**Google Trends – Bitcoin & NFT**

Over the last 12 months the term NFT’s has grown in popularity. The term which stands for non-fungible tokens is non-interchangeable and is created using a set a data stored on a blockchain. The types of NFT’s that have grown in popularity are digital files such as videos, graphics, photos, and audio. Some have compared the value of NFT’s to purchasing works of art according to forbes.com. NFT’s are purchased using Bitcoin which is cryptocurrency.

In May 2021, bitcoin was trending at 100% compared to NFT’s trending at 6%. According to statistica, Bitcoin plunges 30% to near $30,000 at one point which was a major sell off in cryptocurrency markets. The search for the term Bitcoin was a 79% in the last 12 months in Washington DC.

In January 2022, the search for NFT’s went up 29% as NFT projects are growing more popular. Experts believe that the prices of NFT’s could go up in 2022. With many investors and cryptocurrency enthusiasts paying more attention to the non-fungible token, experts say it could grow in value by as much as 400% in 2022. The search for the term NFT was at 21% in the last 12 months in Washington, DC.

While some people are skeptical on whether NFT’s are just a fad or a lucrative investment, leading brands have used NFT’s as marketing initiatives in 2021. Coca-Cola, McDonalds, and Asics are just a few brands that have incorporated NFT’s into their marketing mix, which contributes to the trend in Google searches.

**Google Books Ngram- Self-care & Mental Health**

During the last century, the term mental health has gradually trended and has been used in literature. As mental health practices and therapy has become more mainstream and commonly discussed, the word has progressively started trending.

According to the Google Books ngram, the phrase mental health, began gaining attention in the 1920s. While mental health books may not have been readily available as books, research was happening during this time. Scholarly journals written by Oxford University and Harvard University examined mental hygiene as public health practice. Literally was also written during this time for health educators, teachers, and professional workers. The phrase mental health had the highest peak during the 1970s when mental health textbooks were used for Universities. The phrase reached an all time peak at 2019 most likely due to the rise of the internet and the commonality of the phrase.

The term, self-care is a newer term used in books and was not used until the 1960s. While the concept of self-care has received more attention in recent years, according to everydayhealth.com, Socrates has been credited for founding the term and the movement in Greece. The terms has gradually picked up in recent years with it’s height in 2018.

The term also gained great popularity as a result of the pandemic. Through mental health breaks, the civil injustice, and work burnout, the term self-care is expected to increase.