Food Trends According to Google !

What is currently trendy in the food industry? What are people searching for in terms of food, nutrition, and health? You can use Google Trends to find out!

First, go to: www.google.ca/trends.

To the upper left of the page is a toolbar that has three horizontal lines. Click on this toolbar to find the heading called "Top Charts". 13 Charts should appear.

Questions:

1. Of the 13 charts, how many contain headings that deal with food? Is this surprising to you? Why or why not?
2. On the "Diet" Chart, how many of the Top 10 listed did you recognize?
3. What were the Top 10 Recipes searched in 2014? Of these, how many do you recognize and how many would you want to prepare?
4. On the "How-To" chart, how many terms were related to cooking? To you, does this indicate a large or small interest in cooking in Canada?

Next, using the same tab with the horizontal lines, you can customize your own search by clicking on the heading called "Explore". Here's what you will need to do:

1. Choose a current food trend that interests you. (e.g. cupcakes, kale, bacon, sriracha, avocadoes, farmers markets, or anything from ~~the~~ food trends that you know about or have researched ~~presentation.~~) What is the overall topic you are investigating?
2. In the box that says "Add Term", enter the name of the food or trend that you are searching. Three items will appear: a graph showing Interest over Time, a map (with a feature to press play so you can see changes over time) showing regional interest, and 2 lists at the bottom showing related searches.
3. ~~Take a screen shot of the page, and then annotate it in order to~~ answer the following questions.

4. What is the graph showing about overall interest in your topic? At what times does interest rise, peak and fall? Are there any related stories (as indicated by the letters on the graph) that would have boosted interest in the topic? What does Google predict will happen with future interest in this topic (click on the Forecast checkbox to find out)? Do you agree or disagree with Google's prediction?

5. Now, look at the map portion of the page that shows regional interest in the topic. The darker places on the map indicate the areas where there is most interest in the topic right now. What are these places? By pressing the Play button, you can show how interest in the topic changes over time. You can see where and when the trend started in the world. How did regional interest in the topic vary since 2004? What are the top countries that are interested in the topic right now? Does this surprise you? Why or why not?

6. Now, look at the Related Searches section at the bottom of the page. When people search for your topic, what else are they searching for? Do any of the related searches surprise you? Why or why not? How popular are the other searches? Note: If you search the "rising searches" function and it shows "breakout" as the percentage that means that the term has seen over a 5000% increase in search popularity. You can use this function to see other searches that might increase or decrease the topic's popularity over time.

7. Finally, if you want to, you can compare some search terms. For example, if you wanted to learn about canola and genetically modified organisms (GMOs), you can enter the terms separately to compare the graphs that show interest in the topic.

8. Overall, what can you conclude about your topic as a trend? Will it continue into the future, or is it just about over?