Google search terms pertaining to

"transgender" and "gender dysphoria"

increased over the past decade.

Google Searches About Transgender Children

<u>A Decade Of Trends</u>

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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.

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

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

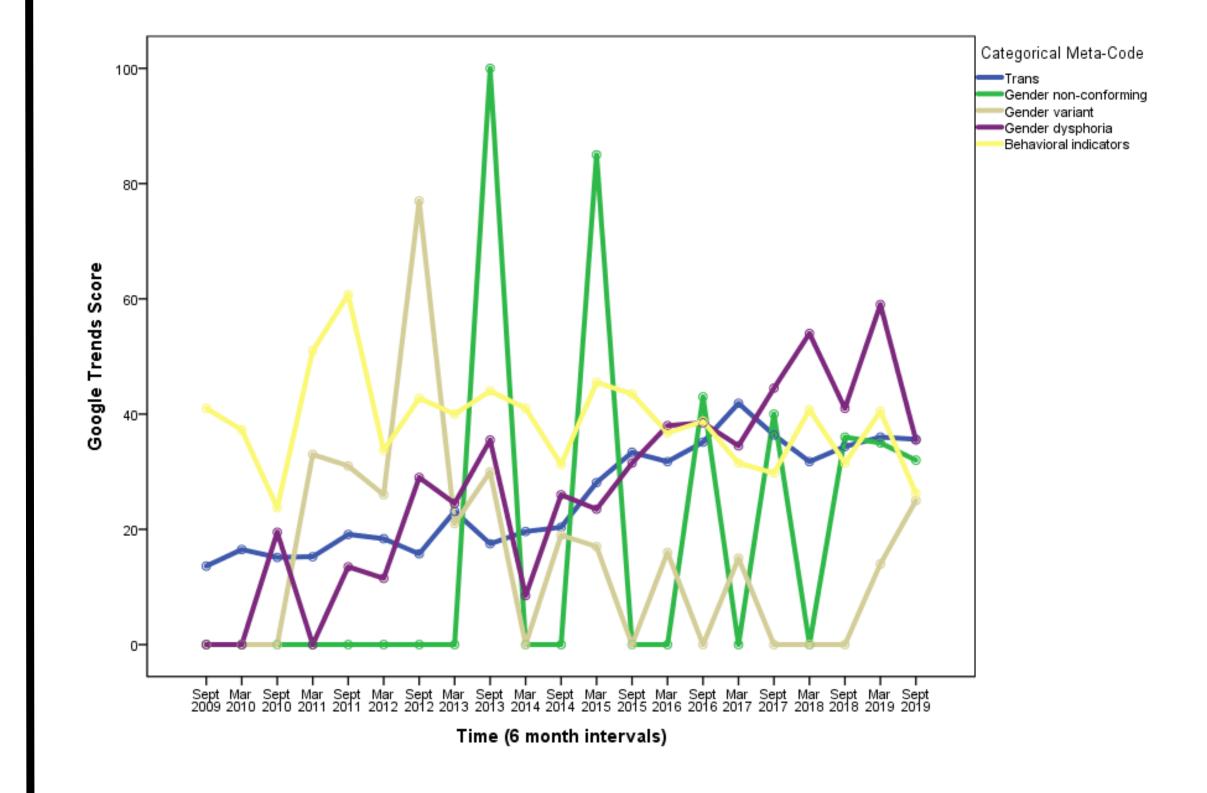
METHODS

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." 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.



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