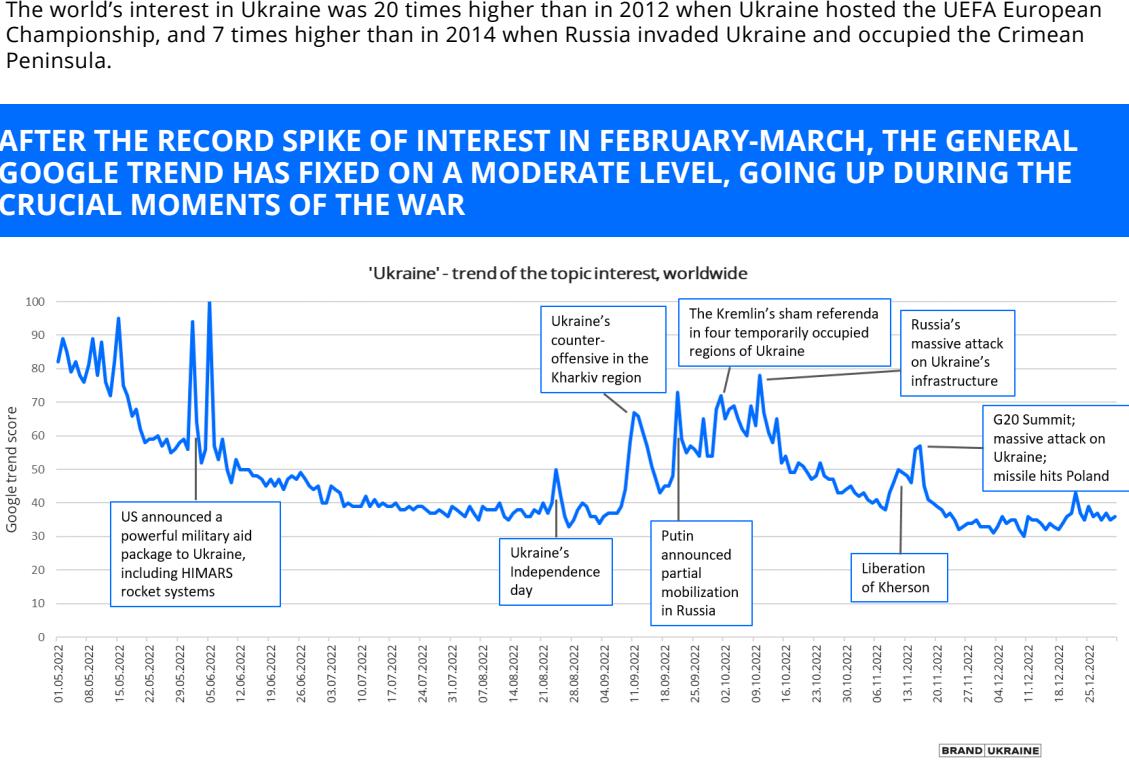


## UKRAINE IN GLOBAL SEARCH 2022

IN 2022, THE KEYWORD "UKRAINE" HIT AN ALL-TIME RECORD ON GOOGLE IN TERMS OF THE NUMBER OF SEARCHES, WORLDWIDE



The world's interest in Ukraine was 20 times higher than in 2012 when Ukraine hosted the UEFA European Championship, and 7 times higher than in 2014 when Russia invaded Ukraine and occupied the Crimean Peninsula.

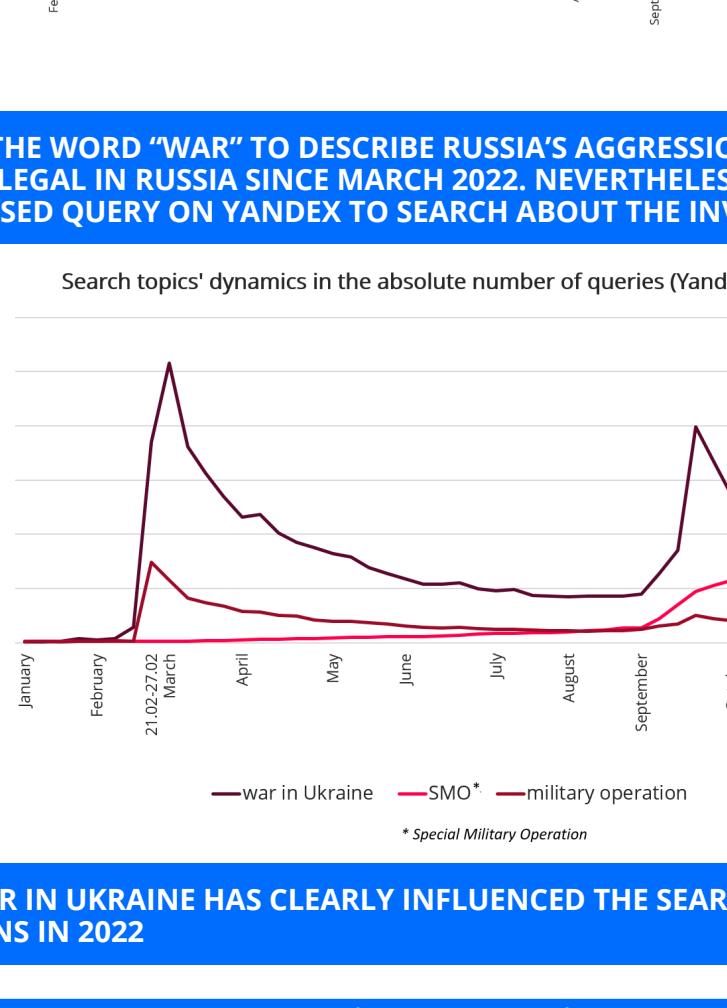
AFTER THE RECORD SPIKE OF INTEREST IN FEBRUARY-MARCH, THE GENERAL GOOGLE TREND HAS FIXED ON A MODERATE LEVEL, GOING UP DURING THE CRUCIAL MOMENTS OF THE WAR



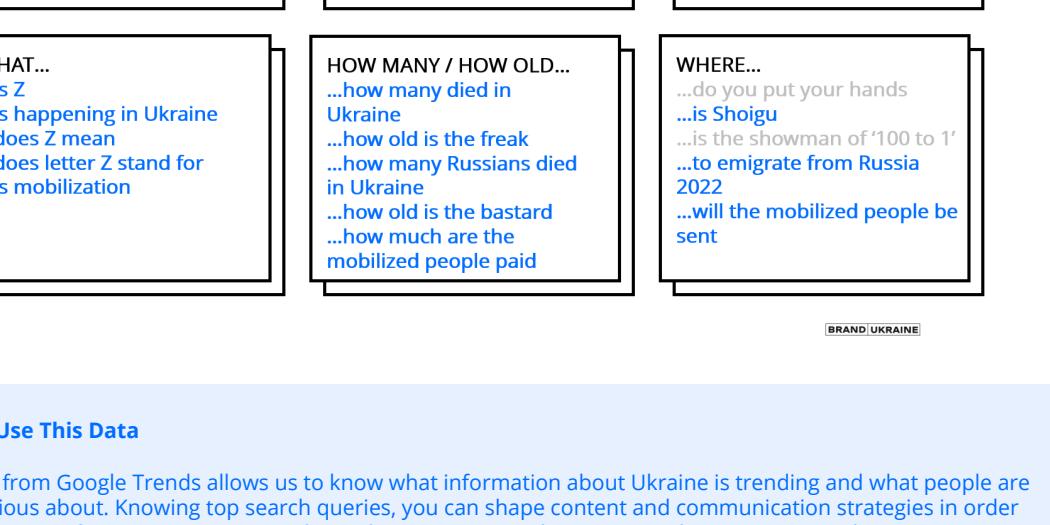
The most trending queries on the 'Ukraine' topic: regions of Ukraine



The most trending queries on the 'Ukraine' topic: questions



The most trending queries on the 'Ukraine' topic: Russia's war crimes



How To Use This Data

The data from Google Trends allows us to know what information about Ukraine is trending and what people are most curious about. Knowing top search queries, you can shape content and communication strategies in order to meet users' information requests and give them answers to the most popular questions on the given topic.

Yandex data shows us the trending topics in Russia only. It can be used to write analytical pieces in Russian and offer an unbiased point of view in the highly censored and closed information space.

Methodology: Google Trends shows how popular the keyword was compared to previous periods. The popularity indicator popularity, respectively.

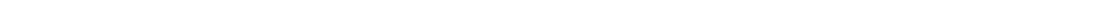
Google Wordstat shows the absolute and exact number of searches for a certain keyword on a certain date. The number can go as high as the number of search queries rises.

Yandex Wordstat shows the absolute and exact number of searches for a certain keyword on a certain date. The number can go as high as the number of search queries rises.

Source: Google, worldwide, January 1 - December 31, 2022

IN RUSSIA, THE HIGHEST SEARCH ACTIVITY ON THE "UKRAINE" TOPIC WAS DURING THE FIRST TWO WEEKS OF THE FULL-SCALE INVASION AND AFTER MOBILIZATION WAS ANNOUNCED BY PUTIN IN LATE SEPTEMBER

'Ukraine' - trend of the topic interest on Google, Russia, 2022



Source: Google, worldwide, January 1 - December 31, 2022

USING THE WORD "WAR" TO DESCRIBE RUSSIA'S AGGRESSION IN UKRAINE HAS BEEN ILLEGAL IN RUSSIA SINCE MARCH 2022. NEVERTHELESS, THIS WAS THE MOST USED QUERY ON YANDEX TO SEARCH ABOUT THE INVASION OF UKRAINE

Search topics' dynamics in the absolute number of queries (Yandex, Russia)



THE WAR IN UKRAINE HAS CLEARLY INFLUENCED THE SEARCH AGENDA OF RUSSIANS IN 2022

Rising Interest on Google in Russia, 2022 (the top 5 rising queries)



Source: Google, worldwide, January 1 - December 31, 2022

Follow us on social media: [Facebook](#) [LinkedIn](#)

This publication was funded by the European Union. Its contents do not necessarily reflect the views of the European Union.

BRAND UKRAINE is a non-governmental organization that brings together like-minded people and experts in strategic communication and international projects. Our team helps to develop projects and campaigns, digital solutions, and analytical products.

Follow us on social media: [Facebook](#) [LinkedIn](#)

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.

BRAND UKRAINE's mission is to promote Ukraine's positive image and develop projects and campaigns, digital solutions, and analytical products.