

# Overview: Keyword `racism`

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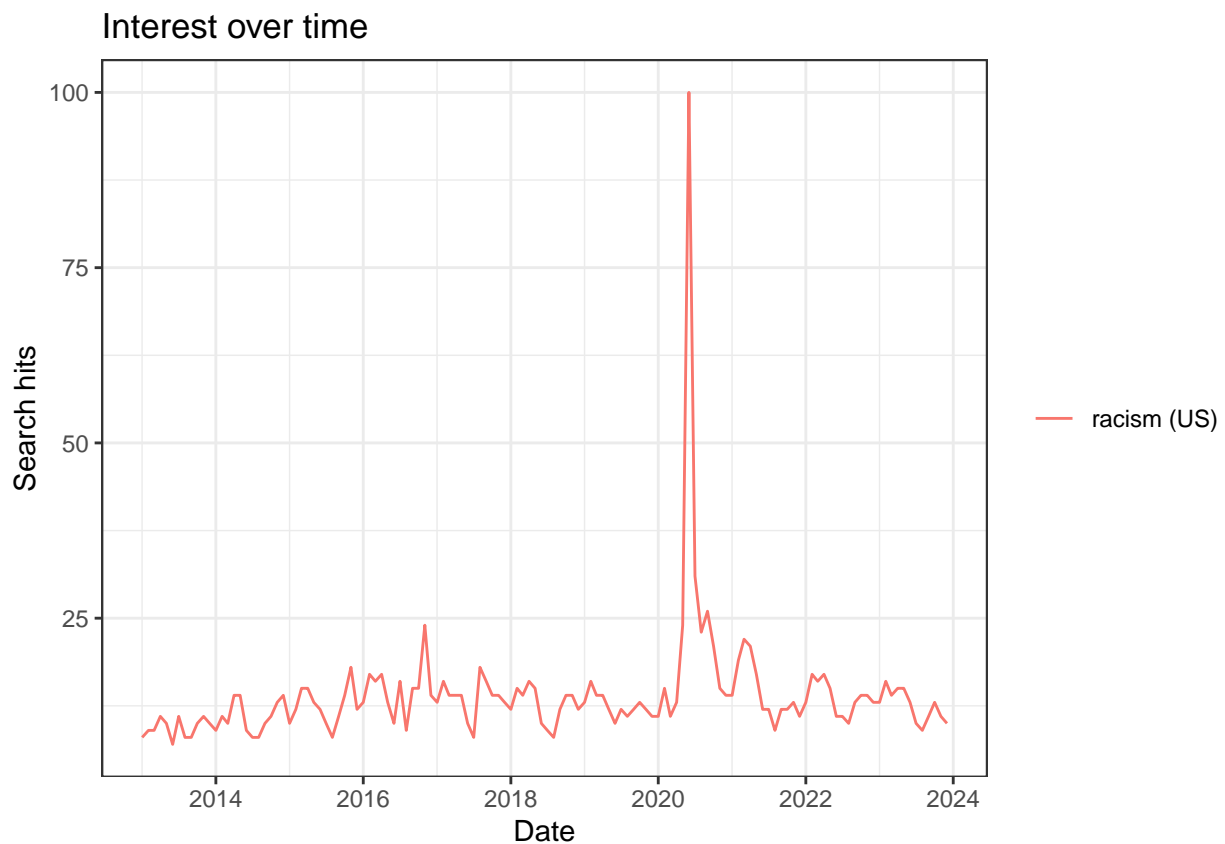
## Google trend analysis of racism

We generate a basic analysis of Google Trends data on the term `racism`.

### 10-year Google Trend

Searches for the term `racism` in the United States

```
# racism (10-year trend)
racism10year<-gtrends(c("racism"), time= "2013-01-01 2023-12-31", geo = "US")
plot(racism10year)
```

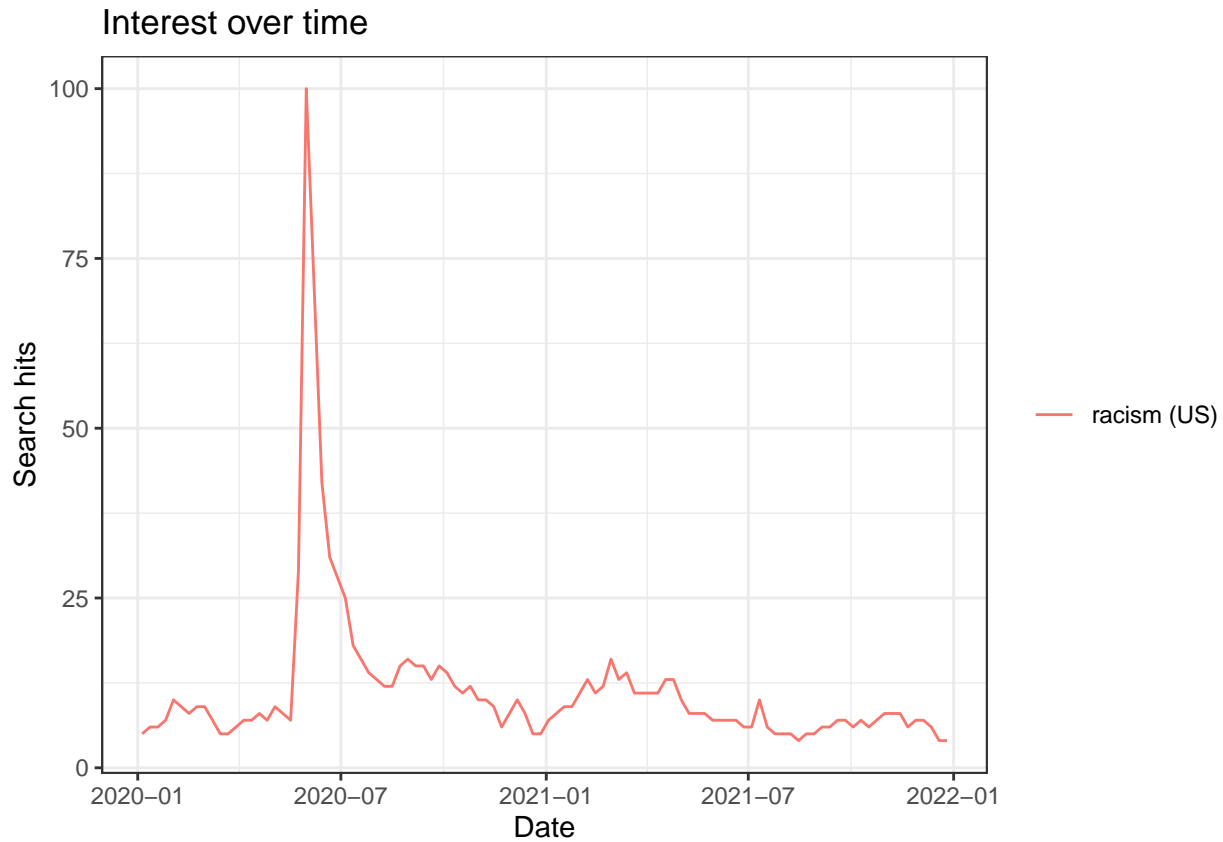


Hypothesis was a spike in US between 2019 and 2022.

## 2-year Google Trend for 2020 and 2021

Searches for the term **racism** in the United States

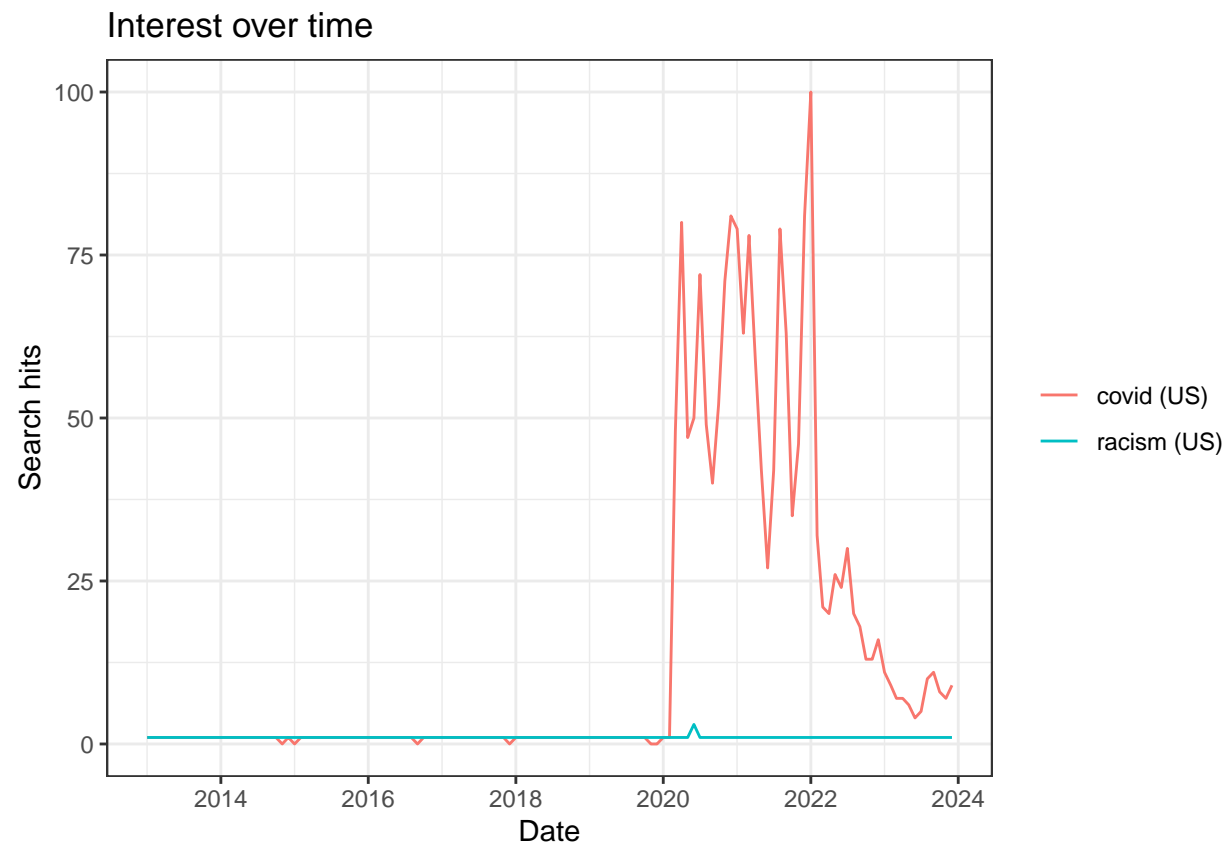
```
# racism (1-year trend for 2021)
racism1year<-gtrends(c("racism"), time= "2019-12-31 2021-12-31", geo = "US")
plot(racism1year)
```



## Search for racism and covid

Adding 10-year historical context (Covid) to searches for racism

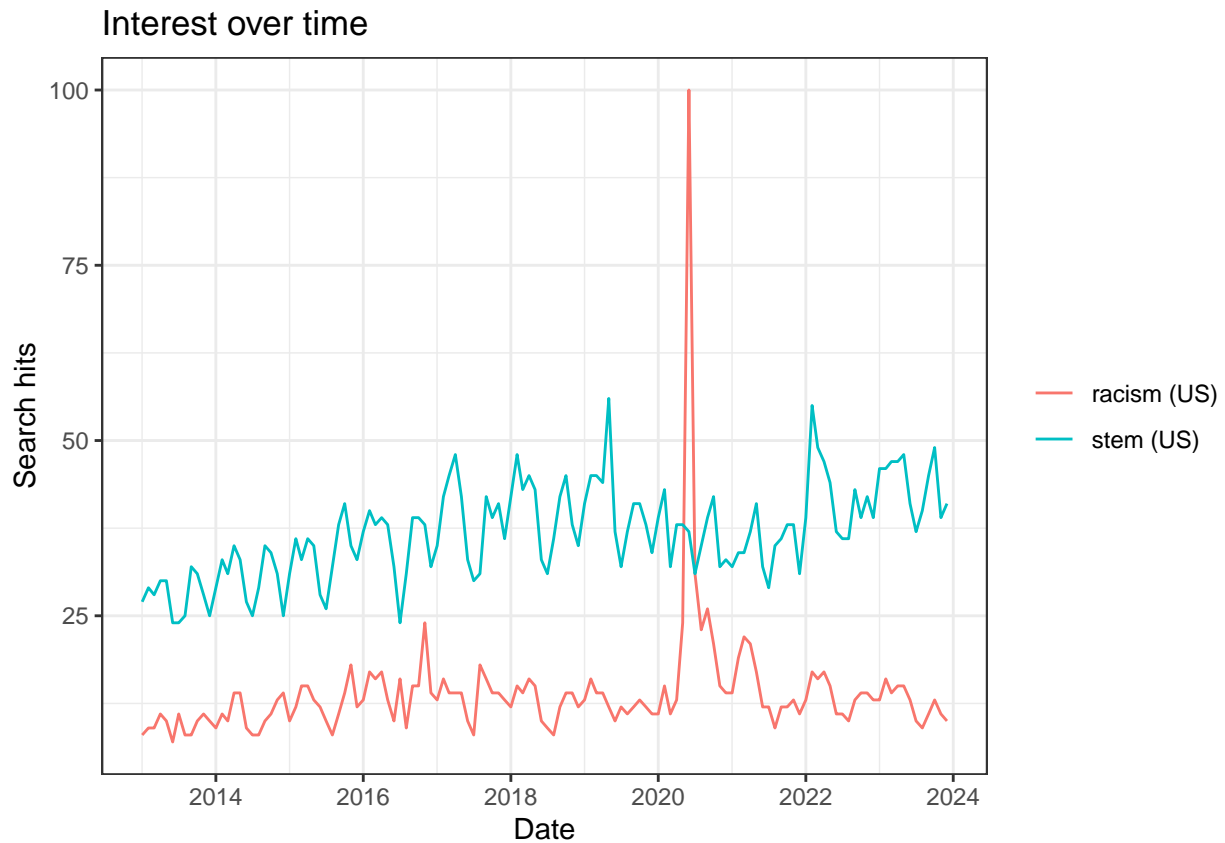
```
racism_covid<-gtrends(c("covid", "racism"), time= "2013-01-01 2023-12-31", geo = "US")
plot(racism_covid)
```



### Search for racism and stem

Adding 10-year ancillary context (subject=stem) to searches for racism

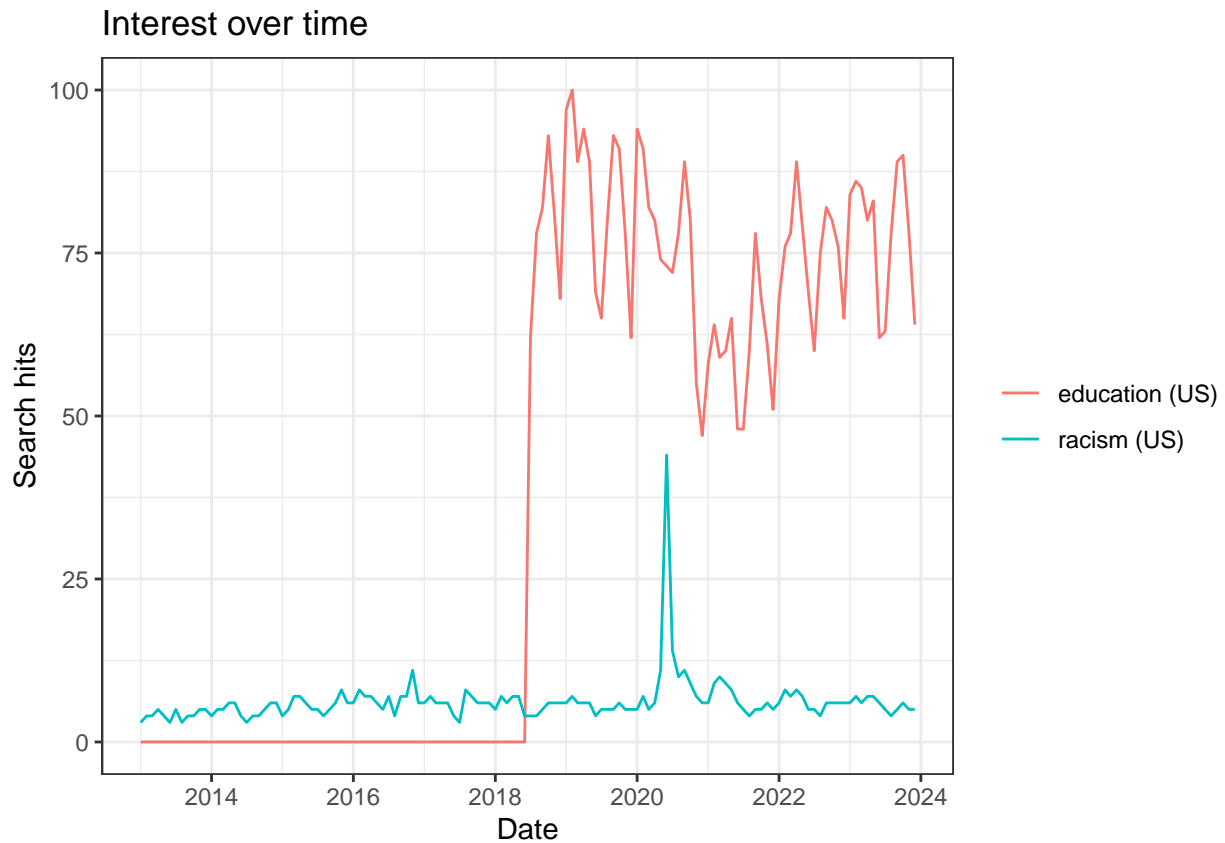
```
racism_stem<-gtrends(c("stem", "racism"), time= "2013-01-01 2023-12-31", geo = "US")  
plot(racism_stem)
```



## Search for racism and education

Adding 10-year ancillary context (subject=education) to searches for racism

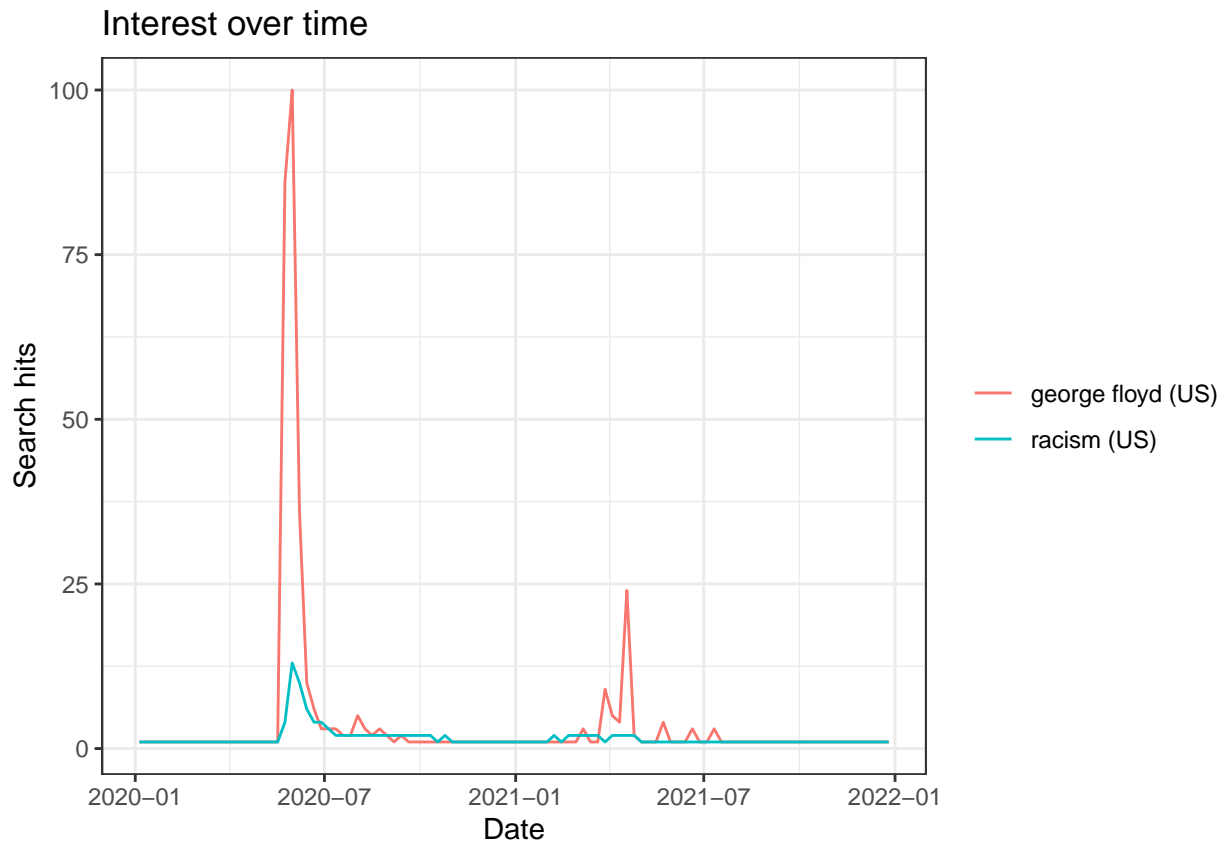
```
racism_education<-gtrends(c("education", "racism"), time= "2013-01-01 2023-12-31", geo = "US")  
plot(racism_education)
```



### Search for racism and george floyd

Adding historical context (person=george floyd) to searches for racism

```
racism_george_floyd<-gtrends(c("george floyd", "racism"), time= "2019-12-31 2021-12-31", geo = "US")  
plot(racism_george_floyd)
```

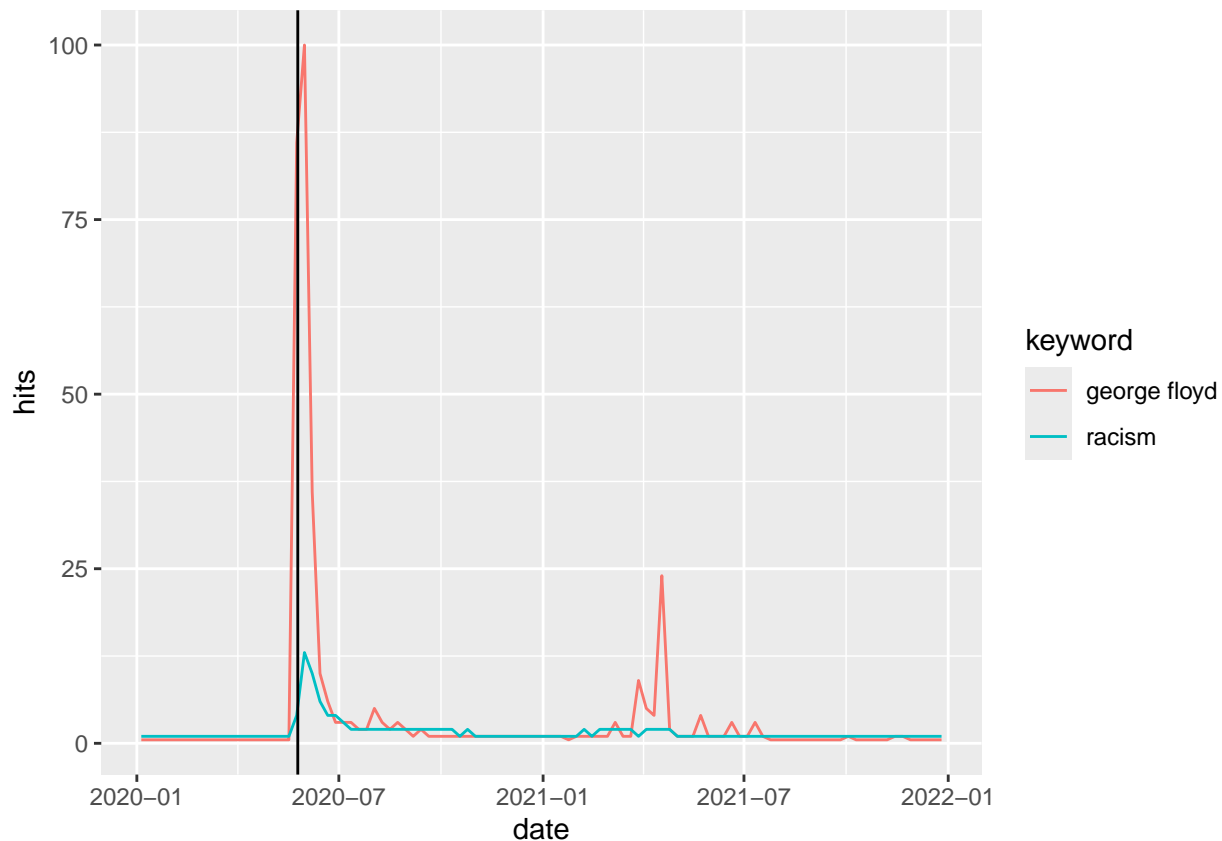


```
racism_george_floyd<-gtrends(c("george floyd", "racism"), time= "2019-12-31 2021-12-31", geo = "US")

racism_george_floyd_2 <- racism_george_floyd$interest_over_time %>%
  dplyr::mutate(hits=ifelse(hits=="<1",0.5, as.numeric(hits)),
    date=as.Date(date))
```

```
## Warning: There was 1 warning in 'dplyr::mutate()'.
## i In argument: 'hits = ifelse(hits == "<1", 0.5, as.numeric(hits))'.
## Caused by warning in 'ifelse()':
## ! NAs introduced by coercion
```

```
ggplot(racism_george_floyd_2, aes(x=date, y=hits, color=keyword)) +
  geom_line() +
  geom_vline(xintercept=as.numeric(as.Date("2020-05-25")))
```



## Add date of George Floyd murder by police

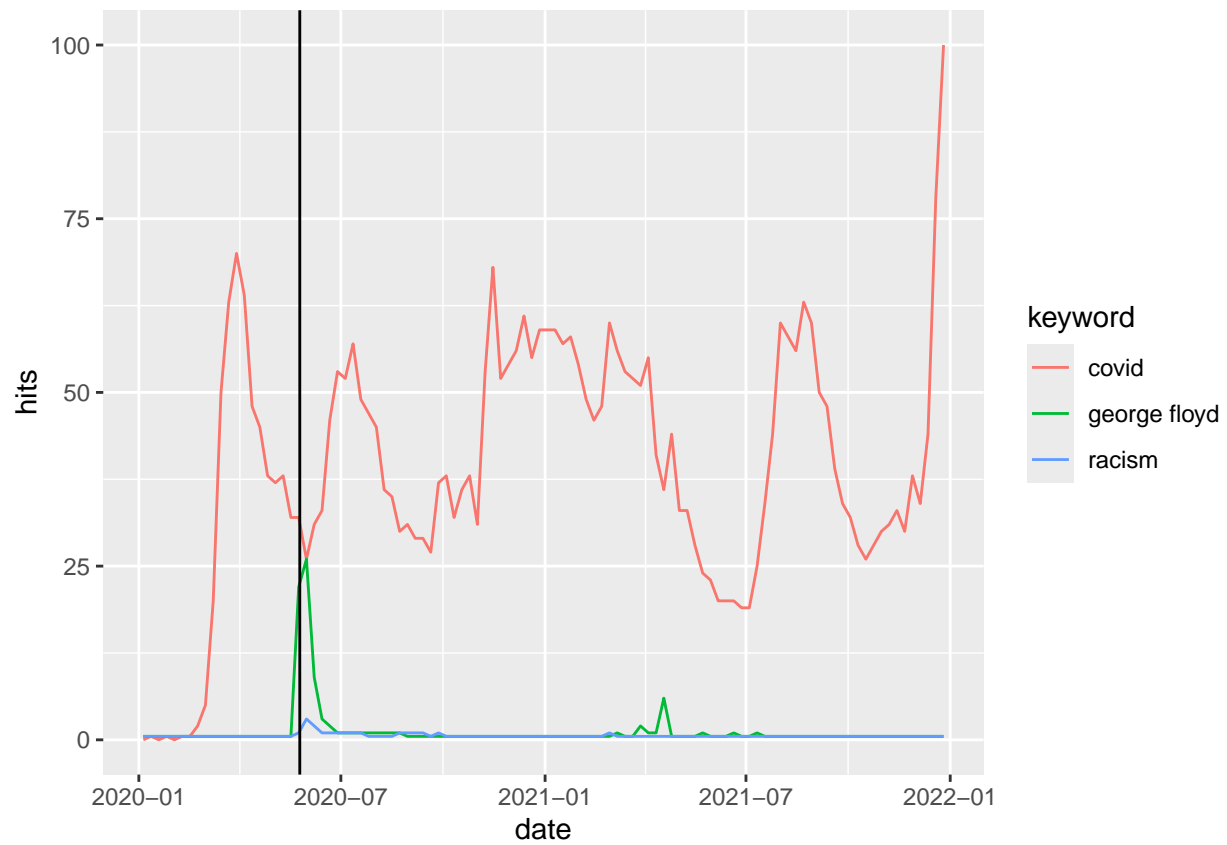
Layering date of George Floyd's murder (may 25, 2020) to plot.

```
racism1year<-gtrends(c("racism", "george floyd", "covid"), time= "2019-12-31 2021-12-31", geo = "US")

racism1year_trend <- racism1year$interest_over_time %>%
  dplyr::mutate(hits=ifelse(hits=="<1",0.5, as.numeric(hits)),
    date=as.Date(date))
```

```
## Warning: There was 1 warning in 'dplyr::mutate()'.
## i In argument: 'hits = ifelse(hits == "<1", 0.5, as.numeric(hits))'.
## Caused by warning in 'ifelse()':
## ! NAs introduced by coercion
```

```
ggplot(racism1year_trend, aes(x=date, y=hits, color=keyword)) +
  geom_line() +
  geom_vline(xintercept=as.numeric(as.Date("2020-05-25")))
```



The above information will inform our keyword inquiries for a bibliometric analysis.