

Google Trends is a website by Google that analyzes the popularity of top search queries in Google Search across various regions and languages. The website uses graphs to compare the search volume of different queries over time.

On August 5, 2008, Google launched Google Insights for Search, a more sophisticated and advanced service displaying search trends data. On September 27, 2012, Google merged Google Insights for Search into Google Trends.

In the present book, thirteen typical literatures about Google Trends published in international authoritative journals were selected to introduce the worldwide newest progress, which contains reviews or original research on Google Trends. We hope this book can demonstrate advances in Google Trends as well as give references to the researchers, students, and other related people.<sup>1</sup>

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<sup>1</sup> [https://en.wikipedia.org/wiki/Google\\_Trends](https://en.wikipedia.org/wiki/Google_Trends)