

# Search Trends

Final Report - Data Visualisation

University of Twente  
Creative Technology  
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**Team: Internet**

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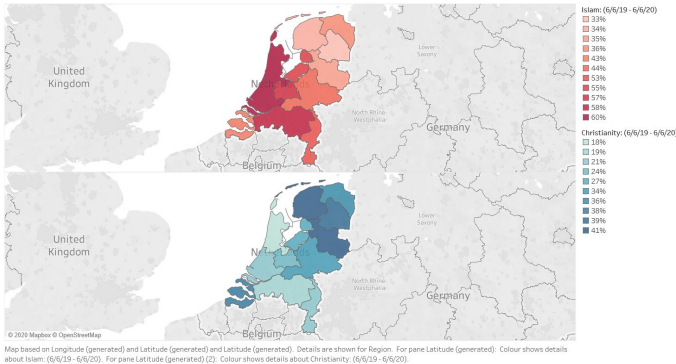
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# Introduction

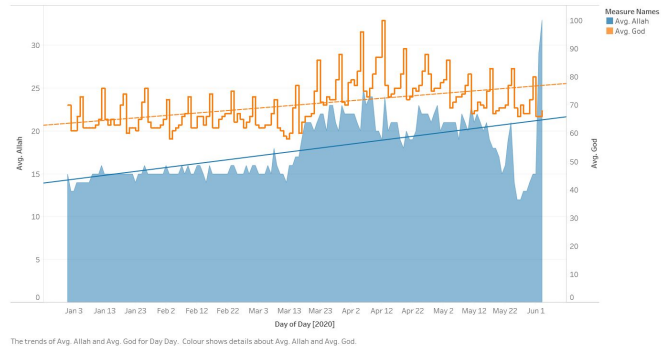
For this final assignment for Data Visualization, our topic of interest was initially the Internet. After having considered different sub-themes that could be used in order to visualize the Internet, we decided to pick search trends (on the Internet) as our main theme. In the following report, fifteen different visualisations will be shown, which all are linked to the main theme. Five different sub-themes were thought of, and for each sub-theme, three data visualizations have been made. The sub-themes that were used for these data visualizations are: religion, the dark web, impactful events, activism and products. In the following chapters, all data visualizations will be shown and explained shortly.

# Religion

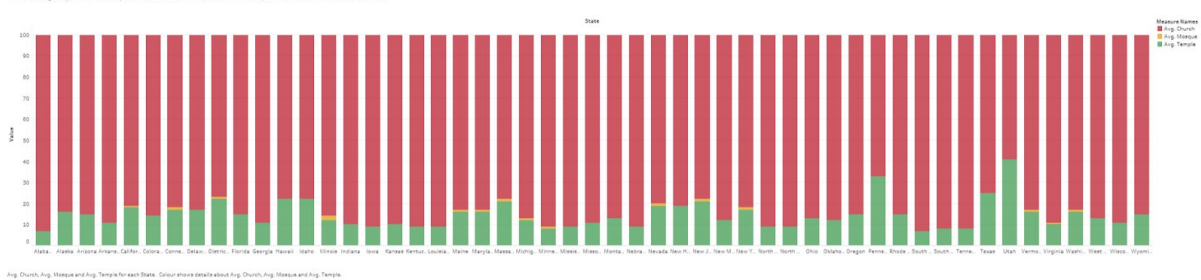
Search trends for Islam and Christianity in different regions of the Netherlands



Average amount of search trends for 'God' and 'Allah' over the entire world since the beginning of COVID-19



Percentages (out of 100%) for 'Church', 'Temple' and 'Mosque' for each state in the U.S.

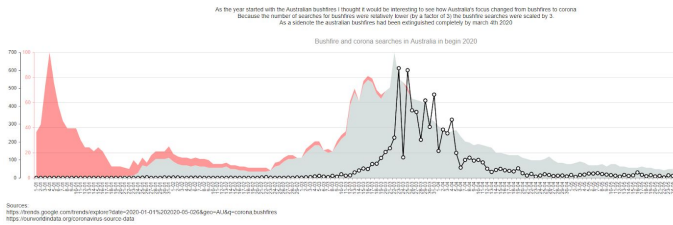


All three data visualizations that are shown above were made on the basis of datasets that were obtained via Google Trends. Since 'Search Trends' is our main theme for this final assignment for Data Visualisation, I have decided to use Google Trends as a source for the data sets used. Google Trends, which is a feature of Google, allows you to find accurate data about search trends all over the world, on all possible subjects. In order to make the visualizations for the 'Religion' sub-theme, different search trends with regard to different religions, places and timestamps were used.



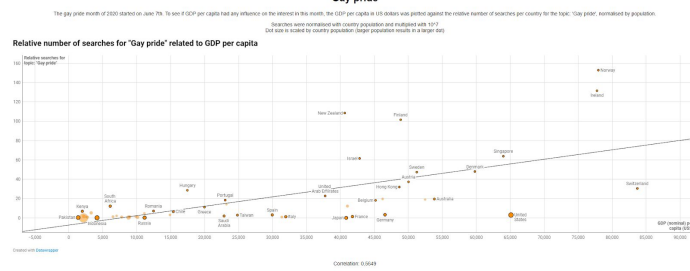
# Impactful events

Australia's relative number of searches for corona and bushfires

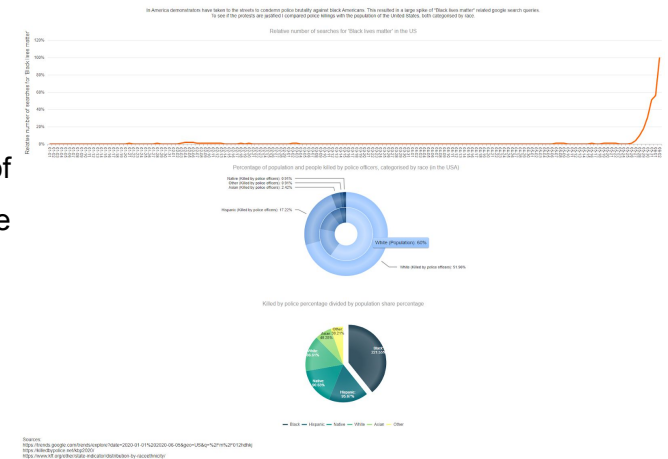


Most of the datasets used were taken from google trends. This shows the relative popularity of a given search trend in a given time frame. With 100% being peak popularity. The dataset regarding the number of corona cases was taken from ourworldindata.org The “killed by police” dataset was found on the library website from Princeton University and therefore can be assumed to be correct. Additional datasets about population of countries (number of inhabitants and distribution per race) were taken from kff.org and worldometer.info.

Gay pride



Police racism in the US



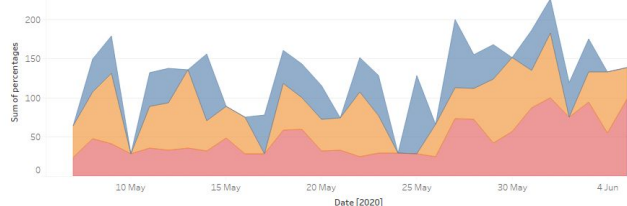
# Activism

Relative amount of interest in categorical activism over 07/05/2020-07/06/2020 (US)

Total popularity per category

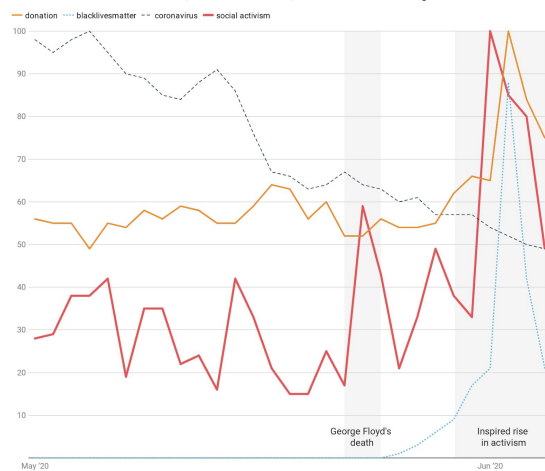


Relative popularity over time



Activism per recent situations

Worldwide search term interest in activism, both social and financial, with relation to recent unfoldings.



All data from these visualisations can be found on Google Trends. This data source provides relative popularity of search terms as a percentage. Furthermore, it provides insight in popular related search terms and related topics, as taken from Google Search requests of

