# Lesson 2: Finding Trends with Visualizations

# Objectives: You will be able too…

- Use Google Trends to identify and explore connections and patterns within a data visualization

- Accurately describe what a data visualization of a trend is showing

- Provide plausible explanations of trends and patterns observed within a data visualization

# Data Stories

- We are going to start thinking about how to tell stories with data, what data we need, and how best to use and present it.

# Activity: Exploring Google Trends

- We are going to use the "Exploring Trends – Activity Guide"
- Make sure you read the summary at the top of the activity guide.

# Search Trends

- They are used in a variety of fields in order to understand what topics are most popular across the country and world.

- Search trends are also powerful predictors

- Medical professionals may use this information to trace an outbreak of the flu

- Business, media outlets, and advertisers keep a close eye on trending topics in order to understand how potential customers are thinking

- The fact that a global "conversation" is now happening online and computational tools exist to capture online and computational tools exist to capture and visualize that conversation enables entirely new ways of identifying, understanding, and predicting patterns in cultures and society at large.

# Tell a Story

- Find a trend or a set of trends you think is particularly interesting or personally relevant and try to tell a story from the data you see. You will write down:
  - A description of what you were trying to look for
  - An accurate description of what the visualization is showing
  - A plausible explanation of why that trend might have happened

# Wrap-up: Share Data Stories

- Take minute and share with the class
- Others can ask questions such as:
    - Is the story the group told supported by the chart?
    - Are there other ways to interpret the chart?
    - Are there additional terms you'd also like to see shown on the chart?