

Impact of Public Figure News and Cancer Awareness Day on Cancer Search

Volume in Indonesia: a Google Trend Analysis

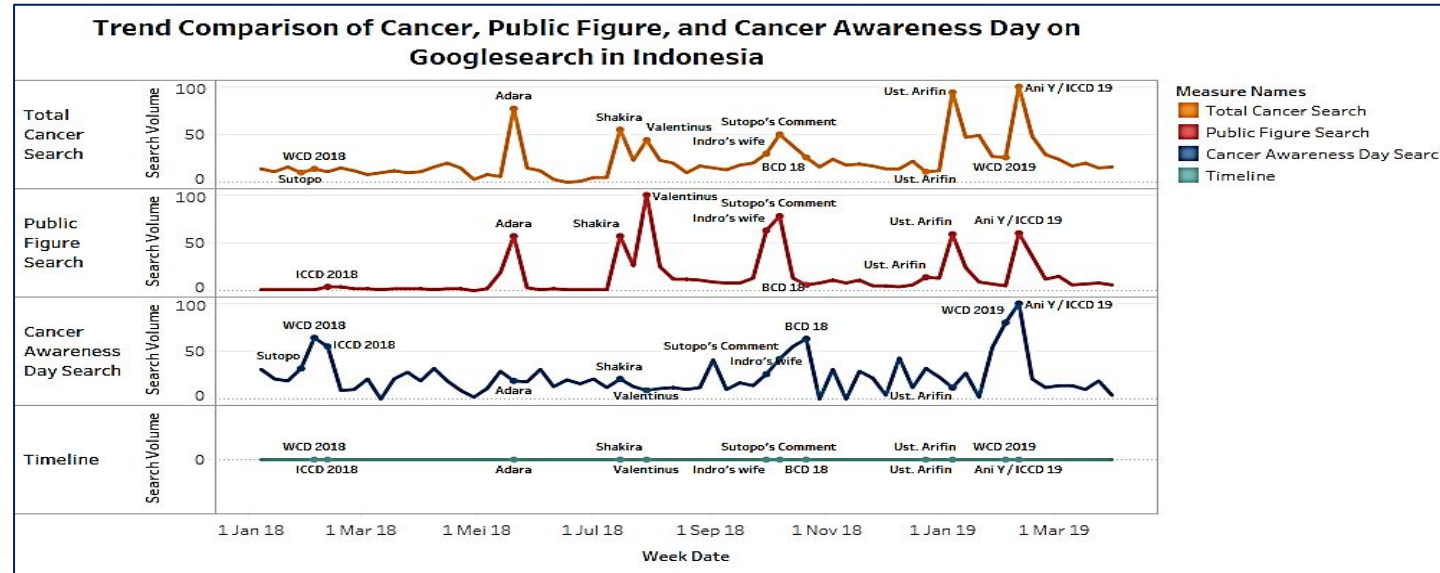
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OBJECTIVE

- Indonesia has huge number of internet users thus becomes novel health promotion target in digital era.
- The advantage of Google Trends to track public health seeking information rapidly.
- Our concern towards public cancer interest which is affected by public figure news and cancer campaign encourage us to observe the cancer search oscillations in Indonesia in relation to both factors.

METHODS

- Search queries comprised of cancer topics, public figures news, and cancer awareness days were generated to get search volumes from 2018 to first trimester of 2019.
- Trend-to-trend analysis among main topics is evaluated using Pearson's correlation, multiple linear regression, and cross-correlation.



Pearson Correlations

		Public Figure	Cancer Awareness Day
Cancer Search	Pearson Corr.	,752**	,296*
	Sig. (2-tailed)	0,000	0,017
	N	65	65

Lag Week	Cross Correlation
-2	0,074
-1	0,17
0	0,752
1	0,326
2	0,184

Model	Standard β Coeff	Sig.
(Constant)		0,014
Day of Week Date	0,200	0,013
Public Figure Search	0,680	0,000
Cancer Awareness Day Search	0,199	0,012

Multiple Regression Model Summary ^b			
Model	R	R ²	Adj R ²
1	,804 ^a	0,646	0,629

RESULT

- Multivariate analysis shows significant impact of public figure, secular trend, and cancer awareness day on cancer search volume in Indonesia.
- Stronger impact of public figure search towards cancer search is evidenced, compared with cancer awareness day.
- This strong influence of public figures on cancer-seeking occurred temporarily for 4 weeks with public figure search leads 1 week before evidenced cancer search.
- Positive yet lower effect of cancer campaign requires some improvement towards this intervention.

CONCLUSION

- Compared with cancer campaign, public figure news would 'blow-up' most Indonesian internet users towards cancer searching significantly but temporarily
- This phenomenon demands health promoter to maximize this 'golden period' to give informative and reliable cancer content in conjunction to fight cancer hoax, or possibly cooperate with cancer survivor public figures for promoting public awareness towards cancer.

CANCER	PUBLIC FIGURE	CANCER AWARENESS DAY
Kanker; Kanker Darah; Leukemia; Kanker Paru; Kanker Getah Bening; Kanker Nasofaring; Kanker kulit	Ani Yudhoyono; Arifin Ilham; Adira Taista; Anak Denada; Istri Indro; Sutopo; Valentino Nahak	Hari Kanker Sedunia; Hari Kanker Anak; Hari kanker payudara