

Google Trends

Google processes billions of searches every day. As valuable as the results are, there is also a lot we can learn from the searches themselves. **Google Trends** at trends.google.com is a tool that lets you see **what people are searching for**. You can even limit the data to certain categories (Business, Entertainment, Health, etc.) or by country.

One of the best parts of the Google Trends service is the **Visualization** page. This page gives you a grid with real-time top search terms. You can adjust the size of the grid as well as which country the searches come from. For example you can access a 5x5 grid of search topics from the United States at this link:

<https://trends.google.com/trends/hottrends/visualize?nrow=5&ncol=5&pn=p1>



This can be a great tool for students to see what topics are currently trending in the news in their country, or in other countries around the world. Students can click on any of the search topics to open a Google search for that term to learn more about that topic and why it is in the news.