

Topics in Google Trends

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3.3 Project Milestone 1

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I have chosen to explore several disparate topics through Google Trends. When I grew up, my family enjoyed apples and oranges, and their respective juices. I wonder if most people share our sentiments that oranges and orange juice are preferable to apples and its juice. Do people prefer the Brioni suit, or am I biased by my being a James Bond fan? Bond, of course, made famous the Roman tailor's line of clothing. As a child growing up in New Jersey, I so cherished my Dallas Cowboys coat. Are the Cowboys still America's Team? I learned French in school. Is that really the best second language to learn?

Just as I had personal impressions growing up, so also I wonder whether my perception of the world during Covid is representative of the population at large. Our world has been turned upside down by the pandemic. Have people begun thinking more of death than of living? Were people in such a panic that they seriously believed that ingesting bleach would prove to be a panacea? Have we returned to an equilibrium, or are we still seeing death everywhere?

Contrary to my presumption, apples are ubiquitous. Searches for apples consistently outperformed searches for oranges. It is noteworthy that searches for apples spiked in October each year (Figure 1). Maybe this is due to the fact that October is National Apple Month? Or maybe Halloween demands many apples for its recipes? However, orange juice continually trounced apple juice (Figure 2). I fancied a Brioni suit. The searches show Zegna to be a more popular choice (Figure 3). Brioni manifested a popularity similar to Canali. Even during the heights of popularity of the Bond movies, Brioni failed to overtake Zegna.

The Dallas Cowboys still get great national television exposure. Notwithstanding that team's popularity is very much dependent on their win total, the Cowboys have consistently outpaced their rivals. Bob Ryan coined the term "America's Team" based on their popularity

(Scales, Kristi 2015). Cowboys paraphernalia were always found in opposing teams' stadiums. Just as other teams separately Cowboys popularity when these teams experienced success, so also the Cowboys soared past the other teams when the Cowboys were winning (Figure 4).

The most searched languages in the United States were not necessarily the most spoken. After English and Spanish, people were interested in French and Russian (Figure 5). Conversely, the most spoken language after English and Spanish is Cantonese and Mandarin (Deshmukh, Anshool, 2021) (Table 1). While searches for Cantonese and Mandarin, and even Tagalog which is next most spoken, showed no interest, Chinese language compared favorably with French language. However, three times as many people speak Cantonese and Mandarin as do speak French (Figure 6).

While searches for life insurance have remained relatively constant over the past five years, funeral searches have seen several spikes since January 2020, the beginning of the pandemic in our country. There were two greater spikes in funeral searches pre-pandemic, but these we can account for. The end of August 2018 found us preparing for Aretha Franklin's funeral, and we were similarly preparing a state funeral for George H. W. Bush in the beginning of December of the same year. Searches for retirement and pension have been constant over the past five years. Retirement searches have consistently outpaced funeral searches (Figure 7).

On April 23, 2020, President Trump suggested that injecting a disinfectant might end the covid nightmare. There was a noticeable spike in searches for "can bleach cure?" between April 19 and April 25. More specifically, searches spiked from the 23rd to the 26th. Searches for "Remdesivir" scored in popularity somewhere between "Lysol Disinfectant Spray" and "The Clorox Company" (Figure 8).

I plan to explore whether the Dallas Cowboys are still America's Team for my Milestone Project. We can observe their success both on and off the field. The team value has exploded, irrespective of their winning. Their most recent Super Bowl appearance was in 1996.

References

- Anshool Deshmukh Graphics/Design:. (2021, December 13). *The most commonly spoken language in every U.S. state (besides English and Spanish)*. Visual Capitalist. Retrieved December 17, 2021, from <https://www.visualcapitalist.com/most-common-language-spoken-in-the-u-s-map/>
- Scales, Kristi (February 9, 2015). "[How the Cowboys Got the Nickname "America's Team"](#)". 5 Points Blue (Dallas Cowboys). Archived from [the original](#)

Tables

Table 1*Most Common Languages Outside of English Spoken in the United States*

Language	Population Estimate	Share of Foreign Language Speakers
Spanish	41,757,000	61.6%
Cantonese and Mandarin	3,495,000	5.2%
Tagalog	1,764,000	2.6%
Vietnamese	1,571,000	2.3%
Arabic	1,260,000	1.9%
French and Louisiana French	1,172,000	1.7%
Korean	1,075,000	1.6%
Russian	941,000	1.4%
Haitian Creole	925,000	1.4%
Hindi	893,000	1.3%

Figures

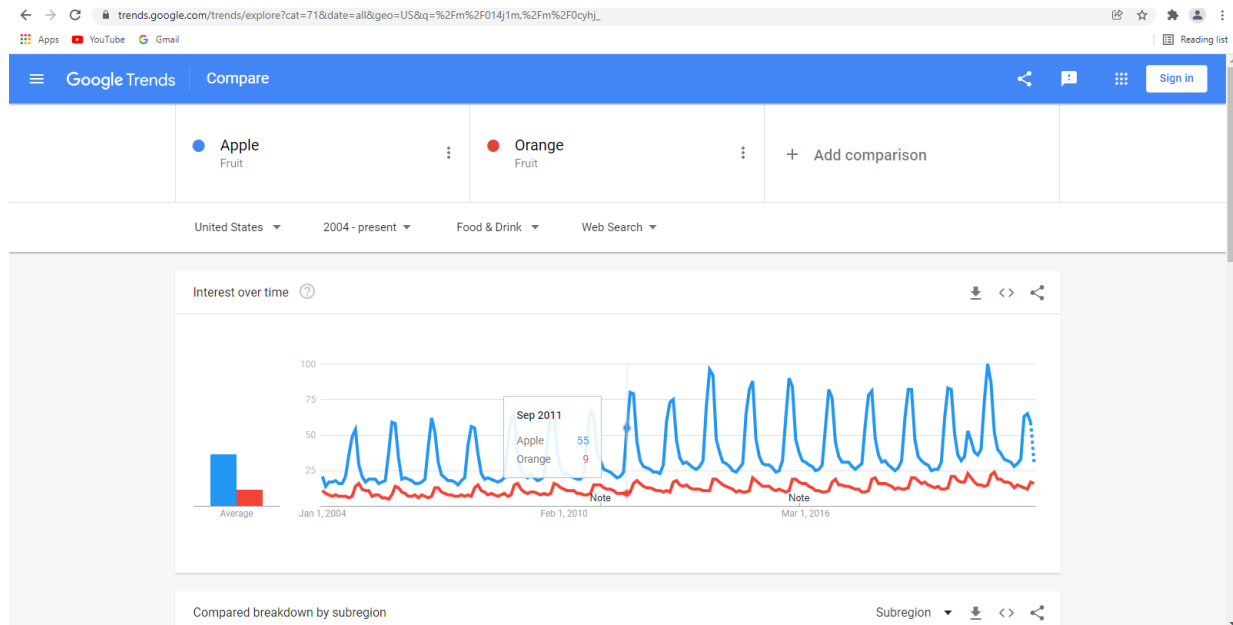
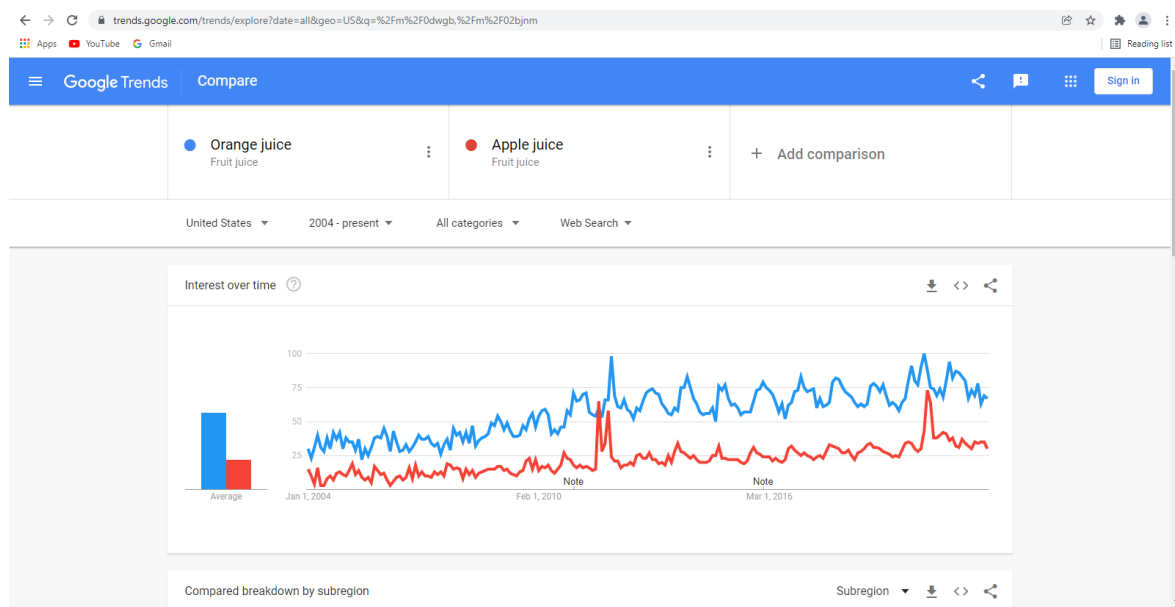
Figure 1.*Google Trends Apple vs Orange***Figure 2.***Google Trends Orange Juice vs Apple Juice*

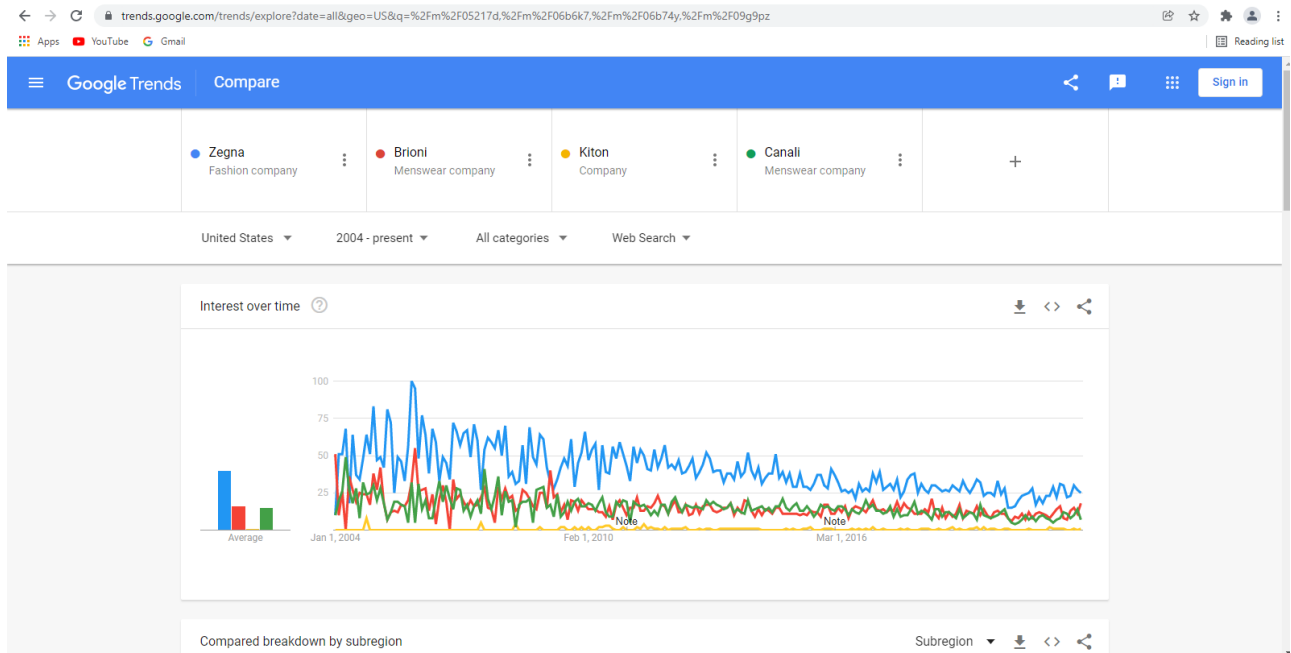
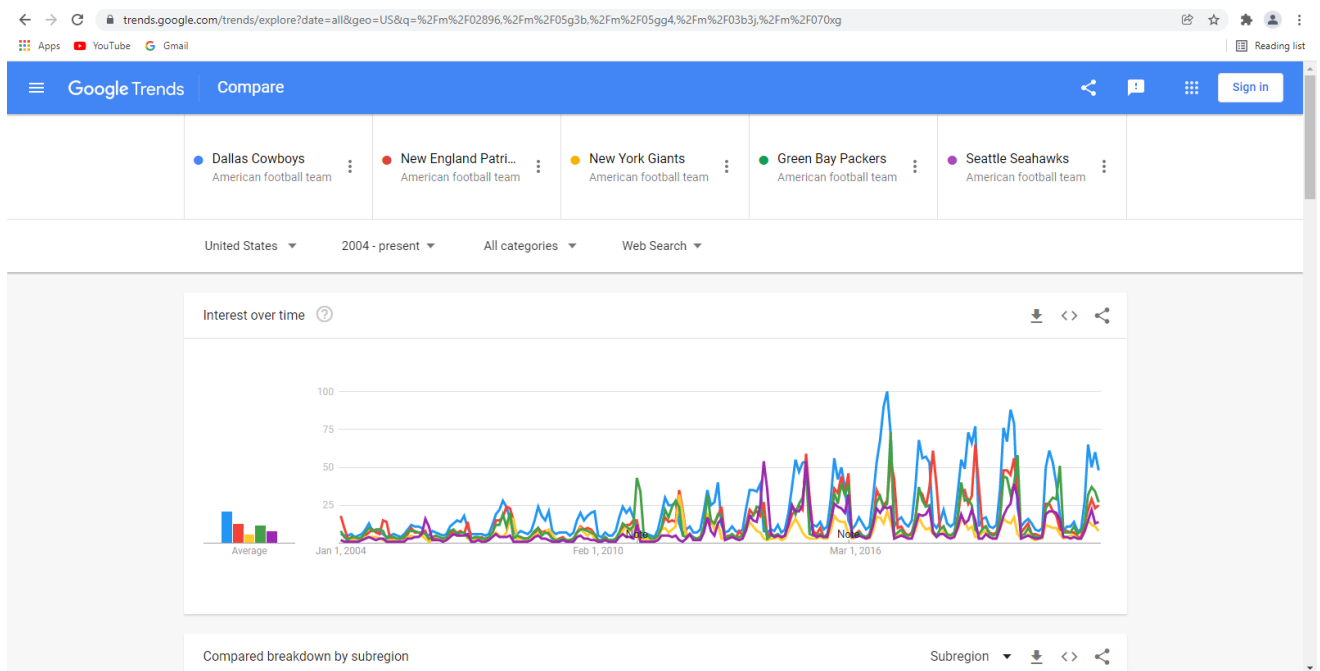
Figure 3.*Google Trends High End Suit Searches***Figure 4.***Google Trends Dallas Cowboys Popularity*

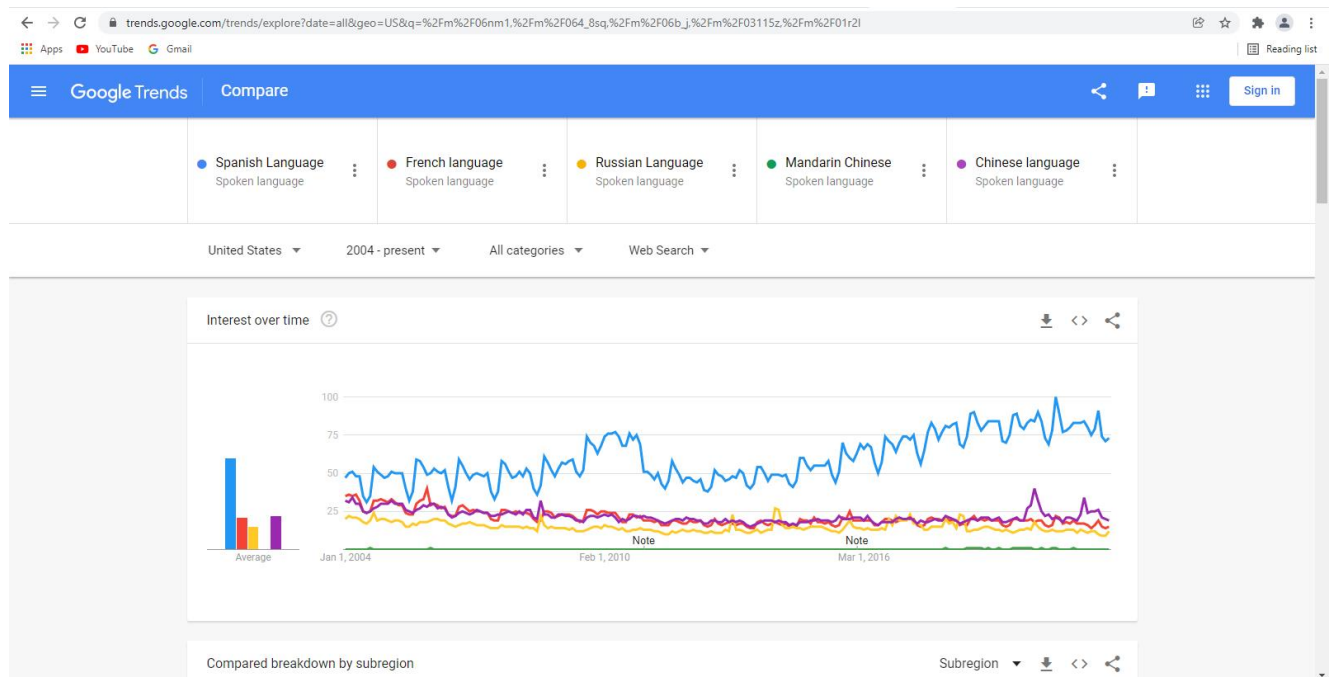
Figure 5.*Google Trends Language Searches*

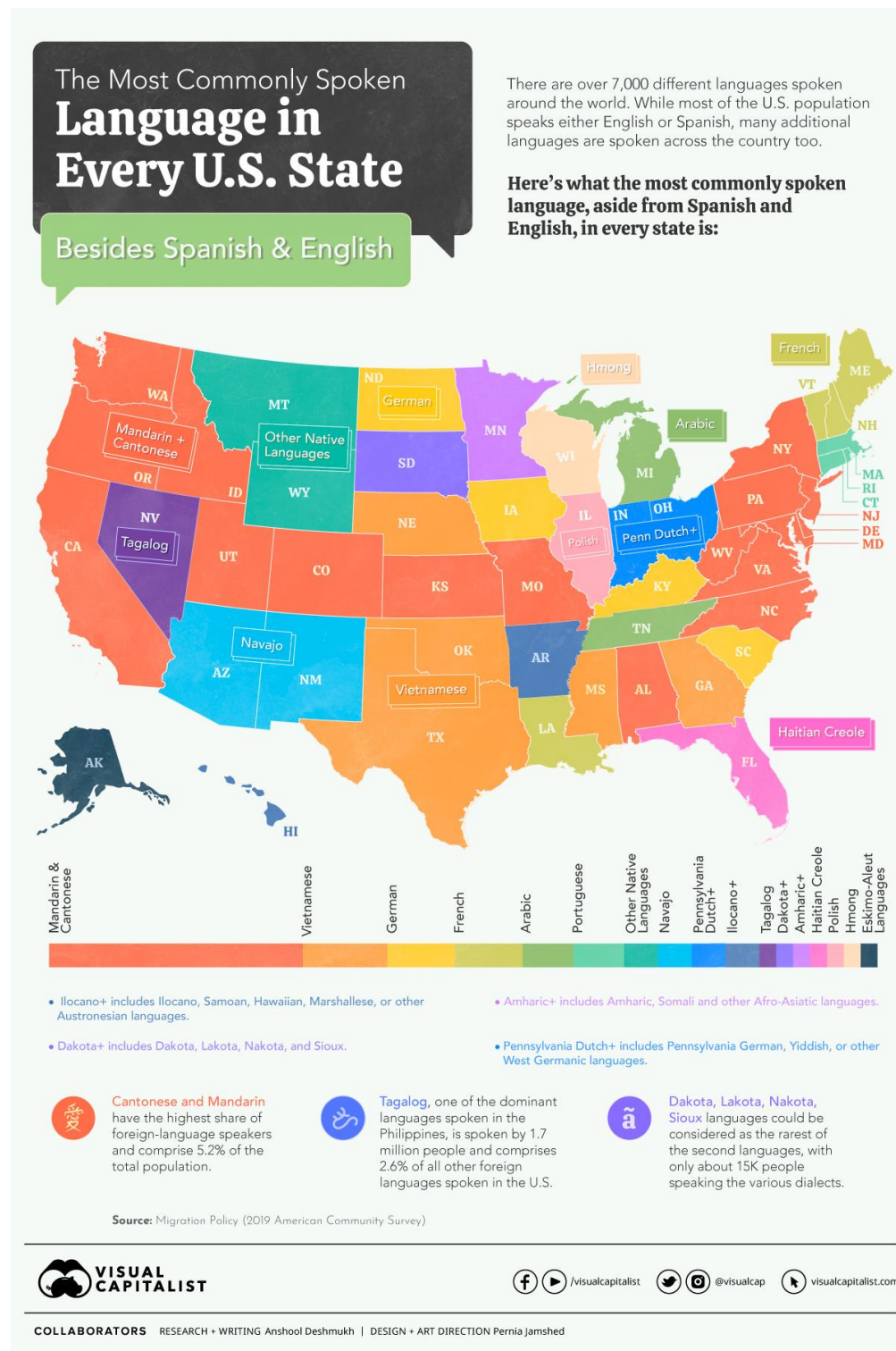
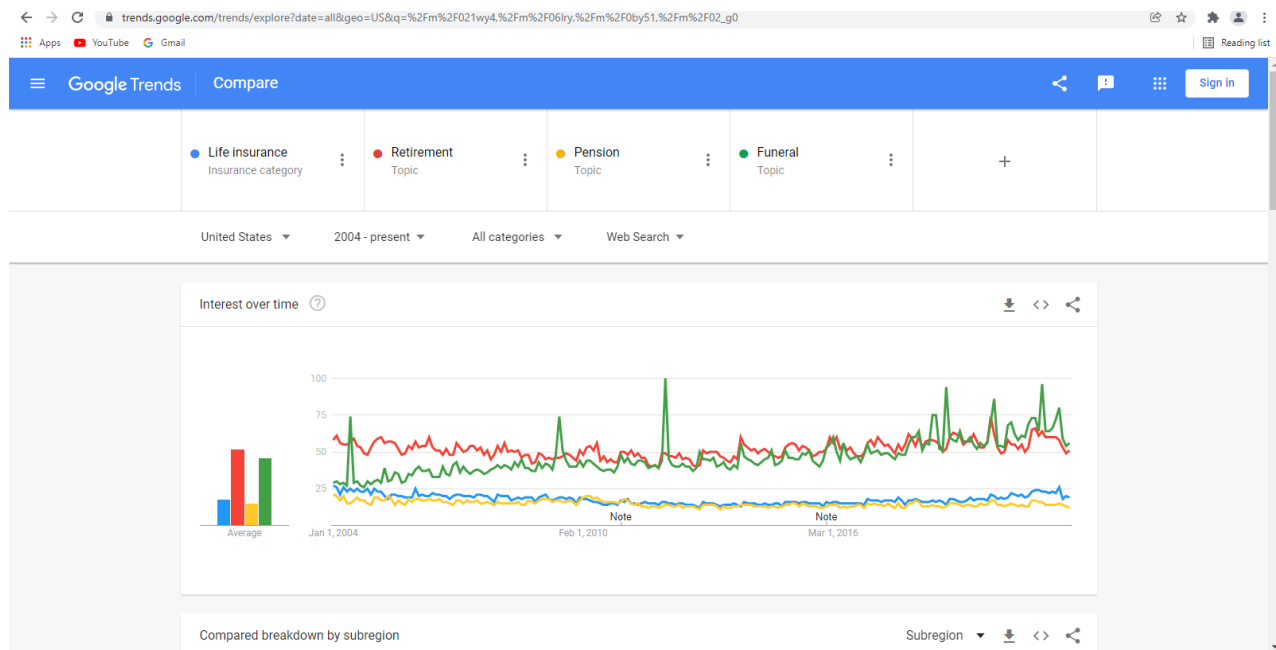
Figure 6.*The Most Commonly Spoken Language in Every US State*

Figure 7.

Google Trends Search “Life Insurance,” “Retirement,” “Pension,” and “Funeral”

**Figure 8.**

Google Trends “Can Bleach Cure?”

