

Results of Google Trends Research Related to AIS

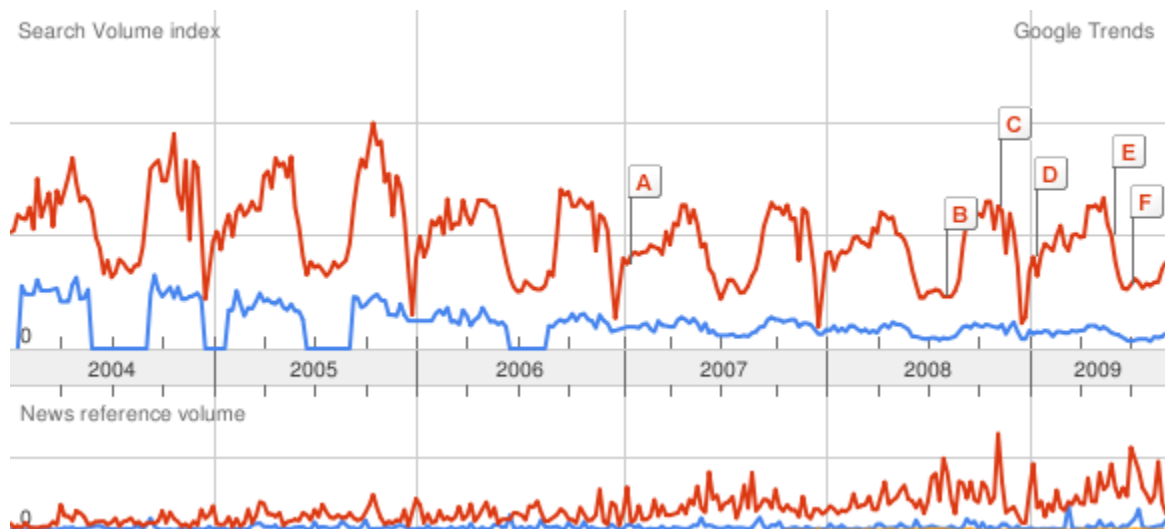
by Doug Jensen, Minnesota Sea Grant Program, September 2009

Google Trends (<http://www.google.com/trends>) provides an opportunity to explore Google search volumes by terms used. Results provide a reflective way to evaluate what words are being used by people during Web searches. For the purposes of this study, seven searches were conducted through 3-4 common word combinations typically used in invasive species management. Terms, an interpretation of results, and output graph are highlighted below for each of the searches conducted.

Overall Findings: Main key words used are: invasive species, invasive plants, insect pests – all very common usage; note: aquatic invasive species is increasing, while exotic species declining rapidly.

Search A Terms: Exotic species (blue), invasive species (red), aquatic nuisance species (orange)

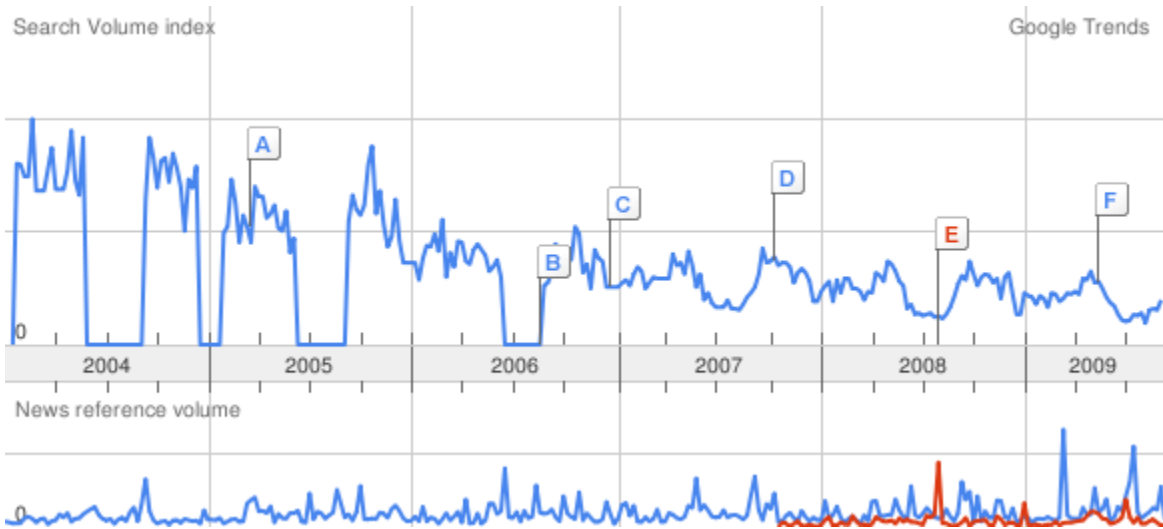
Results: Invasive species use is more than double exotic species; note decline in exotic species use over time; aquatic nuisance species appears in the last quarter of 2007, but phrase is generally considered not in vogue.



Note: "nonindigenous species" did not produce enough search volume to show results

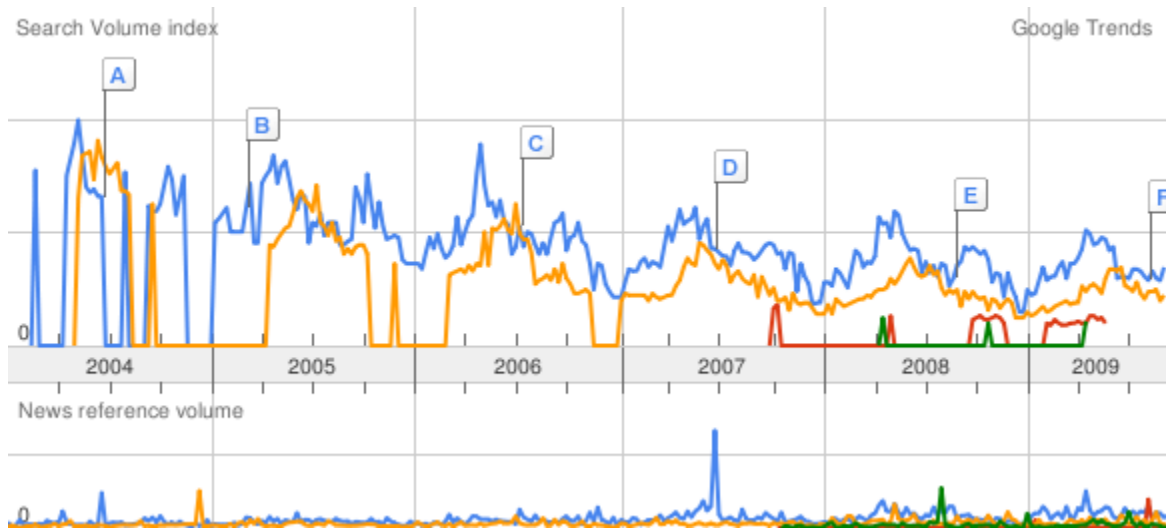
Search B Terms: exotic species (blue), aquatic invasive species (red)

Results: exotic species use is much higher historically; note in 2007 appearance of AIS in bottom graph, which represents a trend toward increased usage; "aquatic invader" produced no results.



Search C Terms: invasive plants (blue), invasive animals* (red), insect pests (orange), aquatic invasive (green)

Results: invasive plants and insect pests use far outweighs invasive animals, and aquatic invasive.



*Note: "animal pests" and "aquatic invasive plants" did not produce enough search volume to show results.

Search D Terms: terrestrial invasive species, aquatic invasive species

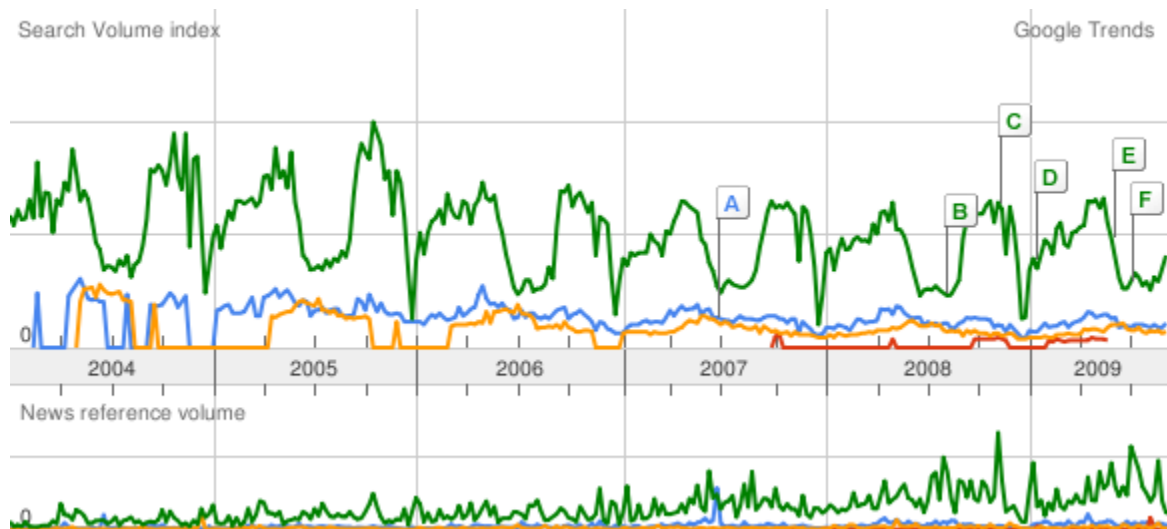
Results: Not enough search volume to show results; removing "species" word did not change results.

Search E Terms: forest pests, agriculture pests, range pests

Results: Not enough search volume to show results.

Search F Terms: invasive plants (blue), invasive animals (red), insect pests (orange), invasive species (green)

Results: Invasive species is highest followed by invasive plants as a distant second, followed by insect pests, and invasive animals - barely with enough volume to chart.



Search G Terms: exotic plants, exotic animals

Results: at least double the amount of use for exotic plants than exotic animals. Note inserting aquatic, terrestrial, or land before plants or water or aquatic animals did not provide enough volume to show results

