



DR. GREG TKACZ

MINING GOOGLE TRENDS IN ORDER TO HELP PREDICT RECESSIONS

Economists and policy makers may be able to predict recessions sooner by analyzing Google Trends according to the research underway by StFX Economics professor **Dr. Greg Tkacz**. In a pioneering effort to make use of Google data for economic prediction purposes, and the first anywhere to look specifically at the issue of recessions, this research has received significant media interest. Dr. Tkacz has discovered a relationship between Google searches and economic activity when he looked at the 2008 recession. Knowing that many people are keying in search terms, such as “recession” and “jobs”, can give an indication of economic changes as they are happening and the data can also help policy makers respond more quickly to these changes.