

UKRAINE IN GLOBAL SEARCH

2023

After almost two years of full-scale war in which Ukraine opposes the Russian invaders, Ukraine continues to face the challenge of keeping the world's attention on its struggle. The level of interest of the world community directly affects fateful political decisions for Ukraine, including the allocation of further assistance from our allies. One of the most telling sources of information about the interest of ordinary people in Ukraine is Google trends.

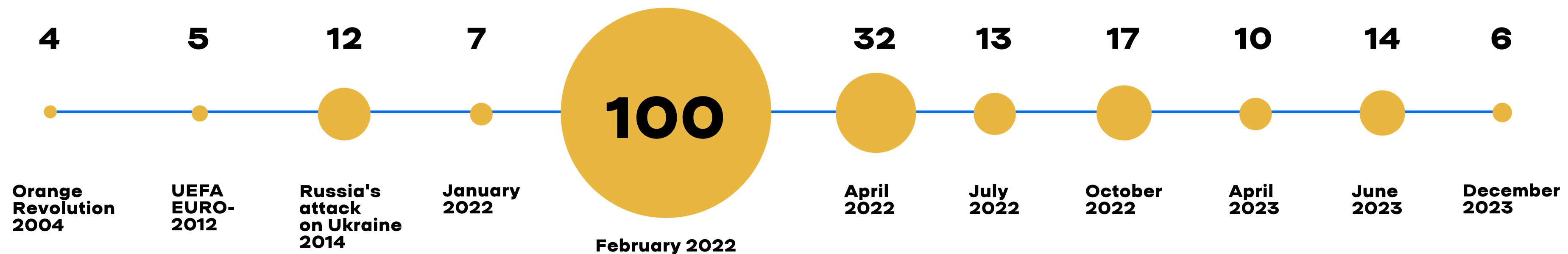
According to Google trends, in 2023, the global audience's search interest in Ukraine was declining after a huge rise last year. In December 2023, the level of search activity returned to the levels typical of the period before the full-scale invasion. By the end of the year, Ukraine was no longer among the most trending queries on Google, overshadowed by other global issues, such as the war in the Middle East. The audience's interest in the war in Ukraine has diminished compared to a year ago, leading to a shift in the nature of the news that spiked search activity about Ukraine in 2023. Many of these trending queries were related to non-war events, with a notable focus on sports. However, despite the overall decrease in search queries, the diversity of Google trends related to Ukraine indicates that a significant global audience remains deeply engaged with the country's developments. Today, Ukraine stands not only for its own freedom but also for the security of Europe.

Methodology:

This study involves an analysis of the search activity of the global audience regarding the topic of Ukraine, utilizing data from Google Trends.

Period: 2023

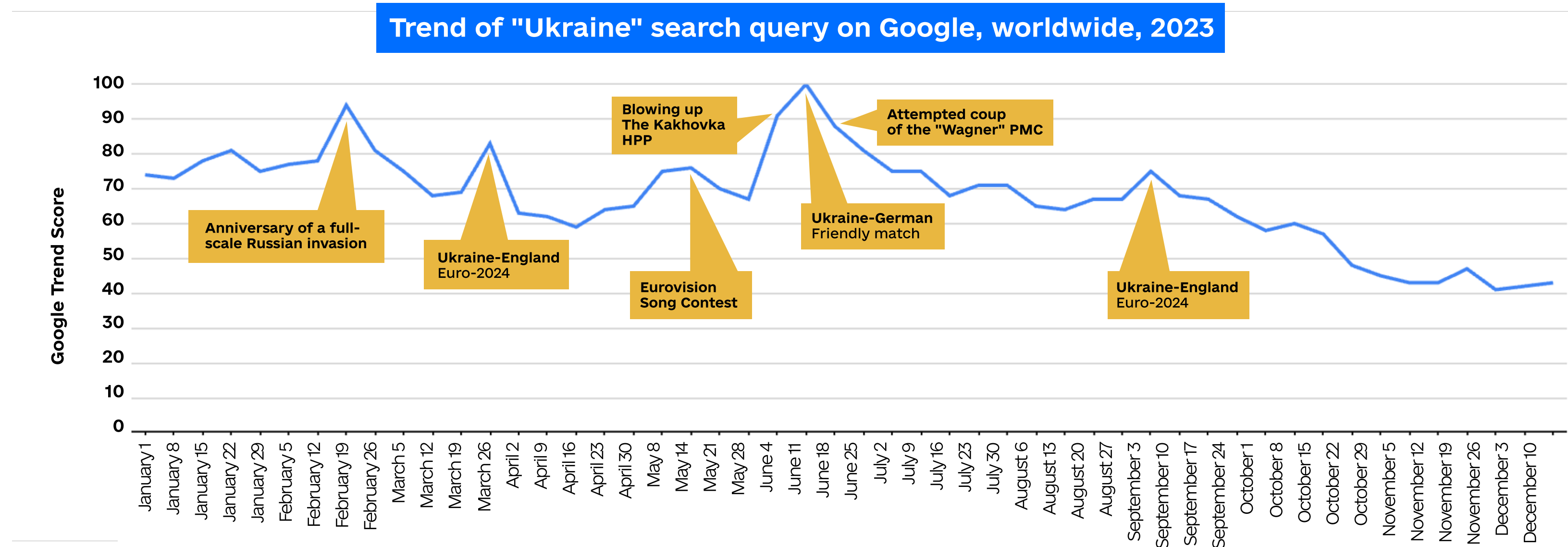
Dynamics of search activity on "Ukraine" on Google from 2004 to 2023



In **February 2022**, the search interest for Ukraine on Google soared to unprecedented levels, reaching a peak seven times higher than the previous record set in 2014, when Russia first attacked Ukraine. Back then, the Google Trends score for 'Ukraine' was at 14 points, but in February 2022, it skyrocketed to 100 points. Despite a significant decline in the topic's relevance on Google by the end of 2022, Ukraine emerged as the third most trending query globally last year, trailing only behind the popularity of the Wordle game and the Indian cricket team's match against England. Notably, it ranked as the top trend in the news category, even surpassing the news about the death of Queen Elizabeth II.

In **2023**, the search interest in Ukraine continued its downward trend, falling to 6 points by December, which is slightly lower than the 7 points recorded in January 2022, just before the full-scale Russian invasion. Reflecting this decline, Ukraine vanished from the list of the world's top trends in [Google's year-end summary](#). In the news category, the top spot shifted to another tragic event: the war in the Middle East.

2023 Dynamics of Google Search Activity for Ukraine



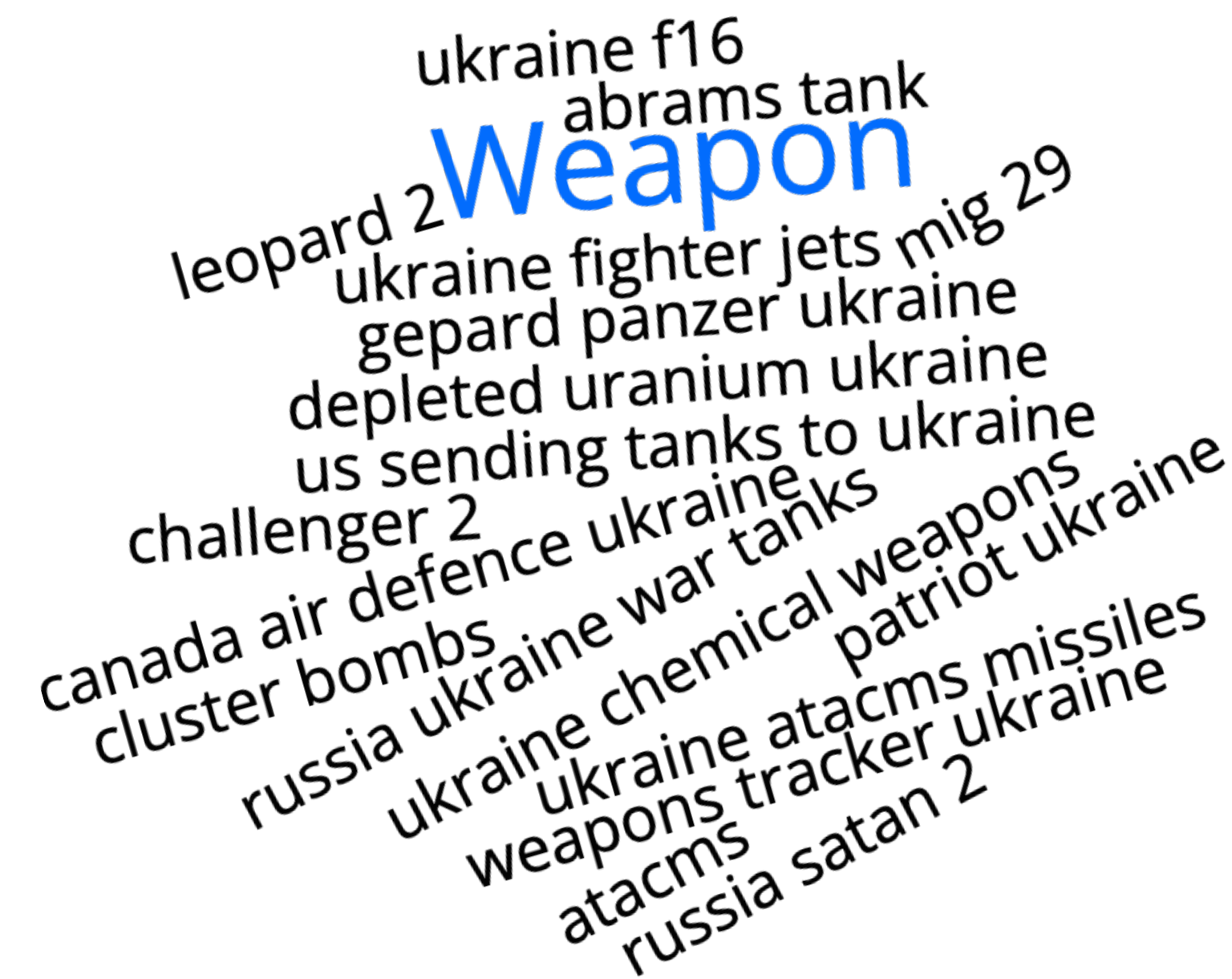
Source: Google trends

Unlike last year, when war-related events caused the largest spikes in search activity on Ukraine, in 2023, there were many non-war related events among the main newsmakers:

- A friendly football match between the Ukrainian national team and the German national team (June, 100 Google trend points)
- The anniversary of the full-scale Russian invasion (February, 94 points)
- The explosion of the Kakhovka hydroelectric power station (June, 91 points)
- Attempted coup by the Wagner PMC in Russia (June, 87 points)
- Ukraine-England qualifying football match for Euro 2024 (March, 81 points)
- Eurovision Song Contest (May, 76 points)
- Ukraine-England qualifying football match for Euro 2024 (September, 75 points).

Trending queries in the context of Ukraine: **COUNTEROFFENSIVE** and **WEAPONS**

In 2023, the counteroffensive emerged as a major trending topic regarding Ukraine. People actively searched for information about specific **settlements where active hostilities occurred**, along with reports on the counteroffensive in leading media outlets. Reflecting the narrative shift in these reports towards the end of the year, there was a noticeable increase in searches for "failed counteroffensive". A significant number of trending queries concerned **weapons** provided to Ukraine by its allies, including **tanks, air defense systems, missiles, and more**.



Trending queries in the context of Ukraine: **FIGURES** and **VISITS / SPEECHES**

Among the trending personalities were both Ukrainian public figures (politicians, athletes, military) and world political leaders and celebrities involved in news about Ukraine. Numerous official visits of the President of Ukraine to other countries and foreign delegations to Kyiv also attracted the attention of the global audience on Google.



Trending queries in the context of Ukraine: **QUESTIONS**

In the second year of the full-scale war, the world was asking questions about **why** Russia took Crimea, when the war in Ukraine began, which side was winning the war, whether Russia would attack the UK, and what was the strategic importance of Bakhmut. Traditionally, people have been interested in the height of world leaders 😊

is putin terminally ill
how tall is volodymyr zelensky
how tall is trudeau
how did biden get to kyiv
why did putin not attend g20
is zelensky jewish
how tall is xi jinping
how tall is david cameron

Politicians

is ukraine winning the war
who is winning the war in ukraine
is bakhmut strategically important
did russia win the war
why is bakhmut important
why the ukraine counteroffensive is such slow going
death toll in russia ukraine war
did russia take bakhmut

course of war

is the russia ukraine war over

where is crimea located
when did putin invade crimea
where did ukraine land in crimea
where does crimea get its water
is crimea part of russia or ukraine
why did russia annex crimea

Crimea

who gave crimea to ukraine
can ukraine retake crimea

did russia bomb its own city
what is wagner group
why does russia want bakhmut
how many s400 does russia have
did russia declare war on nato
did putin kill prigozhin
is russia supporting hamas
will putin attack uk
is russia in nato
does russia use cluster bombs
is russia in g20
how many tanks does russia have
did nato attack russia

Russia

is ukraine in nato
when did the war in ukraine start
how old is kyiv
is the ghost of kyiv dead
how far is kyiv from belarus border
where is bakhmut
when did russia invade ukraine
how many civilians died in ukraine

others

Trending queries in the context of Ukraine: **TRAGEDIES** and **THREATS / FEARS**

The year 2023 saw many tragic events in Ukraine, reflected in the year's trending Google queries. Key search queries included the shelling of Kyiv and other Ukrainian cities, the explosion at the Kakhovka hydroelectric power station, the beheading of a Ukrainian soldier, and the death of a pilot known by the call sign "Juice". According to Google, the world was also concerned about the possibility of more global threats, primarily the nuclear threat from Russia.

Tragedies

decapitation ukraine
drone attack kyiv
romanian ship hit by russia
ukraine blows up dam
139 fighter jet
ukraine massive explosion
ukraine soldier beheaded
dam in ukraine
dnipro missile strike
russia zaporizhzhia nuclear power plant
helicopter crash in brovary
kyiv bombing
russian drone
war crimes in ukraine
glory to ukraine video
kakhovka dam
juice pilot ukraine
nova kakhovka dam
dnipro missile strike
ukraine soldier execution

Threats and fears

russia nuclear test ban treaty
russia nuclear plant explosion
russia nuclear war
putin nuclear briefcase
uran explosion ukraine nuclear war
putin planning to attack uk
vladimir putin nuclear briefcase
russia nuclear weapons belarus
titan chemical plant crimea
putin threatens london
russia deploying nuclear weapons
vladimir putin is preparing to attack the uk
ukraine chemical weapons
russia nuclear power plant
russia threatens nuclear war
russia nuclear threat
putin attacking london
uranium plant explosion russia world war 3
radioactive cloud ukraine
ukraine war nuclear threat
putin satan 2
putin warns poland
putin tactical nuclear weapons
russia missile nucleare

Trending queries in the context of Ukraine: **MEDIA**, **EUROVISION**, **SPORT**

In 2023, global interest in Ukraine extended beyond the context of the war. Sporting events and Ukraine's participation in the Eurovision Song Contest were among the top trending Ukraine-related queries. "High-profile" publications in the leading media and interviews with Volodymyr Zelenskyy consistently captivated the attention of Google users.

interview zelensky france 2
tucker carlson putin interview
war in ukraine porta a porta zelensky
latest from ukraine cnn
zelensky interview
time zelensky cover
entrevista zelensky rtp
volodymyr zelensky twitter the economist putin
the economist zelensky interview
the lonely fight of volodymyr zelensky
washington post ukrainian counteroffensive
war in ukraine has changed europe forever
scott ritter agent zelensky part 2
reporting from ukraine agent zelensky
ukrainian ministry of defense twitter channel
ukraine war live updates
simon schuster zelensky
twitter ukraine army
zelensky the sun
ukraine war monitor twitter

Media

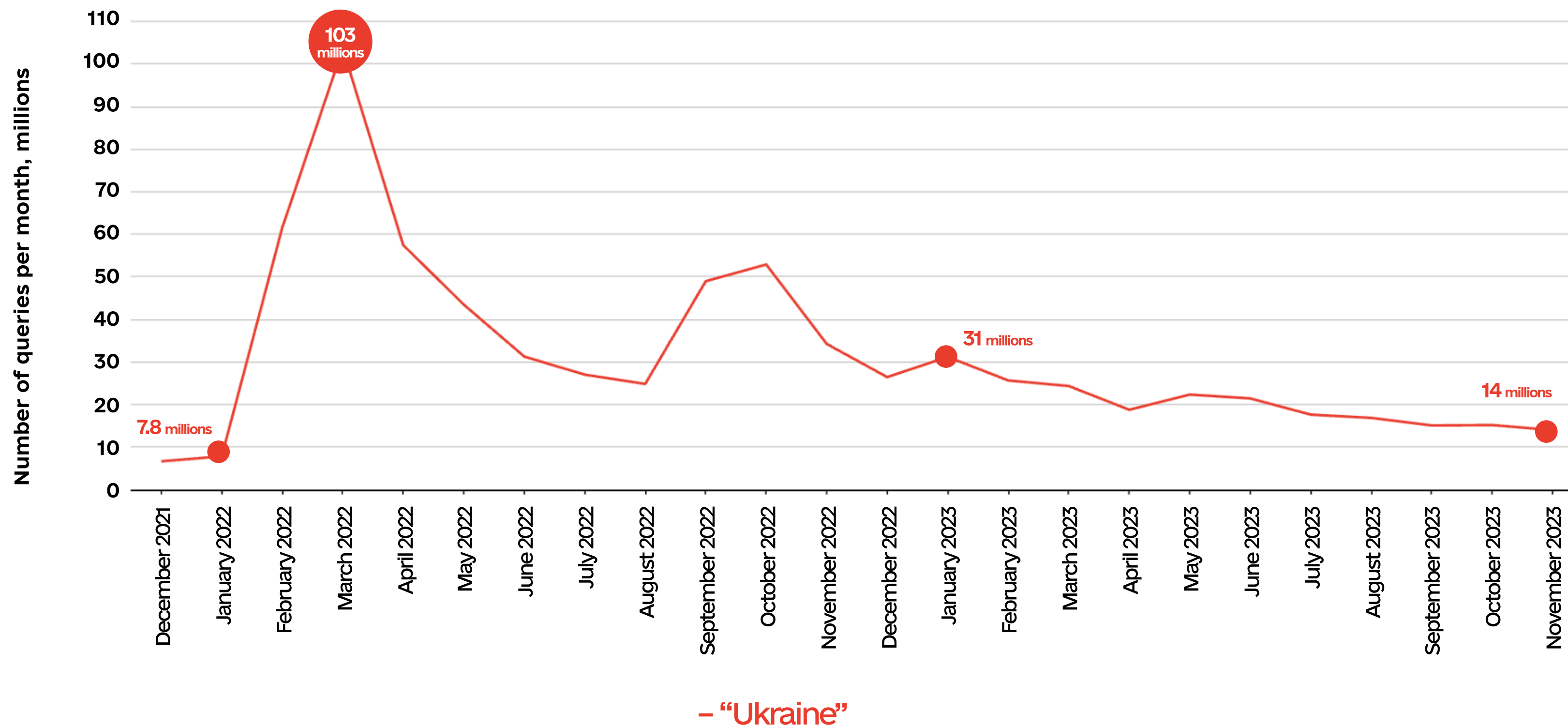
julia sanina
ukraine eurovision song
are russia in eurovision
putin eurovision
kalush orchestra
is russia banned from eurovision
верка сердючка russia goodbye
croatia eurovision 2023 putin
eurovision russia 2023
esc 2023 ukraine

Eurovision

game4ukraine
senegal vs ukraine
macedonia vs ukraine
ukraine u21
ukraine u-21 vs england u-21
ukraine premier league table
obolon kyiv u19
england vs ukraine
victoria azarenka ukraine
oleksandr usyk vs daniel dubois
young boys vs dynamo kyiv
lithuania vs ukraine charity match
france vs ukraine basketball
dynamo kyiv players
ukraine vs italy
dynamo kyiv
fc obolon kyiv

Sport

Dynamics of search activity about Ukraine in Russian Yandex in 2023



In 2023, the Russian audience also showed a noticeable decline in search activity regarding Ukraine.

However, in contrast to the global trend, the interest level in the war among the Russian audience, even after nearly two years since the full-scale invasion, remained higher than before February 24, 2022. There were about 14 million searches concerning Ukraine in November 2023, compared to less than 8 million in January 2022.

Over the year, the level of Russian search activity on Ukraine has halved.

Trending queries on Google in Russia, 2022 and 2023 (top 5 trending queries)

2022

WHY...

...the price for paper increased
...vpn doesn't work
...is there no vpn connection
...russia attacked ukraine
...Kherson was surrendered

WHEN...

...will the war on ukraine end
...will mobilisation end
...will the war in ukraine end
...will the special operation end
...will the war end

WHAT...

...is Z
...is happening in Ukraine
...does Z mean
...does letter Z stand for
...is mobilisation

2023

WHY...

...nobody loves you
...Masha has no parents
...you killed and who it was
...cats don't like computers
...water-fuelled cars do less damage to the environment

WHEN...

...is mother's day 2023
...barbie will be released in russia
...what where when 2023
...the 6th series of the 'slovo patsana' will be released
...are the results of the state exam 2023

WHAT...

...happened to kostomarov
...is happening in rostov
...is happening in israel
...is velvet pulls
...#### ### #### what it means

Compared to last year, the war is fading from the Russian agenda.