Mobile Communication
Google Trends Scavanger Hunt

> **Taking a good look at what people are searching for in 2016** can give us some interesting insights into what's coming up the trends of the collective consciousness. It's important to note that utilizing 'Google Trends' to analyze search data simply isn't hard scientific data – but it is good for seeing patterns.
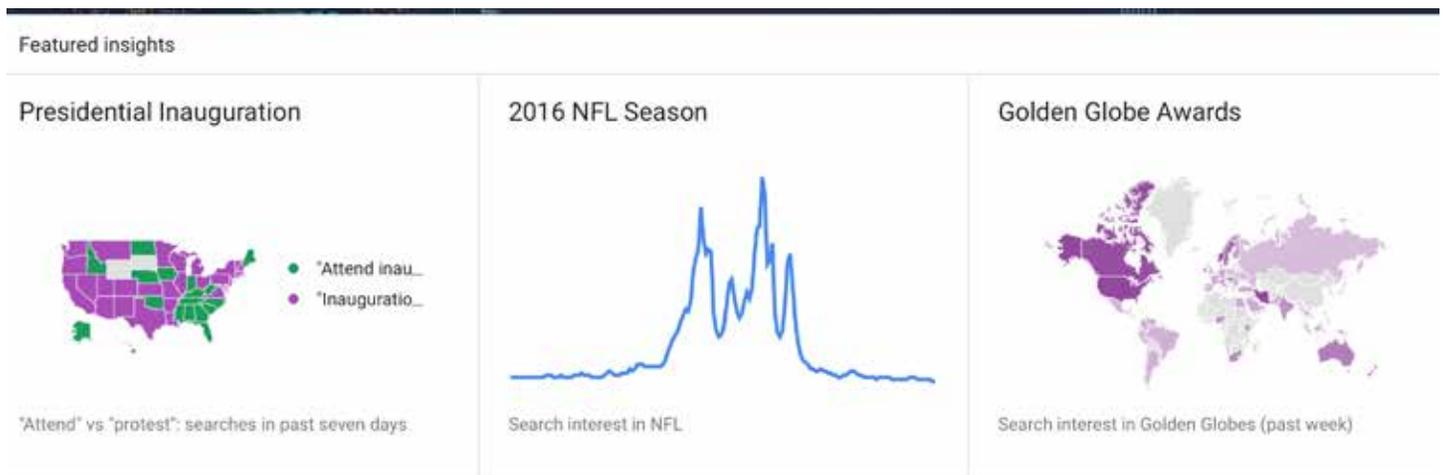>
> **Why do search trends matter for my business?**
>
> Google Trends can be used to help your company's **content creators better understand what people want to know about.** It can also be used to **gauge brand interest over time,** and **aid your content creation.**

1. Visit Google Trends site at https://www.google.com/trends/.

2. Begin by making a note of the date and time you are working on this assignment. If you work on different dates or different times make a note of that as well.

3. Let's start by checking out one of the featured insights on the home page. For this example I accesssed the Google Trend data on the 2016 NFL Season.

Featured insights

Presidential Inauguration | 2016 NFL Season | Golden Globe Awards

"Attend" vs "protest": searches in past seven days | Search interest in NFL | Search interest in Golden Globes (past week)

4. Spend some time checking out the data presented. Pay particular attention to some of the interactive features used to present data. Take a screenshot of one of the interactive tables you discover.

Search interest in NFL teams, last 7 days
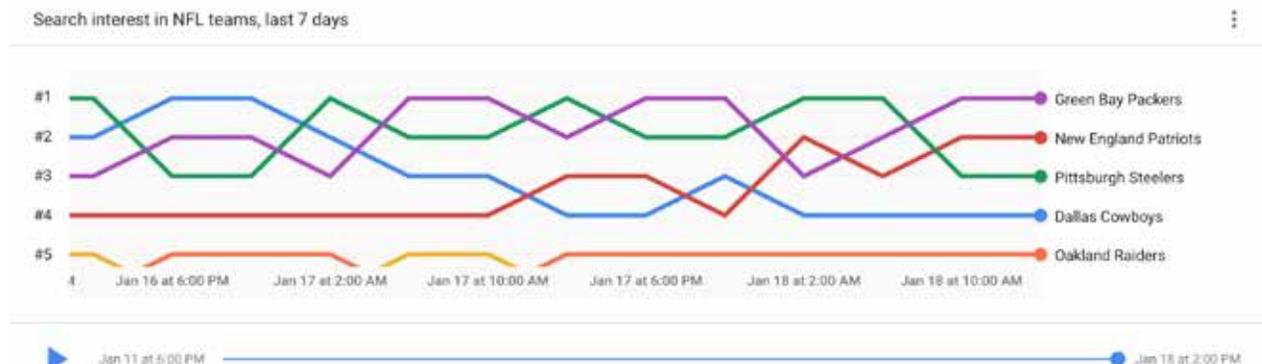
5. While you are still exploring one of the featured insights, take TWO more screenshots of featured insights trend data charts.

6. Now let's check out the different categories of data and different country data. You'll find drop down selection menus on the right side of the Goolge Trends home page to select categories and countries.


7. Select a category you are interested in exploring. We'll begin by exploring data for the United States. Take a look and take a screenshot of the top three trending stories. Click on one of the top three stories and take a screenshot of the "most relevant articles" and current interest over time data charts.

8. Now, keeping the same category selection, but select two different countries and take screenshots of the same data for each of the countries you select.

9. Now let's EXPLORE how we can COMPARE Google Search term data. Go to the Google Trends drop down menu and selest EXPLORE. Add three related search terms to get comparison data over time. Take a screenshot that includes search terms and data mapped over some time.
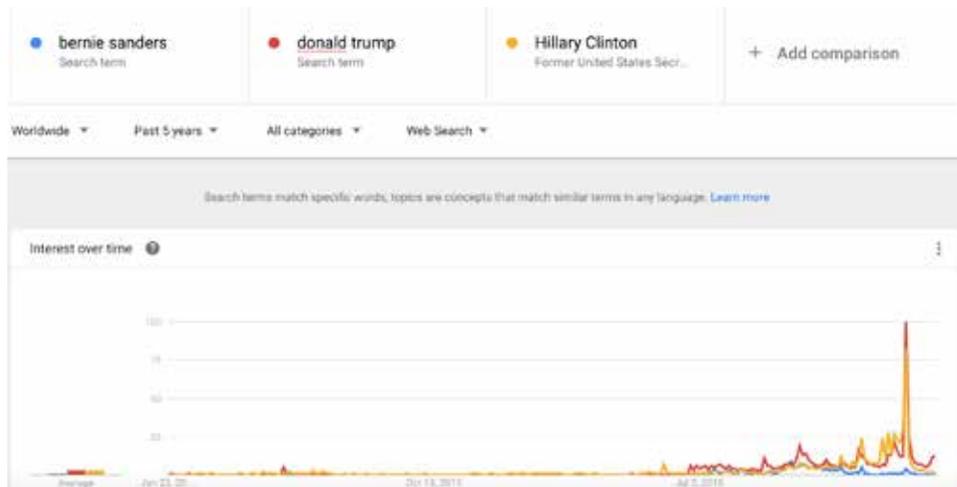
10. Let's check out TRENDING SEARCHES. From the Google Trends down menu select trending searches and take a screenshot of the current trending searches including the date.
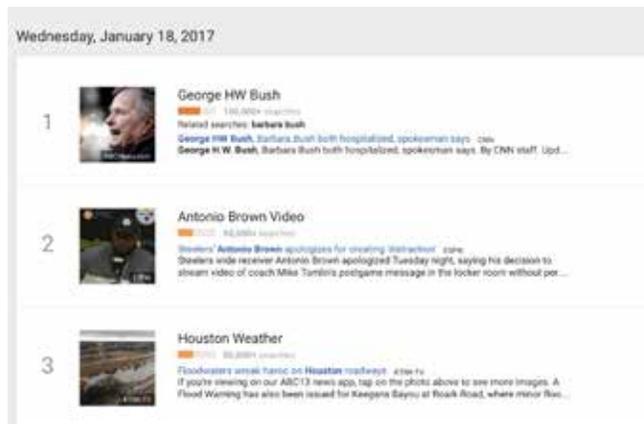
11. Let's check out TRENDING ON YOUTUBE. From the Google Trends down menu select trending on YouTube and take a screenshot of the current trending searches.
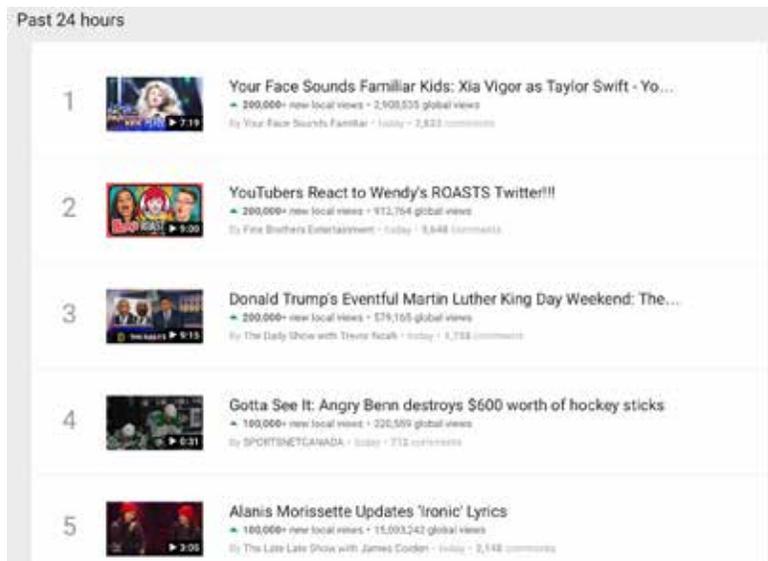
12. Finally, let's check out TOP CHARTS. From the Google Trends down menu select top trends and take screenshots of FIVE of the current top charts you are interested in.
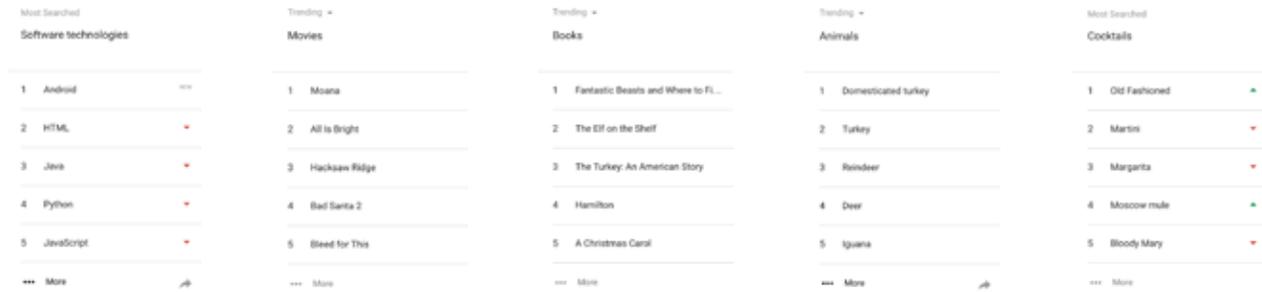
Most Searched	Trending ▾	Trending ▾	Trending ▾	Most Searched
Software technologies	Movies	Books	Animals	Cocktails
1 Android ···	1 Moana	1 Fantastic Beasts and Where to Fi...	1 Domesticated turkey	1 Old Fashioned ▲
2 HTML ▼	2 All Is Bright	2 The Elf on the Shelf	2 Turkey	2 Martini ▼
3 Java ▼	3 Hacksaw Ridge	3 The Turkey: An American Story	3 Reindeer	3 Margarita ▼
4 Python ▼	4 Bad Santa 2	4 Hamilton	4 Deer	4 Moscow mule ▲
5 JavaScript ▼	5 Bleed for This	5 A Christmas Carol	5 Iguana	5 Bloody Mary ▼
··· More ↗	··· More	··· More	··· More ↗	··· More

13. When you have completed your Google Trends Scavenger Hunt please submit it to the dropbox on D2L.