

Here's What Austin Googled in 2014

By JORDAN GASS-POORE • DEC 16, 2014



Sports and celebrities were on the minds (and fingertips) of Austinites this year who couldn't resist taking to search giant Google to expand their knowledge of Ebola, figure out when to mark Easter 2014 on their calendars and relive the filmography of Robin Williams.

The U.S. may not have won the 2014 World Cup, but the global phenomena dominated the list of the top trends in Google searches in Austin this year, according to the company's [2014 Zeitgeist report](#). Spikes in more than a trillion Google searches were analyzed, and the annual report is supposed to reflect the "topics and people that defined 2014," the company says.

Take a look below to see what captivated Austinites in 2014, and watch the video announcement of the search survey above.

International news events like the Ebola outbreak in West Africa and the MH17 and MH370 disasters took a backseat to sports and celebrities this year.

Here's the top 10 list of the most searched terms in Austin in 2014:

1. World Cup
2. Robin Williams
3. Ebola

4. Super Bowl 2014
5. NFL Draft
6. Easter 2014
7. Malaysia Airlines
8. Joan Rivers
9. Philip Seymour Hoffman
10. Tracy Morgan

Three of the top 10 "How to" questions were extreme sports-related – including a near-inexplicable desire to learn how to use Heely shoes in lieu of learning how to skateboard, which garnered the top and tenth spots on the list – which we'll chalk up to the X-Games. Additionally, folks to the Internet to figure out how to do mundane tasks – such as shaving, budgeting and integrating – as well as the not-so-mundane – like hacking, parkour and hypnotizing.

1. How to heely
2. How to integrate
3. How to airdrop
4. How to parkour
5. How to shave
6. How to budget
7. How to hack
8. How to skateboard
9. How to copyright
10. How to hypnotize

Anything you Googled that didn't make the company's top 10? Let us know in the comments.

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