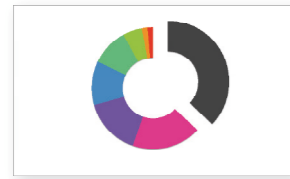


Online audience demand: Science

Space

Proportion of searches



Insight: Space related searches account for 37% of all searches to the categories on this page making it the largest area of online demand in science. Searches are not just around popular astronomical 'events' such as meteor showers but indicate a real ongoing demand for 'facts' and 'pictures' about everyday

planets, exploration and general space knowledge. The most popular planet is mars however other planets are very popular too and the moon is one of the most frequently mentioned terms in the long tail along with the sun and stars.

Most popular

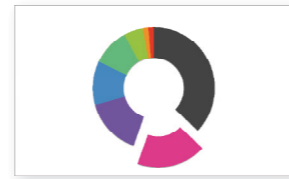
- eclipse
- space
- planets
- national space centre
- hubble telescope
- solar system
- kennedy space centre
- earth
- astronomy
- meteor shower
- stars
- space centre leicester
- international space station
- hubble
- iss

The long tail



Study of science

Proportion of searches



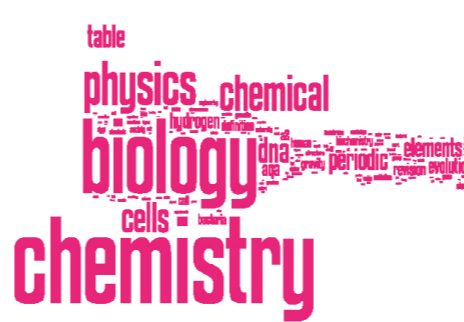
Insight: 'periodic table' is the most frequently searched for term in this section generating consistent high volume demand over the course of the year. Other most popular searches are less revealing however the long tail of search tells us that chemistry and biology are of similar demand

levels with physics the poor relation. The building blocks of the different disciplines also feature strongly with a lot of interest in cells, elements, DNA, hydrogen and evolution.

Most popular

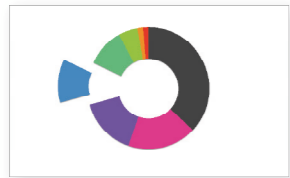
- periodic table
- royal society of chemistry
- elements
- institute of physics
- physics
- biology
- physics forum
- dna
- as biology
- biologymad
- chemistry
- as biology revision
- society of biology
- physics world
- biochemistry

The long tail



Forces of nature

Proportion of searches



Insight: This is the in science that is probably most affected by external events and needs some degree of normalization to spot underlying demand. So it shows that earthquakes were big in 2010 – but would they be as big in 2011 without another Haiti? What we can say for certain is that events

involving forces of nature attract a lot of search demand when they happen, enough to overshadow underlying demand for other events.

Most popular

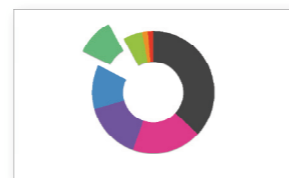
- national hurricane center
- hurricane
- earthquakes today
- hurricane watch
- usgs
- recent earthquakes
- earthquakes
- hurricane center
- volcanoes
- earthquake map
- noaa hurricane
- national hurricane centre
- hurricane centre
- earthquake
- hurricanes

The long tail



The body

Proportion of searches



Insight: There is a large interest in the human body (larger than proportion of searches shows as we're actually excluding health related searches in this category). The circulatory and skeletal systems seem to dominate the long tail of search with a relatively large demand for individual organs

and diagrams of those.

Most popular

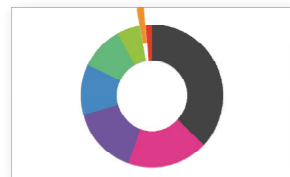
- human body
- anatomy
- the human body
- human anatomy
- psychology
- sleep
- puberty
- anatomy tv
- human body organs
- human biology
- nature genetics
- human body diagram
- instant anatomy
- anatomy and physiology
- anatomy of the human body

The long tail



Extremes

Proportion of searches



Insight: This is a relatively small segment of search demand overall for science however it's probably fair to say that the search volume would be many times more what's shown here due to the way the data is gathered just from scientific websites and most of these types of searches

would be answered by sites such as Yahoo answers etc and so it's included here as an important category. Most of the top searches are dominated by the earth's climate however the long tail shows many people using 'best' as a precursor to their search 'best physicist, telescope etc

Most popular

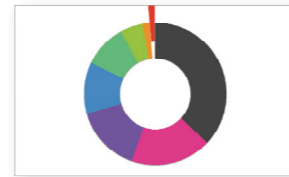
- hottest place on earth
- coldest place on earth
- fastest animal on earth
- hottest planet
- where is the hottest place on earth
- the hottest place on earth
- smallest planet
- the coldest place on earth
- driest place on earth
- best binoculars for astronomy
- where is the coldest place on earth
- wettest place on earth
- what is the hottest place on earth
- what is the smallest planet
- best telescope for astrophotography

The long tail



People

Proportion of searches



Insight: Again a small section of search demand proportionally but included as we're only looking search visitors to scientific sites and so the demand is likely to be misleadingly small. The long tail below has been renamed 'most popular' as to count single words when we want

to look at full names would be rather useless.

Most popular

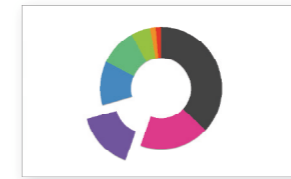
- leonardo da vinci
- neil armstrong
- famous inventors
- inventors
- leonardo da vinci inventions
- stephen hawking
- alexander graham bell
- thomas edison inventions
- thomas edison
- neil armstrong facts
- female inventors
- black inventors
- what did isaac newton discover
- women inventors
- isaac newton gravity

Most popular



Questions

Proportion of searches



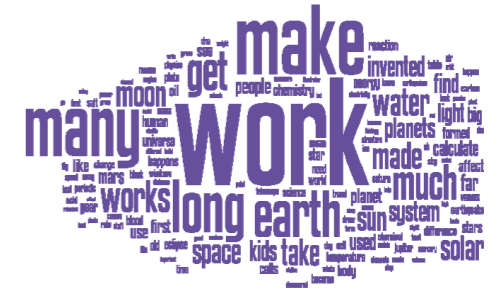
Insight: Not shown here due to technical difficulties are the ways in which people are asking the questions with 'how' being by far the most popular form followed by 'what' and 'why' and 'when' barely making an impact. The long tail reveals a lot of people wanting to know how things work

with lots of fact seeking words such as 'long', 'many' and 'much' etc. As expected, space has a strong presence in the questions being asked.

Most popular

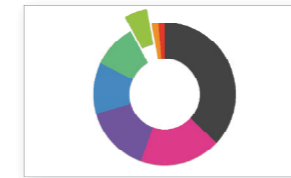
- why is the sky blue
- how stuff works
- how big is the universe
- what happens when you die
- how many planets in our solar system
- what would happen if we didn't sleep?
- how long does it take to get to the moon
- when will the world end
- how big is the sun
- how to make a smoke bomb
- how many planets are there
- when is the next eclipse
- what is psychology
- what is dna

The long tail



Children

Proportion of searches



Insight: The striking thing about these results is that 'kids' is 5 times more likely to be searched for than 'children'. Astronomy and all things space seem to dominate both the most popular searches and the long tail of search suggesting a large demand from parents needing quality content to explain these

things to their children.

Most popular

- solar system for kids
- kids astronomy
- astronomy for kids
- planets for kids
- the solar system for kids
- science for kids
- space for kids
- earthquakes for kids
- space facts for kids
- brain teasers for kids
- space information for kids
- uranus facts for kids
- facts about mars for kids
- our solar system for kids

The long tail



Overall

Insight: Although space is the biggest area of search demand overall, each category on here merits a sizable enough demand to generate a large number of visitors if web pages rank highly for the keywords shown. This is shown by the fact that although the study of science is relatively much smaller than space it contains the most searched for search term (period table) of the whole of science. Similarly although children is a small topic, 'kids' features very heavily in the wordle below indicating that overall, scientific content for

children is a very significant area of demand. These insights should be supplemented by a studying of the long tail, a knowledge of the most popular search terms in each section and ideally by looking further into each individual topic as the insights to be gained on digging deeper are arguably far more valuable than this top level view.

Most popular overall

- periodic table
- space
- planets
- eclipse
- solar system
- astronomy
- earth
- nature
- science
- human body
- usgs
- hubble telescope
- hubble
- the solar system centre
- kennedy space centre

The long tail

