

ANALYSING TRENDS AND CORRELATIONS FROM INTERNET SEARCHES: CASE STUDY OF ROMANIA

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Abstract:

In the recent years, the scientific community explored the possibility to use the publicly available web searches volume histories from search engines together with time-series analysis to forecast and analyse, among other things, travel decisions in specific countries. In this study, we use their approach in a specific case study for Romania, by using query-specific search data to analyse the correlations with other keywords and the seasonality and geographic distribution of the historical online searches. We analyse a data set consisting of searches performed from 2014-2017 using specific keywords. Based on this approach, interesting correlations with different keywords are revealed by those tools. Moreover, we can observe a historical change in the queries performed, which reveal interesting facts about a change of behaviour.

Keywords: Specific search data, queries, behaviour

JEL codes:: D23, L72, M40