

Google search terms pertaining to “transgender” and “gender dysphoria” increased over the past decade.

Google Searches About Transgender Children A Decade Of Trends

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INTRO

The internet is a popular place for people to go for information. This study explored whether the frequency of various search terms relating to TGNC children varied over the past decade.

METHODS

Three researchers generated a list of 30 search terms pertaining to TGNC youth. The Google Trends Search tool was used to look up the search score for each term every six months over a ten year period. Search scores range from 0 to 100. According to Google Trends, “A value of 100 is the peak popularity for the term. A value of 50 means that the term is half as popular. A score of 0 means there was not enough data for this term.”

RESULTS

We ran a term category (5 categories) x time (21 time points) repeated measures ANOVA in order to assess changes in search term use over time.

There was a significant Category x Time interaction, $F(80, 220) = 4.58, p < .001$.

Search terms pertaining to “transgender” and “gender dysphoria” **consistently rose over the decade**

DISCUSSION

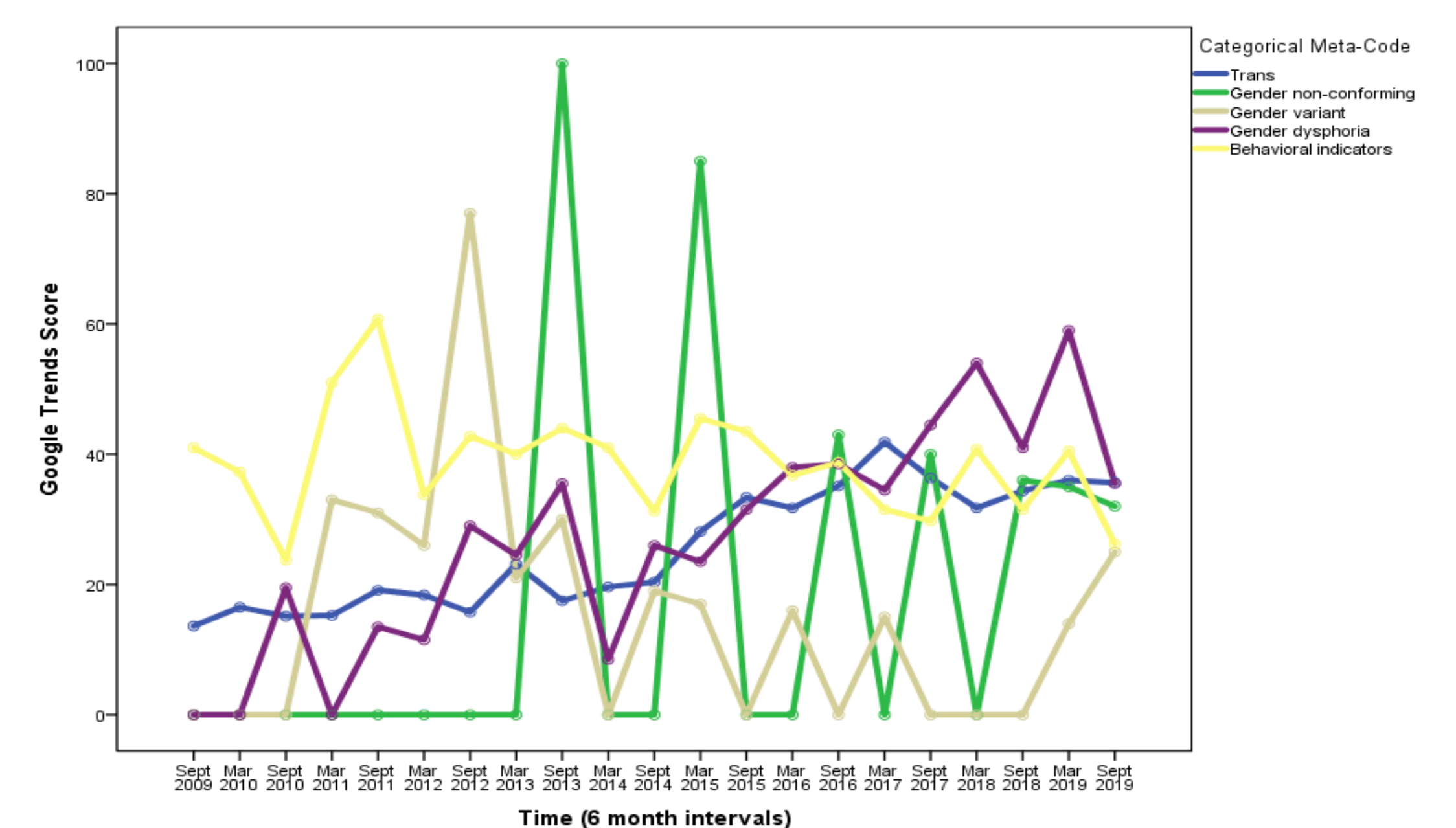
People are more likely to use appropriate terminology to search for information on TGNC children. This could be due to increased societal awareness of TGNC children.

Terms Fell Into Five Broad Categories:

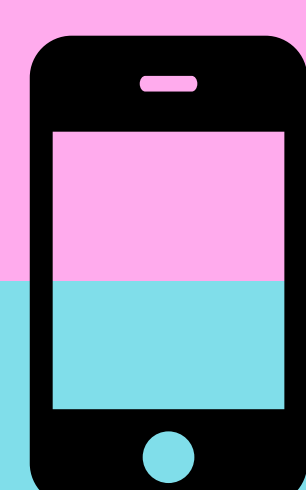
1. Transgender
2. Gender Nonconforming
3. Gender Variant
4. Gender Dysphoria
5. Behavioral Indicators of TGNC Youth

Google Trends Score Criteria:

- Limited to U.S.-based searches
- All categories included
- Web search



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