

Revolutionizing Election Forecasts: Google Trends and Big Data Analytics in U.S. Presidential Predictions

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ABSTRACT

During the last few elections that occurred in the past decade, many polls are struggling to correctly predict election results, such instances could be seen in 2016's U.S. presidential election and the Brexit referendum in UK. These wrong predictions are forcing researchers to explore more effective methods, like big data analytics, to better understand public opinion.

This study presents the potential of some big data analytics tools like Google Trends to forecast upcoming 2024 U.S. presidential elections, highlighting their ability to capture more authentic public sentiments compared to traditional polls, which often suffer from social desirability bias. By looking at search patterns related to racial animus, immigration skepticism, and far-right sentiment, the research inspects how these factors have influenced voter behavior in the 2008, 2012, and 2016 elections.

It also explores how integrating Google search data with other tools like Google Keyword Planner and traditional polling can enhance predictions for the 2024 election. Ultimately, the research suggests that combining these approaches can provide deeper insights into voter attitudes, offering a more accurate tool for predicting election results.

General Terms

Big Data Analytics, Google trends Analysis, Google Data Analysis, Political Analysis.

Keywords

Big Data Analytics, U.S. Presidential Elections, Google Trends Analysis, Political Analysis.

1. INTRODUCTION

Over the last decade many polls have failed to forecast the results of notable elections correctly [1]. For examples the presidential elections in United States in the year 2016, which Donald Trump won despite most polls claimed to see Hillary Clinton in the lead [2], and the other example could be of the Brexit referendum, where the polls prediction was incorrect as the United Kingdom eventually decided to Leave the E.U [3]. One possible reason for this could be that these opinion polls struggle to record and understand certain opinions and attitudes that people may not feel so comfortable telling others. This subject is called social desirability bias (SDB), which portray that people are prone to avoid telling full truth in the surveys, especially when they feel that their opinions might not be socially acceptable [4]

In order to address this issue, researchers and practitioners are persistently looking for other sources to measure public opinion. One probable solution for this problem could be Google Trends that tracks the online search history of the people [5]. Unlike in polls, where people may hide their true opinions, people when searching online are more open of the feel that no one is watching them. That's the reason Google search data is a valuable tool for understanding public emotions, especially around sensitive topics like race, immigration, and support for far-right political views [6].

This research study aims to explore whether Google search data can serve as a tool to indicate these sensitive social sentiments and weather such data can help understand the outcomes of U.S. presidential elections from 2008, 2012, and 2016 and for the upcoming 2024 elections as well. [7]

This research study is inspired by the fact that traditional surveys and polls may not always record these hidden feelings, as people often do not want to admit to views that may be seen as unacceptable or controversial [8]. However, online searches allow people to express themselves without the fear of judgment, making this data more accurate when it comes to understanding what people really think about certain issues [9]

This paper builds on earlier research, like that of Stephens-Davidowitz [6], who showed that racial bias, measured through Google search data, had a negative impact on Barack Obama's vote share in the 2008 and 2012 elections. By expanding this work to include other sentiments like immigration skepticism and far-right support, and by looking at multiple elections, this study aims to offer new insights into how hidden social attitudes affect voting behavior and election results.

In summary, this research contributes to the growing field of using alternative data sources, such as internet search data, to predict and explain election outcomes. It shows how Google search data can provide a better picture of public opinion, especially on socially sensitive topics, where people may not be fully honest in traditional polls.

2. LITERATURE REVIEW

The Political forecasting after the incorporation of big data techniques mainly for the upcoming presidential elections in 2024 in United States of America, has gathered limelight.

This literature review explores how tools like Google Trends and Google Keyword Planner can serve as reliable proxies for capturing hidden social sentiments that traditional polling methods often overlook. Further, it is examining the real time reflections of shifting in opinions made by public from Google search patterns during the elections and the role played by the

big data analytics for enhancement of the accuracy in the predictions of ultimate outcomes.

2.1. A New Era in Polling: Google Keyword Planner and Google Trends.

Google Trends is a powerful instrument, which has the potential to show perceptions of relative popularity of search queries in real time and over a time period. Whereas, traditional polling methods rely on a sample of the population only. Google Trends record real-time data from millions of users all across the globe, which allow data enthusiasts and researchers to measure public opinions and interest more clearly. Visualization is depicted on a scale from 0 to 100, reflecting its popularity relative to its peak over a specified time frame [10] [11]

2.1.1. Advantages of Google Trends:

Real-Time Insights: It offers immediate feedback on what topics are trending, which can be crucial during election cycles when public opinion can shift rapidly. [11]

Comparative Analysis: Users can compare multiple search terms side by side, revealing how interest in different candidates or issues fluctuates over time [10].

Geographical Insights: The ability to break down data by region allows for targeted analysis of voter sentiment across different demographics [11].

2.1.2. Google Keyword Planner:

Google Keyword shows Quantitative data which complements google trends about the search history competition levels for exact keywords. This tool support political analysts by providing evidences to understand the famous searched topics and their frequencies, which eventually offers a comprehensive view of public interest [12].

Some Key Features of Google Keyword Planner are:

Search Volume Analysis: It provides estimates on how often specific terms are searched, helping to identify which issues resonate most with voters.

Bid Estimates: For campaigns, understanding the cost associated with targeting specific keywords can inform budget allocations for advertising strategies.

2.2. Combining Tools for Enhanced Predictive Accuracy

With integration of Google Trends and Keyword Planner we can significantly improve predictive models for election outcomes. By analyzing search patterns alongside traditional polling data, researchers can identify discrepancies between what people say in polls and what they are actually interested in online. This dual approach offers a more nuanced understanding of voter sentiment [10].

2.2.1 Impact on Election Forecasts

Capturing Hidden Sentiments: Traditional polls may fail to capture sentiments from demographics that are less likely to participate in surveys. In contrast, online search behavior provides insights into these groups' interests and concerns [13].

Predictive Modeling: By using historical data from these tools, analysts can build models that predict future voting behavior based on current trends in public interest [10] [13].

2.3. Political Forecasting with the help of Big Data Analytics

Big data analytics analyze large datasets to explore hidden patterns, and trends and correlations between attributes for an informed decision-making process [14]. In the context of political forecasting, big data allows analysts to synthesize information from various sources—including social media interactions, news articles, and online searches—to create a comprehensive picture of voter sentiment.

2.3.1 Big Data in Elections; Benefits:

Enhanced Accuracy: By leveraging diverse data sources, predictive models become more robust and reflective of actual voter behavior [13]

Real-Time Adaptability: Big data allows campaigns to adjust their strategies based on real-time feedback from voters as reflected in their online behaviors.

Alternative Data Sources: Complementing Traditional Polls

The integration of alternative data sources such as social media engagement metrics and online sentiment analysis further enriches the predictive capabilities surrounding elections [15]. For instance, analyzing Twitter sentiment regarding candidates can provide additional context to the quantitative data gathered through Google tools.

Combining Data Sources: Holistic View: Using multiple sources helps create a more holistic view of voter sentiment that goes beyond what traditional polling can capture.

Dynamic Adjustments: Campaigns can dynamically adjust their messaging based on shifts in public sentiment observed through these alternative channels.

2.4. Real-Time Public Opinion Shifts During Election Cycles

2.4.1. Search Patterns as Indicators of Public Opinion

Google search patterns often reflect real-time shifts in public opinion during election cycles. For example, spikes in searches related to specific candidates or issues may indicate growing interest or concern among voters. This shift in opinion was clearly visible during the presidential election of 2020 and as time passes it is still relevant today as we are preparing for the 2024 elections.

Analyses of the google data search trends between Donald Trump and Joe Biden expressed noteworthy variations in public interest possibly caused by the major campaigns, debates and other political activities.

Similarly, comparisons between Trump and Kamala Harris illustrate how search interest can serve as an early indicator of voter sentiment leading up to the election.

2.4.2. Predicting Outcomes More Effectively

By employing tools like Google Trends alongside traditional polling methods, analysts can enhance their ability to predict election outcomes accurately. The dynamic nature of online searches provides insights into voter engagement that static polls may miss.

2.4.3. Practical Application

Campaign Strategy Development: Understanding which issues resonate most with voters allows campaigns to tailor their messaging effectively.

Voter Mobilization Efforts: Identifying trends in search behavior can inform efforts to mobilize voters around specific issues or candidates that are gaining traction online.

3. RESEARCH QUESTIONS

One of the most important reasons for this research was to understand how publicly available data from Google and other free sources can help in predicting the future. This prediction can be made in any field and discipline. In medicine, for example, predictions can be made regarding any upcoming virus out-break or in finance, prediction regarding the prices of any commodity related to any event i.e., impact of virus outbreaks on Gold.

In today's world of globalization where everything is connected with each other, the importance data has reached on another level. The prediction of any event also includes the sentimental analysis. For example, as per the data, Donald Trump and Kamala Harris (US election 2024) may have the same search volumes and same index as on the Google trends, however, the sentiments of Donald Trumps may be the positive and opposite for Kamala Harris. In this case, probability of winning the elections is higher for Donald Trump. Over-all, there are three main questions which we want answer in this research paper using publicly available data (Google Trends and Google Keyword Planner). Below are the questions:

Research Question1. How can Google Trends and Google keyword Planner serve as a reliable proxy for capturing hidden social sentiments that traditional polling methods might miss (Formal polls and surveys), and how does this impact the accuracy of 2024 U.S. presidential election forecasts?

Research Question2. What role does the integration of big data analytics and predictive analysis play in enhancing the predictive accuracy of 2024 U.S. presidential elections, particularly when combined with alternative data sources like Google Trends and Google Keywords Planner?

Research Question3. In what ways do Google search patterns reflect real-time public opinion shifts during an election cycle (Donald Trump vs. Joe Biden and Donald Trump vs. Kamala Harris), and how can these patterns be used to predict election outcomes more effectively than traditional methods (polls and surveys)?

To represent our idea of US presidential elections, we have also analyzed the previous US elections to see how the correlation between Google Trends data and exact results is there in order to validate our point. To further support our point, we have also done literature review of already written research papers on this topic.

4. METHODOLOGY

The methodology employed in this research involved a comprehensive multi-faceted approach to analyze digital sentiment and predict electoral outcomes for the 2024 US Presidential election. Initially, we utilized a suite of digital tools, including Google Trends and Google Keyword Planner, to systematically gather search query data over a 12-month period, focusing on various candidate-related keywords. This allowed us to track patterns in public interest and engagement by segmenting data based on geography, time, and demographic factors. Subsequently, we implemented sentiment analysis frameworks that categorized searches into positive, negative, and neutral sentiments, using tools like AnswerThePublic to explore the nature of queries surrounding

each candidate. This was complemented by advanced keyword analysis, where we assessed search intent and query types—such as informational versus opinion-based searches—to gain insights into voter motivations. Furthermore, we integrated longitudinal data, examining historical electoral outcomes and public opinion polls, to inform our predictive modeling. By employing various statistical and machine learning techniques, we were able to identify trends and correlations in voter behavior, enabling a nuanced understanding of the electoral landscape. This rigorous methodology ensured that our analysis captured both macro-level trends and micro-level variations in public sentiment, providing a solid foundation for evaluating the candidates' prospects in the upcoming election.

4.1 Primary Data Sources

We have used 2 primary sources for collecting and analyzing the data and these are:

4.1.1 Google Trends

Identifying different trends online and translating these in meaningful probabilities is what Google Trends does. Google Trends offers an indexed timeline reflecting the frequency of searches for specific terms/searches/keywords and categories across various geographical locations [16]. US. The query index is calculated by taking the total volume of searches for a particular term or keyword within the selected area or location and dividing it by the total number of searches in that region during the specified timeframe. The peak query share for any given period is standardized to a value of 100. A query share, for example, of 30 indicates that, at that moment, the term was 30 percent (20%) as popular as it was at its highest level of search frequency. Some early research papers have noted that this normalization process can yield a declining trend for a specific search term over time, which does not necessarily imply a decrease in the overall number of searches; rather, it may suggest that the term has become less popular compared to other queries within certain region or country. This concept also applies to regional comparisons. If a search term shows a higher query index in Rhode Island than in California, it does not automatically mean that Rhode Island has a greater total number of searches. Instead, relative to other search terms, the term is simply more popular in Rhode Island than in California.

For this research paper, our primary and main data source was Google trends and then the data was verified via other secondary sources to make it more reliable.

4.1.2 Google Keyword Planner

It is a tool within Google Ads designed for keyword research. It's primarily used to help advertisers plan and optimize their ad campaigns based on search queries and their volume within any time frame.

4.2 Secondary Data Sources

Along with the above primary tools, we have also used secondary tools which have helped us in validating our research points and these tools are:

4.2.1 AnswerThePublic

AnswerThePublic is a free tool for research and content idea generation tool. It gives a proper visual of the questions which are being searched online. It takes data from different search engines (Google search, Bing). Then, questions are being categorized in (who, what, where, when, why, how)

4.2.2 Ubersuggest

This website is generally used for SEO (search engine optimization) purposes. One of the major parts of the SEO is Keyword Research. For our research, we used this sub-section to see what long-tail keywords are being search online. It also categorizes keywords into suggestions, questions, prepositions, and comparisons which enables more data points for our research.

4.2.3. SEMrush

This tool is also used for the SEO (search engine optimization) purposes. This tool is designed for marketers who want to increase and improve the online visibility of their content online. We use this tool to do our keywords' research and competitive research.

4.2.4. Ahrefs Keywords Explorer

This tool is used to discover what people are search online i.e., Keywords. This tool is used by content marketers who want to increase their content visibility online. We use this tool to understand what kind of content is being searched during elections time and how we used this to validate our point.

4.2.5. BuzzSumo

This tool is used for content planning based on what people are searching online. This helps users find the most shared content across various social media platforms from Facebook to Pinterest. One can search by topic, keyword, or domain to see what types of content are performing well digitally. We used this tool to understand how content is used to create positive sentiments around any personality and then, how these sentiments translate in the positive outcome of the US presidential elections.

4.2.6. QuestionDB

This tool is used for generating content ideas. The base line for the ideas come from the queries that people search online. There are 2 main ways with which we used this tool and those are:

- Question Research: It allows users to explore a comprehensive database of real questions people are asking online and searching online on different search engines i.e., Google search. This can help in understanding common inquiries and concerns within a specific niche and in this case 2024 US presidential elections.

- Keywords Insights: The tool can be used to identify relevant keywords or search queries and topics that may not be immediately obvious but are of significant interest to the people i.e., Trump Court Trial

4.2.7. AlsoAsked

AlsoAsked helps users understand the questions people are asking about specific topics, based on data from Google's "People Also Ask" feature. On the same hand, it gives an overview of Question exploration online, User intent analysis and content related to any topic.

4.2.8. PolyMarket

Polymarket is a decentralized prediction websites which aggregates real time data from real human beings online. By aggregating the real time predictions and users' activities, Polymarket creates the clear predictions of different events.

4.3 Primary Research Infrastructure:

4.3.1. Google Analytics Suite Implementation

- Systematic daily monitoring of search volumes
- Geographic segmentation across all 50 US states
- Language pattern analysis
- Custom timeline comparisons for candidate performance
- Real-time trend tracking during major political events

4.3.2. Advanced Keyword Analysis System

- Implementation of Google Keyword Planner for volume metrics
- Search intent classification:
 - Informational queries
 - Navigational searches
 - Transactional patterns
 - Brand-specific searches
- Temporal data mapping with historical context.

4.4 Secondary Research Framework:

4.4.1. Question-Based Analysis Platform

- Systematic categorization of public inquiries:
 - Who-based questions (biographical interest)
 - What-based queries (policy and position understanding)
 - Where-based searches (geographical relevance)
 - When-based inquiries (timeline interest)
 - Why-based questions (motivation understanding)
 - How-based searches (process comprehension)

4.4.2. Integrated Digital Analysis System

- Content Performance Analysis:
 - BuzzSumo: Social media engagement metrics
 - SEMrush: Online visibility tracking
 - Ahrefs: Keyword evolution patterns
- Query Pattern Recognition:
 - QuestionDB: Search intent analysis
 - AlsoAsked: Related query mapping
 - Ubersuggest: Long-tail keyword identification

4.4.3. Predictive Analysis Framework

- PolyMarket integration for decentralized predictions
- Historical data correlation
- Pattern recognition algorithms
- Trend projection models

5. RESULTS

The comprehensive analysis of the 2024 Presidential Election digital landscape reveals compelling insights into voter behavior and candidate perception. According to the latest US

Census data. The USA population is 337 million [17] and below (Table1) are the most populous states:

Table 1: U.S. Census Bureau for the United States

State	Population
California	38,965,193
Texas	30,503,301
Florida	22,610,726
New York	19,571,216
Pennsylvania	12,961,683
Illinois	12,549,689
Ohio	11,785,935
Georgia	11,029,227
North Carolina	10,835,491
Michigan	10,037,261

On the same hand (Figure 1), most of the population about 38% of the total US population lives in the south of the US, 17.2% in the North, 20.5 in Midwest and 23.7% in South region.

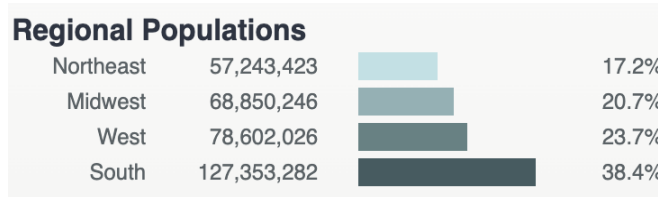


Figure 1: Regional Populations in USA

The historical context of the 2020 election, which witnessed an unprecedented 66.8% voter turnout, serves as a crucial baseline for our current analysis (Table 2). [17]

Table 2: United States Census Bureau

		Total population	United States citizen		Total population	
			Total Citizen Population	Reported registered	Reported voted	Percent
All races						
BOTH SEXES		Total 18 years and over	252,274	231,593	66.7	61.3
		18 to 24 years	28,659	26,737	55.8	48.0
		25 to 44 years	86,429	75,939	61.6	55.0
		45 to 64 years	81,912	75,590	69.9	65.5
		65 to 74 years	32,954	31,649	75.9	73.0
		75 years and over	22,320	21,677	75.6	70.2
MALE		Total 18 years and over	121,870	111,485	65.1	59.5
		18 to 24 years	14,382	13,453	54.7	45.8
		25 to 44 years	42,872	37,527	58.8	52.1
		45 to 64 years	39,759	36,545	68.6	63.9
		65 to 74 years	15,401	14,760	75.8	73.2
		75 years and over	9,456	9,201	77.1	72.5
FEMALE		Total 18 years and over	130,404	120,108	68.2	63.0
		18 to 24 years	14,277	13,284	56.8	50.2
		25 to 44 years	43,558	38,412	64.2	57.8
		45 to 64 years	42,153	39,045	71.1	67.0
		65 to 74 years	17,553	16,890	76.0	72.8
		75 years and over	12,864	12,476	74.4	68.5

Note: Federal surveys now give respondents the option of reporting more than one race. Therefore, two basic ways of defining a race group are possible. A group such as Asian may be defined as those who reported Asian and no other race (the race-alone or single-race concept) or as those who reported Asian regardless of whether they also reported another race (the race-alone-or-in-combination concept).

In 2020 elections, Donald Trump and Joe Biden participated in the elections. If we look at the digital data in the timeframe of

November 2020, it become evidently clear that Joe Biden was winning the game as per the digital data.

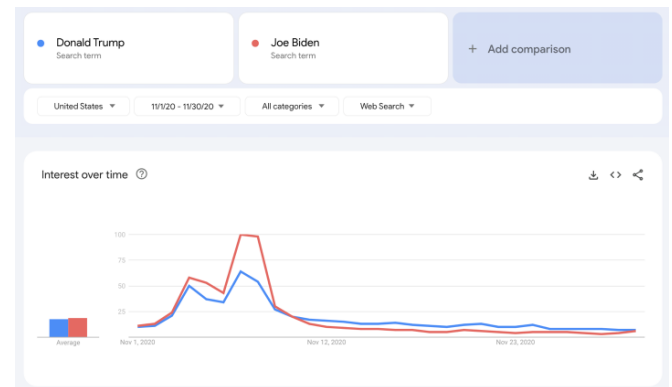


Figure 2: Google Trends

When we look at the digital data from publicly available tools, it is very important to measure the public sentiments which actually shows the real image of any hypothesis. In 2020 elections (Figure2), Donald Trump had more search terms compared to Joe Biden; however, Joe Biden sentiments were more positive than Donald Trump. These sentiments can be bit subjective as there is not any proven framework to provide these. These sentiments are analyzed by auditing the search terms from publicly available data. Not only this, many times these data aggregators like Google Trends gives the data which is not filtered in the best possible way.

By analyzing data in the Figure 3, the top search queries in the “Joe Biden” search term include “Donald Trump” and this same has happened in the Figure 4 in the “Donald Trump” search terms.

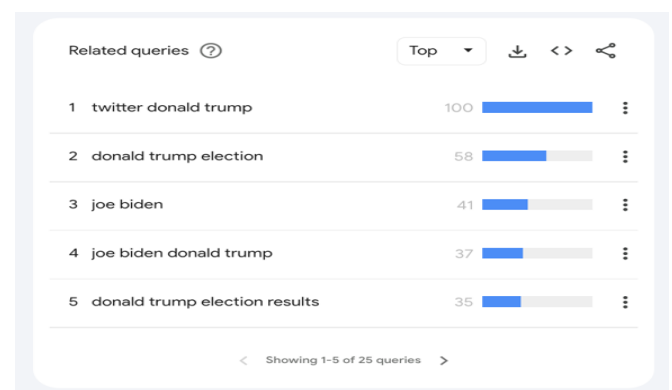


Figure 3: Google Trends, Donald Trump Search Terms

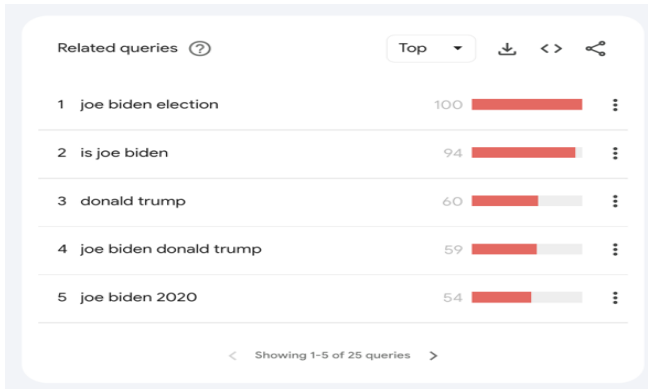


Figure 4: Google Trends, Joe Biden Search terms

On the other hand, if one analyzes the related queries of both these candidates in the timeframe of November 2020 (figure 5 & figure 6), one will get the idea that searches around “Donald Trump” were inconsistent which had made the over-all search index higher than that of Joe Biden.

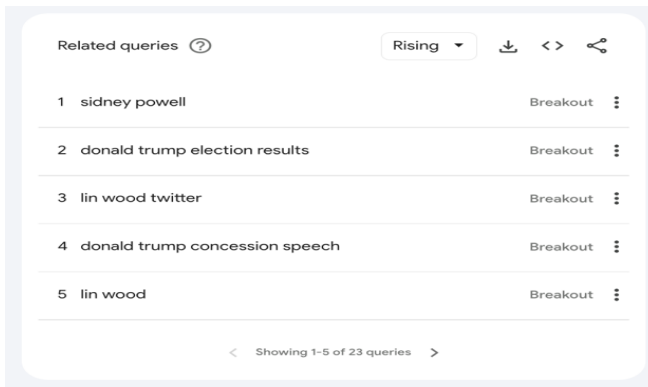


Figure 5: Google Trends, Donald Trump, rising searches

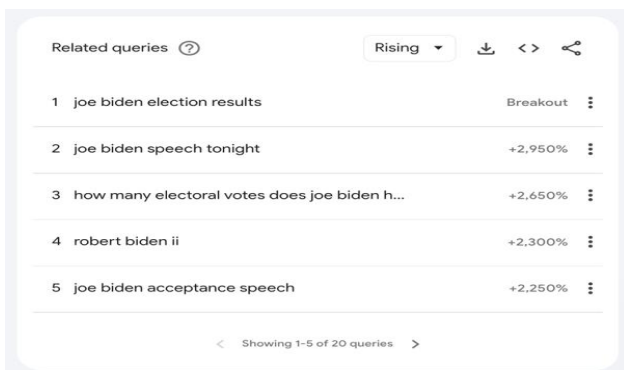


Figure 6: Google Trends, Joe Biden, rising searches

On the whole, it is very important to analyze the over-all sentiments with search indexes to gauge the results in the most accurate way.

5.1 Election 2024

The US presidential election 2024 will held on 5th of November where Donald Trump and Kamala Harris, will be participating.

This year elections are showing that Donald Trump will win the elections with major majority (Figure 7).



Figure 7: Google Trends, Donald Trump vs. Kamala Harris

From the Google query index, 56% chances are that Donald Trump will the elections whereas Kamala Harris is holding only 44%. These index percentages are taken by the over-all candidate index divide by the total index number (Donald + Kamala).

Another platform (Figure 8) where people predict the win or loss of any event has also shown similar probability numbers that Donald Trump will 2024 elections with 59% of win probability for Donald Trump and 40%-win probability for Kamala Harris.

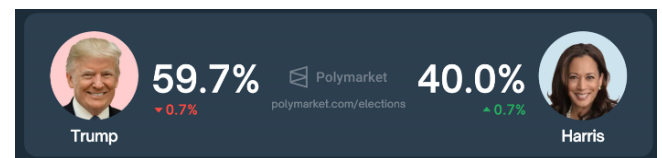


Figure 8: Polymarket, US elections 2024

One the same hand, if we look at the queries people are searching in the region of the US, one will get to know that the US citizens are searching for informational queries about Kamala Harris; meaning, they don't have enough information about her.

Based on the search queries from AnswerThePublic, we can analyze the sentiments and public interest surrounding Kamala Harris. Here's an overview of the key themes and sentiments:

5.1.1. Sentiments surrounding Kamala

5.1.1.1. Qualifications and Background:

Many people are searching for information about Harris's qualifications and background. Queries like "is kamala harris a lawyer" and "where did kamala harris go to college" suggest a desire to understand her professional and educational background. This indicates a mix of curiosity and potential scrutiny of her credentials.

5.1.1.2. Political Position and Power:

Searches such as "is kamala harris president" and "what does kamala harris do" reveal some confusion or interest in her role as Vice President. This could indicate a lack of clarity about her responsibilities or speculation about her influence in the administration.

5.1.1.3. Personal Life and Identity:

Questions about Harris's ethnicity, religion, and family life (e.g., "is kamala harris married," "what race is kamala harris") show public interest in her personal background and identity. This reflects the significance of her position as the first woman, first Black person, and first person of South Asian descent to become U.S. Vice President.

5.1.1.4. Public Opinion and Approval:

The search data doesn't directly show approval ratings, but recent polls provide insight. As of October 2024, Harris's favorability ratings are mixed. Some polls show her with slightly positive net favorability (e.g., Emerson College poll showing 53% favorable vs 47% unfavorable), while others show an even split or slightly negative ratings. This suggests a polarized public opinion.

5.1.1.5. Future Political Prospects:

Queries like "will kamala harris run for president" indicate public speculation about her political future. This interest is likely heightened due to her current role as Vice President and potential as a future presidential candidate.

5.1.1.6. Comparison to Other Political Figures:

Searches comparing Harris to other politicians (e.g., "kamala harris vs donald trump") suggest public interest in how she measures up against potential political rivals.

5.1.1.7. Policy Positions and Actions:

While specific policy-related queries aren't prominent in the search data, polls and forecasts for the 2024 election suggest that Harris's policy positions and actions as Vice President are influencing public opinion as shown in Figure 9. The close race indicated in various polls (e.g., Harris leading Trump by small margins in some polls) reflects a divided electorate.

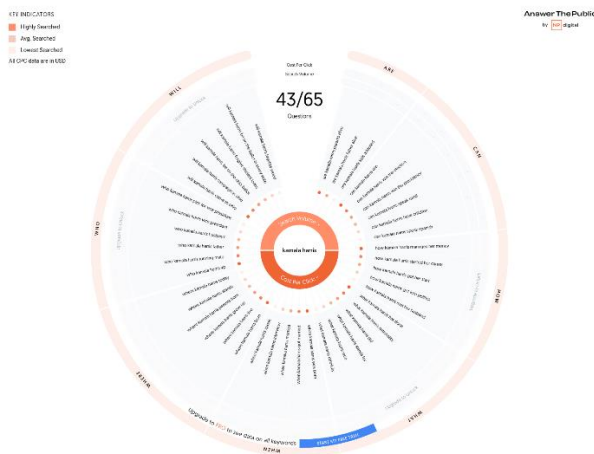


Figure 9: AnswerThePublic, Kamala Harris

Overall, the sentiment analysis based on these search queries and polling data suggests a mix of curiosity, scrutiny, and divided opinion about Kamala Harris. There's significant interest in her background and qualifications, reflecting both her historic position and the public's desire to understand her fitness for office. The close polling numbers for the 2024 election forecast indicate that public sentiment towards Harris remains highly polarized.

On the other hand, if one look at the queries of Donald Trump, one will examine that Donald Trump has the less polarized queries; meaning, people know him well.

Based on the search queries from AnswerThePublic for Donald Trump, we can analyze the sentiments and public interest surrounding him. Here's an overview of the key themes and sentiments:

5.1.2. Sentiments Surrounding Trump

5.1.2.1. Personal Information and Background:

Many searches focus on Trump's personal details, such as "donald trump age," "donald trump birthday," and "donald trump height". This indicates ongoing public curiosity about his personal life and background, even after his presidency.

5.1.2.2. Family and Relationships:

The over-all search terms like "donald trump kids," "donald trump wife," and "donald trump wives" are the important search terms where people want to know more about Donald Trump personal life. When general searches are like these, then public is genuinely thinking about that personality in the positive way. The trends shows that his personal life remains a topic of public fascination and public interest.

5.1.2.3. Wealth and Business:

The search queries such as "donald trump net worth", and "donald trump net worth 2024" show the interest of public in his financial situation and in his over-all business conduct. This reflects the public's interest about his business conduct and dealings, and how they may have been affected by his time as the president and political life.

5.1.2.4. Legal Issues and Controversies:

Some of the search queries like "donald trump indictment" and "donald trump charges" indicate interest of general public in his ongoing legal challenges in the US. This indicates that his legal troubles or legal cases are a major focus of public attention which may be polarizing his public image among the US citizens. This, again, shows the general public interest in his life.

5.1.2.5. Political Future and Influence:

The search queries like "donald trump 2024" and "will donald trump run again" show that there is substantial interest in Donald Trump's potential political comeback in the US political scene. This suggests that many people still see him as a significant political figure, even he is not in public office.

5.1.2.6. Media Appearances and Public Statements:

Queries like "donald trump news" and "donald trump on joe rogan" indicate ongoing interest in his public appearances and statements. This suggests that he continues to be a major figure in public discourse.

5.1.2.7. Comparisons to Other Politicians:

Searches comparing Trump to other political figures, such as "donald trump vs joe biden" and "donald trump vs kamala harris," show that people are interested in how he measures up against current and potential political rivals.

5.1.2.8. Policy and Legacy:

While specific policy-related queries aren't prominent, searches about his presidency and its aftermath (e.g., "donald trump presidency") suggest ongoing interest in his political legacy.

5.1.2.9. Public Opinion and Approval:

Recent polls show a close race between Trump and potential Democratic opponents. For example, some polls show Trump and Harris in a statistical tie, with Trump at 47% and Harris at 48% among registered voters. This indicates that public

opinion remains deeply divided, with Trump maintaining a strong base of support despite controversies.

5.1.2.10. Cultural Impact:

Searches related to Trump's appearances in media (e.g., "donald trump movie," "donald trump wwe") suggest his continued cultural relevance beyond politics.

Overall, the sentiment analysis based on these search queries and polling data suggests that Donald Trump remains a less polarizing figure with significant public interest. There's a mix of curiosity about his personal life, concern over his legal issues, and speculation about his political future.

Based on the search data and available polling information for both Donald Trump and Kamala Harris, here's a comparative analysis:

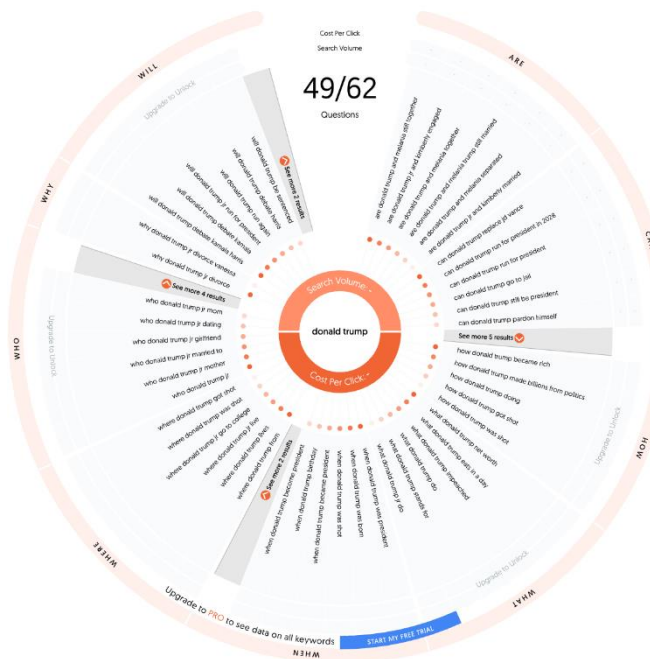


Figure 10: AnswerThePublic, Donald Trump

5.2. Public Interest

5.2.1. Donald Trump:

Generates significant search volume across various topics.

High interest in personal life, business dealings, and legal issues.

Continued curiosity about his political future

5.2.2. Kamala Harris:

Moderate search volume, focused on her role and background

Interest in her historic position as first female VP

Queries about her qualifications and political future

5.3. Polling Data

5.3.1. Donald Trump:

Maintains a strong base of support

Recent polls show him competitive in potential 2024 matchups

Polarizing figure with high unfavourability ratings among opponents

5.3.2. Kamala Harris:

Mixed favorability ratings

Some polls show slightly positive net favorability

Others indicate an even split or slightly negative ratings

5.4. Key Observations

5.4.1. Polarization:

- Both figures are highly polarizing
- Trump appears to have a more intense and devoted base
- Harris faces scrutiny as a newer national figure

5.4.2. Name Recognition:

- Trump has higher name recognition due to his presidency
- Harris is still establishing her national profile

5.4.3. Media Attention:

- Trump continues to dominate headlines, even out of office
- Harris receives significant attention as current VP

5.4.4. Electoral Prospects:

- Polls show close races in potential 2024 matchups
- Trump's support appears more consolidated
- Harris's support may be softer but has potential for growth

6. CONCLUSION

As Presidential elections is approaching in United States, the amalgamation of Google Keyword Planner and Google Trends as reliable alternates for recording the unseen social sentiments is going to play a vital role for an enhanced predictive accuracy. These tools with the help of big data analytics offers a more comprehensive understanding of voter behavior and sentiment. Furthermore, real-time analysis of search patterns will continue to provide valuable insights into public opinion shifts throughout the election cycle.

From the publicly available date from Google trends and other sources, Donald Trump is winning the race of digital popularity when compared to Kamala Harris. On the same hands, positive sentiments are being searched around Donald Trump. Both figures have significant support bases and face strong opposition. Trump appears to have a highly intense and loyal public following, while Harris has the advantage of her current position and potential for growth in popularity.

Trump's higher search volume and ability to maintain strong support despite controversies suggest he may have a slight edge in overall public engagement. However, Harris's historic role and potential for increased popularity as she becomes more established nationally cannot be discounted.

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