



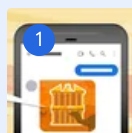
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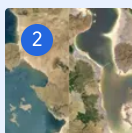
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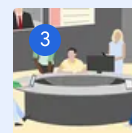
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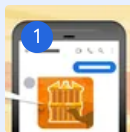
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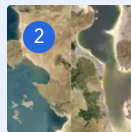
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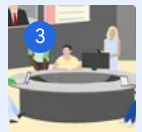
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Lesson
Storytelling with
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Lesson overview

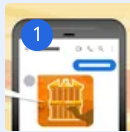
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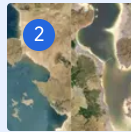
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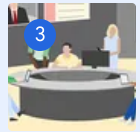
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Lesson
Google Trends

Google Trends is a useful tool for monitoring what audiences are interested in. Trends data can also be used in storytelling. This lesson will take you through ways to find and make sense of Trends stories, and how to report the data.

1. Finding stories with Trends Explore

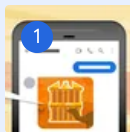
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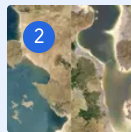
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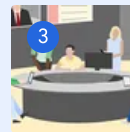
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< Showing 1-3 of 6 examples >

Trending Searches shows the top-searched news stories each day in your location. You can also see realtime search results for a specific topic.

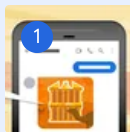
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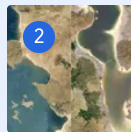
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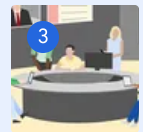
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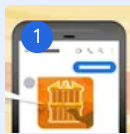
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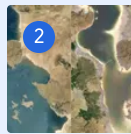
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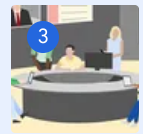
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and contextualize trending searches, which can then form the basis of a news story.

STEP 1

One of the easiest ways to make sense of Google Trends data is to find “spikes” in search. This is a sudden acceleration of search interest in a topic, compared to usual search volume. Here is a spike in search interest in the men’s football World Cup, at the time of the tournament in 2018. We call it a spike because of the sharp upward movement of the search interest graph.

to 2004. We can now see that the World Cup in 2018 was more highly-searched than any of the previous
to

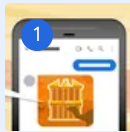
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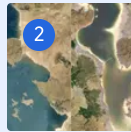
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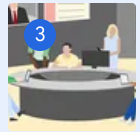
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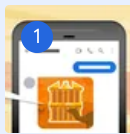
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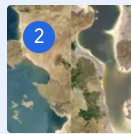
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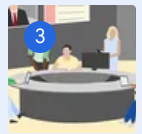
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steps.

STEP 1

You can choose any topic in order to work through this tutorial. Our example looks at search interest in recipes from the past 90 days, worldwide.

STEP 2

In the top right of any chart on Trends Explore, you'll see an embed symbol which looks like two triangular brackets: <>.

On the bottom left, you will see a text box with an embed code. Copy and paste it into any HTML page to embed your Google Trends chart.

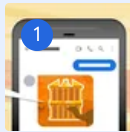
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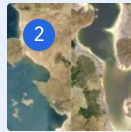
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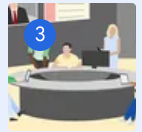
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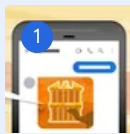
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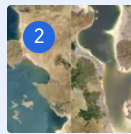
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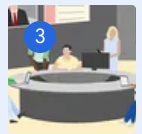
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data so you can make your own maps and charts.

STEP 1

Choose any topic to work through this tutorial. Our example looks at search interest in recipes from the past 90 days, worldwide.

STEP 2

In the top right of any widget, you will see an arrow pointing downward to a horizontal line. This download symbol lets you access the data behind that chart.

STEP 5

You can now clean the data and visualize it using free tools such as Flourish. Note that the geoMap file will

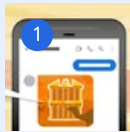
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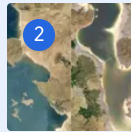
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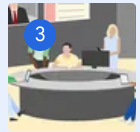
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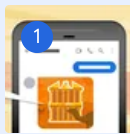
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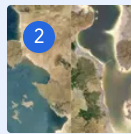
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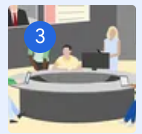
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When writing about a trend, make sure you include the search term or topic, location, and time frame. If you have used categories or filtered by search type, you should mention this, too.

It's also important to remember that Google Trends data is completely anonymous. Your writing should reflect this -- don't make assumptions about who is searching for a

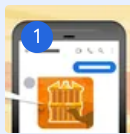
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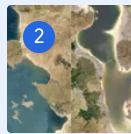
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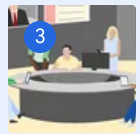
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Video: Keeping journalists safe online

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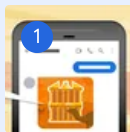
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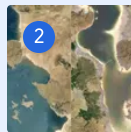
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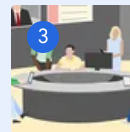
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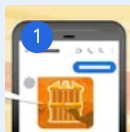
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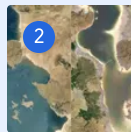
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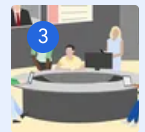
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