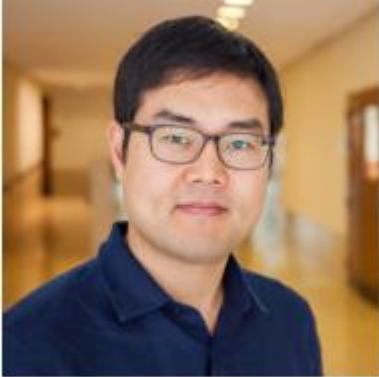


The Hong Kong University of Science and Technology

Dept of Information Systems, Business Statistics
and Operations Management

Seminar Announcement



Longitudinal Google Trends: Data Creation and Applications

by

Dr Taeyong Park

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Department of Statistics
Carnegie Mellon University, Qatar

Date : 28 January 2021 (Thursday)
Time : 2:00 - 3:00 pm
Venue : Online via Zoom



Abstract:

Google search indices can be useful for measuring time-varying cross-regional public interests for which survey data are extremely rare. However, there is a practical difficulty with generating longitudinal Google Trends. Google Trends provides normalized counts from zero to 100 instead of absolute counts, thereby placing its cross-sectional indices across different times on different scales. Thus, merely pooling cross-sectional data fails to create desirable longitudinal data. To resolve this problem, we develop a method for rescaling Google Trends indices to build longitudinal data. We illustrate this method with applications to the issues of employment and the coronavirus. This new tool opens the door to using Google searches merged with various kinds of time-series cross-sectional data, which has not been possible.

Bio:

Dr Taeyong Park is a Visiting Assistant Teaching Professor of Statistics at Carnegie Mellon University in Qatar. Dr Park earned his Ph.D. in Political Science at Washington University in St. Louis, with a concentration in Quantitative Methods. His research centers on applying statistical methods and computational algorithms to social science data. Dr Park has taught a range of courses in statistical data science for business applications.

All interested are welcome!
Enquiries: Dept of ISOM