

UKRAINE IN GLOBAL SEARCH 2022

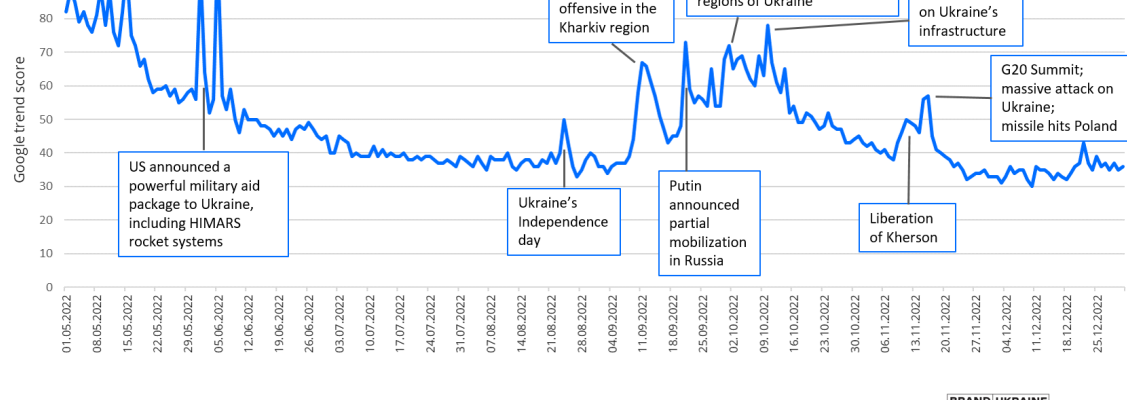
IN 2022, THE KEYWORD "UKRAINE" HIT AN ALL-TIME RECORD ON GOOGLE IN TERMS OF THE NUMBER OF SEARCHES, WORLDWIDE



Source: Source: Google Trends. Google Trends score shows the popularity of a search term over a chosen period in a selected region converted to a 100-point scale, with 100 meaning the peak popularity of the search.

The world's interest in Ukraine was 20 times higher than in 2012 when Ukraine hosted the UEFA European Championship, and 7 times higher than in 2014 when Russia invaded Ukraine and occupied the Crimean Peninsula.

AFTER THE RECORD SPIKE OF INTEREST IN FEBRUARY-MARCH, THE GENERAL GOOGLE TREND HAS FIXED ON A MODERATE LEVEL, GOING UP DURING THE CRUCIAL MOMENTS OF THE WAR

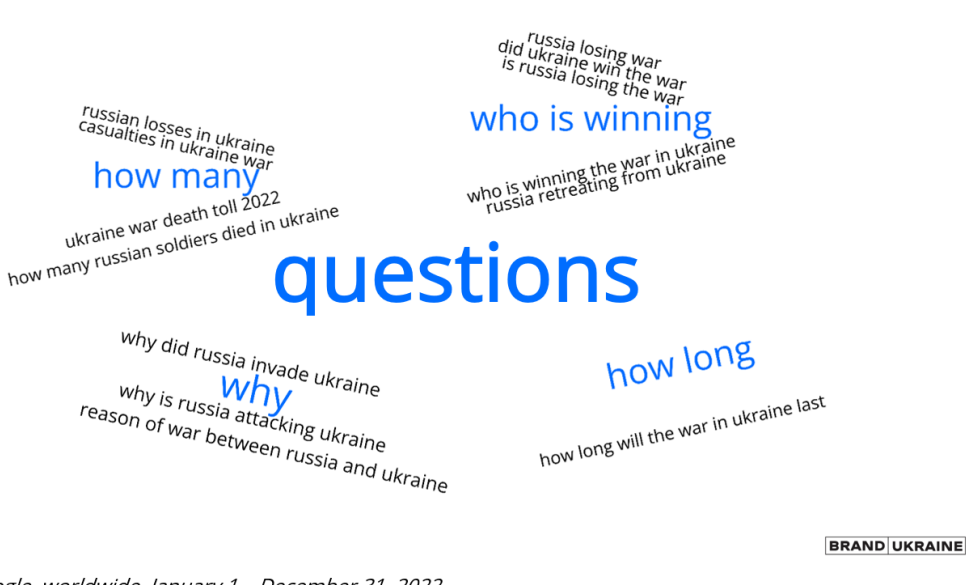


The most trending queries on the 'Ukraine' topic: regions of Ukraine



Source: Google, worldwide, January 1 - December 31, 2022

The most trending queries on the 'Ukraine' topic: questions



Source: Google, worldwide, January 1 - December 31, 2022

The most trending queries on the 'Ukraine' topic: Russia's war crimes



Source: Google, worldwide, January 1 - December 31, 2022

The most trending queries on the 'Ukraine' topic: other queries

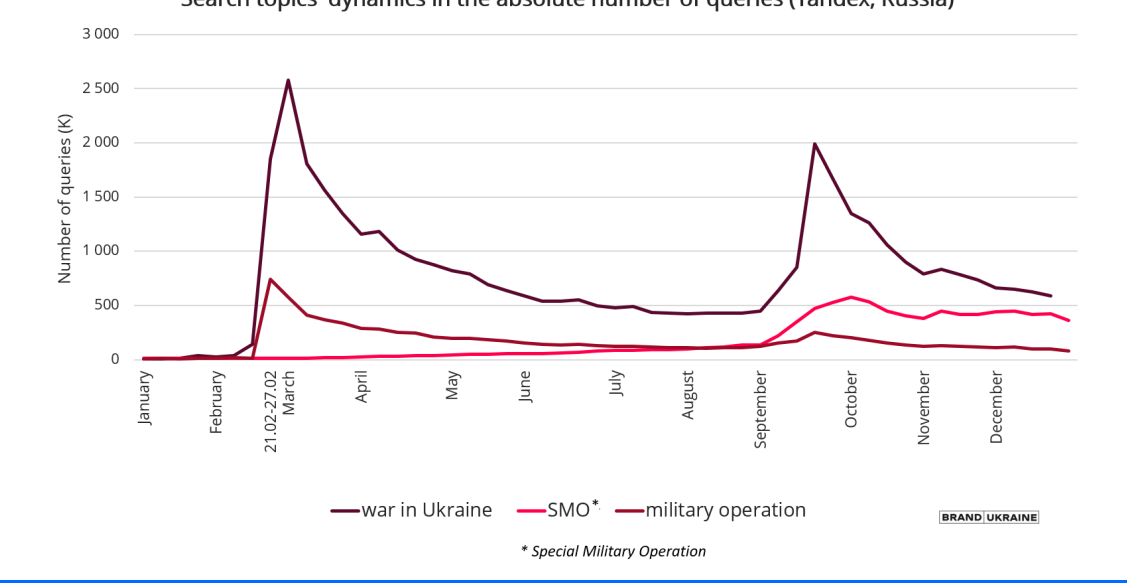


Source: Google, worldwide, January 1 - December 31, 2022

IN RUSSIA, THE HIGHEST SEARCH ACTIVITY ON THE "UKRAINE" TOPIC WAS DURING THE FIRST TWO WEEKS OF THE FULL-SCALE INVASION AND AFTER MOBILIZATION WAS ANNOUNCED BY PUTIN IN LATE SEPTEMBER



USING THE WORD "WAR" TO DESCRIBE RUSSIA'S AGGRESSION IN UKRAINE HAS BEEN ILLEGAL IN RUSSIA SINCE MARCH 2022. NEVERTHELESS, THIS WAS THE MOST USED QUERY ON YANDEX TO SEARCH ABOUT THE INVASION OF UKRAINE



THE WAR IN UKRAINE HAS CLEARLY INFLUENCED THE SEARCH AGENDA OF RUSSIANS IN 2022

Rising Interest on Google in Russia, 2022 (the top 5 rising queries)

WHY... ...did the price of paper go up ...is vpn not working ...won't vpn connect ...russia attacked Ukraine ...did they surrender Kherson	WHEN... ...will the war on Ukraine end ...will mobilization end ...will the war in Ukraine end ...will the special operation end ...will the war end	WHO... ...is to be mobilized ...left Russia ...is not subject to mobilization ...gets mobilized ...I don't care who you are
WHAT... ...is Z ...is happening in Ukraine ...does Z mean ...does letter Z stand for ...is mobilization	HOW MANY / HOW OLD... ...how many died in Ukraine ...how old is the freak ...how many Russians died in Ukraine ...how old is the bastard ...how much are the mobilized people paid	WHERE... ...do you put your hands ...is Shoigu ...is the showman of '100 to 1' ...to emigrate from Russia 2022 ...will the mobilized people be sent

How To Use This Data

The data from Google Trends allows us to know what information about Ukraine is trending and what people are most curious about. Knowing top search queries, you can shape content and communication strategies in order to meet users' information requests and give them answers to the most popular questions on the given topic.

Yandex data shows us the trending topics in Russia only. It can be used to write analytical pieces in Russian and offer an unbiased point of view in the highly censored and closed information space.

Methodology: Google Trends shows how popular the keyword is compared to previous periods. The popularity indicator range from 0 to 100. 100 means that at that time the keyword was the most popular, and number 0 means the lowest popularity, respectively.

Yandex Wordstat shows the absolute and exact number of searches for a certain keyword on a certain date. The number can go as high as the number of search queries rises.

