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Google Analysis

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**Google Trends**

Graphical user interface, line chart

Description automatically generated

Radio



 Podcast

Though podcasts may seem ubiquitous today, with controversy around *The Joe Rogan Experience* bubbling up in mainstream media, the search term “podcast” on Google is dwarfed by searches for the term “radio,” though the gap is progressively thinning.

Data is available for these Google searches as far back as 2004, when inquiries for the word “podcast” were essentially zero. In 2005, the term “podcast” began to appear as a blip on the radar. This small increase may correlate with Apple’s release of iTunes 4.9 which included podcast support for the first time. Searches for “podcast” generally remained stagnant for the next decade until a slight uptick in 2014. Again, there may be a correlation with this increase in searches and the debut of the award-winning podcast *Serial*, which aired its first episode in October 2014 and has been downloaded [over 340 million times.](https://variety.com/2018/digital/news/serial-season-3-premiere-date-podcast-1202927015/)

In 2004, the term “radio” was a popular search term and was sought out at a rate more than three times higher than the term is searched today. Despite fits and starts between 2004 and 2010, searches for the word “radio” have generally decreased over the past 18 years. Though searches have decreased, [Pew Research Center reports](https://www.pewresearch.org/journalism/fact-sheet/audio-and-podcasting/#:~:text=The%20audience%20for%20terrestrial%20radio,by%20the%20Radio%20Advertising%20Bureau.) that the audience for terrestrial radio remains high with 83% of Americans ages 12 or older listening to terrestrial radio. Listenership decreased in 2020, likely due to the onset of the COVID-19 pandemic which eliminated commutes and access to car radios for many people.

**Google Ngram**

**Chart, line chart

Description automatically generated**

The above graph looks at the relationship between four different woman-related terms over the past two centuries. The terms “feminism,” “witch,” “suffrage,” and “abortion” all pertain to women’s issues throughout different eras of Western history.

Unsurprisingly, the word “feminism” did not begin to appear in texts until the late 19th century and early 20th century. The term was coined by Charles Fourier, a French utopian socialist in 1837 but the word wouldn’t find its way into English texts until between 1890 and 1910. The word took off in earnest in the 1970’s during what is now considered the second wave of feminism. This era followed the publication of Betty Friedan’s *The Feminine Mystique* and is thought of as a time of campaigns for legal and social equality for women.

The remaining three terms in this study all appear in texts as early as 1800, with “witch” being more common in older texts than “suffrage” and “abortion.” The use of the word “witch” has remained generally constant over the past two centuries, with a more recent spike in 21st century. There could be a correlation between the spike in the word “witch” and the publication of the J.K. Rowling’s *Harry Potter* series.

The use of the word “abortion” steadily increased between 1800 and 1940 and later peaked just before the start of the 21st century. Laws governing abortion have been on the books in the United States since at least 1820 and the Supreme Court’s *Roe v. Wade* decision in 1973 likely inspired the spike of “abortion” mentions starting in 1970.