

Google Trends Mini-assignment

Due: Wednesday, October 30, 4:00 pm

5,922,000,000.
The average number of Google queries per day,
from 181 countries in 146 languages.

Objective

Using Google itself, one can search for interesting info on its search stats e.g., <http://www.internetlivestats.com/google-search-statistics>. The objective of this exercise is to demonstrate the potential of Big Data analytics via Google Trends to indicate search patterns of Google users over time. In this assignment, you have the opportunity to investigate a number of scenarios.

How Google Trends Works: Google Trends provides a time series index of the volume of queries users enter into Google in a given geographic area. The query index is based on query share: the total query volume for the search term in question within a particular geographic region divided by the total number of queries in that region during the time period being examined. The maximum query share in the time period specified is normalized to be 100 and the query share at the initial date being examined is normalized to be zero. From [Predicting the Present with Google Trends](#), 2001, by Choi and Varian. [Hall Varian is the Chief Economist at Google]

Exercises

Complete the following exercises and bring your hard copy report to class to turn in and discuss.

Use Google Trends (<http://www.google.com/trends/>) to motivate answers to the following questions. Look at specific time periods, regions, or other relevant related trends (as appropriate).

1. Select two categories from this year Academy Awards (<http://www.oscars.org/oscars/ceremonies/2019>) . Look up the nominees and do a Google trends analysis. Leading up to the ceremony, did the trends predict the ultimate winner? Try to explain what you observe, even if your results are not quite right on.
2. What is the trend in interest in Samsung mobile phones? In iPhones? Where is interest the greatest or least? Can you explain why?
3. Select a favorite consumer product, note trend in interest over time, and try to explain what you observe.

Overall, a high-quality effort will involve novel and interesting observations for questions #1 and #3.

Guidelines for typing search terms <https://support.google.com/trends/answer/4359582> . When searching for the trend of terms ensure the proper usage (e.g., Moana the film etc.). You can do this disambiguation after you've entered the term in Google Trends.

What to Submit

Electronically submit the pdf of your report via Canvas by the above deadline. Your report will include a snap shot of the corresponding Google Trend graph you observe and a short write up (few sentences) for each exercise. Overall, your report will be 2 or 3 pages.

Be ready to discuss any interesting observations in class.