

GLOBAL SEARCH TRENDS OF AUDIOLOGY RELATED TERMS USING GOOGLE TRENDS FROM 2013 TO 2018: AN EXPLORATORY ANALYSIS

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ABSTRACT

Introduction: The aim of the study is to analyse the popularity of audiology related terms using Google Trends (GT).

Method: All the search terms with respect to categories (conditions, terminology, & device), Google vertical (web search, image search, youtube search & news search) and interest over time were analysed in the span of five years.

Results: With respect to conditions, the search volume interest over time in 'web search' revealed that 'hearing loss' yielded highest search volume followed by 'deafness', then by 'hearing problem' and the least with 'hearing impairment'. In other Google verticals (image search, YouTube search & news search) 'hearing loss' yielded highest search volume followed by 'deafness', then by 'hearing impairment' and the least with 'hearing problem'. With respect to terminology, the search volume interest over time in Google verticals (web search, image search, YouTube search, & news search) revealed that 'deaf' yielded popular search volume followed by 'hard of hearing', and the least with 'hearing impaired'. With respect to devices, the search volume interest over time in Google verticals (web search, image search, YouTube search, & news search) revealed that 'hearing aids' yielded highest search volume followed by 'cochlear implant', and the least with 'hearing device'. With respect to overall search terms, 'hearing loss' is showed higher interest in web search; the search term 'deaf' is popular in other Google verticals (image search, YouTube search & news search).

Conclusion: The trend research platform can be used to explore different terminology over time and their drift in Google verticals with great acumen. This tool can be utilized in forecasting, modulating marketing strategies and make a key word planner.

Keywords: Audiology terminology, Google Trends, Google Verticals, Interest over time, Hearing, search volume

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