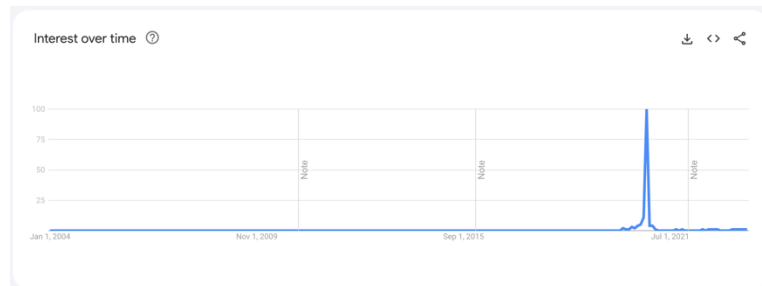


Assignment 2

B. Google Trends Data

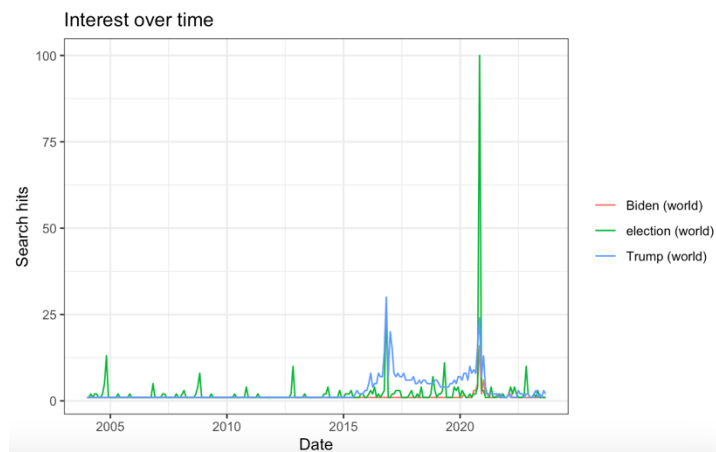
Use Google Trends website to:

- i. Search Trump, Biden and Election
- ii. Download the data



1. Analyze the data

- a. The most searches for “Biden”, “Trump”, and “election” took place from around 2016 to 2022. This makes sense, as the 2016 election involved Donald Trump and Hilary Clinton, and the 2020 election involved Donald Trump and Joe Biden. The biggest spike occurred right around the 2020-2022 interval. Trump’s biggest spike occurred around 2016.
- b. The intervals are separated by every five to six years. These intervals allow for a great amount of data to be visualized. Additionally, the intervals make sense for a dataset as large as this one. The search hits are organized by every 25th percentile, which is best for displaying the most amount of data in a clear, compact manner. The plot also displays the date for the largest spike in July of 2021.



- c. The two methods of data visualization tell similar stories but display some differences. For instance, the gtrendsR data demonstrates the specific trends for each search hit. This tells us how much each search hit was looked up over a long period of time. The gtrendsR data plot also displays data per five years and every 25th percentile. Though we see similar trends in both data sets, the

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gtrendsR set shows that the term “election” was by far the most searched term out of all three. This took place after the 2020 election in which Joe Biden was elected President over Donald Trump.