

## What's a Trend?

When you post information to a social network, watch a video online, or simply search for information on a search engine, some of that data is collected, and you reveal what topics are currently on your mind. When a topic is quickly growing in popularity, it is often said to be **trending**, but there are many different trends or patterns we might find in this data, including historical trends. These patterns might help us to identify, understand, and predict how our world is changing.

## Using Google Trends

You will be using Google Trends, which is a tool that allows you to **visualize data** about search history across different times and locations. You will be **looking for interesting patterns, trends, or relationships between multiple trends** and **try to tell the story that pattern is showing**. •

Access it here:

<https://www.google.com/trends/>

- To get started, you want to “Explore” a trend of your own.
- Find the Explore text box or go to the Explore section of the site

<https://www.google.com/trends/explore>

