen werden angezeigt >








Ähnliche Suchanfragen	Top	Download	Compare
16 deutsche bank online	8		
17 rp online	7		
18 ksk online	7		
19 arbeitnehmer online	5		
20 kaufland online	4		

< 16-20 von 25 Suchanfragen werden angezeigt >

**Commented [EMDV3]:** 'Online banking' as a non-schematic construction, 'online' also as an adjective (no. 21& 25 'online' shop) and as an adv (no. 2,5,10 'online' adverb of place/mode)

<sup>8</sup> <https://trends.google.com/trends/explore?date=2020-08-28%202022-08-28&geo=DE&q=online>



Ähnliche Suchanfragen 		Top 			
21	dhl online frankierung	3	<div><div></div></div>		
22	tchibo online	3	<div><div></div></div>		
23	om online	2	<div><div></div></div>		
24	neumarkt online	2	<div><div></div></div>		
25	otto online shop	2	<div><div></div></div>		
 21–25 von 25 Suchanfragen werden angezeigt 					

## 5. History

[FC 4] (timespan 26.02.2020-26.03.2022)<sup>9</sup>

Reported Google interest for that time span.



All of the top 25 related searches.

Ähnliche Suchanfragen	Top	↓	↶	↷
1 american history	100			
2 google history	87			
3 american history x	60			
4 sketch	56			
5 history sketch	56			
< 1-5 von 25 Suchanfragen werden angezeigt >				

Ähnliche Suchanfragen	Top	↓	↶	↷
6 zdf history	53			
7 history deutsch	42			
8 youtube history	31			
9 black history	30			
10 natural history museum	29			
< 6-10 von 25 Suchanfragen werden angezeigt >				

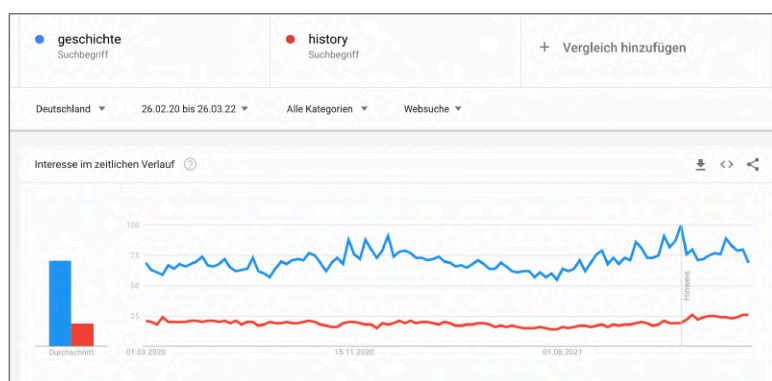
Ähnliche Suchanfragen	Top	↓	↶	↷
11 git history	27			
12 search history	26			
13 berlin history	25			
14 germany history	23			
15 history channel	22			
< 11-15 von 25 Suchanfragen werden angezeigt >				

Ähnliche Suchanfragen	Top	↓	↶	↷
16 my history	21			
17 art history	20			
18 amazon history	20			
19 german history	18			
20 london history	18			
< 16-20 von 25 Suchanfragen werden angezeigt >				

<sup>9</sup> <https://trends.google.com/trends/explore?date=2020-02-26%202022-03-26&geo=DE&q=history>

Ähnliche Suchanfragen	Top	↓	↶	↷
21 clear history	16			
22 netflix history	15			
23 history lyrics	15			
24 history tv	14			
25 anno 1404	7			

Combined reported Google interest over same time span of *'Geschichte'* and *'history'*<sup>10</sup>.








**Commented [EMDV4]:** Is it possible that in the German speaking community, 'history' is becoming associated with very particular instances? While 'Geschichte' for other ones?






All of the 25 related top searches of *'Geschichte'*.






Ähnliche Suchanfragen	Top	↓	↶	↷
1 eine geschichte	100			
2 geschichte kinder	96			
3 gute nacht	92			
4 gute nacht geschichte	90			
5 unendliche geschichte	77			

Ähnliche Suchanfragen	Top	↓	↶	↷
6 die unendliche geschichte	59			
7 deutschland geschichte	49			
8 geschichte deutsch	48			
9 geschichten	44			
10 geschichte für kinder	44			

<sup>10</sup> <https://trends.google.com/trends/explore?date=2020-02-26%202022-03-26&geo=DE&q=geschichte,history>

Ähnliche Suchanfragen 	Top				
11 was ist geschichte	37	<div><div></div></div>			
12 deutsche geschichte	35	<div><div></div></div>			
13 haus der geschichte	33	<div><div></div></div>			
14 berlin geschichte	33	<div><div></div></div>			
15 welt geschichte	27	<div><div></div></div>			
< 11–15 von 25 Suchanfragen werden angezeigt >					

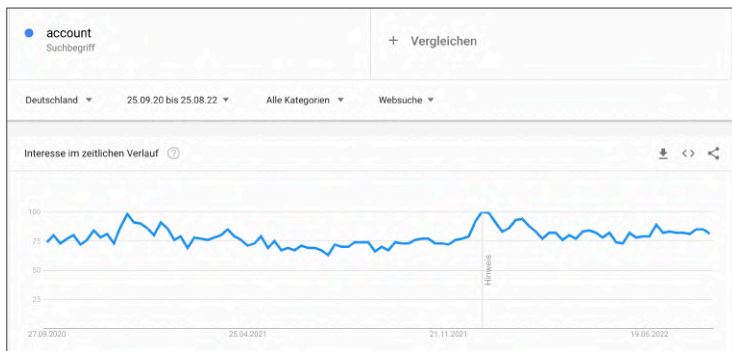
Ähnliche Suchanfragen 	Top				
16 geschichte schreiben	22	<div><div></div></div>			
17 zeit geschichte	17	<div><div></div></div>			
18 bilder geschichte	16	<div><div></div></div>			
19 alte geschichte	15	<div><div></div></div>			
20 geschichte der menschheit	14	<div><div></div></div>			
< 16–20 von 25 Suchanfragen werden angezeigt >					

Ähnliche Suchanfragen 	Top				
21 geschichte ukraine	14	<div><div></div></div>			
22 geschichte abitur	14	<div><div></div></div>			
23 hamburg geschichte	14	<div><div></div></div>			
24 bonn haus der geschichte	14	<div><div></div></div>			
25 zeitstrahl geschichte	12	<div><div></div></div>			
< 21–25 von 25 Suchanfragen werden angezeigt >					

## 6. account

[FC 4] (timespan 25.9.2020-25.08.2022)<sup>11</sup>

Reported Google interest for that time span.



All of the 25 hits reported as related top searches.

Ähnliche Suchanfragen	Top	↓	<>	↔
1 account löschen	100			
2 instagram account	79			
3 google account	51			
4 account manager	39			
5 email account	33			
< 1-5 von 25 Suchanfragen werden angezeigt >				

Ähnliche Suchanfragen	Top	↓	<>	↔
6 facebook account	32			
7 key account	31			
8 account samsung	27			
9 my account	27			
10 key account manager	22			
< 6-10 von 25 Suchanfragen werden angezeigt >				

Ähnliche Suchanfragen	Top	↓	<>	↔
11 microsoft	21			
12 microsoft account	21			
13 fortnite account	21			
14 mail account	21			
15 gmail account	20			
< 11-15 von 25 Suchanfragen werden angezeigt >				

Ähnliche Suchanfragen	Top	↓	<>	↔
16 instagram account löschen	20			
17 instagram löschen	20			
18 apple account	18			
19 snapchat	18			
20 steam account	17			
< 16-20 von 25 Suchanfragen werden angezeigt >				

**Commented [EMDV5]:** They all seem to refer to online platforms. Maybe 'account' has been apprehended as an instance of 'online platforms' (following Langacker 2016:46).

<sup>11</sup> <https://trends.google.com/trends/explore?date=2020-09-25%202022-08-25&geo=DE&q=account>

Ähnliche Suchanfragen ⓘ		Top ▾	📄	<>	🔗
21	nintendo	17	<div><div></div></div>		
22	nintendo account	17	<div><div></div></div>		
23	amazon account	17	<div><div></div></div>		
24	snapchat account	17	<div><div></div></div>		
25	ps4 account	16	<div><div></div></div>		
< 21–25 von 25 Suchanfragen werden angezeigt >					

## 7. Shownotes

[FC 4] (timespan 18.9.2020-18.08.2022)<sup>12</sup>

Reported Google interest for that time span.



Only 1 hit reported as the related top searches.

Ähnliche Suchanfragen	Top	↓	<>	↔
1 shownotes spotify	100			

Commented [EMDV6]: Clearly only referring to Spotify.

<sup>12</sup> <https://trends.google.com/trends/explore?date=2020-09-18%202022-08-18&geo=DE&q=shownotes>

## 8. verlinken

[FC 4] (timespan 21.8.2020-21.08.2022)<sup>13</sup>

Reported Google interest for that time span.



All of the 12 hits reported as the related **top** searches.

Ähnliche Suchanfragen	Top	↓	<>	↔
1 instagram story verlinken	100			
2 facebook verlinken	98			
3 bild verlinken	68			
4 bilder verlinken	34			
5 beitrag in story verlinken	32			
< 1-5 von 12 Suchanfragen werden angezeigt >				

Ähnliche Suchanfragen	Top	↓	<>	↔
6 instagram story beitrag verlinken	27			
7 facebook seite verlinken	19			
8 word inhaltsverzeichnis verlinken	18			
9 instagram website verlinken	17			
10 beitrag in story teilen	8			
< 6-10 von 12 Suchanfragen werden angezeigt >				

Ähnliche Suchanfragen	Top	↓	<>	↔
11 instagram beitrag in story teilen	6			
12 linktree	1			

Commented [EMDV7]: 'Teilen' appears to be related.

<sup>13</sup> <https://trends.google.com/trends/explore?date=2020-08-21%202022-08-21&geo=DE&q=verlinken>



Reported Google interest for the same time span for 'teilen'<sup>14</sup>



Commented [EMDV8]: looks more stable

Combined Google interest for the same time span for 'teilen' and 'verlinken'<sup>15</sup>.



<sup>14</sup> <https://trends.google.com/trends/explore?date=2020-08-21%202022-08-21&geo=DE&q=teilen>

<sup>15</sup> <https://trends.google.com/trends/explore?date=2020-08-21%202022-08-21&geo=DE&q=teilen,verlinken>

## 9. App [FC 4] (timespan 13.1.2020-13.2.2022)<sup>16</sup>

Reported Google interest during that time span.



All of the 25 hits reported as the related top searches

Ähnliche Suchanfragen	Top	↓	↔	↶	↷
1 corona app	100				
2 web app	41				
3 app store	38				
4 whats app	36				
5 google app	35				
1-5 von 25 Suchanfragen werden angezeigt					











Ähnliche Suchanfragen	Top	↓	↔	↶	↷
6 luca app	35				
7 warn app	32				
8 anton app	31				
9 corona warn app	30				
10 amazon app	20				
6-10 von 25 Suchanfragen werden angezeigt					

Ähnliche Suchanfragen	Top	↓	↔	↶	↷
11 wetter app	15				
12 whatsapp app	14				
13 covpass app	14				
14 covpass	13				
15 whats app web	13				
11-15 von 25 Suchanfragen werden angezeigt					

Ähnliche Suchanfragen	Top	↓	↔	↶	↷
16 youtube app	12				
17 play store app	11				
18 app löschen	10				
19 play store	10				
20 fifa web app	10				
16-20 von 25 Suchanfragen werden angezeigt					

**Commented [EMDV9]:** It seems to be the case that 'app' has been established in a specific area (technology); also, there are no searches of 'what is' as in the case of 'podcast', this might be the reason its search interest appears very stable and average, no great peaks nor decreases.

<sup>16</sup> <https://trends.google.com/trends/explore?date=2020-01-13%202022-02-13&geo=DE&q=APP>

Ähnliche Suchanfragen 		Top				
21	facebook app	10				
22	sky app	10				
23	zoom app	9				
24	covid app	6				
25	impfpass app	6				
< 21–25 von 25 Suchanfragen werden angezeigt >						

## 10. Hashtag

[FC 4] (timespan 21.8.2020-21.08.2022)<sup>17</sup>

Reported Google interest during that time span.



All of the 25 hits reported as the related top searches.

Ähnliche Suchanfragen	Top	Download	Compare	Share
1 instagram hashtag	100			
2 twitter hashtag	38			
3 hashtag generator	30			
4 hashtags	23			
5 hashtag deutsch	12			
< 1-5 von 25 Suchanfragen werden angezeigt >				

Ähnliche Suchanfragen	Top	Download	Compare	Share
6 hashtag tastatur	12			
7 der hashtag	11			
8 hashtag tiktok	10			
9 instagram hashtags	10			
10 hashtags instagram	10			
< 6-10 von 25 Suchanfragen werden angezeigt >				

Ähnliche Suchanfragen	Top	Download	Compare	Share
11 bedeutung hashtag	9			
12 instagram hashtag generator	9			
13 was bedeutet hashtag	8			
14 hashtag insta	7			
15 was ist hashtag	7			
< 11-15 von 25 Suchanfragen werden angezeigt >				

Ähnliche Suchanfragen	Top	Download	Compare	Share
16 hashtag finder	5			
17 hashtag zeichen	5			
18 hashtag auf tastatur	5			
19 raute	4			
20 hashtag porto	2			
< 16-20 von 25 Suchanfragen werden angezeigt >				

**Commented [EMDV10]:** Hashtag was first popularized in Twitter as it is part of the basic structure/dynamic of tagging tweets accordingly. Yet, it is the second hit, and not the first one. This might signal two contrasting explanations: a) it has been more strongly linked to Twitter than to Instagram, so that maybe users are searching 'hashtag' less when it is related to Twitter because what they are and how they work are better understood as in Instagram; b) it might also be the case that because this search returns websites which track and recommend the most popular hashtags of any given day/moment, that 'Instagram Hashtag' is more searched than 'Twitter Hashtag' reflects the different dynamic of each platform: while Twitter's hashtags are easier to track because of the design of the app itself, it is not that open in Instagram. Thus, this difference in search popularity might be because of this lack of transparency (see also hit no. 16).

<sup>17</sup> <https://trends.google.com/trends/explore?date=2020-09-21%202022-08-21&geo=DE&q=hashtag>

Ähnliche Suchanfragen ⓘ

Top ▾ ⬇ ⏪ ⏩ ⌂

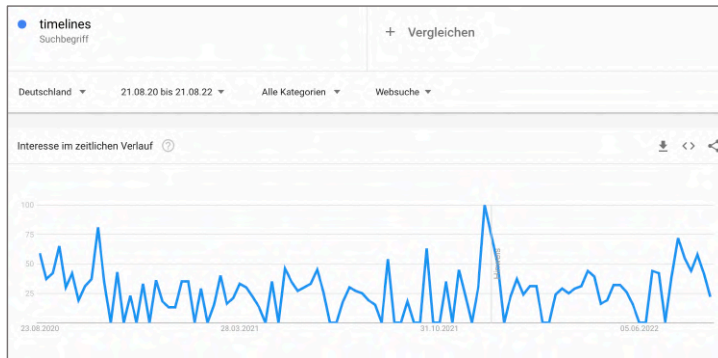
21	hashtag instagram 2021	2	<div></div>
22	hashtag doppelleben	1	<div></div>
23	rurik gislason instagram	1	<div></div>
24	hashtag pizza bochum	1	<div></div>
25	hashtag alles dicht machen	1	<div></div>

< 21-25 von 25 Suchanfragen werden angezeigt >

## 11. Timelines

[FC 4] (timespan 21.8.2020-21.08.2022)<sup>18</sup>

Reported Google interest during that time span.

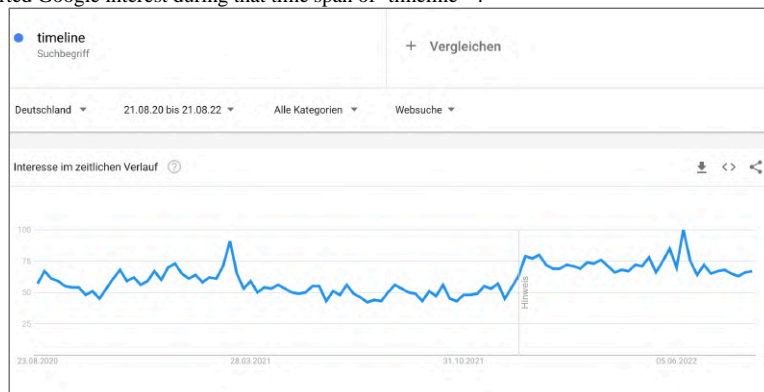


There were only 4 hits reported as the related top searches

Ähnliche Suchanfragen	Top		
1 star trek timelines	100		
2 star trek timelines wiki	15		
3 star trek timeline	8		
4 star trek timelines forum	6		

**Commented [EMDV11]:** Pluralized form seems to relate to this show. When the hosts of FOMO often mention 'timelines', it could be an instance of a personal construction or part of a special/particular lexicon of the podcast lingo.

Reported Google interest during that time span of 'timeline'<sup>19</sup>.



<sup>18</sup> <https://trends.google.com/trends/explore?date=2020-08-21%202022-08-21&geo=DE&q=timelines>

<sup>19</sup> <https://trends.google.com/trends/explore?date=2020-08-21%202022-08-21&geo=DE&q=timeline>

All of the 25 hits reported as the top related searches.

Ähnliche Suchanfragen ?	Top	▼	📄	<>	↔
1 timeline google	100				
2 timeline maps	44				
3 star wars timeline	41				
4 star wars	41				
5 marvel	38				
< 1-5 von 25 Suchanfragen werden angezeigt >					

Ähnliche Suchanfragen ?	Top	▼	📄	<>	↔
6 timeline marvel	38				
7 mcu	33				
8 google timeline maps	28				
9 timeline deutsch	24				
10 powerpoint timeline	22				
< 6-10 von 25 Suchanfragen werden angezeigt >					

Ähnliche Suchanfragen ?	Top	▼	📄	<>	↔
11 film timeline	16				
12 mandalorian timeline	15				
13 timeline erstellen	15				
14 mandalorian	15				
15 facebook timeline	15				
< 11-15 von 25 Suchanfragen werden angezeigt >					

Ähnliche Suchanfragen ?	Top	▼	📄	<>	↔
16 zelda timeline	14				
17 timeline template	14				
18 star trek	13				
19 timeline movie	13				
20 star trek timeline	13				
< 16-20 von 25 Suchanfragen werden angezeigt >					

Ähnliche Suchanfragen ?	Top	▼	📄	<>	↔
21 project timeline	13				
22 excel timeline	12				
23 corona timeline	12				
24 twitter timeline	11				
25 zeitstrahl	10				
< 21-25 von 25 Suchanfragen werden angezeigt >					

**Commented [EMDV12]:** Hits appear to show that 'timeline' in singular is not only related to social media, but also to movies and videogames.

## 12. Accounts

[FC 4] (timespan 25.9.2020-25.08.2022)<sup>20</sup>

Reported Google interest during that time span.



All of the 25 hits reported as the top related searches.

Ähnliche Suchanfragen	Top	Download	Compare	Share
1 account	100			
2 instagram accounts	85			
3 google accounts	28			
4 email	27			
5 email accounts	27			

Ähnliche Suchanfragen	Top	Download	Compare	Share
11 accounts snapchat	15			
12 accounts payable	13			
13 steam	12			
14 accounts receivable	11			
15 gmail accounts	10			

Ähnliche Suchanfragen	Top	Download	Compare	Share
6 fortnite accounts	23			
7 accounts kaufen	18			
8 accounts löschen	17			
9 accounts deutsch	15			
10 netflix accounts	15			

Ähnliche Suchanfragen	Top	Download	Compare	Share
16 onlyfans	10			
17 accounts ard id	8			
18 accounts ard de id	7			
19 valorant	4			
20 accounts ard de id code	2			

**Commented [EMDV13]:** The singular form, as well as 'Benutzerkonto' appear to be related; furthermore, the hits also reflect a combination of German and English terms, (no. 23) which might signal that there might a high level of exposure of English which might trigger that searches are conducted in English even in Germany.

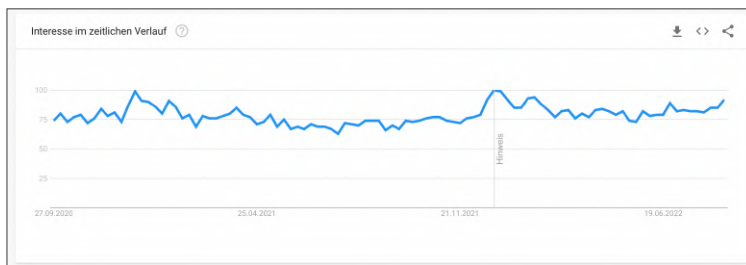
<sup>20</sup> <https://trends.google.com/trends/explore?date=2020-09-25%202022-08-25&geo=DE&q=accounts>



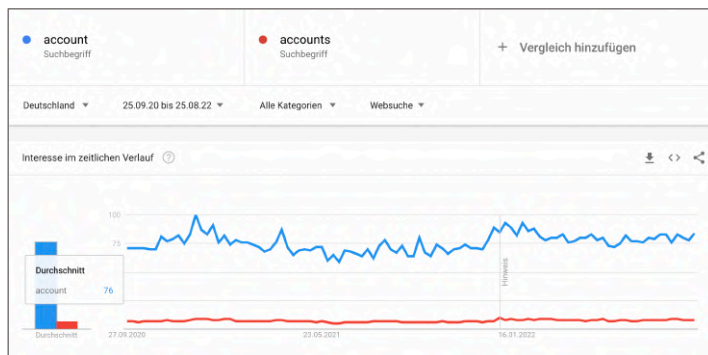
Ähnliche Suchanfragen	Top	↓	<>	↔
21 private instagram accounts bilder anschauen	2			
22 accounts ard de id qr code	1			
23 accounts google com sign in recovery	1			
24 accounts ard de id code eingeben	1			
25 accounts ard de id altersfreigabe	1			

< 21 - 25 von 25 Suchanfragen werden angezeigt >

Reported Google interest for the same time span for 'account'<sup>21</sup>.



Combined Google interest for the same time span for 'account' and 'accounts'<sup>22</sup>



**Commented [EMDV14]:** Where the singular seems to be more established.

<sup>21</sup> <https://trends.google.com/trends/explore?date=2020-09-25%202022-08-25&geo=DE&q=account>

<sup>22</sup> <https://trends.google.com/trends/explore?date=2020-09-25%202022-08-25&geo=DE&q=account,accounts>

Reported Google interest for ‘Benutzerkonten’<sup>23</sup>.



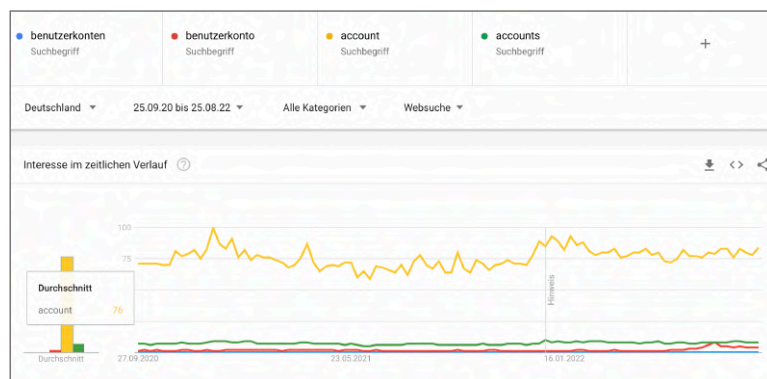
Reported Google interest for ‘Benutzerkonten’ and ‘Benutzerkonto’<sup>24</sup>



<sup>23</sup> <https://trends.google.com/trends/explore?date=2020-09-25%202022-08-25&geo=DE&q=benutzerkonten>

<sup>24</sup> <https://trends.google.com/trends/explore?date=2020-09-25%202022-08-25&geo=DE&q=benutzerkonten,benutzerkonto>

Combined reported Google interest during the same time span of ‘Benutzerkonten,’ ‘Benutzerkonten,’ ‘account,’ ‘accounts’<sup>25</sup>



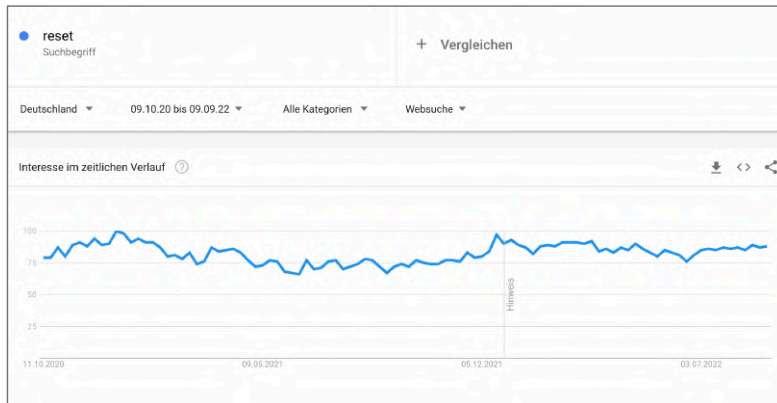
**Commented [EMDV15]:** 'Account' has been searched more than every other of the lexical items. Still, there seems to be a tendency for singular nouns to be more searched than their pluralized counterparts.

<sup>25</sup> <https://trends.google.com/trends/explore?date=2020-09-25%202022-08-25&geo=DE&q=benutzerkonten,benutzerkonto,account,accounts>

### 13. Reset

[FC 4] (timespan 9.10.2020-9.11.2022)<sup>26</sup>

Reported Google interest during that time span.





All of the 25 hits reported as the top related searches.

Ähnliche Suchanfragen ?	Zunehmend ▼	↕	<>	↔
1 great reset corona	Ausreißer			
2 great reset klaus schwab	Ausreißer			
3 great reset 2021	Ausreißer			
4 klaus schwab	Ausreißer			
5 schwab great reset	Ausreißer			
< 1-5 von 25 Suchanfragen werden angezeigt >				
Ähnliche Suchanfragen ?	Zunehmend ▼	↕	<>	↔
11 covid 19 the great reset	Ausreißer			
12 event 201	Ausreißer			
13 schwab	Ausreißer			
14 great reset 2030	+ 5.000%			
15 great reset	+ 4.600%			
< 11-15 von 25 Suchanfragen werden angezeigt >				
Ähnliche Suchanfragen ?	Zunehmend ▼	↕	<>	↔
6 agenda 2030	Ausreißer			
7 great reset agenda 2030	Ausreißer			
8 klaus schwab the great reset deutsch	Ausreißer			
9 the great reset klaus schwab	Ausreißer			
10 was ist great reset	Ausreißer			
< 6-10 von 25 Suchanfragen werden angezeigt >				
Ähnliche Suchanfragen ?	Zunehmend ▼	↕	<>	↔
16 great reset plan deutsch	+ 4.400%			
17 the great reset buch	+ 4.000%			
18 elden ring skill reset	+ 3.850%			
19 great reset deutsch	+ 3.600%			
20 great reset plan	+ 3.150%			
< 16-20 von 25 Suchanfragen werden angezeigt >				

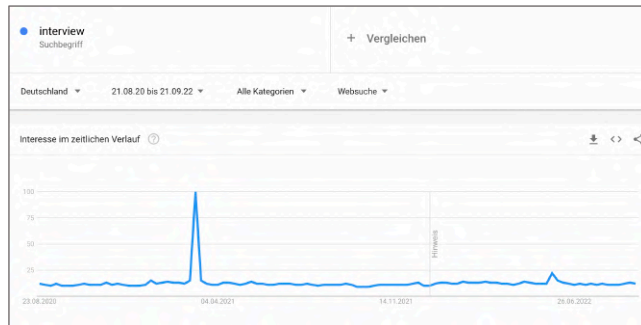
**Commented [EMDV16]:** No. 8,16,19 seem to indicate that there might have been a high level of exposure to the term, but its meanings might not have been that clear.

<sup>26</sup> <https://trends.google.com/trends/explore?date=2020-10-09%202022-09-09&geo=DE&q=reset>

Ähnliche Suchanfragen 		Zunehmend   	
21	the great reset	+ 2.550%	
22	globales schulden reset programm	+ 2.550%	
23	bosch geschirrspüler fehler e15 reset tastenko...	+ 2.300%	
24	wef great reset	+ 2.300%	
25	wef	+ 2.250%	
 21-25 von 25 Suchanfragen werden angezeigt 			

# 14. Interview [FC 4] (timespan 21.8.2020-21.09.2022)<sup>27</sup>

Reported Google interest during that time **span**.



**Commented [EMDV17]:** Quite a low interest, yet it was one of the most used GA in the podcast.

All of the 25 hits reported as the related top **searches**.

Ähnliche Suchanfragen	Top			
1 meghan interview	100			
2 meghan	100			
3 harry interview	86			
4 meghan harry	82			
5 harry meghan interview	79			

Ähnliche Suchanfragen	Top			
6 interview questions	71			
7 the interview	61			
8 meghan und harry interview	43			
9 harry und meghan	42			
10 job interview	40			

Ähnliche Suchanfragen	Top			
11 interview fragen	35			
12 interview deutsch	30			
13 oprah interview	22			
14 das interview	20			
15 rtl interview	18			

Ähnliche Suchanfragen	Zunehmend			
16 meghan markle oprah full interview	Ausreißer			
17 bbc interview diana	Ausreißer			
18 laschet kinder interview	Ausreißer			
19 meghan and harry interview with oprah	Ausreißer			
20 harry und meghan	Ausreißer			

**Commented [EMDV18]:** No. 12 and 25 seem to signal that users are looking for results in German which is striking given the low interest that the term seems to have. Maybe in this case, Google's engine has not been fed enough queries from German language users for it to understand that 'interview' is also used in Germany and hits in German are expected.

<sup>27</sup> <https://trends.google.com/trends/explore?date=2020-08-21%202022-09-21&geo=DE&q=interview>

Ähnliche Suchanfragen	Zunehmend
21 oprah interview meghan harry stream	Ausreißer
22 leni klum interview	Ausreißer
23 scholz interview time	Ausreißer
24 harry meghan interview stream	Ausreißer
25 interview meghan und harry deutsch	Ausreißer

Reported Google interest for ‘*Gespräch*’ during the same time span.<sup>28</sup>



All of the 25 hits reported as the top related searches.

Ähnliche Suchanfragen	Top
1 ein gespräch	100
2 im gespräch	84
3 das gespräch	76
4 bem	39
5 bem gespräch	39

Ähnliche Suchanfragen	Top
6 gespräch englisch	20
7 synonym gespräch	17
8 gespräch aufnehmen	17
9 gespräch führen	16
10 persönliches gespräch	13

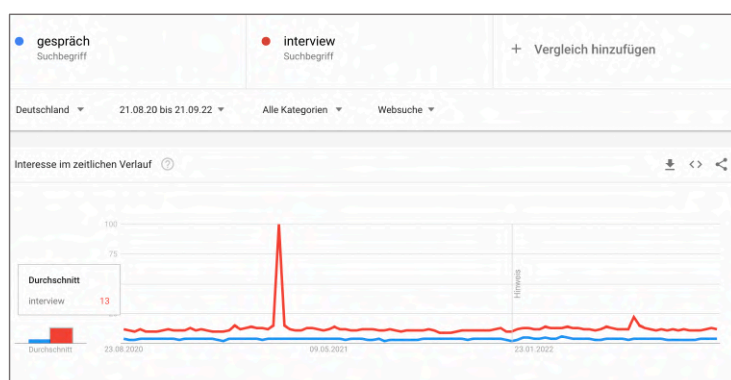
<sup>28</sup> <https://trends.google.com/trends/explore?date=2020-08-21%202022-09-21&geo=DE&q=gespräch>

Ähnliche Suchanfragen ?	Top	▼	📄	<>	↔
11 vielen dank	13	■			
12 bewerbung	13	■			
13 mitarbeiter gespräch	12	■			
14 persönlichen gespräch	11	■			
15 vielen dank für das gespräch	10	■			
< 11–15 von 25 Suchanfragen werden angezeigt >					

Ähnliche Suchanfragen ?	Top	▼	📄	<>	↔
16 gespräch mit chef	9	■			
17 vorstellungsgespräch	9	■			
18 gespräch aufzeichnen	8	■			
19 putin gespräch	8	■			
20 online gespräch	8	■			
< 16–20 von 25 Suchanfragen werden angezeigt >					

Ähnliche Suchanfragen ?	Top	▼	📄	<>	↔
21 feedback gespräch	8	■			
22 feedback	8	■			
23 gespräch ukraine russland	4	■			
24 gespräch artikel	3	■			
25 gespräch mit putin	3	■			
< 21–25 von 25 Suchanfragen werden angezeigt >					

Combined Google interest for the same time span for ‘*Gespräch*’ and ‘*interview*’<sup>29</sup>



**Commented [EMDV19]:** It seems as though, both lexical units are not competing. It seems likely that in spite of 'interviewed' having been searched more, both might keep on coexisting and this could even result in each term developing an overdifferentiated meaning.

<sup>29</sup> <https://trends.google.com/trends/explore?date=2020-08-21%202022-09-21&geo=DE&q=gespräch,interview>