

Lesson 3

Google Trends:

See what's trending across Google Search, Google News and YouTube.

Find stories and terms people are paying attention to.



Course 1: Training Center Fundamentals

This course teaches skills every journalist needs for reporting in the digital age. You will learn a broad range of practical tools that you can use immediately.

Lesson Overview

How Trends works.

Google Trends allows you to see the topics people are—or aren't—following, practically in real time. Journalists can use this information to explore potential story ideas, and can also feature Trends data within news stories to illustrate a general level of interest in, say, a political candidate, social issue or event.

The Google Trends homepage (google.com/trends) features clustered topics that Google detects are related and trending together on either Search, Google News, or YouTube. Trending Stories are collected based on Google's Knowledge Graph technology, which gathers search information from those three Google platforms to detect when stories are trending based on the relative spike in volume and the absolute volume of searches.

The Featured insights at the top of the new Google Trends homepage are curated by the Training Center to highlight additional data patterns or interesting trends.

- 3 On the homepage.
- 4 Exploring your topics.
- 7 Comparing groups of terms.
- 9 Explore by language.
- 10 Narrowing or expanding your search by geography and time.
- 11 More about trends.

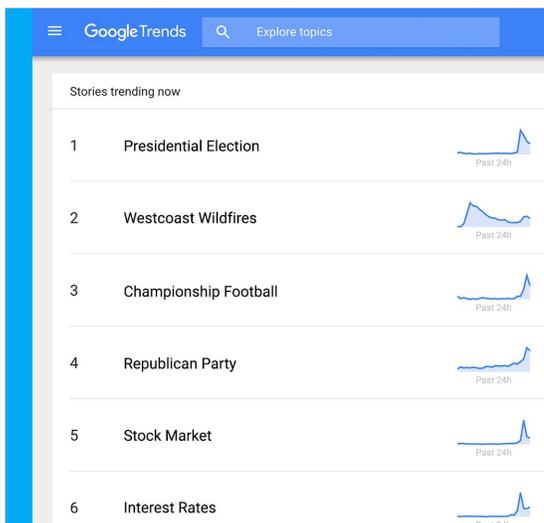
For more lessons, visit:

newsinitiative.withgoogle.com/training/course/fundamentals

Card 1

On the homepage.

The Trends homepage indicates what topics are trending right now, which can be helpful when choosing a story to write about.



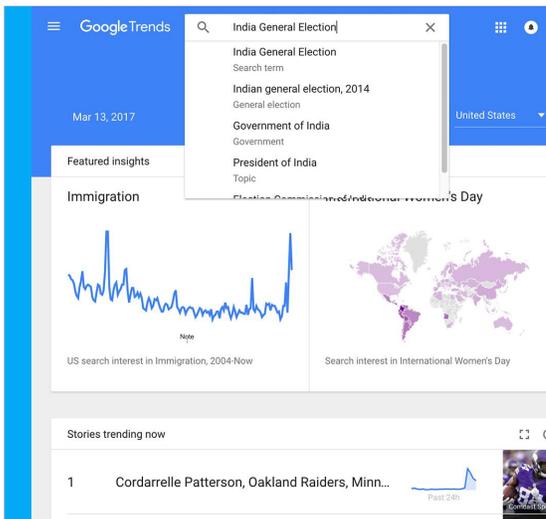
By simply clicking on a topic under “Stories trending now,” you can access additional data including the most relevant articles, interest over time, interest by region, trending queries, and related topics.

Card 2

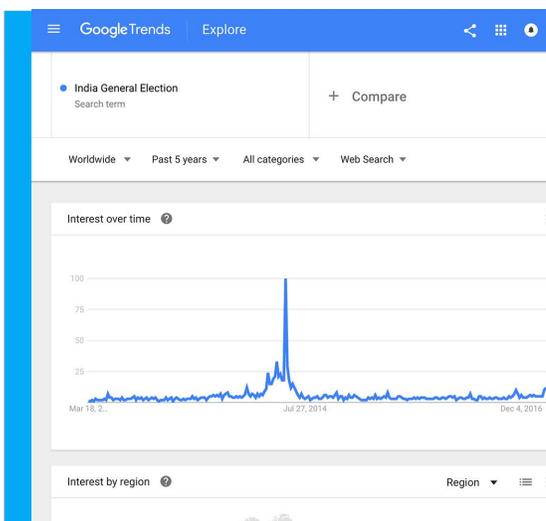
Exploring your topics.

In addition to what you see on the homepage, you can explore and gauge interest in virtually any topic, which can be useful for developing story ideas.

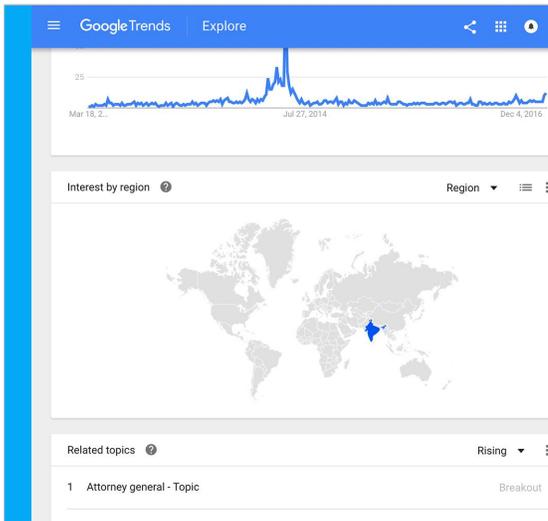
Let's say you're doing a story on the US presidential election, and want to compare the election process with that of India's General elections happening in the same year. Just use the Trends search bar:



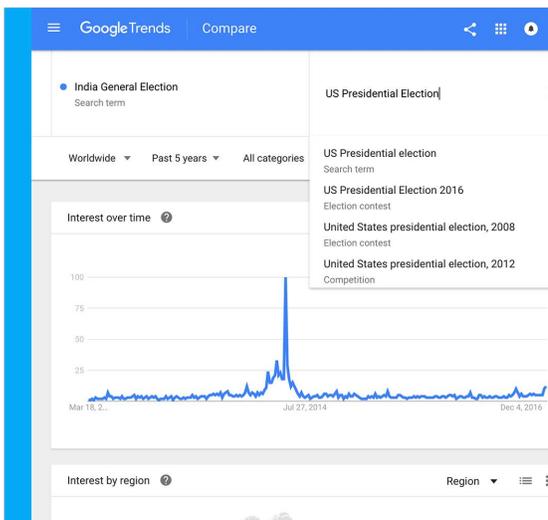
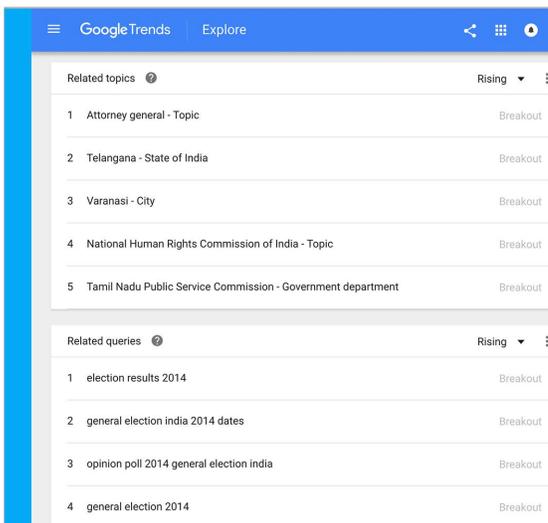
Enter the India General Election in the Google Trends search bar at the top of the homepage. Press Return to see your results.



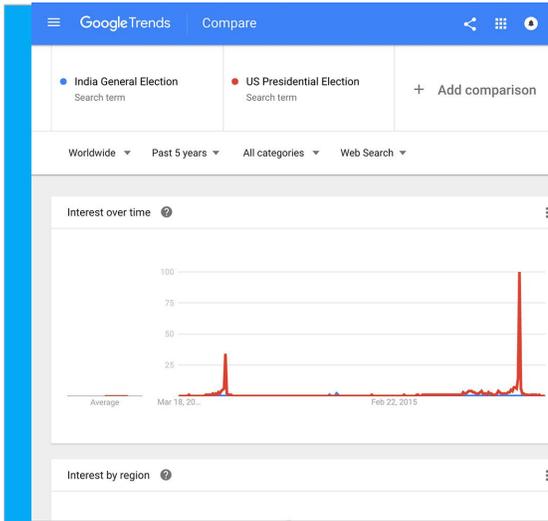
Your results page will feature three data visualizations (charts).



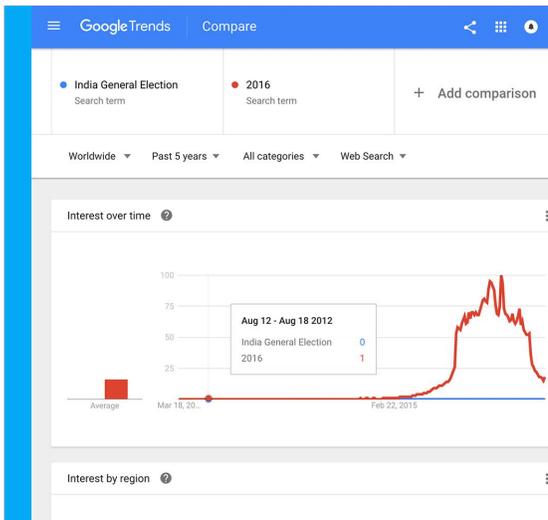
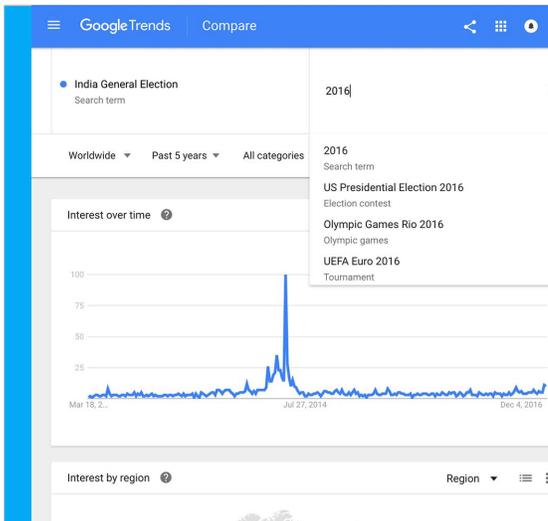
Interest over time, Regional interest and Related searches.



On the results page, you can add topics to compare them simultaneously in the charts by clicking the + Compare button, or remove a topic by clicking the "x" that appears in its box when you hover your cursor over it.



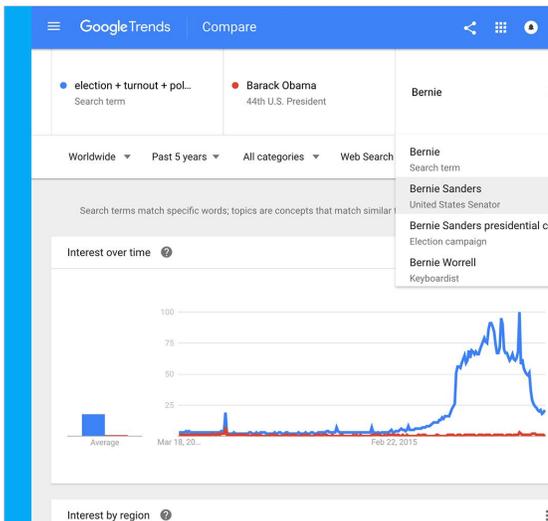
On the results page, you can add topics to compare them simultaneously in the charts by clicking the + Compare button, or remove a topic by clicking the “x” that appears in its box when you hover your cursor over it.



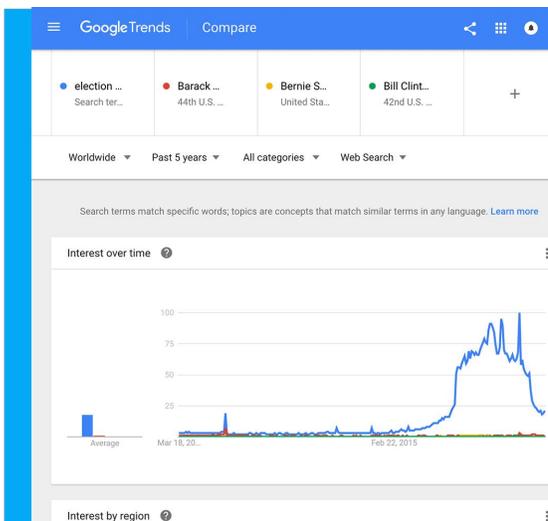
Card 3

Comparing groups of terms.

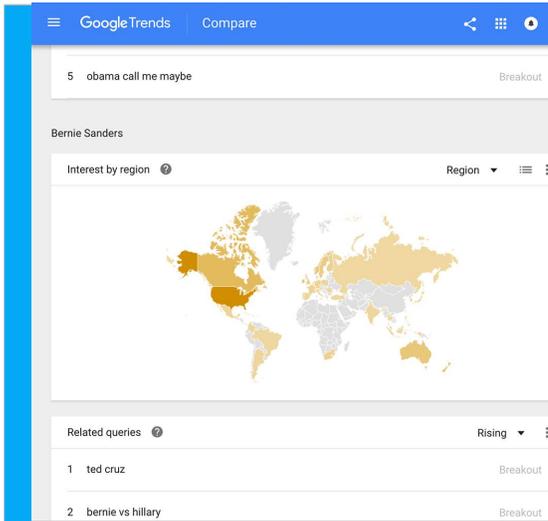
You can compare up to five groups of terms at one time and up to 25 terms in each group.



Group terms together by using a “+” symbol.



This could be useful to compare election candidates, or to look at nominees in an awards show.

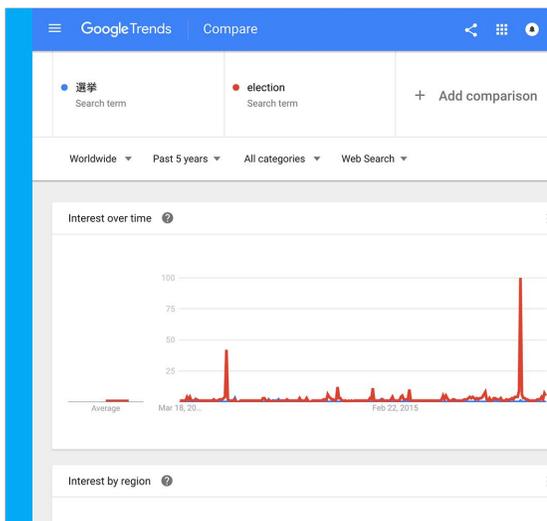


On the results page, you can add topics to compare them simultaneously in the charts by clicking the + Compare button, or remove a topic by clicking the “x” that appears in its box when you hover your cursor over it.

Card 4

Explore by language.

If you enter a search term using non-Latin characters, you'll see data from all countries or regions that use those characters. For example, if you enter "選挙", the Japanese characters for election, your results will not include much data from the United States.

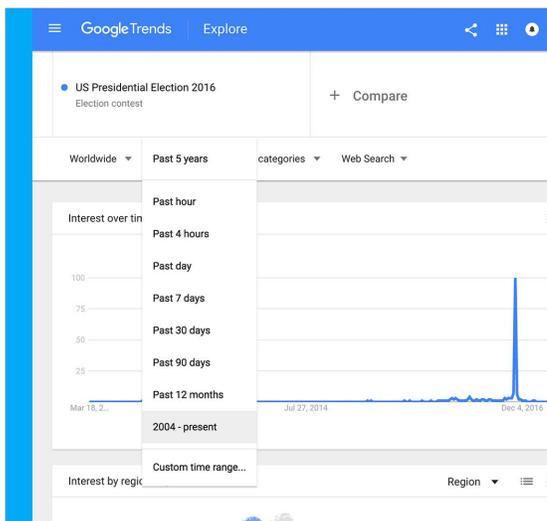


You can easily compare searches of the same term in different languages. Using the election example, just enter search term 選挙 in the first search box, then enter "election" in the + Compare search box.

Card 5

Narrowing or expanding your search by geography and time.

On the results page under the search bar, use the “Worldwide” and “2004-present” dropdowns to refine your exploration further by region and/or time period.

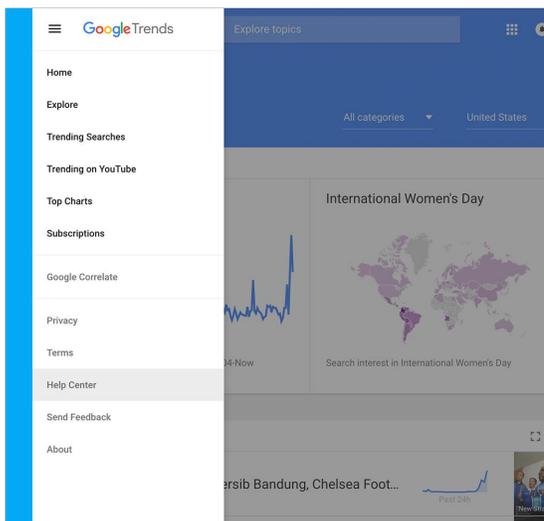


On the results page under the search bar, use the “Worldwide” and “2004–present” dropdowns to refine your exploration further by region and/or time period.

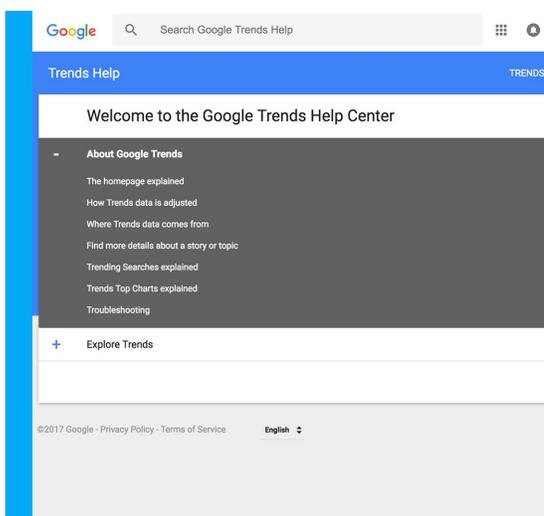
Card 6

More about trends.

Information on how to better understand Google Trends data and read its charts can be found in our Google Trends: Interpreting the Data tutorial.



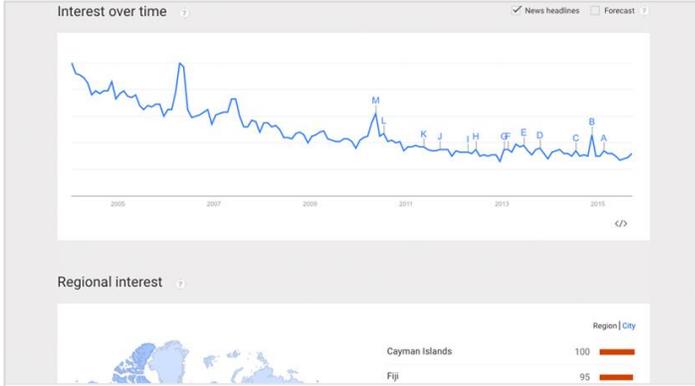
You can also visit the Trends Help center, accessible from the menu in the upper left of the homepage.



Congratulations!

You completed “Google Trends: See what’s trending across Google Search, Google News and YouTube.”

If you want to learn more tools that will help you research, report and distribute your stories, go to the Training Center website for the next lesson in the Fundamentals Course:



The screenshot displays the Google Trends interface. The top section, 'Interest over time', features a line graph with a blue line showing fluctuations from 2005 to 2015. The x-axis is labeled with years (2005, 2007, 2009, 2011, 2013, 2015) and months (A, B, C, D, E, F, G, H, I, J, K, L, M). The bottom section, 'Regional interest', shows a world map and a table of regional interest. The table lists 'Cayman Islands' with a value of 100 and 'Fiji' with a value of 95. A legend indicates 'Region | City'.

5 min estimated time

Google Trends: Understanding the data.

How to interpret Trends results.