

Google Search trends

Search trends in Google

```
library(gtrendsR)
```

```
## Warning: package 'gtrendsR' was built under R version 3.4.4
```

```
library(reshape2)
```

```
## Warning: package 'reshape2' was built under R version 3.4.3
```

```
library(ggplot2)
```

```
## Warning: package 'ggplot2' was built under R version 3.4.4
```

Keywords

```
google.trends = gtrends(c("viagra"), gprop = "web", time = "all")[[1]]
google.trends = dcast(google.trends, date ~ keyword + geo, value.var = "hits")
rownames(google.trends) = google.trends$date
google.trends$date = NULL
```

```
View(google.trends)
```

Set timezone

```
Sys.setenv(TZ = "UTC")
```

Geographical region and time-frame

```
google.trends <- gtrends(c("viagra"), geo = c("NL", "DE", "ES", "FR"), gprop = "web", time = "2010-06-30")
```

Plot trend of “Viagra” from Google in four different countries. If hits is low, it means it is high-trending! (Filthy frog-eaters).

```
ggplot(google.trends, aes(date, hits, colour = geo)) +
  geom_point()
```

