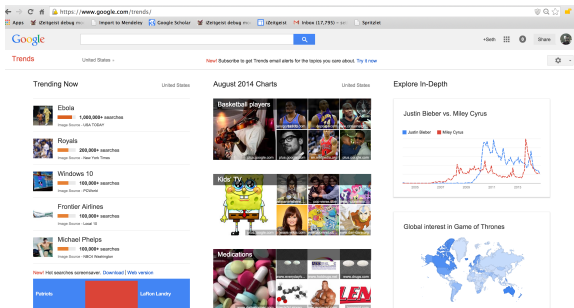


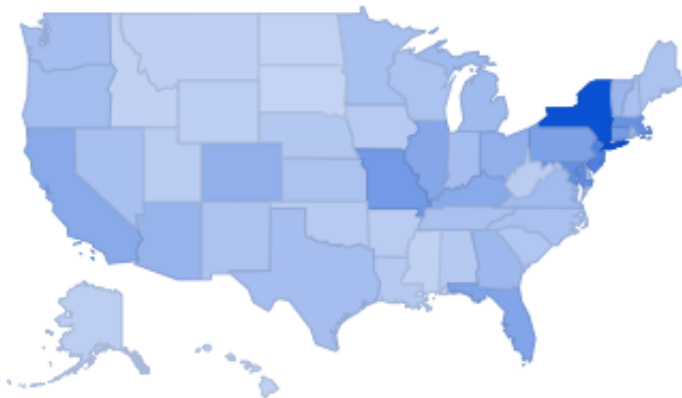
Using Google Trends Data

Seth Stephens-Davidowitz

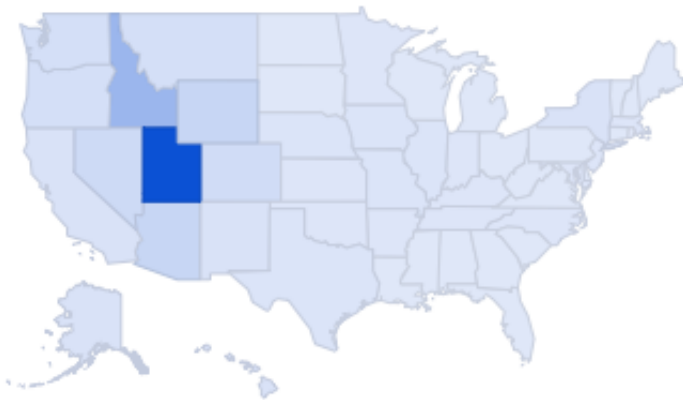
October 1, 2014



“Jewish” Search Rate



“Mormon” Search Rate



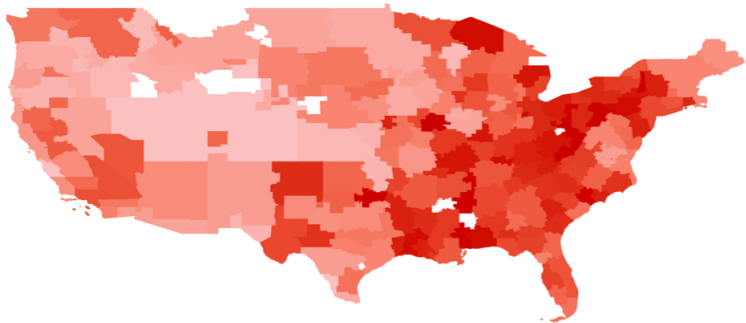
Huge Advantage of Google Search Data

- Social desirability bias
 - People lie to surveys
 - People very honest on Google

1. Cost of racism on black candidate.

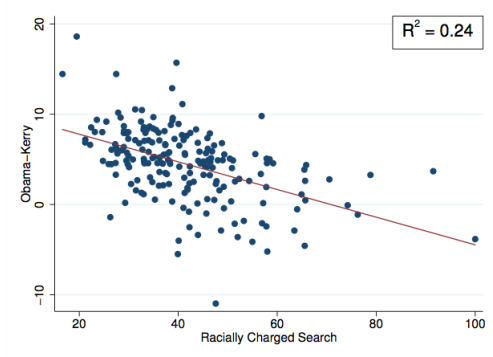
- Racist search rate, 2004-2007: 200 DMAs.
- Difference between Obama and Kerry vote shares.

1. Cost of racism on black candidate



1. Cost of racism on black candidate

Figure V
Obama-Kerry and Racially Charged Search



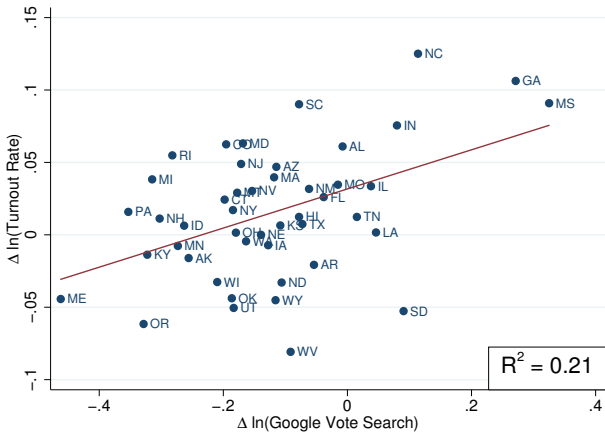
1. Cost of racism on black candidate.

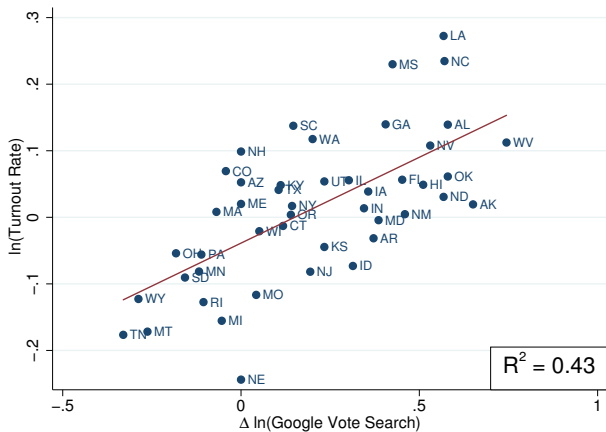
- Conclusions

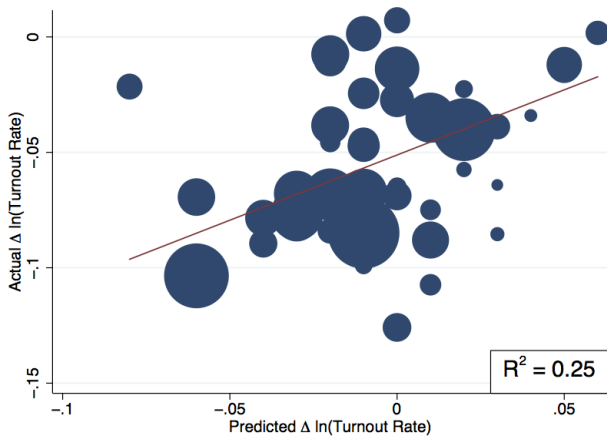
- 1 Survey data: Racism cost Obama 1-2 % of vote.
- 2 Google data: Racism cost Obama 3-5 % of vote.

2. Predicting turnout (and possibly elections)

- Searches for “vote” in October
- Compared to 4 years earlier.



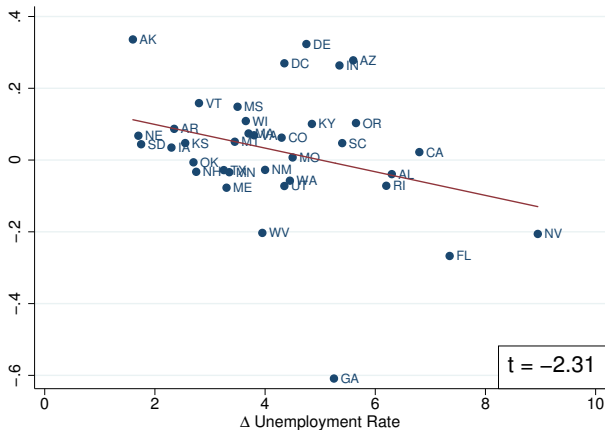




3. Effect of recession on child maltreatment

- Compare child maltreatment rates to exposure to recession.
- Exposure to recession: $\text{Unemployment}(2009+2010) - \text{Unemployment}(2006+2007)$

3. Effect of recession on child maltreatment



3. Effect of recession on child maltreatment



3. Effect of recession on child maltreatment



Sign in

About 241,000,000 results (0.15 seconds)



Ads related to child abuse

Why these ads?

[Child Abuse Statistics - 5 Children Die A Day from Abuse.](#)
[www.childhelp.org/](#)
Learn more and how to stop it.

[10 Signs of Child Abuse | joyfulheartfoundation.org](#)
[www.joyfulheartfoundation.org/](#)
Know the Signs & Symptoms of **Child Abuse**. Get Your Free Tip Card Now!

[Child Abuse | americanhumane.org](#)
[www.americanhumane.org/](#)
Learn More about Symptoms of **Child Abuse** & Neglect
Donate - Programs - How do I help a child? - Advocacy

[Child Abuse & Neglect: Recognizing and Preventing Child Abuse](#)
[www.helpguide.org/.../child_abuse_physical_emotional_sexual_negl...](#)
Do you know what **child abuse** looks like? Learn about common warning signs and what you can do to help.
Warning signs of child abuse - Risk factors for child abuse

Ads - Why these ads?

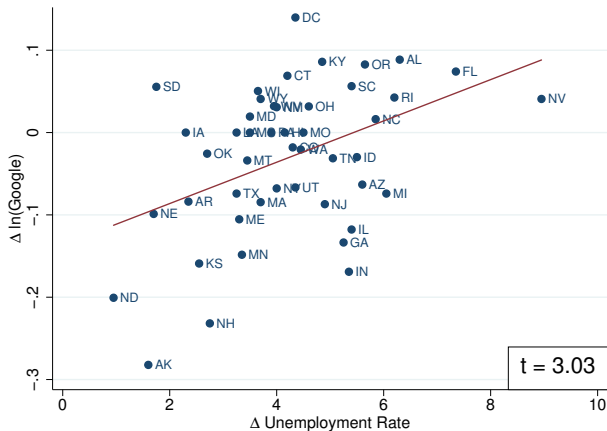
[Child Abuse Information](#)
[www.kidsmatterinc.org/GetHelp](#)
Every **Child** Has The Right to be in a safe and loving home

[Effects of child abuse](#)
[www.sfcapc.org/](#)
Find statistics on **child abuse** and neglect. Learn about prevention.

[How to Report Child Abuse](#)
[dreamcatchersforabusedchildren.com/](#)
Hotlines & Resources. How to Anonymously Report **Abuse**.

[Child Abuse Definitions](#)
[www.stopitnow.org/](#)
Get FAQs and free resources to prevent **child sexual abuse**

3. Effect of recession on child maltreatment



3. Effect of recession on child maltreatment

Google dad hit me

Web Images Maps Shopping More Search tools

About 94,700,000 results (0.46 seconds)

[My dad hit me in the face!? - Yahoo! Answers](#)
answers.yahoo.com › ... › Family & Relationships › Family
6 answers - Sep 10, 2008
Top answer: Tell someone. Teacher Adult You do probably love your **father** very Much
But who knows how bad it can Get Tell a Close Friend you can Trust ...
[My dad hit me!!!!!!!?](#) - Jan 11, 2013
[If my dad hits me again...?](#) - Jan 8, 2013
[I'm 18 and my dad hit me in the face. IS this legal?](#) - Sep 30, 2012
[My dad hit me help me! :\)?](#) - Sep 1, 2012
[More results from answers.yahoo.com »](#)

[Question #169: My dad hit me. « CaptainAwkward.com](#)
captainawkward.com/2012/01/.../question-169-my-dad-hit-me...
Jan 9, 2012 – I really, really need commenters who have experience with domestic violence/abuse counseling to weigh in here, thanks. This Letter Writer ...

[What can I do if my dad hits me - Ask Community](#)
www.ask.com › All › Parenting & Family
Feb 2, 2012 – Im Turning 14 soon and **me** and my **dad** have always been fighting even since I was real little like a toddler he always gets in my face and spits ...

[Dear Dish-It, My Dad Hits Me](#)
www.kidzworld.com/article/5521-dear-dish-it-my-dad-hits-me
Dear Dish-It, is here to whisper "ttyl after I've thought about this some more". Dear Dish-It,. Please help. I don't know what to do. Yesterday I asked if I could go ...

3. Effect of recession on child maltreatment

- Conclusions

- ① CPS data: Great Recession decreased child abuse.
- ② Google data (+ mortality data): Great Recession increased child abuse.

- Anonymous, aggregate Google searches excellent new data for social scientists.
- Google searches particularly valuable for socially sensitive topics.
- More of my work: sethsd.com