

USING GOOGLE TRENDS SERVICE TO STUDY THE INTERESTS OF THE POPULATION OF UKRAINE IN THE FIELD OF PHYSICAL CULTURE AND SPORTS

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Abstract: This report is dedicated to exploring the capabilities of the Google Trends service for studying the trends in changing interests of the Ukrainian population in the field of physical culture and sports.

Keywords: Google Trends, interests, trends, physical culture, engagement.

Introduction:

Every day, people use the Internet to search for information. It is no secret that search queries in search engines are analyzed by large corporations, such as Google. Internet data has clear advantages over survey data in terms of cost, availability, and frequency. These advantages have prompted some researchers to use Internet search data as a basis for public opinion analysis [5]. Additionally, over the past decade, the use of web data has spread to public health issues, specifically in the field of infodemiology [6], among others. One of the principles that should guide state policy in the field of physical culture and sports (PC&S) is taking into account the interests of all citizens when developing and implementing PC&S development programs [1]. Therefore, studying the interests of the Ukrainian population in the field of PC&S using Google Trends is relevant.

Purpose and Objectives of the Study:

To analyze data on the research question and describe the capabilities of the Google Trends service for studying trends in changing interests of the Ukrainian population in the field of PC&S.

Materials and Methods of Research:

An analysis of scientific and literary data regarding the use of Google Trends in research related to the chosen topic was conducted. Based on the obtained data and conducted research, a list of capabilities operated by Google's public web application

was compiled. Methods of analysis, synthesis, mathematical data processing, content analysis, induction, and deduction were used.

Research Results and Discussion:

Google Trends is an analytical tool (a public web application by Google) that helps assess the dynamics of the popularity of search queries on the Internet. The service allows determining the popularity of a query at the country or city level. For analysis, any period can be selected: the last hour, 4 hours, 30 days, 90 days, 1 year, the last 5 years, or any arbitrary period starting from 2004. It is important to understand how search demand assessment in Google Trends works. The service only shows relative values. Google's algorithms identify a point on the graph for the selected period when the query was most popular and take it as 100. All other points on the graph are determined as a percentage of the maximum [4]. Another function is the ability to choose a theme for the search queries. The category "Beauty and Fitness" corresponds to the PC&S field. Additionally, similar search queries and topics can be seen alongside the results. This allows understanding what users search for along with the specified queries. In V. O. Zhuk's research on the chosen topic, an increase in interest in physical culture and sports from 2004 to 2019 was found, along with a decrease in interest in alcoholic beverages among the Ukrainian population since 2015 [2]. During the study of changes in interest in various types of fitness in Ukraine from 2004 to 2018 [3], the most popular types of fitness programs by the number of search queries (CrossFit, Abs+Abs, Pilates, Aerobics, TRX) were identified. Trends towards increased interest were only observed for "CrossFit," which peaked in popularity in 2018.

Conclusions:

Google Trends is an innovative system with unique potential for monitoring and predicting important phenomena at the population level. For the most accurate analysis, special search operators should be used. The service allows comparing statistics on search queries by regions and periods.

Prospects for Further Research:

The issue of studying the interests of the Ukrainian population in the field of PC&S requires a more detailed analysis of data by regions.

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