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**МІНІСТЕРСТВО ВНУТРІШНІХ СПРАВ УКРАЇНИ  
ОДЕСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ  
ВНУТРІШНІХ СПРАВ**

**ЗАБЕЗПЕЧЕННЯ ПРИНЦИПУ ГІДНОСТІ  
ДИТИНИ: ПРОТИДІЯ  
НАСИЛЬНИЦЬКИМ МЕТОДАМ  
ВИХОВАННЯ**

**МАТЕРІАЛИ**

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Статті друкуються в авторському варіанті. Оргкомітет дозволив собі лише скорочення статей, які суттєво перевищували запропоновані обсяги.

**Забезпечення принципу гідності дитини : протидія насильницьким методам виховання** : матеріали Міжнародної науково-практичної конференції (м. Одеса, 24-25 квітня 2025 р.). – Одеса : ОДУВС, 2025. – 214 с.

Фінансується Європейським Союзом. Проте висловлені погляди та думки належать лише авторам і не обов'язково відображають погляди Європейського Союзу чи Європейського виконавчого агентства з питань освіти та культури. Ні Європейський Союз, ні орган, що надає гранти, не можуть нести за них відповідальності.

**САЙТ КОНФЕРЕНЦІЇ**



**GOOGLE TRENDS DATA AS AN INDICATOR OF PARENTING  
CULTURE: A COMPARATIVE APPROACH**

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The level of public interest in the problem of parenting can be seen as an indicator of the overall level of parenting culture in the country. The

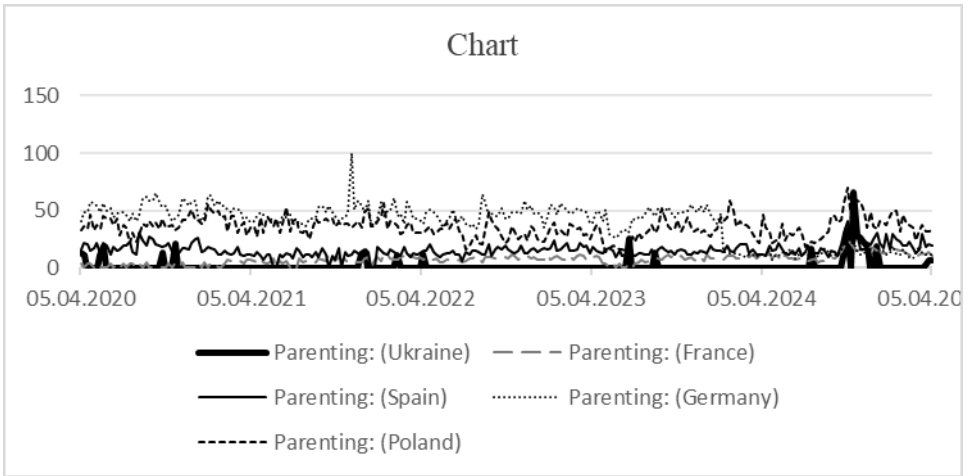
author of the publication suggests that the growing attention to educational practices and the search for alternatives to traditional methods may indicate that society is ready for changes in family relations in favor of the child, and that there is a growing legal awareness and value shift towards more humane models of parenting. On the other hand, a low level of interest or lack of demand for changes in traditional approaches to parenting may signal the dominance of conservative norms and low sensitivity to the issue of child protection.

There are several ways to gain knowledge about raising children. Sources of such information for parents can include television, the Internet, specialized literature, consultations with specialists, advice from friends and acquaintances, etc. A person can also rely on the experience of their own childhood and reflect the cultural traditions of the society to which they belong. These theses document the author's attempt to measure public interest in the topic of “parenting” by using the public web service Google Trends.

The service allows you to determine the frequency of searching for a particular query relative to the total volume of search queries in different countries or the world as a whole. By randomly sampling aggregated, anonymized, and categorized searches made on Google, Google Trends offers a “search interest” score ranging from 0 to 100.

Taking advantage of the opportunity to simultaneously measure search interest in different countries, we compared the frequency of search queries for the term “parenting” in Ukraine, France, Spain, Germany and Poland. The measurement query was made in the context of a “topic”, which, unlike searching by a “search term”, allows Google Trends to analyze a sample of queries made in different languages, as well as queries with duplicates, and thus makes the results more relevant. When forming the measurement query, the Family filter was also used to generate search interest based on the “parenting” queries made on Google in the family context, excluding queries in other contexts, such as etiquette.

Search interest was measured for 5 years, from April 5, 2020 to April 6, 2025 (see the chart). The highest search interest among the above five countries was recorded in Germany in the period from November 7 to 13, 2021, which, according to the Google Trends methodology, was estimated at 100 points. All other indicators were calculated from this point. The average search interest according to Google Trends was: Ukraine 2; France 7; Spain 15; Germany 39 and Poland 35.



Taking into account the difference in search interest between Ukraine and other countries, it should also be taken into account that, according to official data from the State Border Guard Service, a total of about 3 million Ukrainians did not return to Ukraine during the 3 years of full-scale war. This is almost as many as in the 11 years preceding the full-scale invasion of Russian troops, i.e. from 2011 to 2021 (3.3 million) [1]. Given that the data is sorted by Google Trends by geographic location [2], it should be understood that queries from Ukrainians abroad for foster care were counted as queries from their respective countries of residence, thus increasing the figures for those countries.

These results should be taken into account with other factors in mind.

Google itself notes that Google Trends is not a scientific study. Accordingly, its data should not be taken as survey data. Google Trends data simply reflects the interest in searching for specific topics. A surge in searches for a particular topic does not mean that the topic is somehow “popular” or “winning”. It only means that for some undefined reason, many users are searching for a particular topic. Google Trends data should always be considered as just one data point among others before making conclusions [2].

In addition, the results obtained using Google Trends, which is based on Google searches, may provide only a partial picture of online search interest not only in parenting, but also in other terms and topics, also because users may use other search services, such as Yahoo or DuckDuckGo.

It should also be borne in mind that electronic resources that offer

information generation through AI are becoming increasingly popular. Getting parenting advice on such resources may seem more convenient for some users than using search services like Google.

If we perceive and interpret the result with all the above limitations in mind, we can assume that the lowest interest from Google users in Ukraine (in particular, the fact that the curve is at zero means that there is a lack of data for the relevant period) may indicate a relatively lower readiness to find alternative approaches to replace traditional conservative practices.

On the other hand, the comparatively much higher results of Spain, Germany, and Poland can be interpreted as more pronounced tendencies of citizens to search for knowledge that will help in parenting and readiness for changes in parenting methods. However, this interpretation should also be limited by the assumption that a high interest in parenting does not necessarily equate to positive parenting, but rather indicates a search for alternatives.

It should also be assumed that the increase in inquiries on the issue of parenting may be due to both the problematic nature of parenting practices and the growth of anxiety or uncertainty.

The above hypotheses can be tested by researching other mechanisms for gaining knowledge about parenting practices, where possible. However, the Google Trends data itself can serve as valuable material both for general conclusions such as those presented above and for specific practical benefits. In particular, the ability of Google Trends to show related search queries alongside the main search query gives a broader picture of search trends among Google users. Accordingly, such queries can be targeted when preparing new thematic content.

In general, it can be summarized that digital data on parental interest allows us to formulate hypotheses about the dynamics of public readiness for changes in the field of parenting, which can prove to be a valuable tool both in theory and practice.

The Google Trends data that served as the basis for the thesis is available upon request to the author.

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*Наукове видання*

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