



12 LESSONS - 106 MIN

Fundamentals

This course teaches skills every journalist needs for reporting in the digital age. You will learn a broad range of practical tools that you can use immediately.

Tools Used:

Google Search, Google Alerts, Google Scholar, Google Permissions, Google Maps, Google Translate, Google Trends

LESSON 01

Advanced Search: Researching with precision

Simple tools and tips to help you get better results, faster.

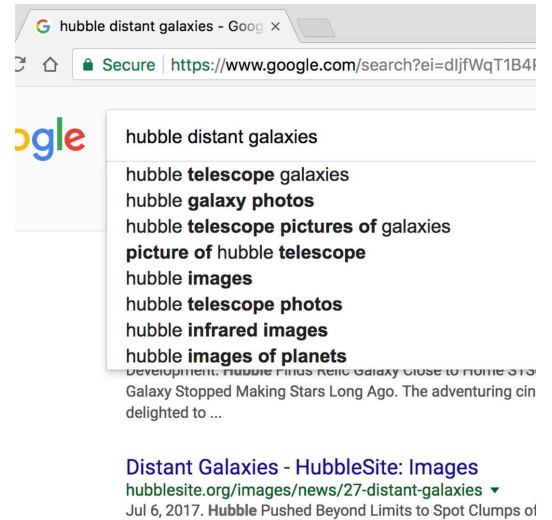
Lesson overview

Find exactly what you're looking for.

Journalists for publications all over the world use Google Search every day but many aren't getting the most out of it.

By taking advantage of helpful features built right within Search, you'll get better results, faster. Instead of typing paragraph-long search queries that generate irrelevant results, you can narrow or refine your searches to find more of what you're actually looking for.

Take a look at our FAQs video on YouTube [Watch now](#)



- 1 Search for this. Not that.
- 2 For better results, double up on modifiers.
- 3 Make it even easier with the Advanced Search tool.

For more Fundamental lessons, visit:

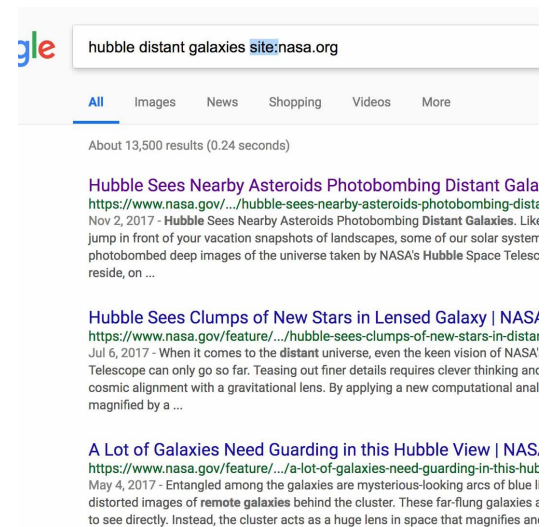
newsinitiative.withgoogle.com/training/course/fundamentals

Search for this. Not that.

Sometimes finding the specific information you need means filtering out what isn't useful. Adding modifiers to your search is a powerful way to focus on just what you're looking for.

STEP 1 OF 4

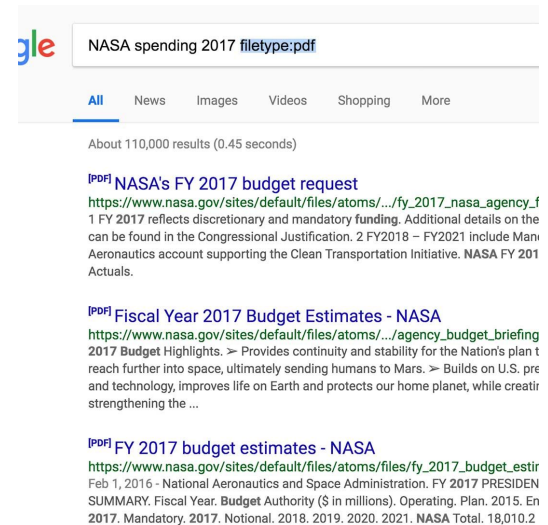
Use `site:` to just search for keywords on the specific site you're interested in.



A screenshot of a Google search interface. The search bar contains the text "hubble distant galaxies site:nasa.org". Below the search bar, there are tabs for "All", "Images", "News", "Shopping", "Videos", and "More". The "All" tab is selected. Below the tabs, it says "About 13,500 results (0.24 seconds)". Three search results are visible, all from NASA's website. The first result is titled "Hubble Sees Nearby Asteroids Photobombing Distant Galaxies" and includes a URL and a brief description. The second result is titled "Hubble Sees Clumps of New Stars in Lensed Galaxy" and includes a URL and a brief description. The third result is titled "A Lot of Galaxies Need Guarding in this Hubble View" and includes a URL and a brief description.

STEP 2 OF 4

Use `filetype:` to just look for specific types of files like a `.pdf` or `.xls` file.



A screenshot of a Google search interface. The search bar contains the text "NASA spending 2017 filetype:pdf". Below the search bar, there are tabs for "All", "News", "Images", "Videos", "Shopping", and "More". The "All" tab is selected. Below the tabs, it says "About 110,000 results (0.45 seconds)". Three search results are visible, all for PDF files. The first result is titled "NASA's FY 2017 budget request" and includes a URL and a brief description. The second result is titled "Fiscal Year 2017 Budget Estimates - NASA" and includes a URL and a brief description. The third result is titled "FY 2017 budget estimates - NASA" and includes a URL and a brief description.

STEP 3 OF 4

Use the - symbol to eliminate results of related words you may not be interested in.



The screenshot shows a Google search interface. The search bar contains the text "NASA spending 2017 -private". Below the search bar, there are tabs for "All", "News", "Images", "Videos", "Shopping", and "More". The "All" tab is selected. Below the tabs, it says "About 7,140,000 results (0.62 seconds)". The first search result is a news article titled "NASA receives more than \$19.6 billion in 2017 omnibus spending bill". The article text states: "The fiscal year 2017 omnibus spending bill provides NASA with \$19.65 billion, more than \$600 million above the original request for the agency by the Obama administration. May 1, 2017". To the right of the text is a small image of the NASA logo. Below the article text is a link to "spacenews.com/nasa-receives-more-than-19-6-billion-in-2017-omnibus-spe". At the bottom right of the search results area, there is a small icon and the text "About thi".

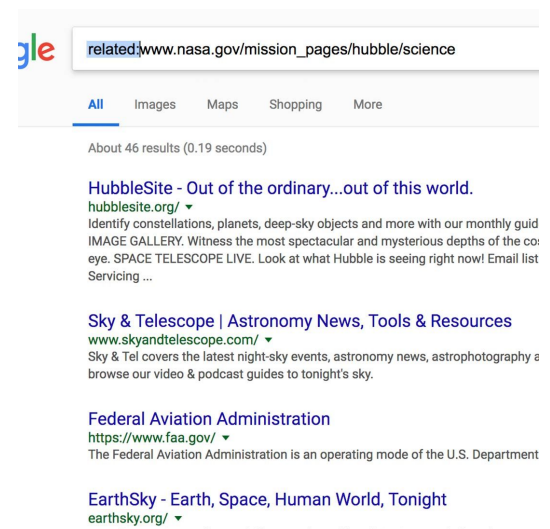
People also ask

How much money does NASA get a year?

How much money is spent on space exploration?

STEP 4 OF 4

To search for related sites, put related: in front of a web address.



The screenshot shows a Google search interface. The search bar contains the text "related:www.nasa.gov/mission_pages/hubble/science". Below the search bar, there are tabs for "All", "Images", "Maps", "Shopping", and "More". The "All" tab is selected. Below the tabs, it says "About 46 results (0.19 seconds)". The first search result is titled "HubbleSite - Out of the ordinary...out of this world." and includes the URL "hubblesite.org/". The description says: "Identify constellations, planets, deep-sky objects and more with our monthly guid IMAGE GALLERY. Witness the most spectacular and mysterious depths of the coo eye. SPACE TELESCOPE LIVE. Look at what Hubble is seeing right now! Email list Servicing ...". The second search result is titled "Sky & Telescope | Astronomy News, Tools & Resources" and includes the URL "www.skyandtelescope.com/". The description says: "Sky & Tel covers the latest night-sky events, astronomy news, astrophotography a browse our video & podcast guides to tonight's sky.". The third search result is titled "Federal Aviation Administration" and includes the URL "https://www.faa.gov/". The description says: "The Federal Aviation Administration is an operating mode of the U.S. Department". The fourth search result is titled "EarthSky - Earth, Space, Human World, Tonight" and includes the URL "earthsky.org/".

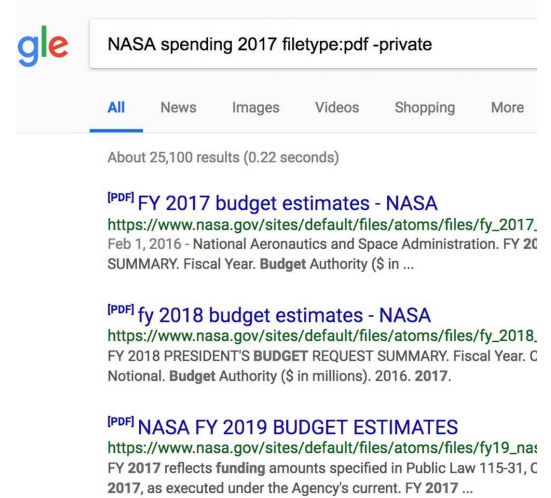
For better results, double up on modifiers.

SINGLE STEP

To make your searches even more relevant, try combining search modifiers.

You can use any combination of `site:`, `filetype:` and `-` modifiers at the same time.

Search for filetypes such as Excel spreadsheets by typing in `filetype:xls`. To eliminate certain terms from your search, use the `-` sign.



The screenshot shows a Google search interface with the search bar containing the text "NASA spending 2017 filetype:pdf -private". Below the search bar, there are tabs for "All", "News", "Images", "Videos", "Shopping", and "More", with "All" selected. The search results indicate "About 25,100 results (0.22 seconds)". Three results are visible, each starting with a PDF icon and a title:

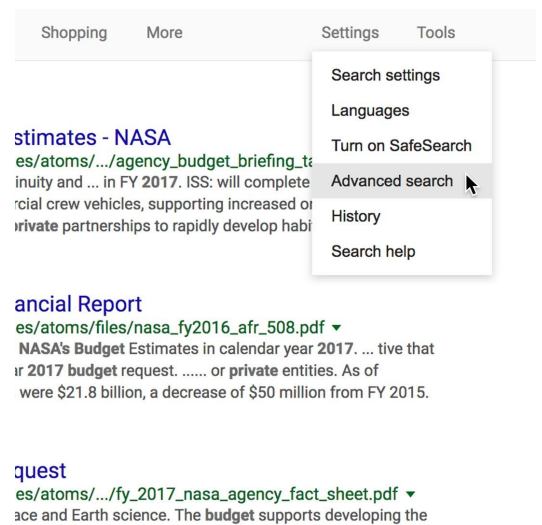
- FY 2017 budget estimates - NASA**
[https://www.nasa.gov/sites/default/files/atoms/files/fy_2017_Feb_1_2016_-_National_Aeronautics_and_Space_Administration_FY_2017_SUMMARY_Fiscal_Year_Budget_Authority_\(\\$_in_...](https://www.nasa.gov/sites/default/files/atoms/files/fy_2017_Feb_1_2016_-_National_Aeronautics_and_Space_Administration_FY_2017_SUMMARY_Fiscal_Year_Budget_Authority_($_in_...)
- fy 2018 budget estimates - NASA**
[https://www.nasa.gov/sites/default/files/atoms/files/fy_2018_FY_2018_PRESIDENT'S_BUDGET_REQUEST_SUMMARY_Fiscal_Year_C_Notional_Budget_Authority_\(\\$_in_millions\)_2016_2017.](https://www.nasa.gov/sites/default/files/atoms/files/fy_2018_FY_2018_PRESIDENT'S_BUDGET_REQUEST_SUMMARY_Fiscal_Year_C_Notional_Budget_Authority_($_in_millions)_2016_2017.)
- NASA FY 2019 BUDGET ESTIMATES**
https://www.nasa.gov/sites/default/files/atoms/files/fy19_na...

Make it even easier with the Advanced Search tool.

Too hard to remember all these refinements? No problem.

STEP 1 OF 1

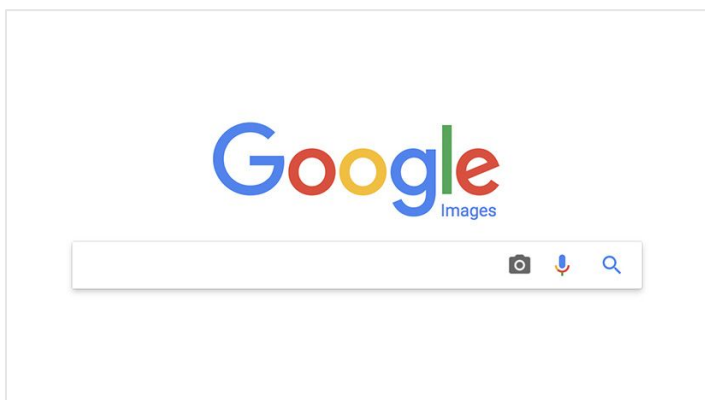
Check out the **Advanced Search** tool by going to the settings option at [google.com](https://www.google.com) and selecting **Advanced Search**.



Congratulations!

You completed “Advanced Search: Researching with precision.”

To continue building your digital journalism skills and work toward Google News Initiative certification, go to our [Training Center](#) website and take another lesson:



7 min estimated time

**Reverse Image Search:
Verifying photos**

Find photographs and uncover their backstories.

For more Fundamental lessons, visit:

newsinitiative.withgoogle.com/training/course/fundamentals

LESSON 02

Reverse Image Search: Verifying photos

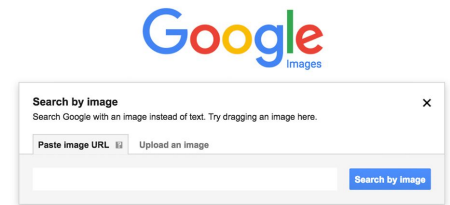
Find photographs and uncover their backstories.

Lesson overview

Searching by Images.

You've probably used Google to search for images but did you know that you can use Google to search by an image?

For example, let's say you're a photojournalist and you're interested in seeing where else your image has shown up online, or you're a researcher interested in where or when a particular image has shown up previously, or what images are related to a particular photo. Searching by image is an easy way to answer all of those questions.



Check out our FAQ video on YouTube: [Watch now](#)

- 1 Uncovering your image's backstory.
- 2 Reverse Image Search on mobile.
- 3 Image fact-checking 101.

For more Fundamental lessons, visit:

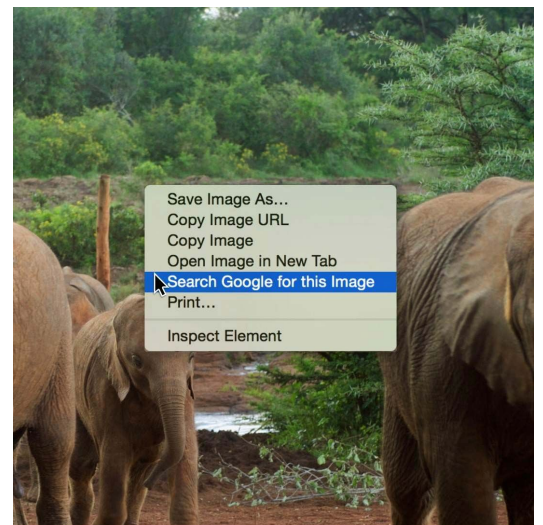
newsinitiative.withgoogle.com/training/course/fundamentals

Uncovering your image's backstory.

Knowing all the places a photo has been used or finding images that are similar to it can help you get the right visuals for your story or discover the origin of an image found on social media. There are two easy ways to learn more about images and how they're being used online.

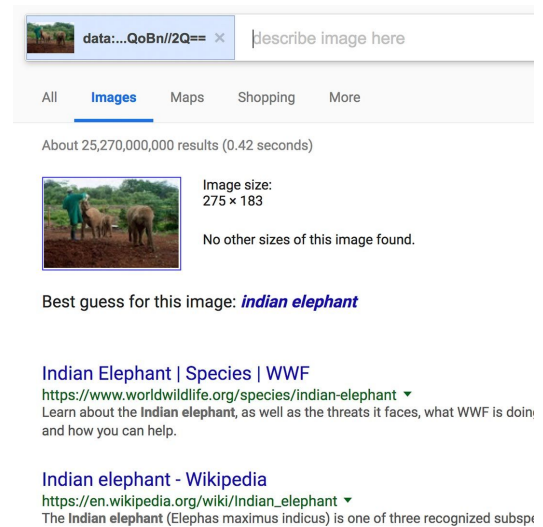
STEP 1 OF 4

Right click on your image and select Search Google for this Image.



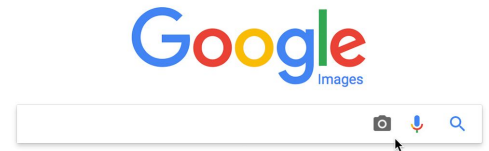
STEP 2 OF 4

The results page will show you the image size and where else it may have appeared.



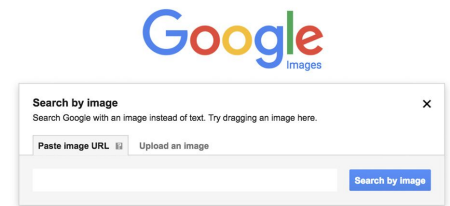
STEP 3 OF 4

You can also go to images.google.com



STEP 4 OF 4

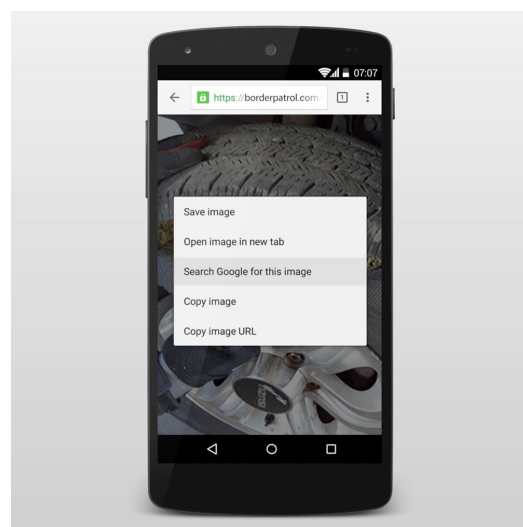
Click the camera icon, and either upload the image from your computer, or input the image url to search for that image.



Reverse Image Search on mobile.

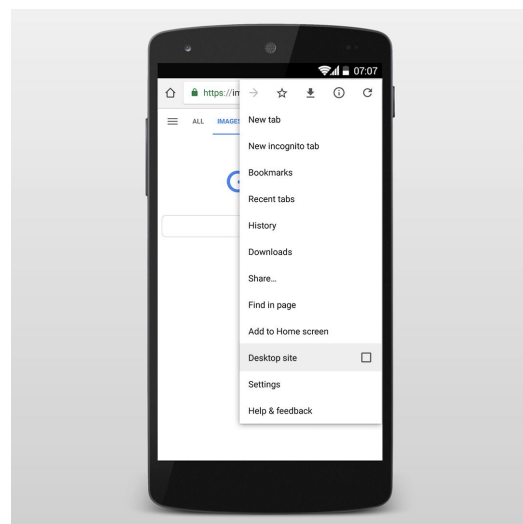
STEP 1 OF 3

To Use Reverse Image Search on your mobile, in Chrome, long press on an image to bring up the option to **Search Google for this Image**.



STEP 2 OF 3

Or, to access the desktop version of the tool, tap the three dots in the upper right of the screen, then select **Request Desktop Site**.



STEP 3 OF 3

The page should refresh and now you can **Paste image URL** or **Upload an image** to search.

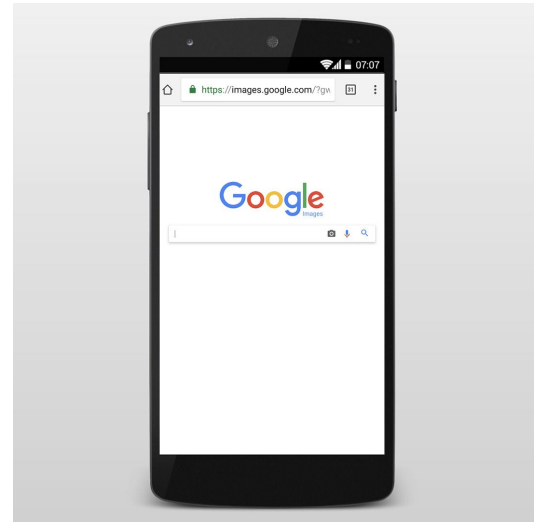


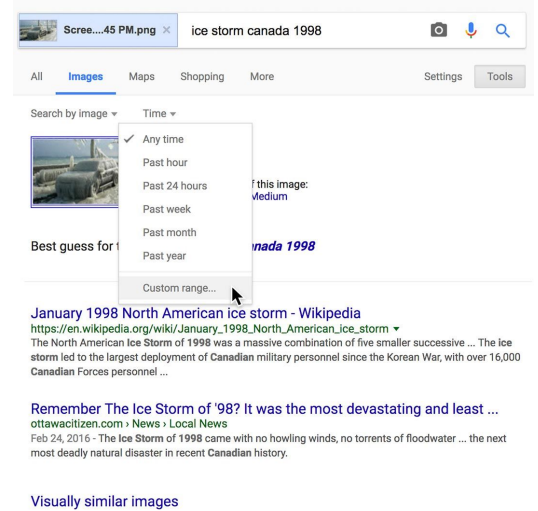
Image fact-checking 101.

SINGLE STEP

With the massive amount of imagery on the web, it's often difficult to know, at first glance, where an image is from or how it's been used online. But fact-checking an image is simpler than you might think. Once you've searched by image, you can use the "Time" drop-down menu to see when and where it's been published.

Let's say you find an image in a Tweet about a blizzard in Chicago in 2013. When you search Google for this image, you'll see that it's been used a lot.

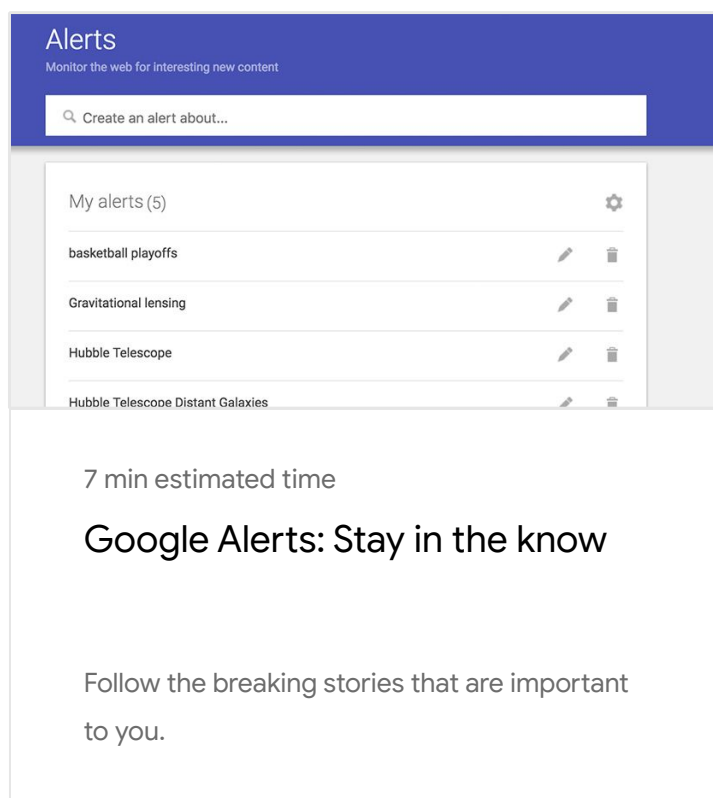
Click **Tools** and select **Time** on the drop-down menu to verify when and where a photo has appeared online.



Congratulations!

You completed “Reverse Image Search: Verifying photos.”

To continue building your digital journalism skills and work toward Google News Initiative certification, go to our [Training Center](#) website and take another lesson:



For more Fundamental lessons, visit:

newsinitiative.withgoogle.com/training/course/fundamentals

LESSON 03

Google Alerts: Stay in the know

Follow the breaking stories that are important to you.

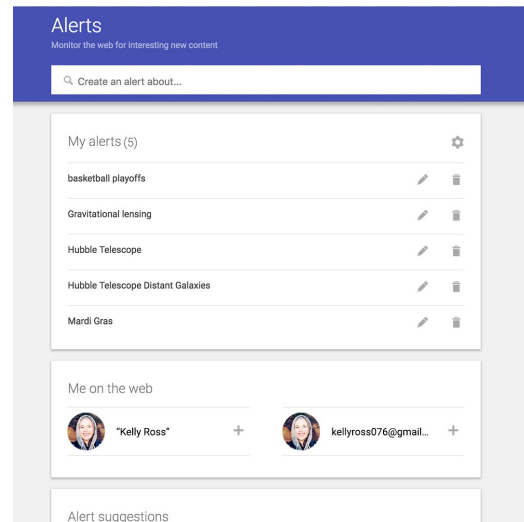
Lesson overview

Follow developing stories, from your inbox.

Google Alerts is a powerful tool that helps you stay on top of all the things that are important to you. Once you set it up, you'll get email notifications any time Google finds new results on topics you care about.

For example, if you're a reporter covering a specific beat, creating alerts on relevant keywords will help you stay up-to-date with emails that support your research.

Check out our FAQ video on YouTube [Watch now](#)



- 1 Create an alert.
- 2 Choose how often you get Alerts.
- 3 Select your sources.
- 4 Customize your alerts.
- 5 Keep tabs on your impact.

For more Fundamental lessons, visit:

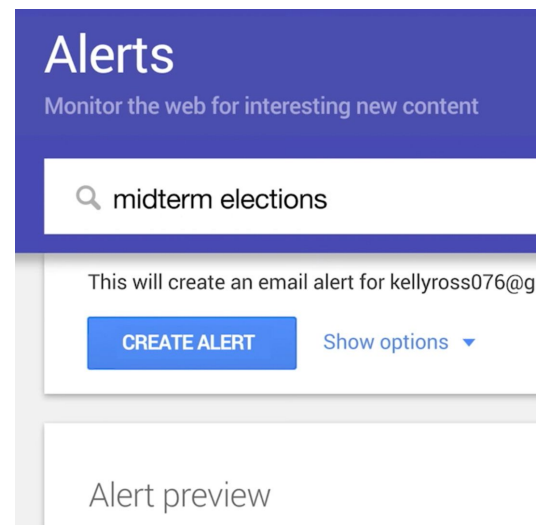
newsinitiative.withgoogle.com/training/course/fundamentals

Create an alert.

Start getting alerts by visiting google.com/alerts and entering the search terms you want to get email notifications about.

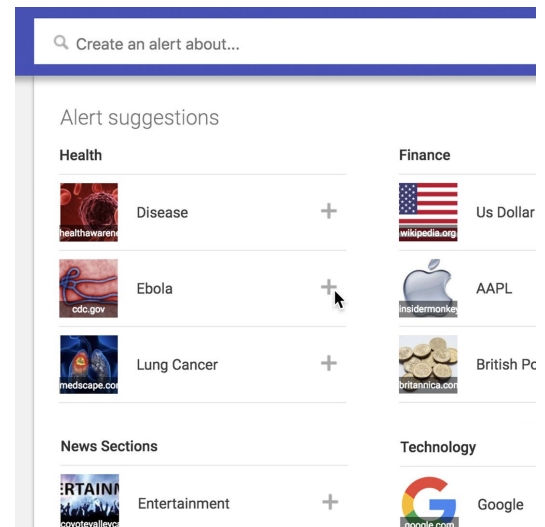
STEP 1 OF 2

Say, for example, you're researching the *midterm elections*. Type in *midterm elections* in the search bar and click **Create Alert**.



STEP 2 OF 2

You can also create an alert by clicking **+ Add** next to any of the suggested topics that you see on the Google Alerts page.

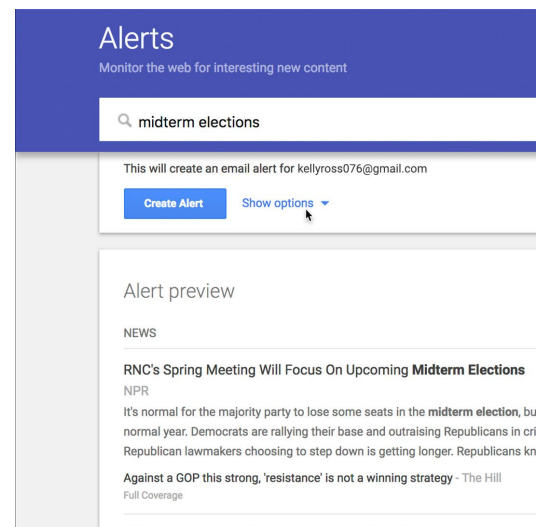


Choose how often you get Alerts.

Sometimes your inbox gets too full. It's easy to customize how often you get alerts in your inbox.

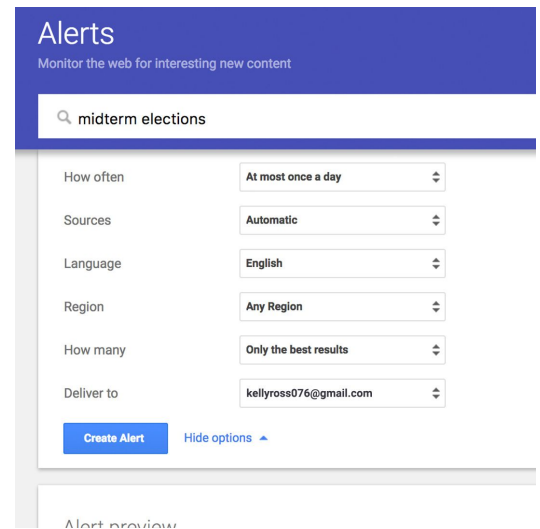
STEP 1 OF 2

To reveal the details of the alert, click **Show Options**.



STEP 2 OF 2

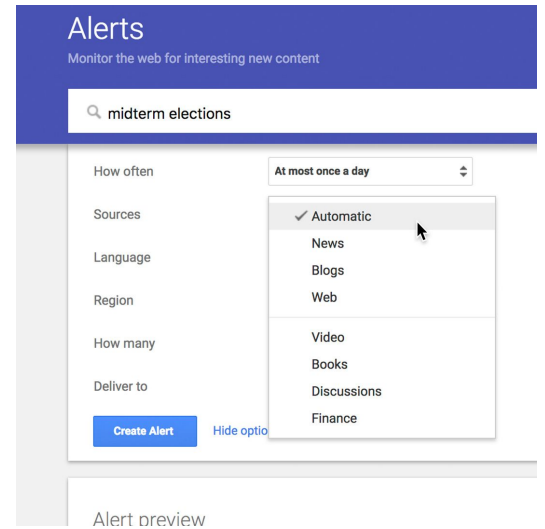
Then select how often you get alerts and the types of websites and content you want searched.



Select your sources.

SINGLE STEP

If you only want to see results from a specific source, you can choose from a range of options. However, we recommend the Automatic option, which provides you with the best results from multiple sources. When you're happy with your choices, click **Create Alert**.

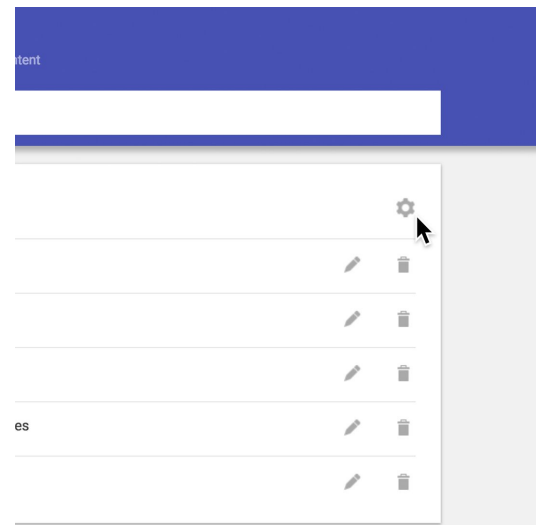


Customize your alerts.

Knowing all the places a photo has been used or finding images that are similar to it can help you get the right visuals for your story or discover the origin of an image found on social media. There are two easy ways to learn more about images and how they're being used online.

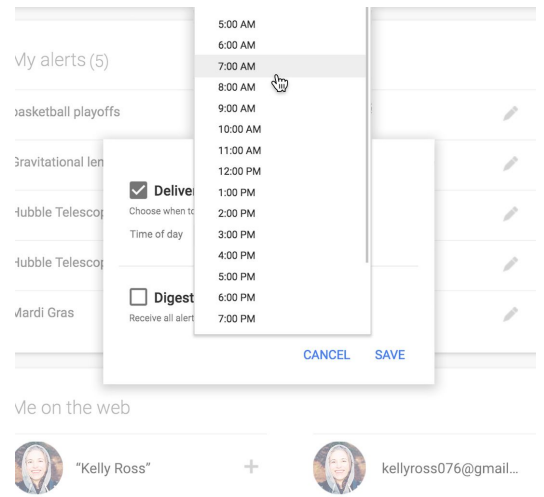
STEP 1 OF 3

To access the settings menu, click on the gear icon.



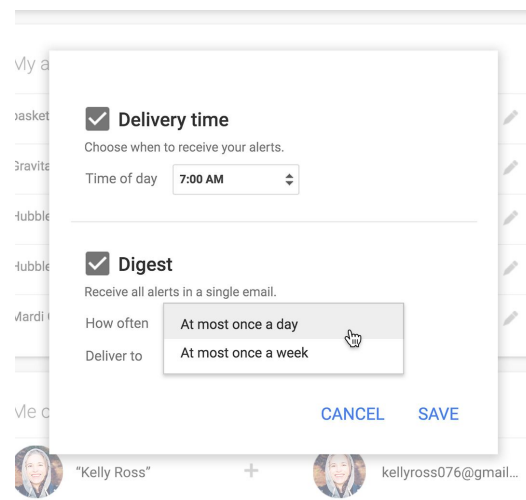
STEP 2 OF 3

Select the exact time you want to get your alerts.



STEP 3 OF 3

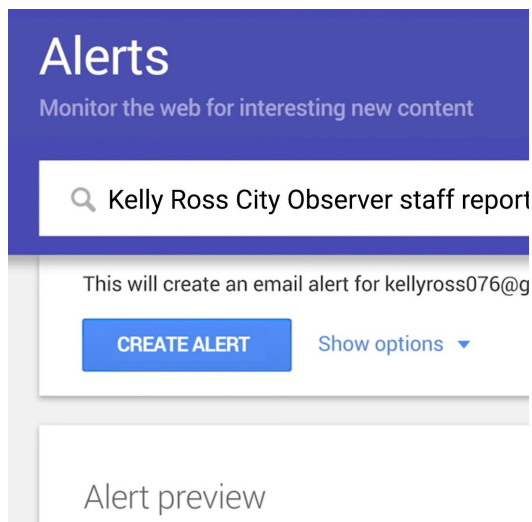
If you have multiple alerts that you want to receive in one email, click Digest. No matter which option you pick, you'll only receive emails when we find new results.



Keep tabs on your impact.

SINGLE STEP

Besides covering a story, you can also use Google Alerts to monitor your own work's impact. Set up alerts with your byline, name, or website and you'll get email notifications whenever someone shares or posts your work.

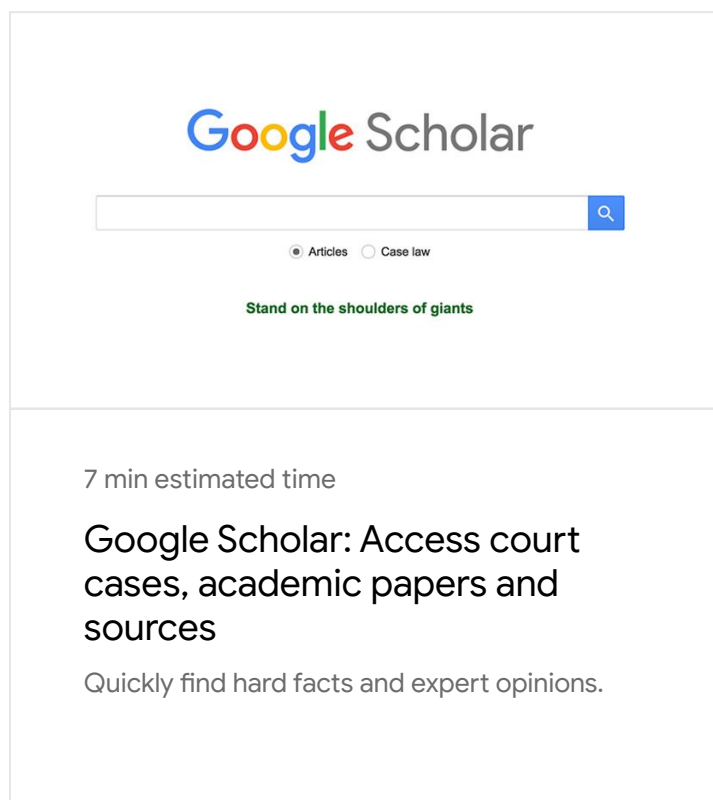


The screenshot shows the Google Alerts interface. At the top, there is a blue header with the word "Alerts" in white and the subtitle "Monitor the web for interesting new content". Below the header is a search bar containing the text "Kelly Ross City Observer staff report". Underneath the search bar, it says "This will create an email alert for kellyross076@g". There are two buttons: a blue "CREATE ALERT" button and a "Show options" link with a downward arrow. At the bottom of the screenshot, the text "Alert preview" is visible.

Congratulations!

You completed “Google Alerts: Stay in the know.”

To continue building your digital journalism skills and work toward Google News Initiative certification, go to our [Training Center](#) website and take another lesson:



7 min estimated time

Google Scholar: Access court cases, academic papers and sources

Quickly find hard facts and expert opinions.

For more Fundamental lessons, visit:

newsinitiative.withgoogle.com/training/course/fundamentals

LESSON 04

Google Scholar: Access court cases, academic papers and sources

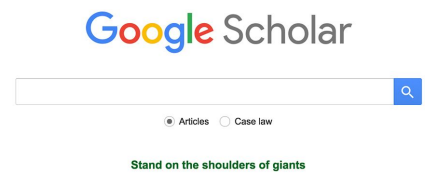
Quickly find hard facts and expert opinions.

Lesson overview

A source for sources.

Google Scholar is a search tool that allows you to find and explore a wide array of scholarly literature. Accessible material includes articles, theses, books, abstracts and court opinions from academic publishers, professional societies, online repositories, universities and websites.

☰ My profile ★ My library



- 1 Finding literature to help tell your story.
- 2 Refining your results on the homepage.
- 3 Refining your results on the results page.
- 4 Finding more information.
- 5 Finding people to help tell your story.
- 6 Google Scholar citations.
- 7 Google Scholar plugins.

For more Fundamental lessons, visit:

newsinitiative.withgoogle.com/training/course/fundamentals

Finding literature to help tell your story.

SINGLE STEP

Let's say you're doing a story about voter redistricting. Visit scholar.google.com and search for *voter redistricting* or simply *redistricting*. Your results will include relevant papers, opinions and studies from educators, lawyers and authors from all over the world.

The screenshot shows a Google Scholar search for "voter redistricting" with approximately 17,300 results. The results are sorted by relevance. The top results include:

- Taming the gerrymander—statistical physics approach to political districting problem** by C.J. Chou, S.P. Li (2006). This article discusses how Political Districting has become a controversial issue, often leading to "even uglier" results. It mentions that in the US, population census results every 10 years require a **voter redistricting** to redistribute House seats.
- The Effects of Redistricting on Voting Behavior in Incumbent US House Elections, 1992—1994** by S.C. McKee (2008). This study assesses how **redistricting** influences **voter preferences**, noting that survey data is often used inappropriately, leading to logical fallacies.
- Redistricting and the causal impact of race on voter turnout** by B.L. Fraga (2016). This work challenges traditional views on the link between race and **voter turnout**, suggesting that increased minority voting is due to co-ethnic representation and majority-minority districts. It notes that 65.3 million registrations were examined.
- The Missing middle: why median-voter theory can't save democrats from the boil-weevil blues** by D. Lublin, D.S. Voss (2003). This article examines how Democrats recovered two North Carolina seats in 1994, attributing the result to **voter realignment** and racial **redistricting**.

Refining your results on the homepage.

There are several ways to narrow your results and find helpful information.

STEP 1 OF 4

To start, choose **Articles** and **Case law** (for the US).

☰ My profile ★ My library

Google Scholar

Articles Case law

Stand on the shoulders of giants

STEP 2 OF 4

You can further narrow your search by choosing Federal or local courts.

☰ My profile ★ My library

Google Scholar

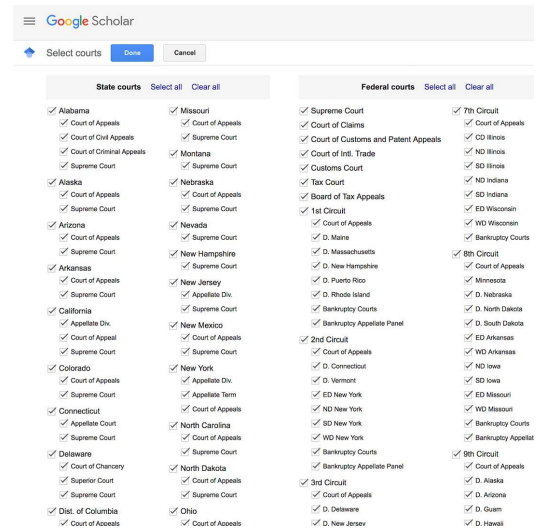
Articles Case law

Federal courts California courts [Select courts...](#)

Stand on the shoulders of giants

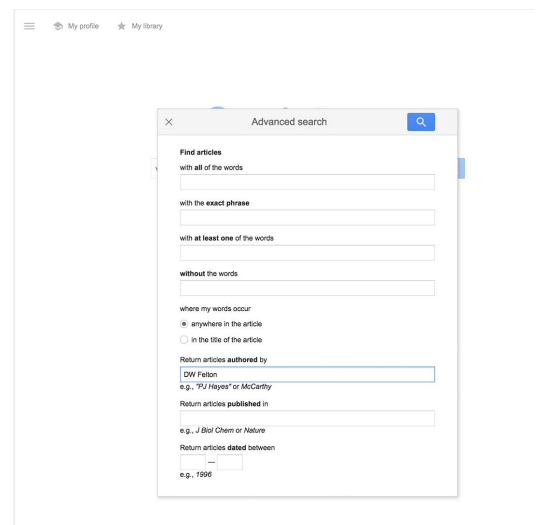
STEP 3 OF 4

To access a list of courts around the United States, click **Select courts.**



STEP 4 OF 4

If you select **Advanced Search** in the menu, a window will appear that allows you to narrow your results using specific words, authors or dates.

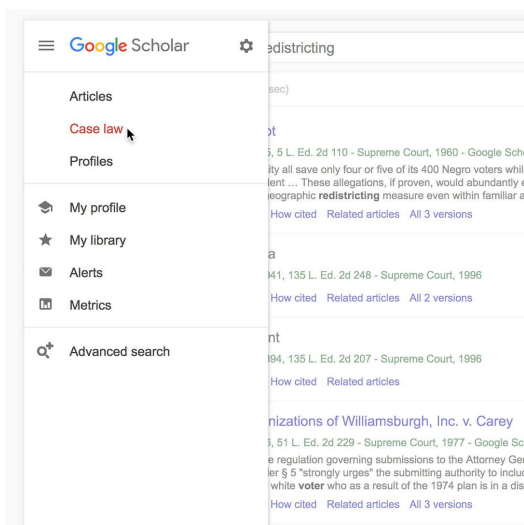


Refining your results on the results page.

The results page also features various ways to narrow your results.

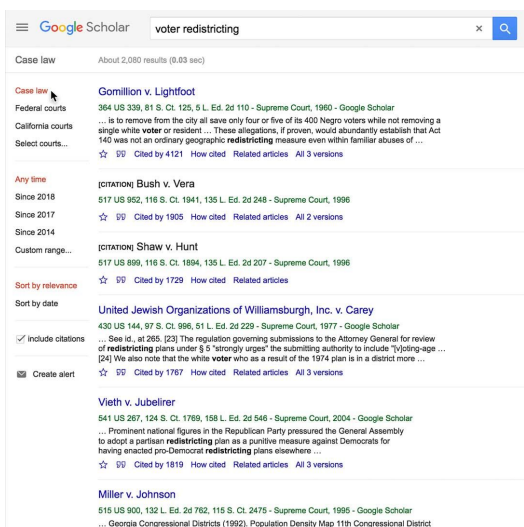
STEP 1 OF 4

In the left column, click on the dropdown menu to choose between Articles and Case law.



STEP 2 OF 4

For Case law, you can specify whether you want to search Federal or local court documents.



STEP 3 OF 4

You can sort your results by date.

California courts
Select courts...

Any time
Since 2018
Since 2017
Since 2014
Custom range...
2011 — 2018
Search

Sort by relevance
Sort by date

include citations

... is to remove from the city all save only four or five of its single white voter or resident ... These allegations, if proven, 140 was not an ordinary geographic redistricting measure.
☆ 77 Cited by 4086 How cited Related articles A

[CITATION] Bush v. Vera
517 US 952, 116 S. Ct. 1941, 135 L. Ed. 2d 248 - Supreme Court
☆ 77 Cited by 1899 How cited Related articles A

[CITATION] Shaw v. Hunt
517 US 899, 116 S. Ct. 1894, 135 L. Ed. 2d 207 - Supreme Court
☆ 77 Cited by 1728 How cited Related articles

United Jewish Organizations of Williamsburgh v. Local Board No. 12
430 US 144, 97 S. Ct. 996, 51 L. Ed. 2d 229 - Supreme Court
... See id., at 265. [23] The regulation governing submission of redistricting plans under § 5 "strongly urges" the subcommittee [24] We also note that the white voter who as a result of the
☆ 77 Cited by 1755 How cited Related articles A

Vieth v. Jubelirer

STEP 4 OF 4

To refine your results by location, try searching your term with the area you're interested in, (Redistricting, California, for example).

ar Redistricting, California

20,200 results (0.03 sec)

Redistricting California: An evaluation of the citizens commission
Jan, E McGhee - California Journal of Politics and Policy, 2012 - degruyter.com
The first time in California history, a carefully vetted commission of citizens has over-
seen the delicate task of redrawing the state's political boundaries. By analyzing the maps
submitted by the commission and comparing these plans to the redistricting overseen by
the legislature.
77 Cited by 25 Related articles All 4 versions

[CITATION] Morgan. 2006."
Morgan - Redistricting California, 1971
77 Cited by 6 Related articles

[CITATION] Morgan, "Redistricting: California 1971-2001,"
Morgan - ... of Governmental Studies Press, Berkeley, California, 1997
77 Cited by 4 Related articles

Finding more information.

Reading an entire article sometimes requires a subscription, but many are available as abstracts or summaries. There are a few ways to look for these:

STEP 1 OF 4

Click the library's link to the right of the listing.

with 47 reasonably compact strong Dem seats
2015 [cited July 21, 2015]

ance: The challenges of citizen participation [DOC] tsinghua.edu.cn

Wiley Online Library
ia and Ontario citizens' assemblies and the
1. The first occurred in Canada ... Once selected,
g California in early 2011 ...
6 versions

Item Analysis of Congressional Districts to
A Case Study with California and North [PDF] researchgate.net

e Association of ..., 2015 - Taylor & Francis
lans suggested a very slight bias toward
ns. In North Carolina, the partisan
ans during **redistricting** ...
ersions

mmissions Lead Us Out of the Political [PDF] albanygovernmentlawre...

Alb. Gov't L. Rev ..., 2016 - HeinOnline
COMMISSIONS LEAD US OUT OF THE
Sanchez Tyler Yeargain University of Central Florida ...
TING COMMISSIONS INTRODUCTION ...
ersions

STEP 2 OF 4

Under the result, click **Versions** or **Related** articles.

2 Related articles

Public back into governance: The challenges of ci

Administration Review, 2015 - Wiley Online Library
of these: the British Columbia and Ontario citizens' assemble
is **Redistricting** Commission. The first occurred in Canada ...
egan its work of **redistricting California** in early 2011 ...

157 Related articles All 6 versions

oral Compactness Pattern Analysis of Congres:
an Gerrymandering: A Case Study with Califor

er, DW Felton - Annals of the Association of ..., 2015 - Taylor
tisan bias in the districting plans suggested a very slight bias t
ifornia in both districting plans. In North Carolina, the partisan

STEP 3 OF 4

To explore additional results, click **Related articles**.

Cited by 2 Related articles

[Putting the public back into governance: The challenge and its future](#)

[Public Administration Review, 2015 - Wiley Online Library](#)
... Consider three of these: the British Columbia and Ontario citizens' **California** Citizens **Redistricting** Commission. The first occurred in California. The commission began its work of **redistricting California** in early 2011.

[Cited by 157](#) [Related articles](#) [All 6 versions](#)

[A Spatiotemporal Compactness Pattern Analysis of California's Partisan Gerrymandering: A Case Study with North Carolina](#)

[ER Wagner, DW Felton - Annals of the Association of ...](#), 2015
... Analysis of partisan bias in the districting plans suggested a very slight advantage shifted from Democrats to Republicans during redistricting in **California** in both districting plans. In North Carolina, the

STEP 4 OF 4

You can also click **Cited by** to look for more information.

[Putting the public back into governance: The challenge and its future](#)

[M Finio - Public Administration Review, 2015 - Wiley Online Library](#)
... Consider three of these: the British Columbia and Ontario citizens' **California** Citizens **Redistricting** Commission. The first occurred in California. The commission began its work of **redistricting California** in early 2011.

☆ [Cited by 157](#) [Related articles](#) [All 6 versions](#)

[A Spatiotemporal Compactness Pattern Analysis of California's Partisan Gerrymandering: A Case Study with North Carolina](#)

[J Nichols, ER Wagner, DW Felton - Annals of the Association of ...](#), 2015
... Analysis of partisan bias in the districting plans suggested a very slight advantage shifted from Democrats to Republicans during redistricting in **California** in both districting plans. In North Carolina, the

☆ [Cited by 4](#) [Related articles](#) [All 6 versions](#)

Finding people to help tell your story.

You can use Google Scholar to find expert sources. For your article on voter redistricting, for example, you may want to quote or gain insight from someone who has researched the topic in depth.

STEP 1 OF 5

If you find a useful result and the author's name is underlined, click on it to see his or her user profile.

STEP 2 OF 5

The author's profile will include additional articles written by the author and a list of topics he or she writes about.

☆ 🔗 Cited by 157 Related articles All 6

A Spatiotemporal Compactness Pat Assess Partisan Gerrymandering: A Carolina

J Nichols, ER Wagner, DW Felton - Annals of the ... Analysis of partisan bias in the districting plan Democrats in **California** in both districting plan advantage shifted from Democrats to Republic

☆ 🔗 Cited by 4 Related articles All 6 v

Can Independent Redistricting Co Thicket



Jason R. Nichols

Associate Professor of Political Science, [Texas Tech Univer](#)
Verified email at [ttu.edu](#) - [Homepage](#)

[Elections](#) [Political Parties](#) [Southern Politics](#) [Voting Bel](#)

TITLE

The Electoral College, Mobilization, and Turnout in the 2000 Presidential E
D Hill, SC McKee
American Politics Research 33 (5), 700-725

A Principle or a Strategy? Voter Identification Laws and Partisan Competiti
the American States
WD Hicks, SC McKee, MD Sellers, DA Smith
Political Research Quarterly 68 (1), 18-33

The Participatory Effects of Redistricting
D Hayes, SC McKee
American Journal of Political Science 53 (4), 1006-1023

Rural Voters and the Polarization of American Presidential Elections
SC McKee
PS: Political Science & Politics 41 (1), 101-108

Republican Ascendancy in Southern U.S. House Elections
SC McKee
Westview Press

STEP 3 OF 5

By clicking on a topic on an author's profile page, you can find other authors who cover it.

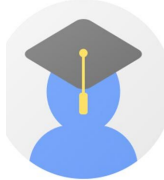
STEP 4 OF 5

If a source seems particularly knowledgeable, and has provided a link to their personal site, click Homepage and you may be able to contact them for a quote or comment on your story.

STEP 5 OF 5

You can also use the search bar in **User Profiles** to try to find additional relevant authors.

Google Scholar



Jason R. Nichols
Associate Professor of Political Science
Verified email at ttu.edu - [Homepage](#)

[Elections](#) [Political Parties](#) [Southern Politics](#)

TITLE

[The Electoral College, Mobilization, and Turnout in the 2000 Presidential Election](#)
D Hill, SC McKee
American Politics Research 33 (5), 700-725

[A Principle or a Strategy? Voter Identification Laws and Political Participation in the American States](#)

Google Scholar




Jason R. Nichols
Associate Professor of Political Science, [Texas Tech University](#)
Verified email at ttu.edu - [Homepage](#)

[Elections](#) [Political Parties](#) [Southern Politics](#)


[The Electoral College, Mobilization, and Turnout in the 2000 Presidential Election](#)
McKee
Politics Research 33 (5), 700-725

[A Principle or a Strategy? Voter Identification Laws and Political Participation in the American States](#)


Jason Nichols

 **Matthew J. Finio**
Arizona State University & University of Michigan
Verified email at rice.edu

[american politics](#) [elections](#) [political science](#) [representation](#)

 **David W. Felton**
University of Iowa
Verified email at uiowa.edu

[elections](#) [voting behavior](#) [political behavior](#) [forecast](#)

 **Emily R. Wagner**
University of Zurich

[political methodology](#) [political psychology](#) [voting behavior](#)

Google Scholar citations.

SINGLE STEP

The My Profile button allows authors to track when and where their articles, opinions, research publications, etc. are cited. It should appear in upper lefthand corner of your browser, unless your window is very small. In that case, click **Menu > My Profile**.

If you have published scholarly articles or books, you can create a profile and monitor your own publications in Google Scholar, for example, this article on voter redistricting that appeared in an academic political science journal.

olar

Track citations to your articles. Appear in Scholar.

Name
Dave Felton

Full name as it appears on your articles

Affiliation

E.g., Professor of Physics, Princeton University

Email for verification
David@osnelegal.com

E.g., einstein@princeton.edu

Areas of interest

E.g., general relativity, unified field theory

Homepage (optional)

E.g., http://www.princeton.edu/~einstein

Next

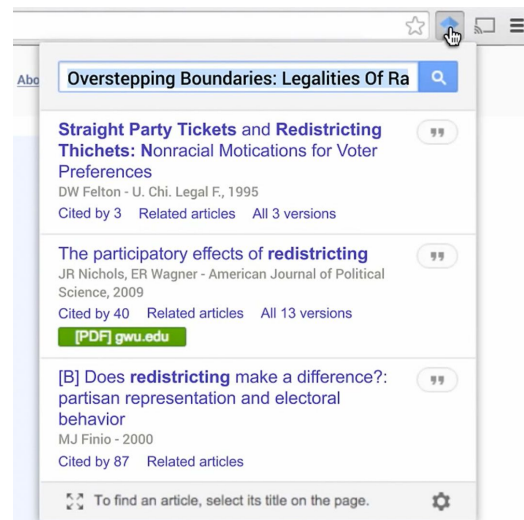
Google Scholar plugins.

SINGLE STEP

Google offers some useful Scholar plugins for Chrome, Firefox and Safari that allow you to look up scholarly articles as you browse the web.

This extension adds a browser button to your window for easy access to Google Scholar from any web page.

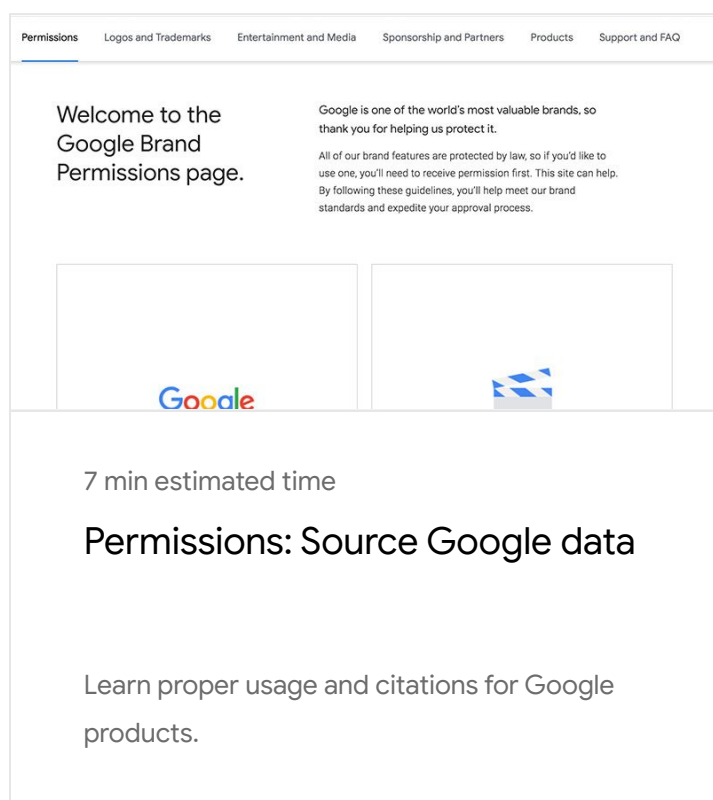
Just highlight the title of the paper you're reading and click the Scholar button to see results without leaving the window you're viewing.



Congratulations!

You completed “Google Scholar: Access court cases, academic papers and sources.”

To continue building your digital journalism skills and work toward Google News Initiative certification, go to our [Training Center](#) website and take another lesson:



Permissions Logos and Trademarks Entertainment and Media Sponsorship and Partners Products Support and FAQ

Welcome to the Google Brand Permissions page.

Google is one of the world's most valuable brands, so thank you for helping us protect it.

All of our brand features are protected by law, so if you'd like to use one, you'll need to receive permission first. This site can help. By following these guidelines, you'll help meet our brand standards and expedite your approval process.

7 min estimated time

Permissions: Source Google data

Learn proper usage and citations for Google products.

For more Fundamental lessons, visit:

newsinitiative.withgoogle.com/training/course/fundamentals

LESSON 05

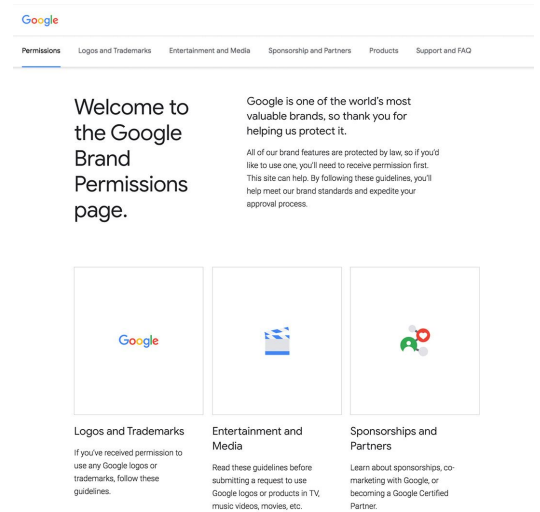
Permissions: Source Google data

Learn proper usage and citations for Google products.

Lesson overview

How to use the Google brand in your content.

The [Google Permissions](#) website is your one-stop-shop to learn how to properly use and cite our products in your stories. It highlights common use cases, basic trademark guidelines and gives instructions on using our logos, images, maps and graphics across all media.



- 1 Citing maps sources.
- 2 Giving credit where it's due.

For more Fundamental lessons, visit:

newsinitiative.withgoogle.com/training/course/fundamentals

Citing maps sources.

From satellite images to maps, journalists around the world use our tools to help tell their stories. And we're glad. We simply ask that you follow some usage rules to ensure they're used fairly and properly.

STEP 1 OF 2

Let's say you're publishing a web infographic using an image from Google Earth. Go to [Go to google.com/permissions](https://www.google.com/permissions) and click Products.

STEP 2 OF 2

The results page will show you the image size and where else it may have appeared.

[and Media](#) [Sponsorship and Partners](#) [Products](#) [Support and FAQ](#)

Google is one of the world's most valuable brands, so thank you for helping us protect it.

All of our brand features are protected by law, so if you'd like to use one, you'll need to receive permission first. This site can help. By following these guidelines, you'll help meet our brand standards and expedite your approval process.

Legal

We ask that you put the following tagline beneath any image featuring a Google product screenshot or data

Google and the Google logo are registered trademarks of Google LLC, used with permission.

Google Maps/Earth

If you're considering using Google Maps, Google Earth, or Street View for your project, follow [these guidelines for non-commercial use](#). They spell out how you can and can't use our mapping tools in everything from marketing and promotional materials, films, television programs, books, academic journals, and much more.

Other products



Partner Marketing Hub

Includes Android, Google Assistant, Google Play, Google Pay, etc.



YouTube

Guidance and brand use request form for YouTube

Giving credit where it's due.

SINGLE STEP

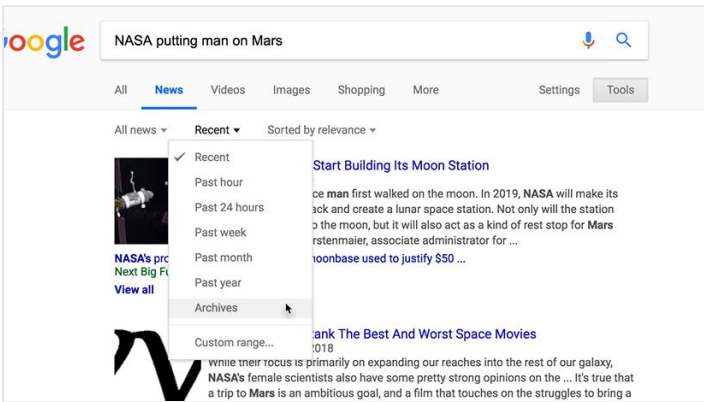
When you're ready to publish, make sure you properly cite your Google source. Many of our products, such as Google Maps and Google Earth, will automatically incorporate an attribution for Google and the data provider. We've also set up an attributions site to answer your more detailed questions.



Congratulations!

You completed “Permissions: Source Google data”

To continue building your digital journalism skills and work toward Google News Initiative certification, go to our [Training Center](#) website and take another lesson:



The screenshot shows a Google search for "NASA putting man on Mars". The search results are displayed under the "News" tab. A dropdown menu is open, showing filters for "Recent", "Past hour", "Past 24 hours", "Past week", "Past month", "Past year", "Archives", and "Custom range...". The "Archives" option is highlighted. Below the search results, there is a section titled "7 min estimated time" and "Google News Archive: Access the past".

7 min estimated time

Google News Archive: Access the past

Discover historical digital publications and scanned newspapers.

For more Fundamental lessons, visit:

newsinitiative.withgoogle.com/training/course/fundamentals

LESSON 06

Google News Archive: Access the past

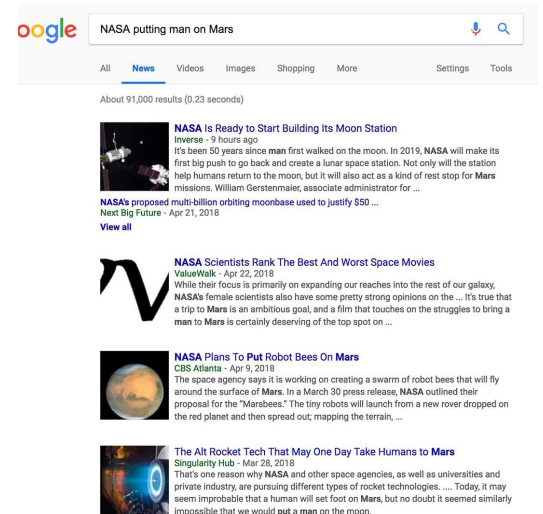
Discover historical digital publications and scanned newspapers.

Lesson overview

Searching historical articles.

When you search for news in Google, you'll get the most recent articles relevant to your query. But sometimes, you may need to see a topic's coverage over time or find the most significant article rather than the most recent.

Let's say you're doing a retrospective on NASA's ambitions for putting a man on Mars. You can trace how the story is unfolding using the news archives.



- 1 Articles from 2003 to the present.
- 2 Find stories before 2003.

For more Fundamental lessons, visit:

newsinitiative.withgoogle.com/training/course/fundamentals

Articles from 2003 to the present.

SINGLE STEP

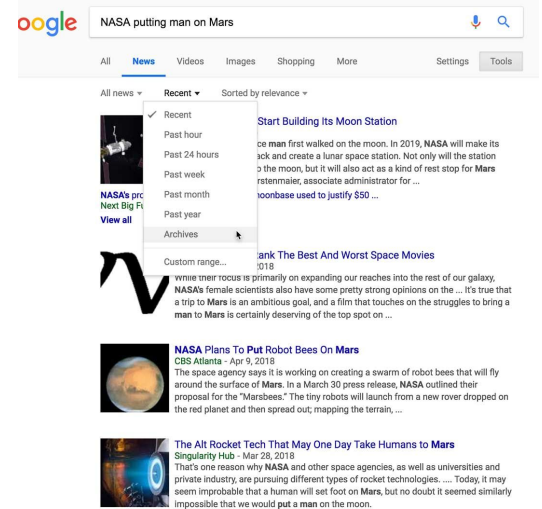
Go to news.google.com and enter your query in the search box.

From the results page that appears, go to **Tools** just below the search box.

From the menu that appears, click **Recent**.

On the dropdown list, click **Archive**. Or, if you'd like to specify a date range, click **Custom range**.

Your results will be ranked by significance and may include stories as far back as 2003.



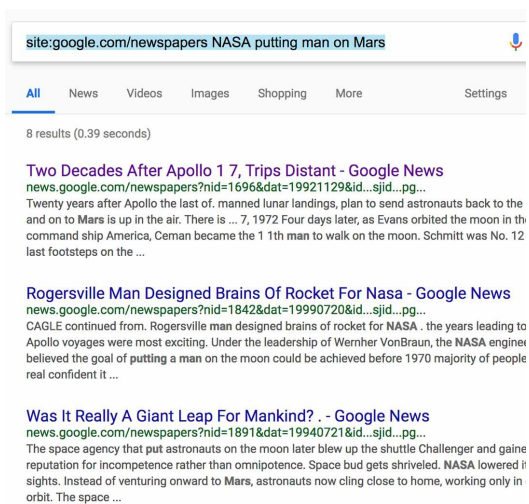
Find stories before 2003.

You've surveyed stories as far back as 2003, but how do you get to 1995? There are two ways to perform your research. The first is your regular Google Web Search. Just note that it doesn't support custom date ranges earlier than 1970 or link to content behind a paywall.

To find stories from 1995 or before, you can search for scanned newspaper articles.

STEP 1 OF 2

Go to google.com and type in *site:google.com/newspapers*, followed by the search terms you'd like to use.



STEP 2 OF 2

For example, *site:google.com/newspapers NASA putting man on Mars*. This should yield any scanned articles on your topic.



Congratulations!

You completed “Google News Archive: Access the past”

To continue building your digital journalism skills and work toward Google News Initiative certification, go to our [Training Center](#) website and take another lesson:

More than 20 million flowers and some cool sculptures are blooming at the annual Istanbul Tulip Festival.



7 min estimated time

Google Street View: Verify images

Check the authenticity of an eyewitness photo or video.

For more Fundamental lessons, visit:

newsinitiative.withgoogle.com/training/course/fundamentals

LESSON 07

Google Street View: Verify images

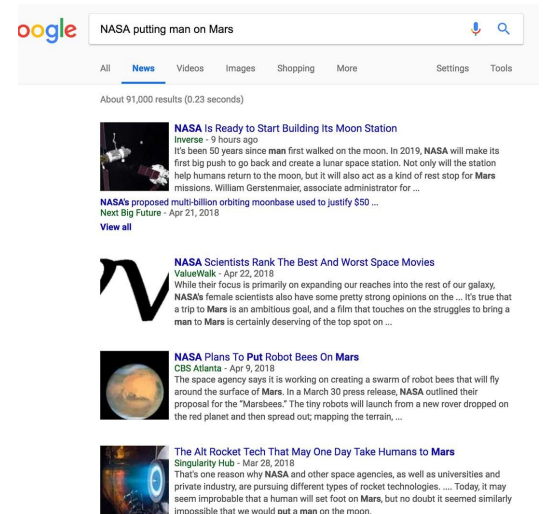
Check the authenticity of an eyewitness photo or video.

Lesson overview

Confirm the location.

Whether you've sourced a newsworthy image from social media or received it directly from someone claiming to be at the scene, confirming where a photo or video was captured is an essential step in the verification process. Google Street View, on mobile or desktop, allows you to virtually visit an alleged location and match up visual clues such as signage, architecture and road markings.

For example, a person Tweeted this photo of a public art installation in Istanbul and you want to find out where it was taken. Using the visual details in the photograph you can search for it on Google Street View to pinpoint the location.



- 1 Start with a "Satellite" view.
- 2 Navigating in Google Street View.
- 3 Look for visual clues.
- 4 Save your clues.
- 5 Cross-reference landmarks.
- 6 Use the yellow Pegman to explore the scene.
- 7 See related images and photo credits.
- 8 Outsmart hoaxers.

For more Fundamental lessons, visit:

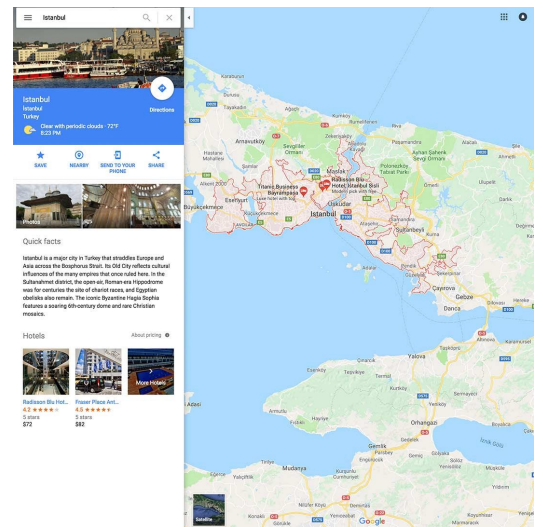
newsinitiative.withgoogle.com/training/course/fundamentals

Start with a "Satellite" view.

Knowing all the places a photo has been used or finding images that are similar to it can help you get the right visuals for your story or discover the origin of an image found on social media. There are two easy ways to learn more about images and how they're being used online.

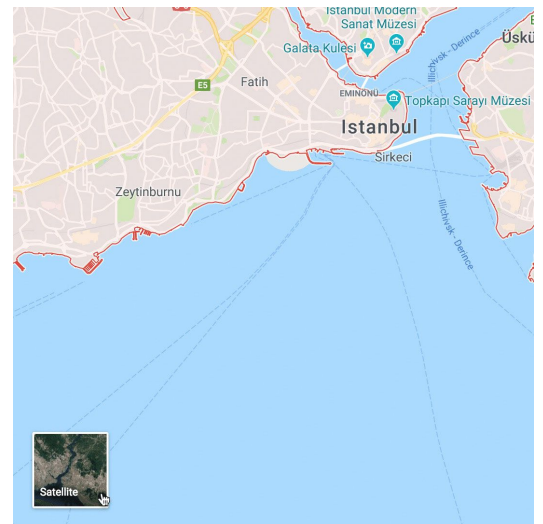
STEP 1 OF 3

Go to [google.com/maps](https://www.google.com/maps) and search for the most detailed location you have, in this case Istanbul.



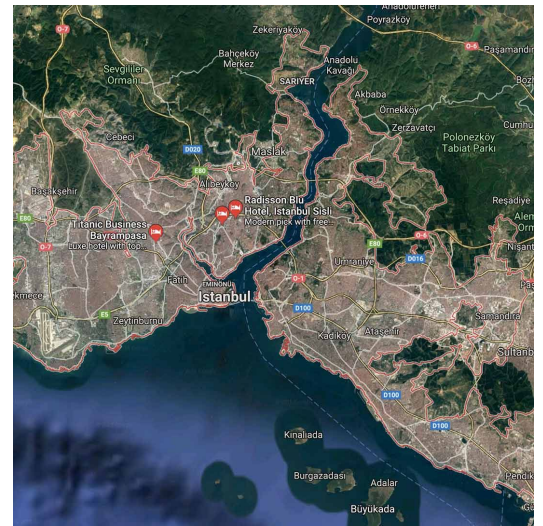
STEP 2 OF 3

To switch between map and satellite views, click **Satellite** in the lower left corner.



STEP 3 OF 3

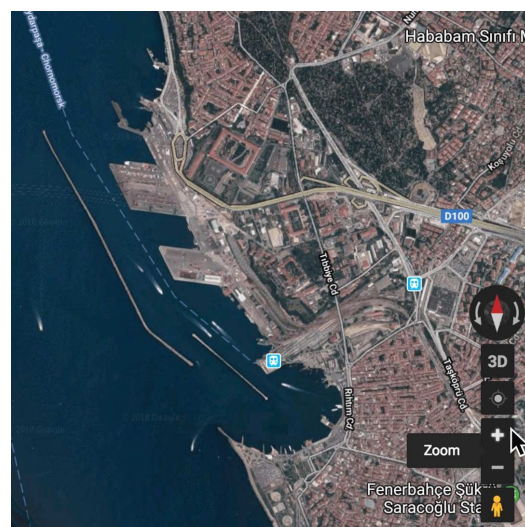
Satellite view may help you spot distinctive landscape features, like the park we're looking for. In other cases, it might illuminate wide roads, patches of trees, public plazas, mountains, water features, etc.



Navigating in Google Street View.

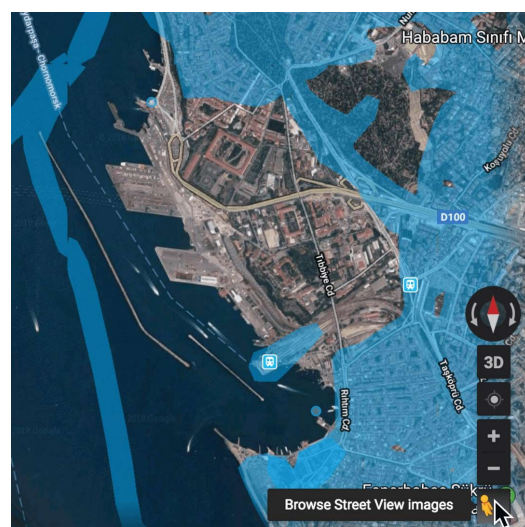
STEP 1 OF 3

Use **+** plus and **-** minus to zoom in and out of a specific area.



STEP 2 OF 3

If you're working on a desktop or laptop, click the yellow **Pegman** in the lower right corner. This will reveal blue lines on the map to indicate areas where Google Street View is available.

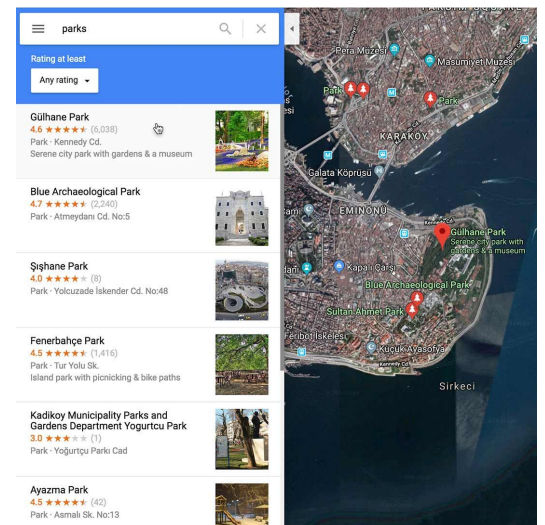


Save your clues.

Knowing all the places a photo has been used or finding images that are similar to it can help you get the right visuals for your story or discover the origin of an image found on social media. There are two easy ways to learn more about images and how they're being used online.

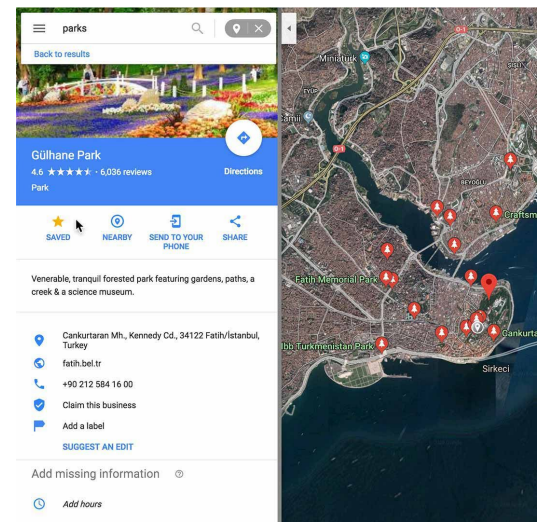
STEP 1 OF 3

To continue narrowing your search for the photo's location, save each clue you find helpful by clicking on it. This will mark it with a red pin and show details about the location.



STEP 2 OF 3

Next, click **Save** in the left sidebar.



STEP 3 OF 3

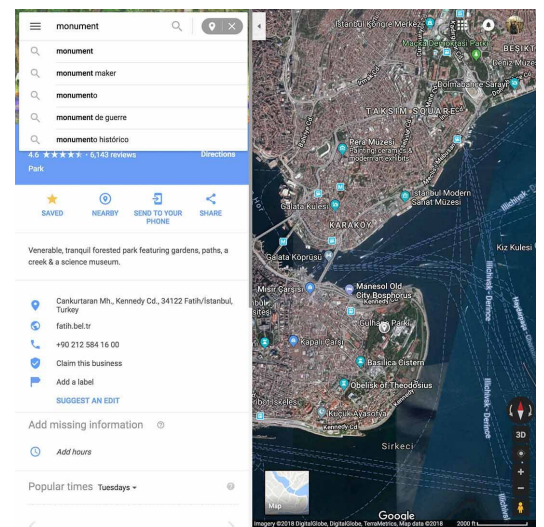
The location will now be marked with a yellow star and will remain marked even if you navigate to another location anywhere in the world.



Cross-reference landmarks.

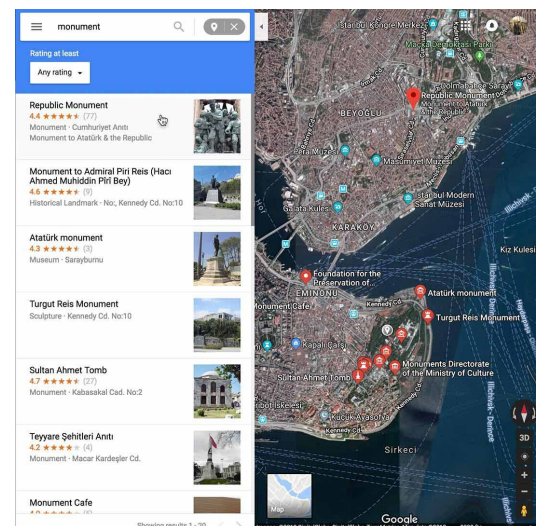
STEP 1 OF 2

To further narrow down your location, it may be helpful to add more variables to your “nearby” search. In this case, the photograph shows a significant monument, so we can search for monuments that are near parks.



STEP 2 OF 2

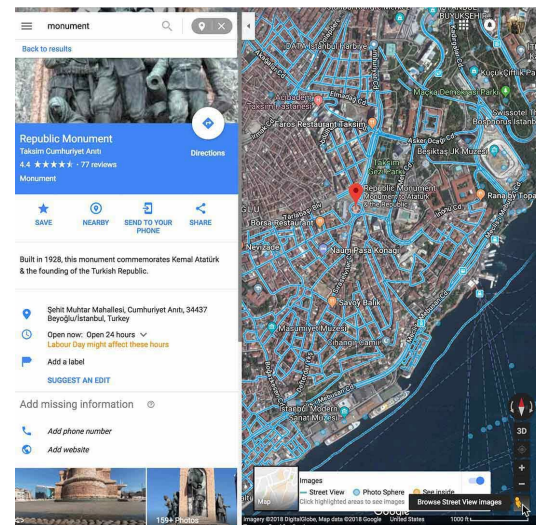
By cross-referencing multiple clues from your image, you can more efficiently track down your location.



Use the yellow Pegman to explore the scene.

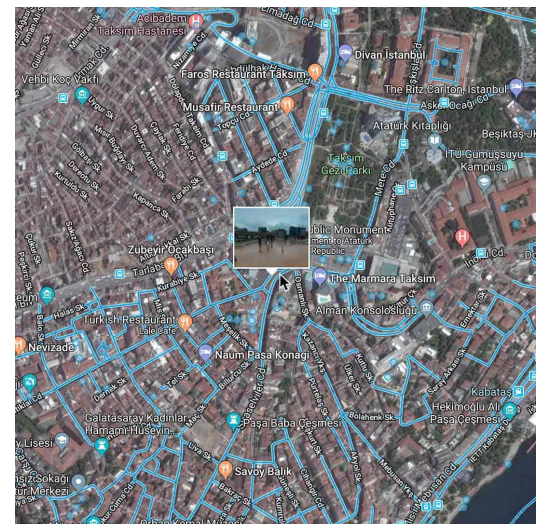
STEP 1 OF 4

Now that you think you've found the right spot, click the **Pegman** to reveal the blue lines which will indicate where Street View is available.



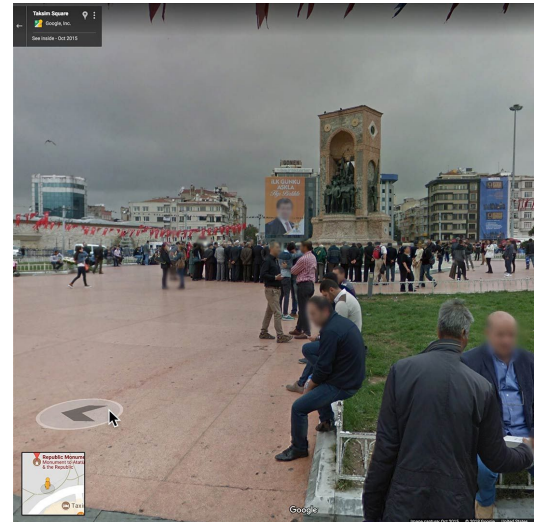
STEP 2 OF 4

Then, click on the place you want to view and the Pegman will “drop” you into Street View. Exploring the area at street level should help you establish the photographer’s position.



STEP 3 OF 4

To move along the street, follow the arrows.



STEP 4 OF 4

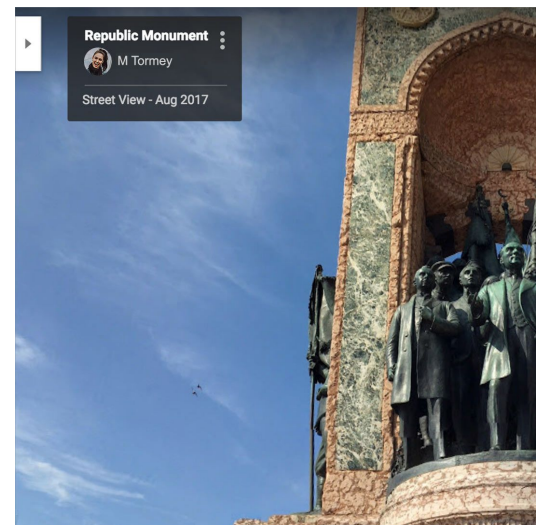
To jump to a different location, double click on it. You can keep track of your position in the map view box in the bottom left corner of your screen.



See related images and photo credits.

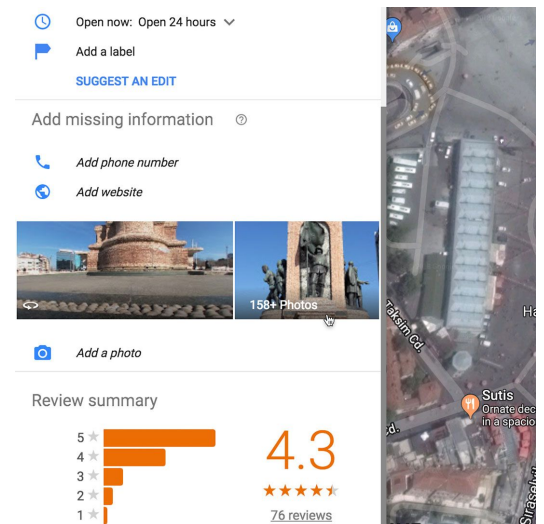
STEP 1 OF 2

There are two types of imagery you'll find in Google Street View: images captured by Google and user-generated photo spheres. The photo credit and time of capture is noted in the upper lefthand corner of the image.



STEP 2 OF 2

To reveal other photographs from a location, scroll to the bottom of the panel on the left hand side and click on image thumbnails. This may help you corroborate features that are harder to identify, such as brick work and signage.



Outsmart hoaxers.

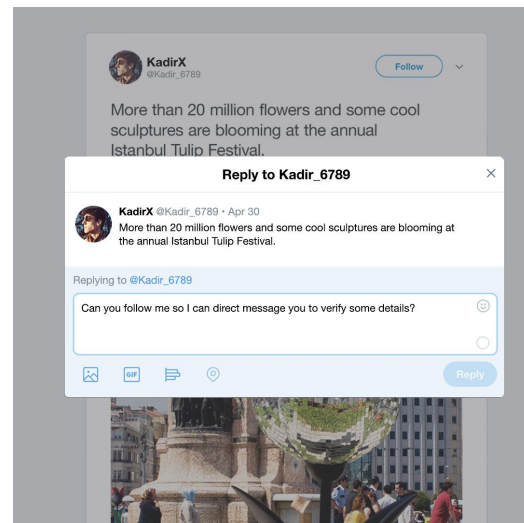
SINGLE STEP

During a breaking news event, social media hoaxers often claim ownership of images that are being widely shared in real-time. If you're able to speak to the source on the phone, you can perform a quick yet effective verification check. Ask the person where they are standing and what they can see, then use Google Street View to corroborate their answers.

Learn more:

[Google Street View](#)

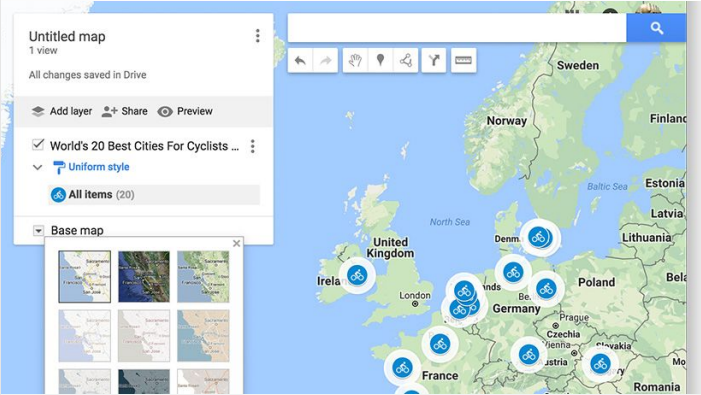
[Google Reverse Image Search](#)



Congratulations!

You completed “Google Street View: Verify images”

To continue building your digital journalism skills and work toward Google News Initiative certification, go to our [Training Center](#) website and take another lesson:



7 min estimated time

Google My Maps: Show where stories happen

Give important context by building interactive maps.

For more Fundamental lessons, visit:

newsinitiative.withgoogle.com/training/course/fundamentals

LESSON 08

Google My Maps: Show where stories happen

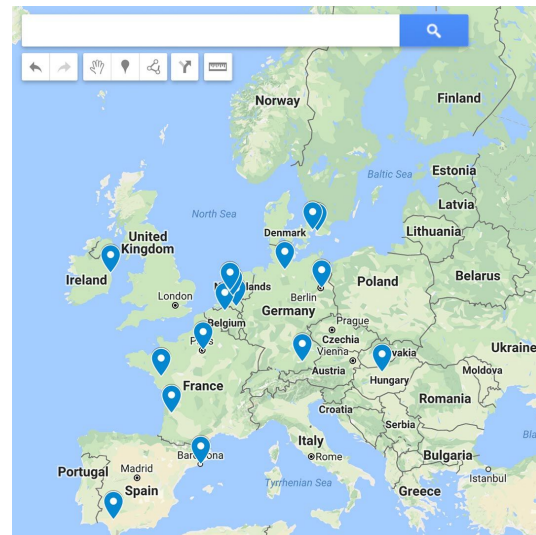
Give important context by building interactive maps.

Lesson overview

Tell your story with a map.

Maps are an engaging way to share data and important context with your audience. But if you're on deadline and new to Maps, it can seem a little daunting. But it's actually pretty easy. Google My Maps is a free tool that lets you quickly make custom maps that you can embed on your website—no programming required.

Check out our FAQ video on YouTube [Watch now](#)



- 1 What Maps can do for you.
- 2 Start your map.
- 3 Visualizing data with your map.
- 4 Choose the style of your map.
- 5 Sharing your map with the world.
- 6 Putting your map on your website.

For more Fundamental lessons, visit:

newsinitiative.withgoogle.com/training/course/fundamentals

What Maps can do for you.

SINGLE STEP

Whether you'd like to show the location of crimes committed in a specific neighborhood or map your readers' favorite bicycling routes, My Maps is a powerful way to show data in engaging ways.

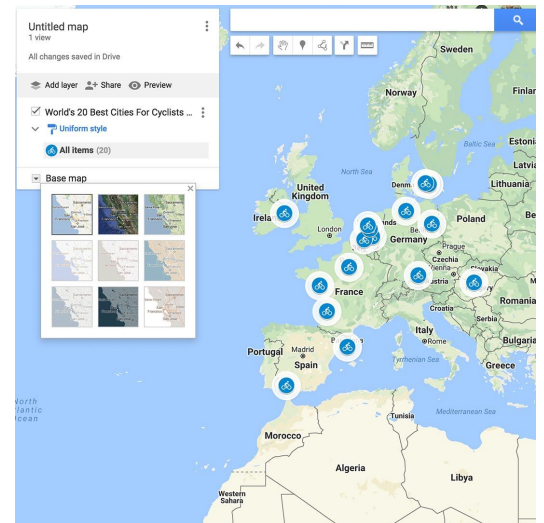
You can:

Draw and style points of interest, lines and shapes.

Import data from Google Drive spreadsheets, or as CSV files, Excel files and KML files.

Add custom icons that you create to your map.

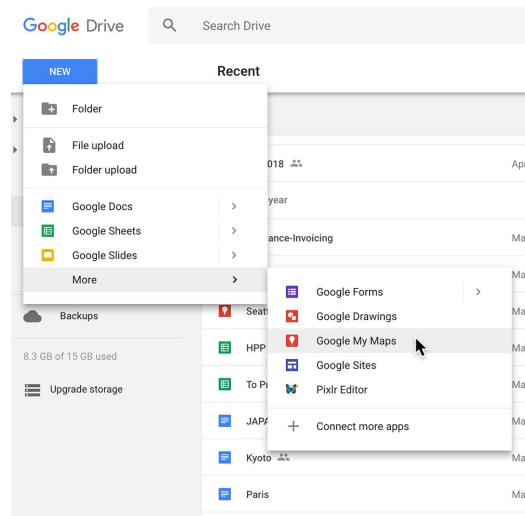
Choose from one of nine base map styles, including our satellite and terrain maps.



Start your map.

SINGLE STEP

You can get started at Google.com/mymaps. Or go to Google Drive and click the “New” button and find the My Maps apps in the menu under “More.” This takes you to the My Maps editor, where you can start drawing and styling information on top of your map, or import a spreadsheet to quickly map bigger datasets.

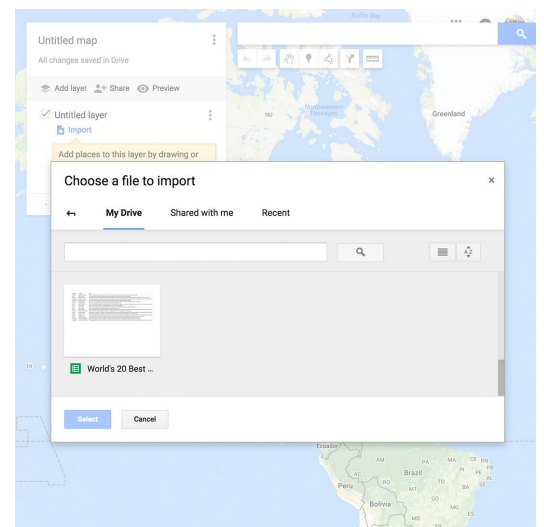


Visualizing data with your map.

Let's say you're writing a story about the World's 20 best cycling cities and you want to visualize your data in a map.

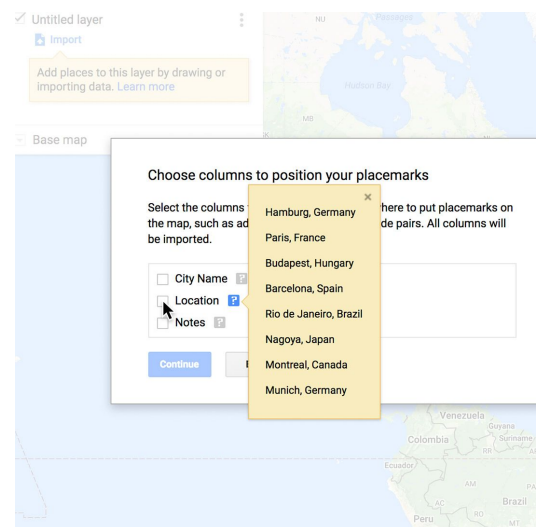
STEP 1 OF 3

Go to the My Maps editor window and hit "import" and then select your spreadsheet.



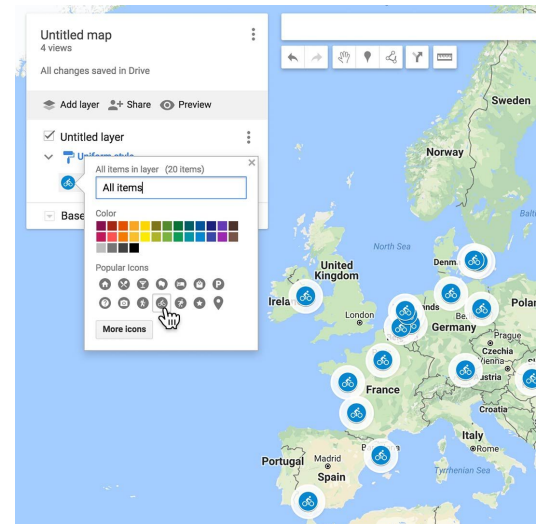
STEP 2 OF 3

It will ask you to select the column with the location info to position your placemarks. Then choose a column that will title your placemarks.



STEP 3 OF 3

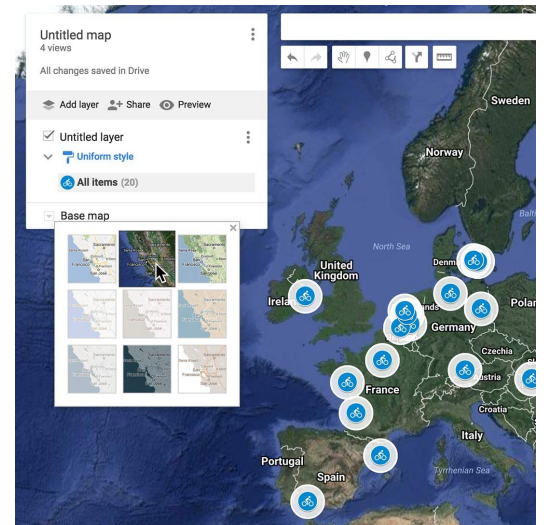
You can replace the blue pins with a different icon by going back to the My Maps editor. Under “all items,” click on the paint bucket icon. Now you can choose from an existing library or add your own.



Choose the style of your map.

SINGLE STEP

To make sure the appearance of your map fits your story, you can choose from nine different base map styles, including satellite and terrain maps. Just go to the editor window and pick the one you think works best for your subject matter.

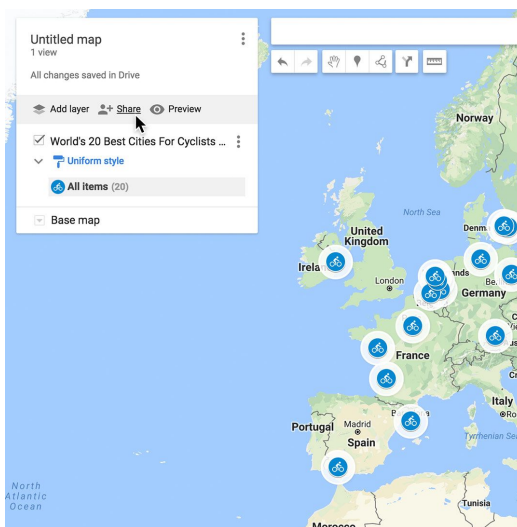


Sharing your map with the world.

As you're building your maps, they will always be private until you explicitly share them with others. When you're ready to publish your map:

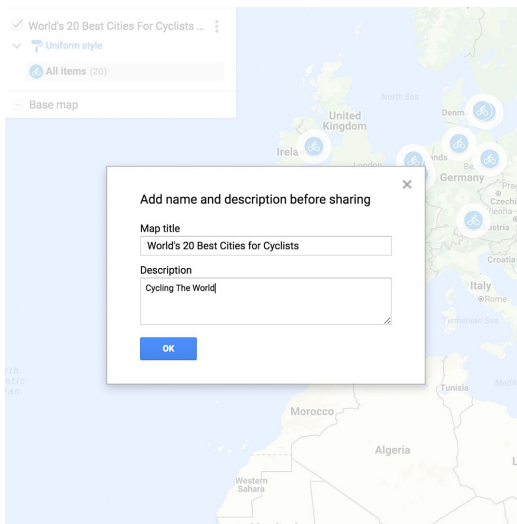
STEP 1 OF 3

Click the Share link.



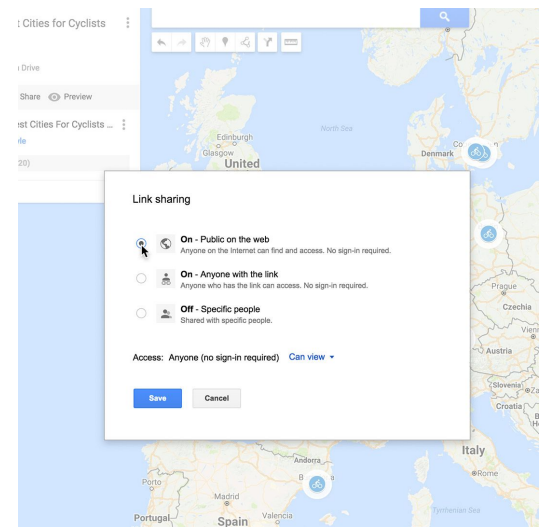
STEP 2 OF 3

Give your map a title and description.



STEP 3 OF 3

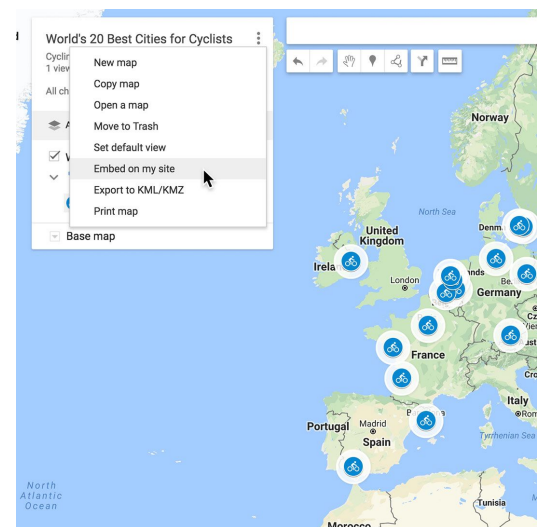
Publishing your map is easy. Under “Who has access” click on “Change” and choose who you want to share it with.



Putting your map on your website.

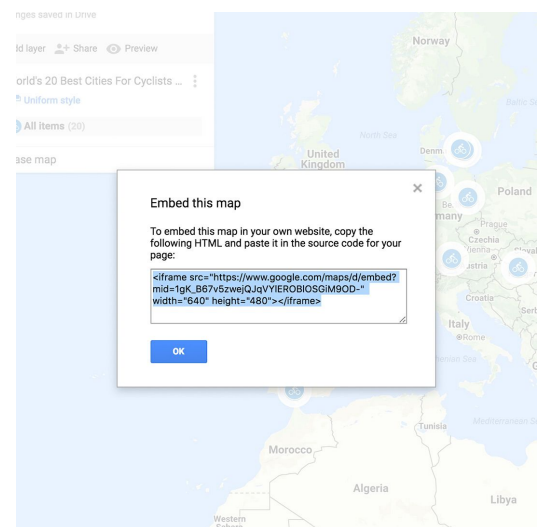
STEP 1 OF 2

To embed your map on your website, click on the three dots next to your map title to open the menu. select the “Embed on my site” option.



STEP 2 OF 2


You'll get a window with the HTML code which you can then paste into your source code. In the code, you can dial in the right height and width for your site.



Congratulations!

You completed “Google My Maps: Show where stories happen”

To continue building your digital journalism skills and work toward Google News Initiative certification, go to our [Training Center](#) website and take another lesson:



7 min estimated time

Google Translate: Translations on-the-go

Speak the language just about anywhere in the world.

For more Fundamental lessons, visit:

newsinitiative.withgoogle.com/training/course/fundamentals

LESSON 09

Google Translate: Translations on-the-go

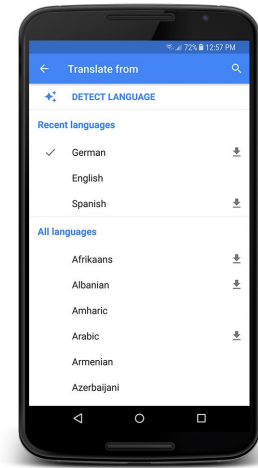
Speak the language just about anywhere in the world.

Lesson overview

Wherever you go, speak the language.

Whether you're on assignment across the world, or in an immigrant community across town, you may find yourself in a situation where you need help bridging a language gap.

The Google Translate app, on iOS or Android, is the most powerful way to translate between over 100 languages. Sure, you can type in a phrase and get a translation on your desktop computer, but there's even more you can do on your mobile.



Check out our FAQ video on YouTube [Watch now](#)

- # A two-way interpreter that fits in your pocket.
- # Use your phone's camera to translate signs.
- # Translating without an Internet connection.

For more Fundamental lessons, visit:

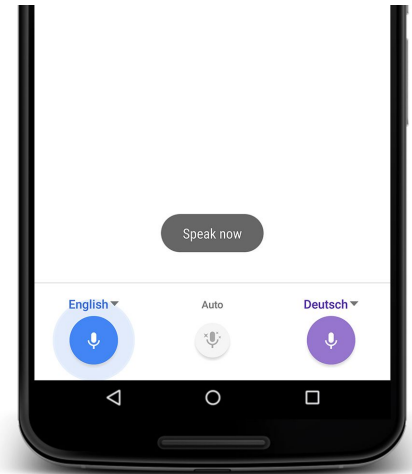
newsinitiative.withgoogle.com/training/course/fundamentals

A two-way interpreter that fits in your pocket.

SINGLE STEP

Perhaps the most useful tool for a reporter is Conversation Mode. When you touch the microphone button, Translate listens to a conversation, recognizes which of the two languages are being spoken, and translates it aloud and on screen into the other language.

Need that in Portuguese? Conversation Mode has voice recognition support for 30 languages.

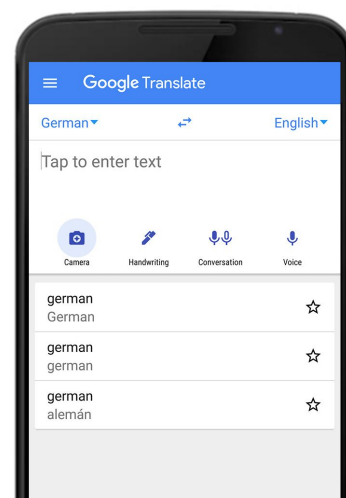


Use your phone's camera to translate signs.

What if you need to figure out what a sign or document means? Use Word Lens for instant translations.

STEP 1 OF 4

Set the language you want to translate and the language you want it translated to. Then tap the camera icon.



STEP 2 OF 4

Point the camera at the words you want translated.



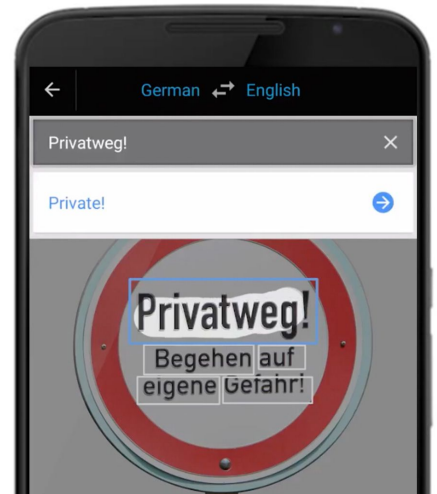
STEP 3 OF 4

In a split second Word Lens will translate whatever words are in front of the camera.



STEP 4 OF 4

If the text isn't recognizable by Word Lens, you can use the scan function. Just highlight each word or phrase for a translation.

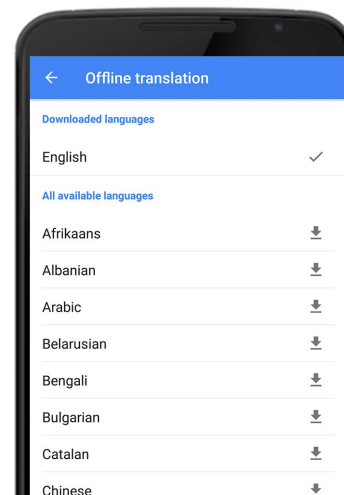


Translating without an Internet connection.

SINGLE STEP

If you're out of mobile range or just looking to save on data charges, no worries. For most phones, you can download a language pack for instant translations offline. And Word Lens works on all phones without a data connection.

Have conversations, read signs, and translate offline — all with the Translate app. To download it for free, just go to the App Store on your iPhone or the Play Store on Android.



Congratulations!

You completed “Google Translate: Translations on-the-go”

To continue building your digital journalism skills and work toward Google News Initiative certification, go to our [Training Center](#) website and take another lesson:

Explore the 2016 US Elections through Search data

EXPLORE STORY

All categories United States

Featured insights

Oktoberfest

9/11 Anniversary

Visualizing Goog

7 min estimated time

Google Trends: See what's trending across Google Search, Google News and YouTube

Find stories and terms people are paying attention to.

For more Fundamental lessons, visit:

newsinitiative.withgoogle.com/training/course/fundamentals

LESSON 10

Google Trends: See what's trending across Google Search, Google News and YouTube

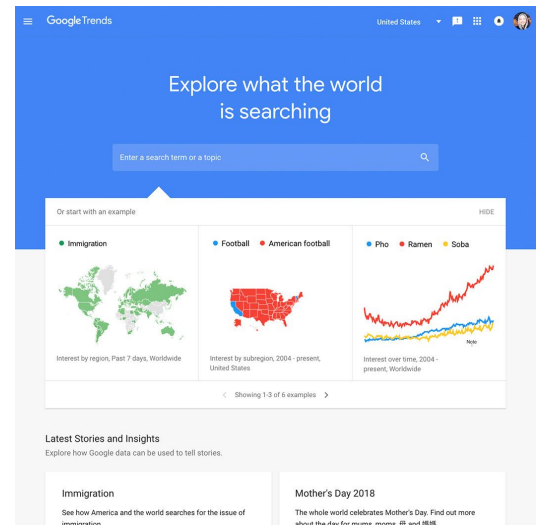
Find stories and terms people are paying attention to.

Lesson overview

How Trends works.

Google Trends allows you to see the topics people are—or aren't—following, almost in real time. Journalists can use this information to explore potential story ideas, and can also feature Trends data within news stories to illustrate a general level of interest in, say, a political candidate, social issue or event.

The [Google Trends homepage](#) features clustered topics that Google detects are related and trending together on either Search, Google News, or YouTube. Trending Stories are collected based on Google's Knowledge Graph technology, which gathers search information from those three Google platforms to detect when stories are trending based on the relative spike in volume and the absolute volume of searches.



- 1 On the homepage.
- 2 Exploring your topics.
- 3 Comparing groups of terms.
- 4 Explore by language.
- 5 Narrowing or expanding your search by geography and time.
- 6 More about trends.

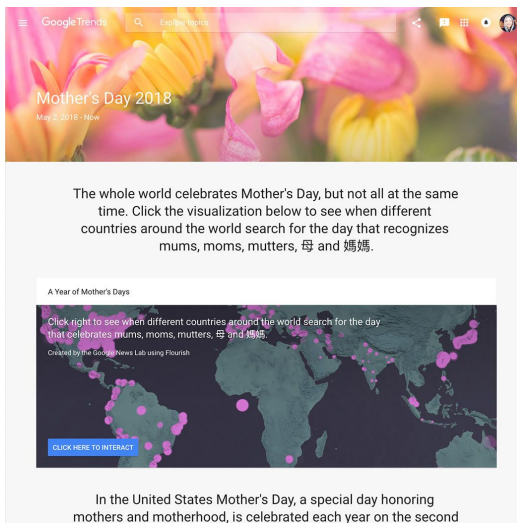
For more Fundamental lessons, visit:

newsinitiative.withgoogle.com/training/course/fundamentals

On the homepage.

SINGLE STEP

The Trends homepage indicates what topics are trending right now, which can be helpful when choosing a story to write about. To explore how Google data can be used to tell stories, click one of the examples under **Latest Stories and Insights**.



The screenshot shows the Google Trends homepage for "Mother's Day 2018". The header features the Google Trends logo and a search bar. Below the header is a large image of pink and yellow flowers. The main content area includes a text block explaining that Mother's Day is celebrated worldwide but at different times, and a world map visualization showing search trends for terms like "mums", "moms", "mutter", "母", and "媽媽". A blue button labeled "CLICK HERE TO INTERACT" is visible on the map. Below the map, there is a text block starting with "In the United States Mother's Day, a special day honoring mothers and motherhood, is celebrated each year on the second".

Google Trends

Google Trends

Mother's Day 2018
May 2, 2018 - Now

The whole world celebrates Mother's Day, but not all at the same time. Click the visualization below to see when different countries around the world search for the day that recognizes mums, moms, mutters, 母 and 媽媽.

A Year of Mother's Days

Click right to see when different countries around the world search for the day that celebrates mums, moms, mutters, 母 and 媽媽.
Created by the Google News Lab using Flourish

CLICK HERE TO INTERACT

In the United States Mother's Day, a special day honoring mothers and motherhood, is celebrated each year on the second

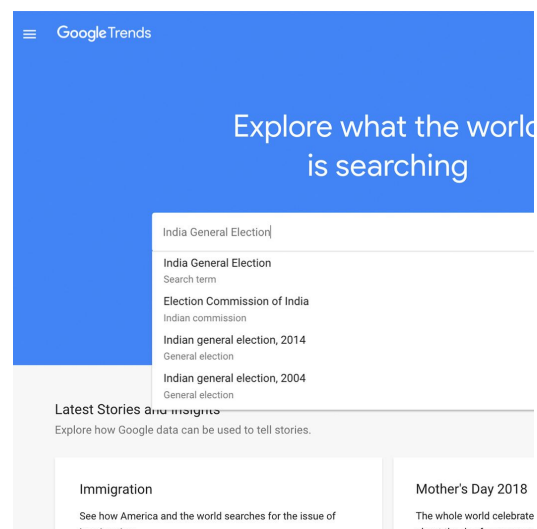
Exploring your topics.

In addition to what you see on the homepage, you can explore and gauge interest in virtually any topic, which can be useful for developing story ideas.

Let's say you're doing a story on the US presidential election, and want to compare the election process with that of India's General elections happening in the same year. Just use the Trends search bar:

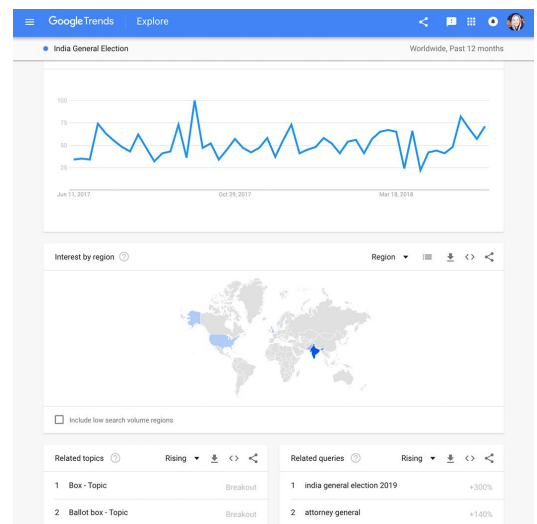
STEP 1 OF 5

Enter the India General Election in the Google Trends search bar at the top of the homepage. Press **Return** to see your results.



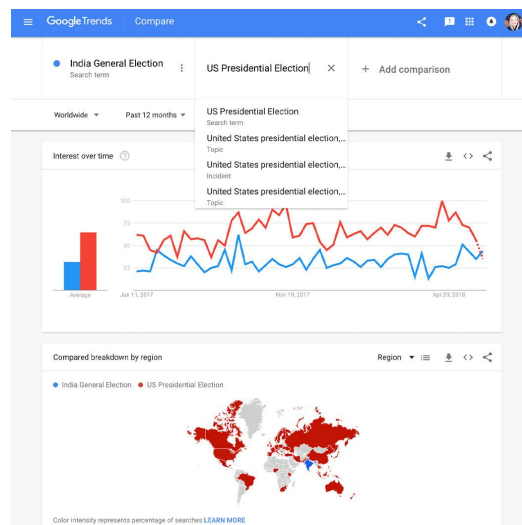
STEP 2 OF 5

Enter the India General Election in the Google Trends search bar at the top of the homepage. Press **Return** to see your results.



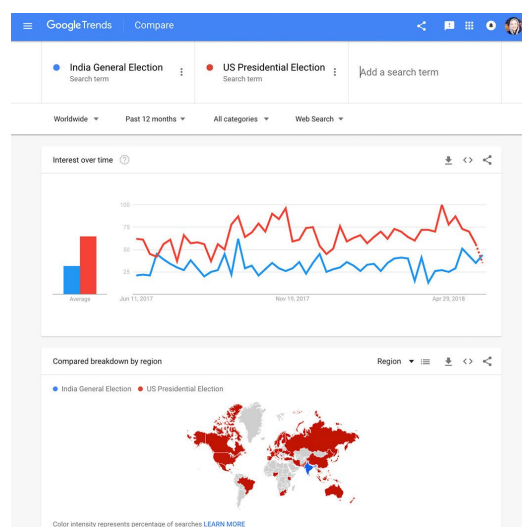
STEP 3 OF 5

Your results page will feature data visualizations for **Interest over time**, **Interest by subregion** and lists of **Related topics** and **Related queries**.



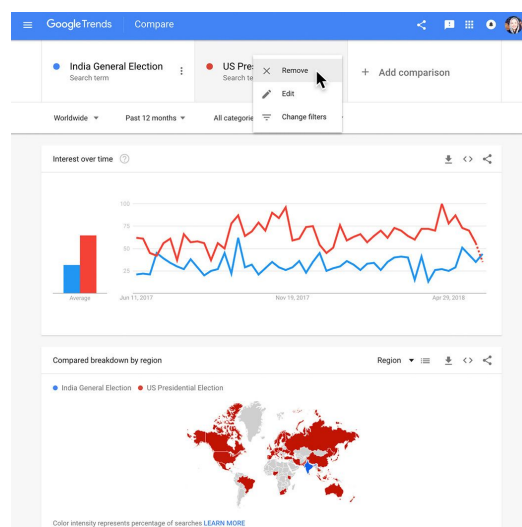
STEP 4 OF 5

You can add topics for simultaneous comparison by clicking **+ Compare** and typing in your search term.



STEP 5 OF 5

To remove or edit a topic, hover over its box and click the three dots that appear. Then click **Remove**.

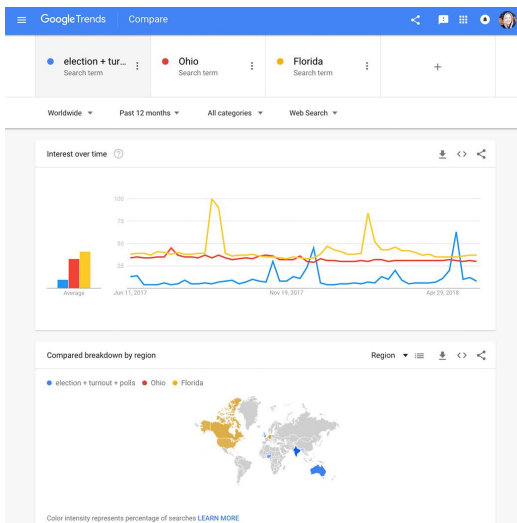


Comparing groups of terms.

SINGLE STEP

You can compare up to five groups of terms at one time and up to 25 terms in each group. Group terms together by using a **+** symbol.

This could be useful to compare election candidates, or to look at nominees in an awards show.

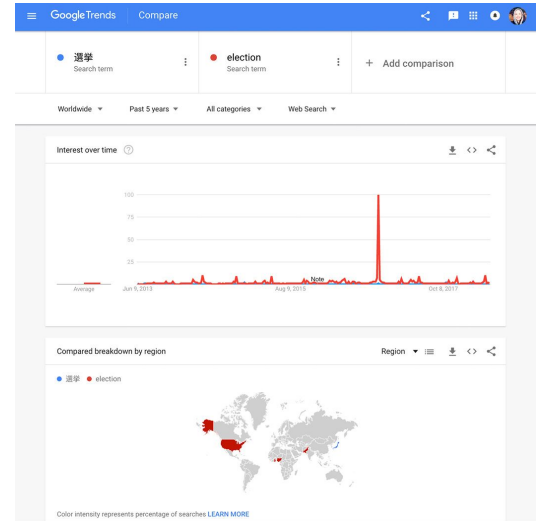


Explore by language.

SINGLE STEP

If you enter a search term using non-Latin characters, you'll see data from all countries or regions that use those characters. For example, if you enter 選挙, the Japanese characters for election, your results will not include much data from the United States.

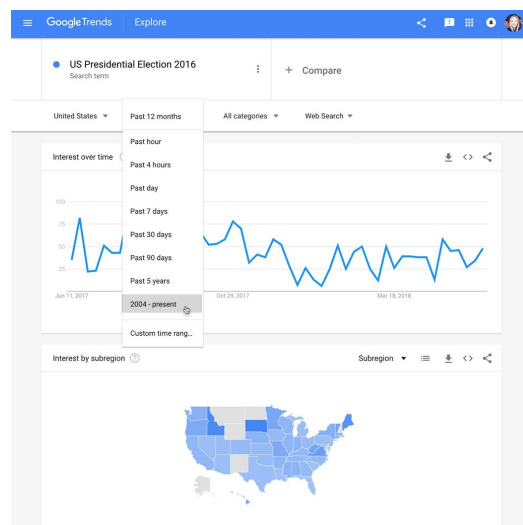
You can easily compare searches of the same term in different languages. Using the election example, just enter search term 選挙 in the first search box, then enter election in the **+ Compare** box.



Narrowing or expanding your search by geography and time.

SINGLE STEP

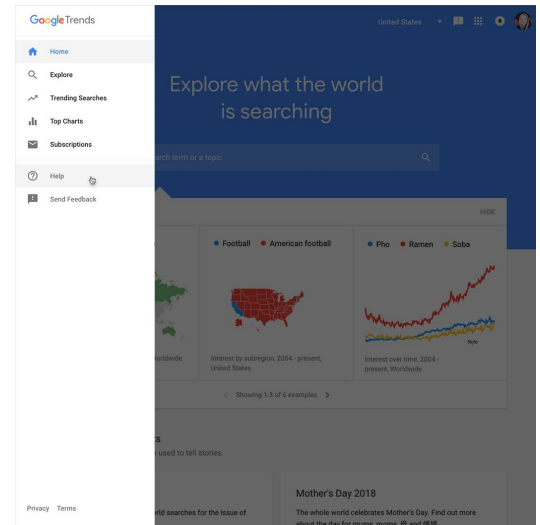
On the results page under the search bar, use the **Worldwide** and **Past 12 months** dropdowns to refine your exploration further by region and/or time period.



More about trends.

SINGLE STEP

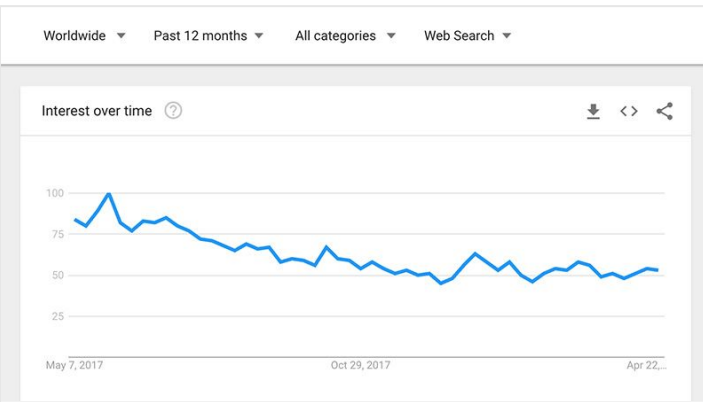
Information on how to better understand Google Trends data and read its charts can be found in our [Google Trends: Interpreting the Data](#) tutorial, and also in the [Trends Help Center](#) accessible from the menu in the upper left of the homepage.



Congratulations!

You completed “Google Trends: See what's trending across Google Search, Google News and YouTube”

To continue building your digital journalism skills and work toward Google News Initiative certification, go to our [Training Center](#) website and take another lesson:



Worldwide ▼ Past 12 months ▼ All categories ▼ Web Search ▼

Interest over time ⓘ

100
75
50
25

May 7, 2017 Oct 29, 2017 Apr 22...

7 min estimated time

Google Trends: Understanding the data

How to interpret Trends results.

For more Fundamental lessons, visit:

newsinitiative.withgoogle.com/training/course/fundamentals

LESSON 11

Google Trends: Understanding the data

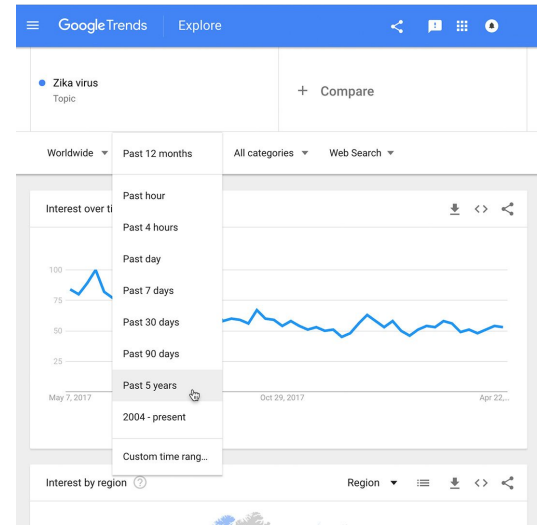
How to interpret Trends results.

Lesson overview

How Trends works.

Google Trends analyzes a sample of Google web searches to determine how many searches were done over a certain period of time.

For example, if you're doing a story about the zika virus and you want to see if there was a recent uptick in searches on the topic, select "Past 5 years". Trends analyzes a sample of all searches for "zika virus" within those parameters.



- 1 Reading the Interest Over Time graph.
- 2 Finding the most searched topic in every region or country.
- 3 Rising data.
- 4 Reading the Related searches chart.
- 5 Data that is excluded.

For more Fundamental lessons, visit:

newsinitiative.withgoogle.com/training/course/fundamentals

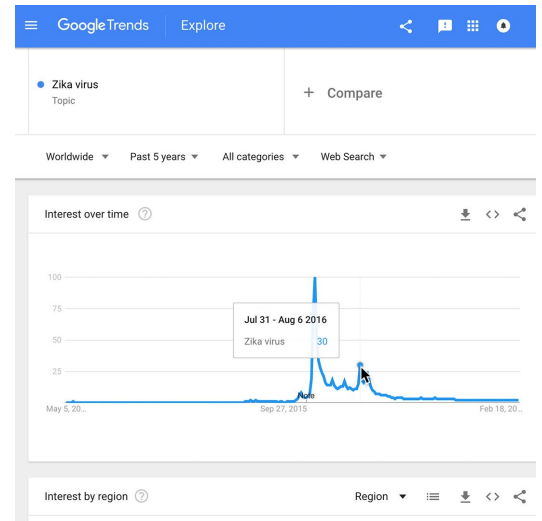
Reading the Interest Over Time graph.

SINGLE STEP

When you search for a term on Trends, you'll see a graph showing the term's popularity over time in (nearly) real time. Hovering your mouse over the graph reveals a number, which reflects how many searches have been done for the particular term relative to the total number of searches done on Google.

Numbers on the graph don't represent absolute search volume numbers, because the data is normalized and presented on a scale from 0-100, where each point on the graph is divided by the highest point, or 100. The numbers next to the search terms at the top of the graph are sums, or totals.

A line trending downward means that a search term's relative popularity is decreasing—not necessarily that the total number of searches for that term is decreasing, but that its popularity compared to other searches is shrinking.

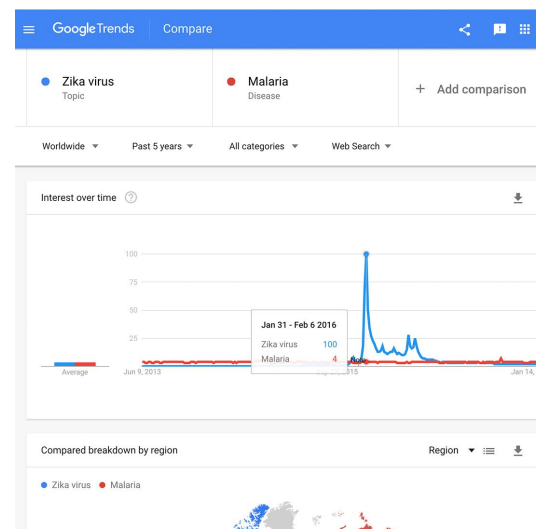


Finding the most searched topic in every region or country.

When you search for multiple terms on Trends, you'll see a comparative map showing which term or topic is most searched in each region.

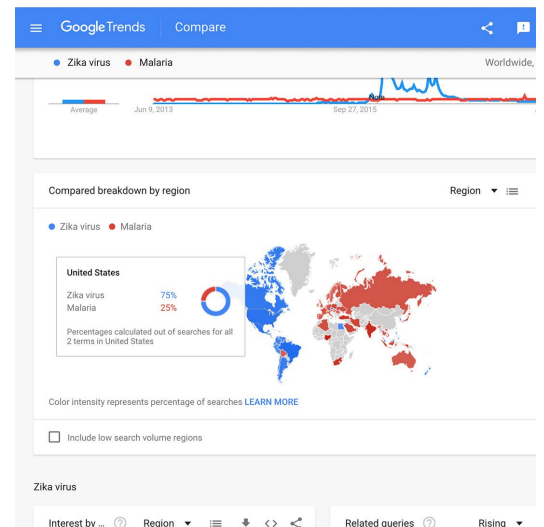
STEP 1 OF 2

Interest over time comparison: Let's compare the search terms Zika virus and malaria. You'll find that over time, malaria experiences a steady query rate while zika was barely searched for until a huge spike in January 2016.



STEP 2 OF 2

Compared breakdown by subregion: The color intensity of each region represents the percentage of searches of the leading search term in that region. This example shows that Zika virus was a more popular search term in the Americas while malaria was relatively more popular in Asia.



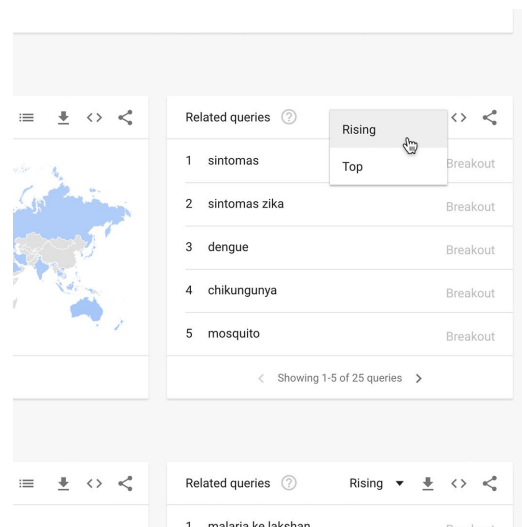
Rising data.

SINGLE STEP

At the bottom of your results page, the **Related queries** chart can show you the Top and Rising terms associated with any topic or trending story.

The Rising tab represents terms that were searched for with the term you entered and had the most significant growth in volume over the selected time period. You'll see a percentage of the Rising term's growth compared to the previous time period. If you see "Breakout" instead of a percentage, it means that the search term grew by more than 5000%.

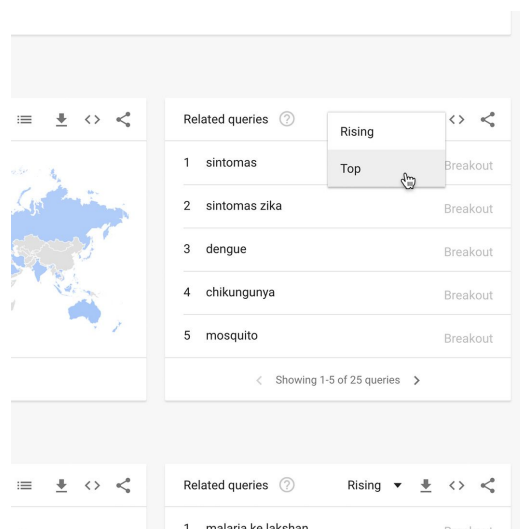
The percentages are based on the percent increase in search interest for the selected time frame. If you're looking at the last 7 days, the benchmark for the rise in searches would be 7 days prior; if it was the last 30 days, the benchmark would be for the 30 days prior. The only exception is when viewing the full history (2004-Present), when the percentages are benchmarked at 2004.



Reading the Related searches chart.

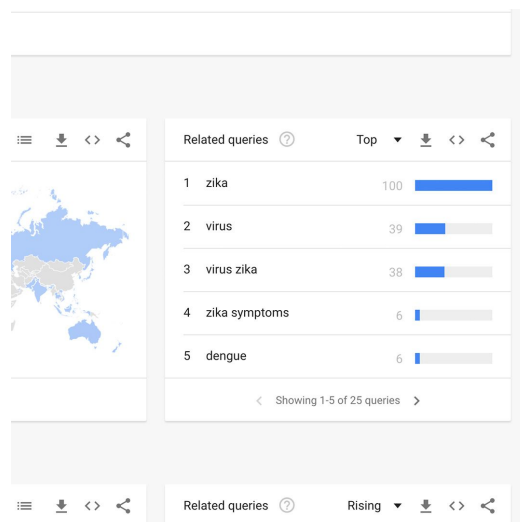
STEP 1 OF 2

Click the dropdown to see Top terms.



STEP 2 OF 2

This table shows terms that are most frequently searched with the term you entered, in the same search session, with the same chosen category, country or region. If you didn't choose a search term (and just chose a category or region), overall searches are displayed.



Data that is excluded.

SINGLE STEP

Trends excludes certain data from your searches:

- **Searches made by very few people:** Trends only analyzes data for popular terms, so search terms with low volume appear as 0 for a given time period.
- **Duplicate searches:** Trends eliminates repeated searches from the same user over a short period of time for better overall accuracy.
- **Special characters:** Trends filters out queries with apostrophes and other special characters.



Congratulations!

You completed “Google Trends: Understanding the data.”

To continue building your digital journalism skills and work toward Google News Initiative certification, go to our [Training Center](#) website and take another lesson:

For more Fundamental lessons, visit:

newsinitiative.withgoogle.com/training/course/fundamentals