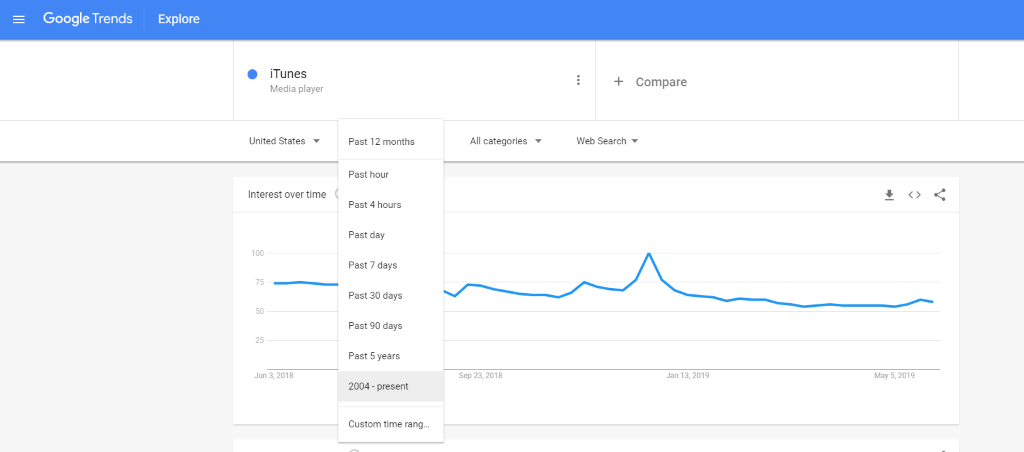
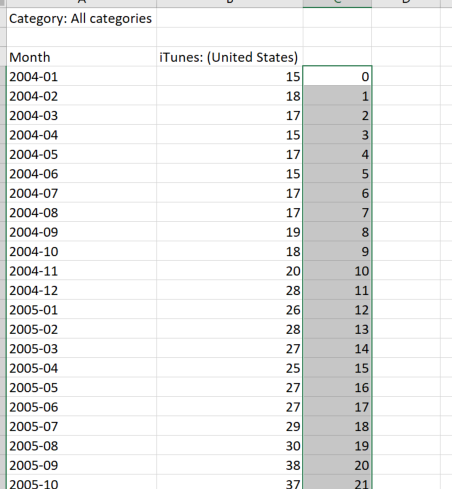
 Using Google Trends to collect data

1. Open Google Trends <https://trends.google.com/trends/?geo=US>
2. Enter your search term eg “Itunes”
3. Adjust the timeframe to “2004 – present”

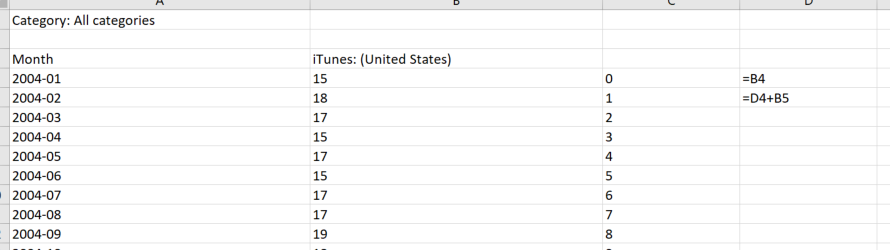


1. Download the data to a .csv file by clicking on the C:\Users\mrodda\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\F22AB6A4.tmpicon
2. Open the file in Microsoft Excel or similar spreadsheet program.
3. Add a column C to represent the number of months after 1/2004 (in this case)
   1. Type 0 next to your first number
   2. In the cell below type ‘=1+’ and then click on the cell above (ie your 0 cell)
   3. Fill down to the rest of your values.



Page Break

1. Add a column D for the cumulative number of time using the formula shown and then copying cell D5 down



1. Highlight the data in columns C and D and Insert a Scatter with Smooth Line graph.