

Original Article

An Analytical study of Popular Topics in LIS Using Google Trends Tool

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Abstract

Changes in technology and the demand for information from society are causing significant changes in library and information science. This paper uses Google Trends data to observe current trends, searching for words that are attracting the attention of the world. Mapping and analyzing this search pattern, it identifies areas of interest, as well as existing research that have received little attention. Artificial Intelligence, Digital Libraries and Information Privacy provide a framework for LIC researchers to navigate the digital age. This study provides a proactive perspective for professionals and researchers to shape the future of this field.

Keywords: Library and Information Science, Google Trends, popular topics, digital libraries, information technology, data analysis, information behavior, research trends etc.

Introduction:

The core functions of library and information are management of information, retrieval of information and the dissemination of information. In various places such as libraries, archives, museums and information agencies, library professionals' process information, organize it properly and make it ready for dissemination. In the 21st century due to technical progress, digitizations and the growing dominance of the Internet changed the LIS scene.

Google Trends is a free tool offered by Google search engine which help to find the popular term in a particular area of subject over the time. Google Trends makes it possible to learn about the most used words or terms in a particular field or topic in a given data. This research paper use Google Trends tool to find out and analyze the topics which are currently being discussed in library science which mostly follows by the researchers, professionals, and general users.

Literature Review:

Due to technological developments and user needs, the field of library and information science have seen significant changes. The discipline of library and information science has experienced tremendous change in recent years, mostly due to advances in technology and shifting societal demands. Various fundamental concepts and new trends are constantly being added to the library and information science literature. A Systematic Literature Review (SLR) has been presented to identify common phrases, new terms and research gaps in the study and the research needed for it in the field of library and information science.

(Dhara 2024) This study explores the current hot themes in LIS by analyzing the Google Trends data, which monitors the frequency of search over time.

(Gupta and Gul 2024) By using a statistical visualization tool, this study examines the Library and Information Science (LIS) research environment in India. The study examines institutional and national cooperation, highly cited papers, productive publishing titles, and research growth and trends.

(Kansal et al. 2021) In order to lessen the impact on the educational system, especially during the COVID-19 lockdowns, the study examined the platforms of online teaching and learning systems that have been facilitating remote learning.

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This is an open access journal, and articles are distributed under the terms of the [Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International Public License](https://creativecommons.org/licenses/by-nc-sa/4.0/), which allows others to remix, tweak, and build upon the work noncommercially, as long as appropriate credit is given and the new creations are licensed under the identical terms.

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(Arslan, Tiwari, and Piech 2020) Professional and Research CSLR ratings are developed to address traditional and expensive learning methods. Researchers aim to reduce the biases of the search data. Researcher uses trend data to analyze this trend for future subject literacy across nations.

(Winberry and Bishop 2021) This paper examines the publications, years of publication, references, and contributions of LIC researchers to the field of study. The aim of this study is to provide a uniform treatment review of the library and information science literature to detect the quantity, quality, or rating of research can be useful for future studies in the field.

(Mavragani, Ochoa, and Tsagarakis 2018) This research paper presents a systematic analysis of the methodology, tools, and statistical approaches used in Google Trends on health-related topics from 2006 to 2016. This study is useful for reviewing the usefulness of this tool and for providing references for future research on the topic.

(Vaughan and Romero-Frías 2014) The researcher has reflected the issues that are of general interest in society through web search engines. The study also used web search volume data from Google Trends to predict educational practices.

(Pelat et al. 2009) This research paper focuses on Google Insight Search. This is a website with Google Trends that is capable of downloading search trends from the Google database. The correlation with the weekly occurrence rates provided by the Sentinel Network was calculated for different time periods.

(Bollen et al. 2003) This research paper analyzes the large-scale use of records in digital libraries. This research is useful for assessing the current growing trend in communities using the organization

Coverage of the Study:

- **Timeframe:** The investigation spans five years (2022–2026) in order to capture both current advancements and long-term trends.
- **Geographical Scope:** The analysis focuses on worldwide patterns, paying particular
- **Digital and technological literacy:**

attention to areas like North America, Europe, and Asia that have substantial LIS activity.

Methodology:

a. Data Collection:

This study has concentrated on academic papers from databases including Google Scholar, Scopus, PubMed, JSTOR, and IEEE Xplore in order to find common search phrases in the subject of library and information science. A comprehensive list of relevant keywords and phrases was curated, including: Core LIS concepts, technological trends and emerging terms

b. Analysis

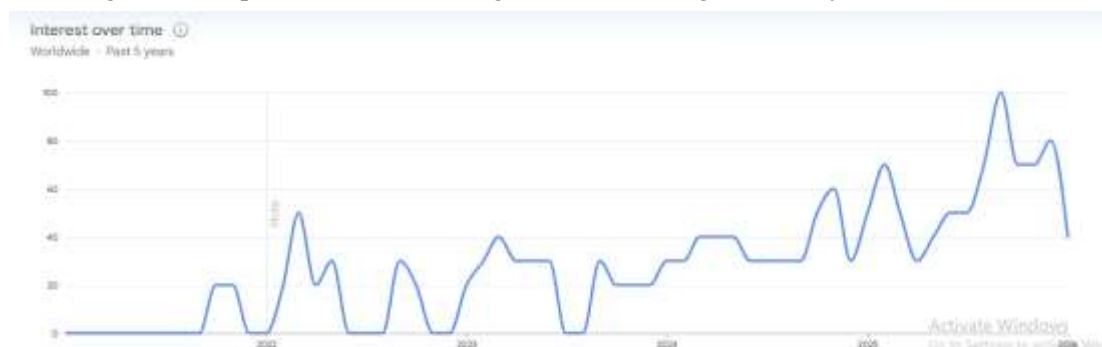
The analysis covers a period of five years (2022-26) to capture long-term trends and recent developments and focuses on global trends.

- **Trend Analysis:** Google Trends offers a graphic depiction of search activity across time, making it possible to spot trends, peak times, and seasonal variations.
- **Related Queries:** similar themes and subtopics that are becoming more popular can be found by analyzing similar inquiries.
- **Regional Interest:** Comparison of regional interest highlights geographical differences in trending topics and user preferences.

We used Google Trends, an online tool, to study the current popularity of library and information science terms. This study will enable users to monitor the popularity of search terms in the future. Google Trends is a tool that collects search data from people around the world and serves as a relative indicator of search volume. A scale from 0 to 100 is used to quantify the data presented, with 100 representing the popularity of a particular search or term over a specific period of time.

For this analysis, we selected a broad range of terms related to LIS, including topics like digital and technological literacy, digital libraries, Artificial Intelligence in Libraries, **Publication ethics**, Open Access, Information Privacy and Security, Big Data in LIS, The Changing Role of Librarians, etc.

Figure 1. Google trends report of search term “Digital and Technological Literacy”

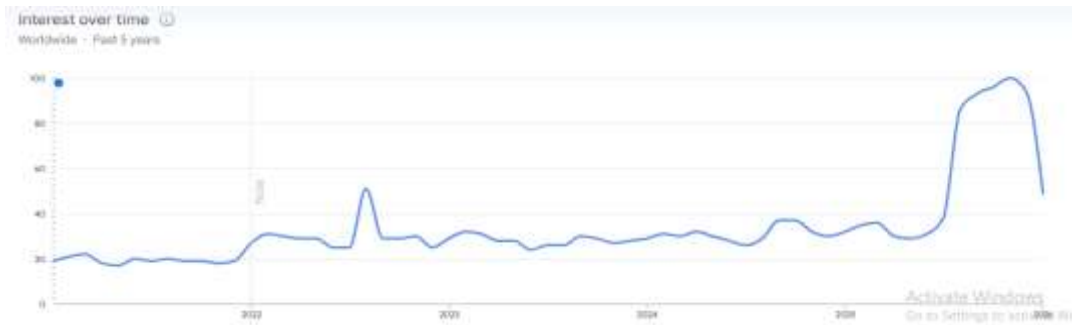


The term “digital and technological literacy” has been used consistently in library studies over the past five years. Its use has increased significantly since 2020, especially after the global pandemic. This has led to an increase in users' inclination

towards online resources and digital content delivery. In 2026, digital and technological literacy has shifted from being a bonus skill to a requirement for participating in modern society.

- **Digital Libraries:**

Figure 2. Google trends report of search term “Digital Library”



This study shows that the term digital library has remained a key keyword in the last five years. The creation and management of digital repositories is seeing a steady increase in usage, primarily in academic and public libraries.

- **Artificial Intelligence in LIS:**

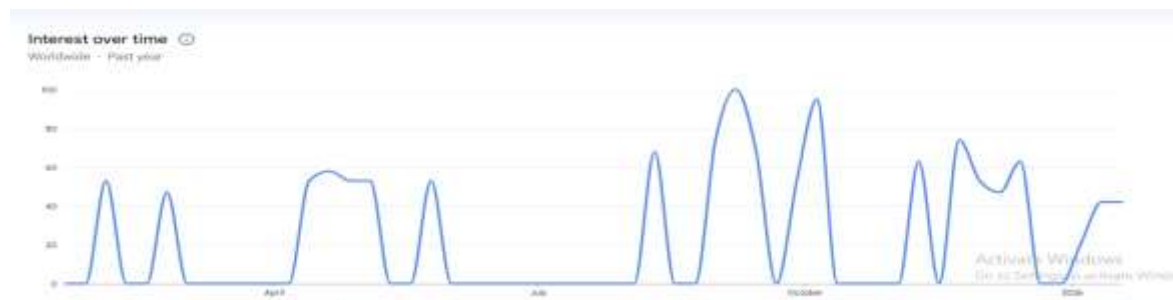
Figure 3. Google trends report of search term “Artificial Intelligence in Library”



The use of terms such as “artificial intelligence news” and the “use of AI in libraries” is gradually increasing. Library studies suggest that there is a growing interest in incorporating technology into library services. Library studies analytics, Chatbots and automated metadata generation are some of the areas where AI applications are growing, with applications going beyond standard information retrieval.

- **Open Access:**

Figure 4. Google trends report of search term “Open Access”

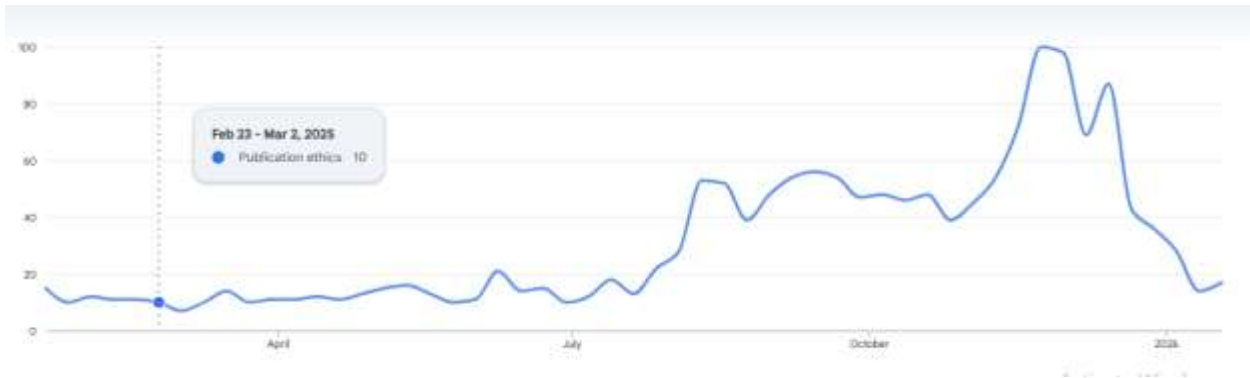


The term “open access” has seen a growing dominance in recent years. There has been a shift in emphasis between key policy announcements and open access-focused services. This shift reflects the importance of open

access publishing in scholarly research. The role of librarians needs to be implemented to make scholarly content more accessible.

- **Publication Ethics:**

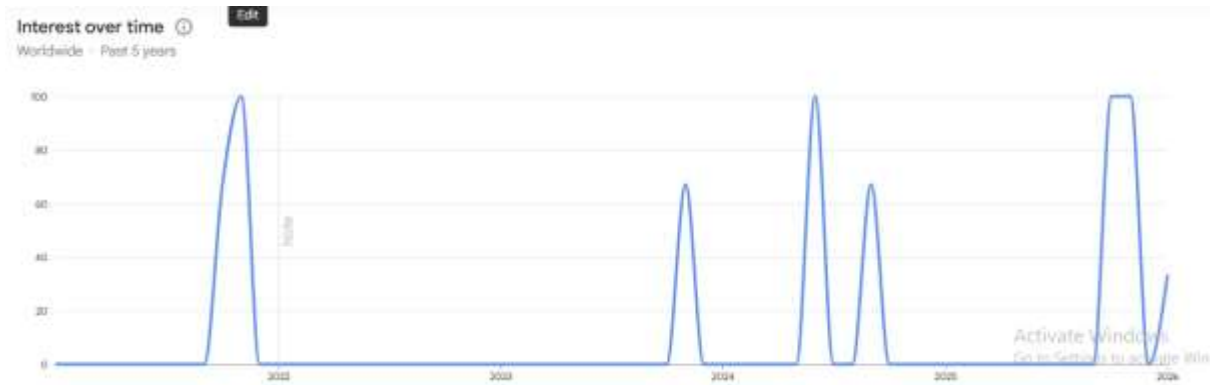
Figure 5. Google trends report of search term “Publication Ethics”



Term like “research and publication ethics” “plagiarism in research” has seen a significant rise in interest. This reflects the growing concerns regarding research and its ethics.

- **Information Privacy and Security:**

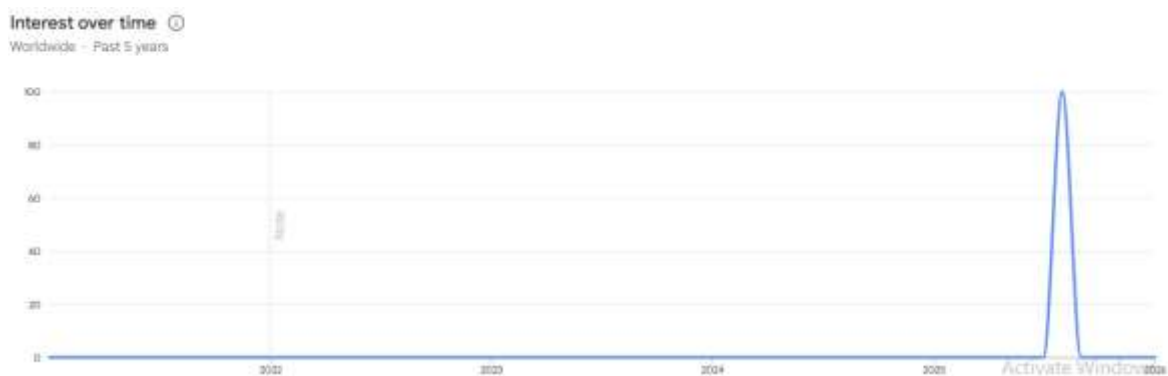
Figure 6. Google trends report of search term “Information Privacy and Security”



The use of terms such as “information privacy” and “data security in libraries” has increased significantly. This is particularly evident in the context of high-profile data breaches and growing concerns about online privacy. It is useful to understand the role of libraries in preserving and protecting institutional and personal data, as well as protecting the privacy of users.

@@**Big Data in LIS:**

Figure 7. Google trends report of search term “Big Data in LIS”



The phrase “Big Data in Libraries” is constantly being used in libraries. This trade shows that librarians have to handle large amounts of institutional data sets and user databases in libraries.

@@The Role of Librarians:

Figure 8. Google trends report of search term “The Role of Librarians”



This graph shows the interest in the role of librarians in technological advancement. This data presented that librarians are aware of their role in technological advancement and are always alert about their responsibilities.

Conclusion:

This study is based on Google Trends data which presents useful data about the usage and new trends in the area of library and information science. Digital libraries, artificial intelligence, open access, information privacy and metadata are the key issues that are of interest to librarians due to research. Advances in technology are driving new developments in the fields of information management, information preservation and information dissemination. These developments will continue to influence the future of libraries.

LIS professionals should be aware of new trends to adapt services to the changing needs of the library community. Academics should focus on identifying opportunities and addressing challenges by conducting further studies on these topics. Specific areas, sub-areas, regional variations, and the overall impact of LIC practices and pedagogy should be analyzed in detail to identify future opportunities. Using tools such as Google Trends, the library community can gain insight into the transformation of information science by reviewing progress.

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Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper

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