

# **City as an object of public interest on the Internet: data and its meaning**

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# How to compare cities in terms of mass popularity?

well-known  
famous  
popular



faceless  
unknown  
where is it?

Indicator for evaluation — activity of Internet users

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# Statistics of views of Wikipedia articles

Conducted since July 2015 for all language versions of articles

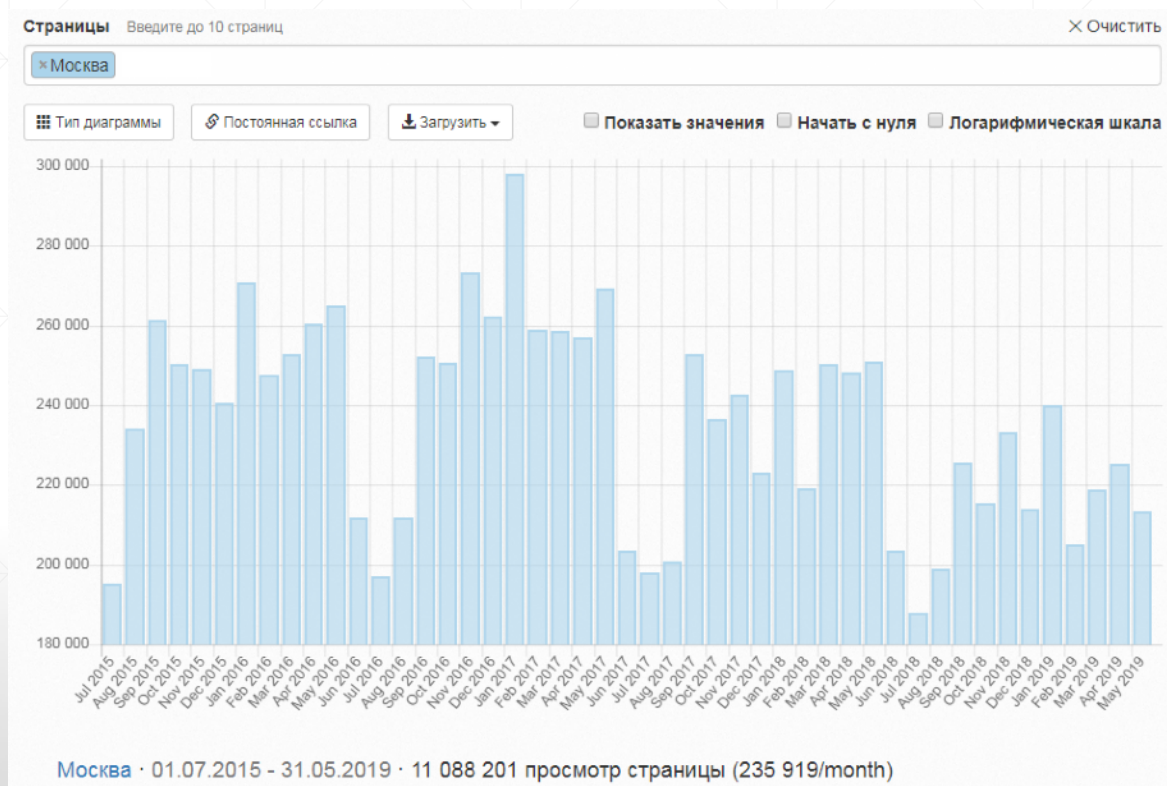
## We can:

- compare the popularity of articles about cities
- study the dynamics of Internet users interest in cities
- keep track of which events have an impact on the rise of interest

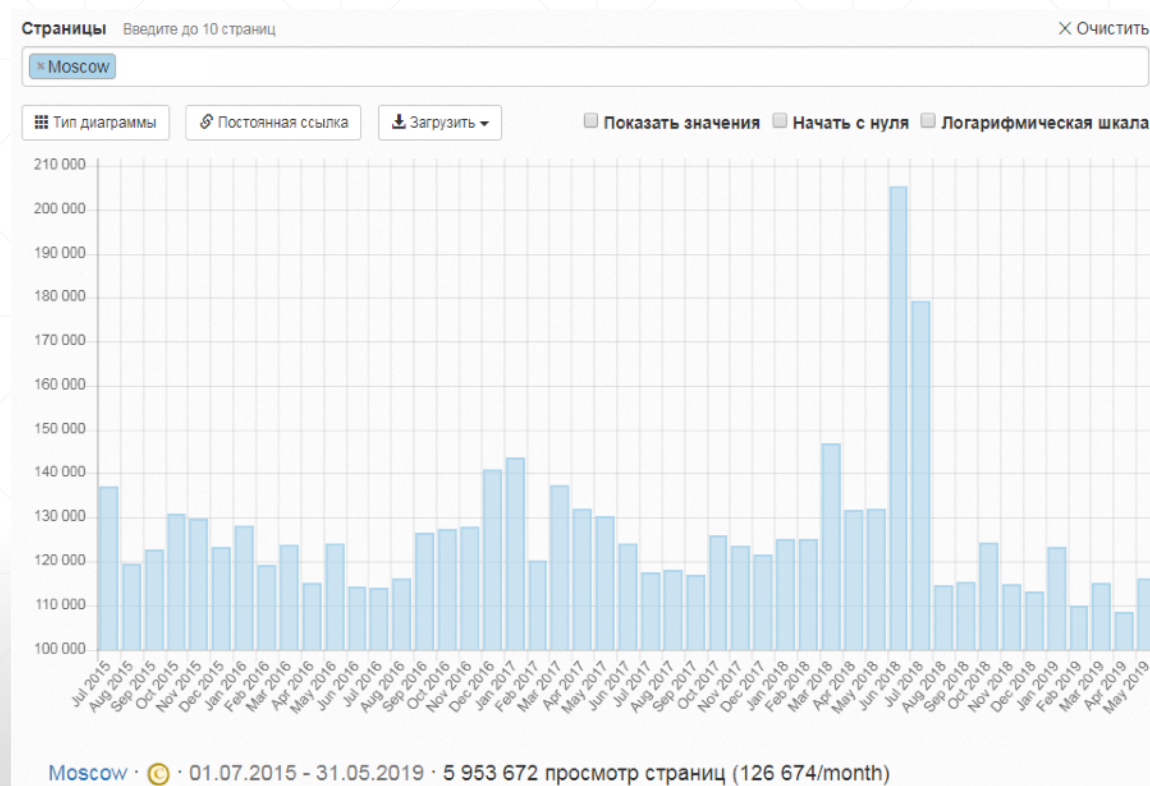
## It may be important for:

- study of mass mental images of cities
  - planning information policy
  - development of the city brand
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# Moscow

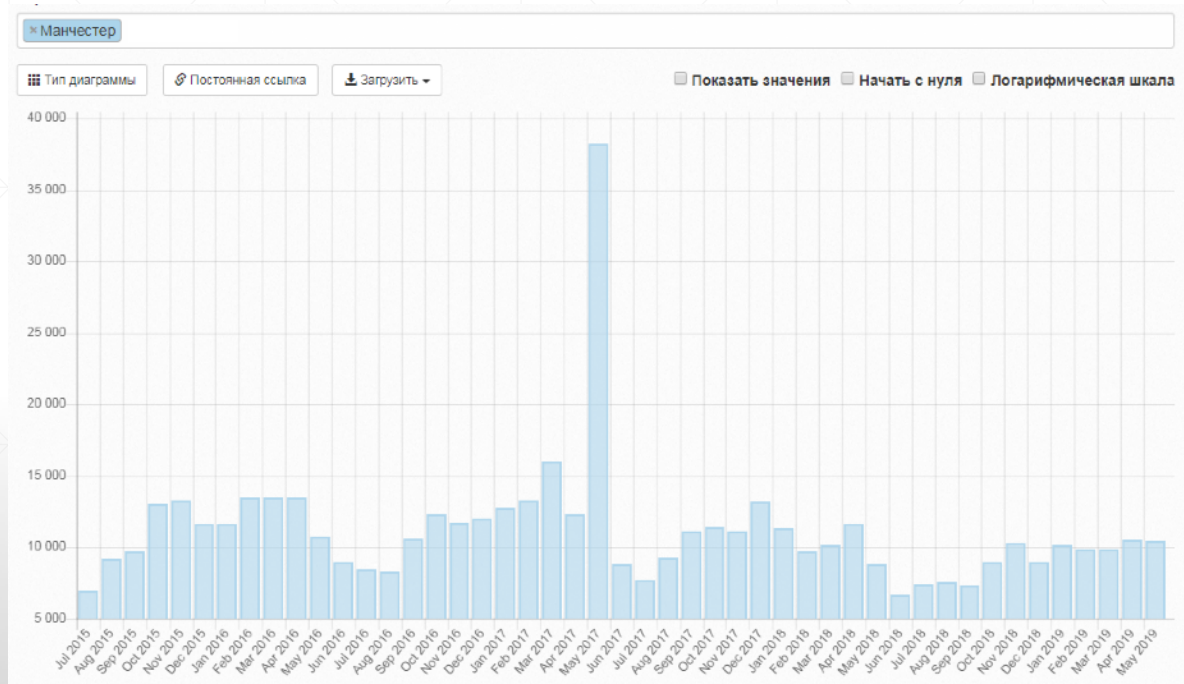


ru.wikipedia.org

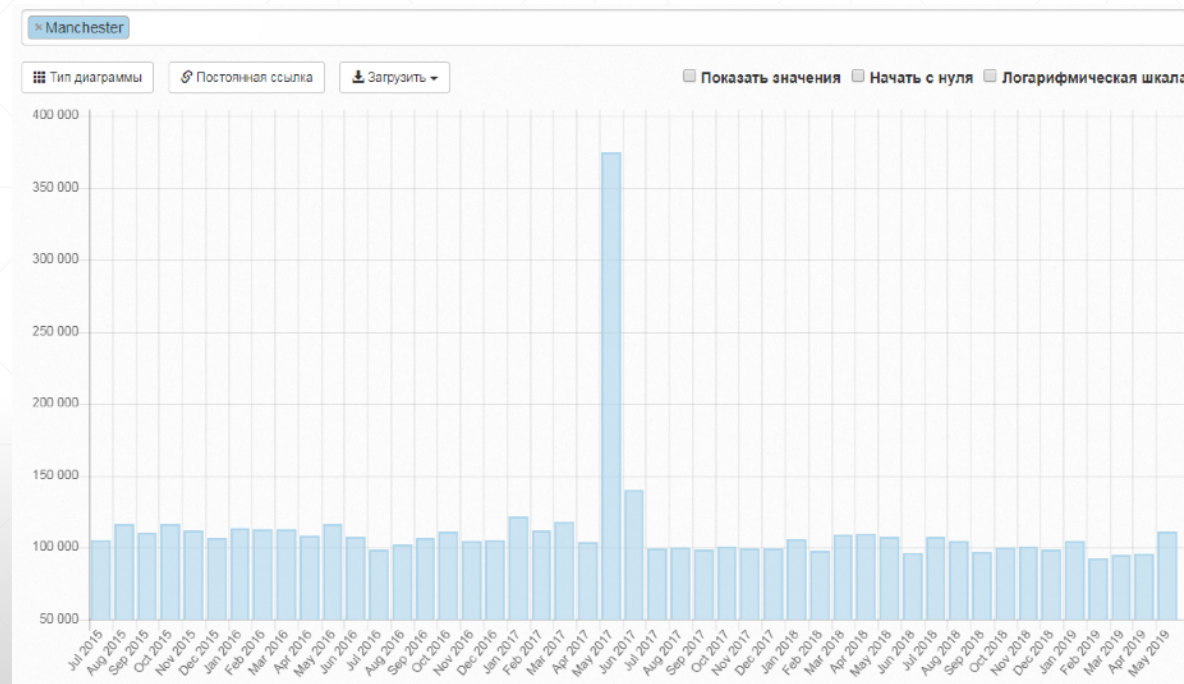


en.wikipedia.org

# Manchester

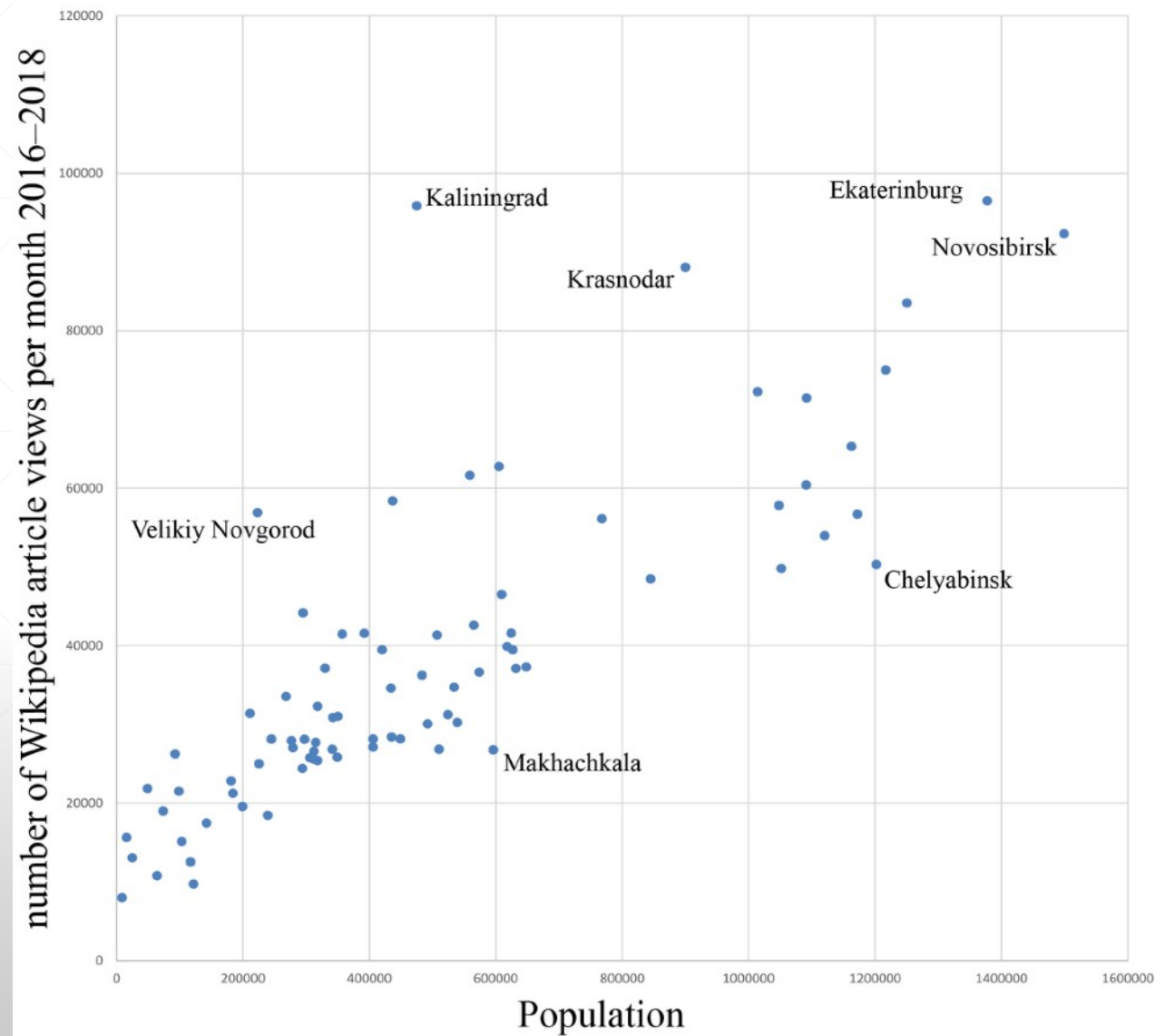


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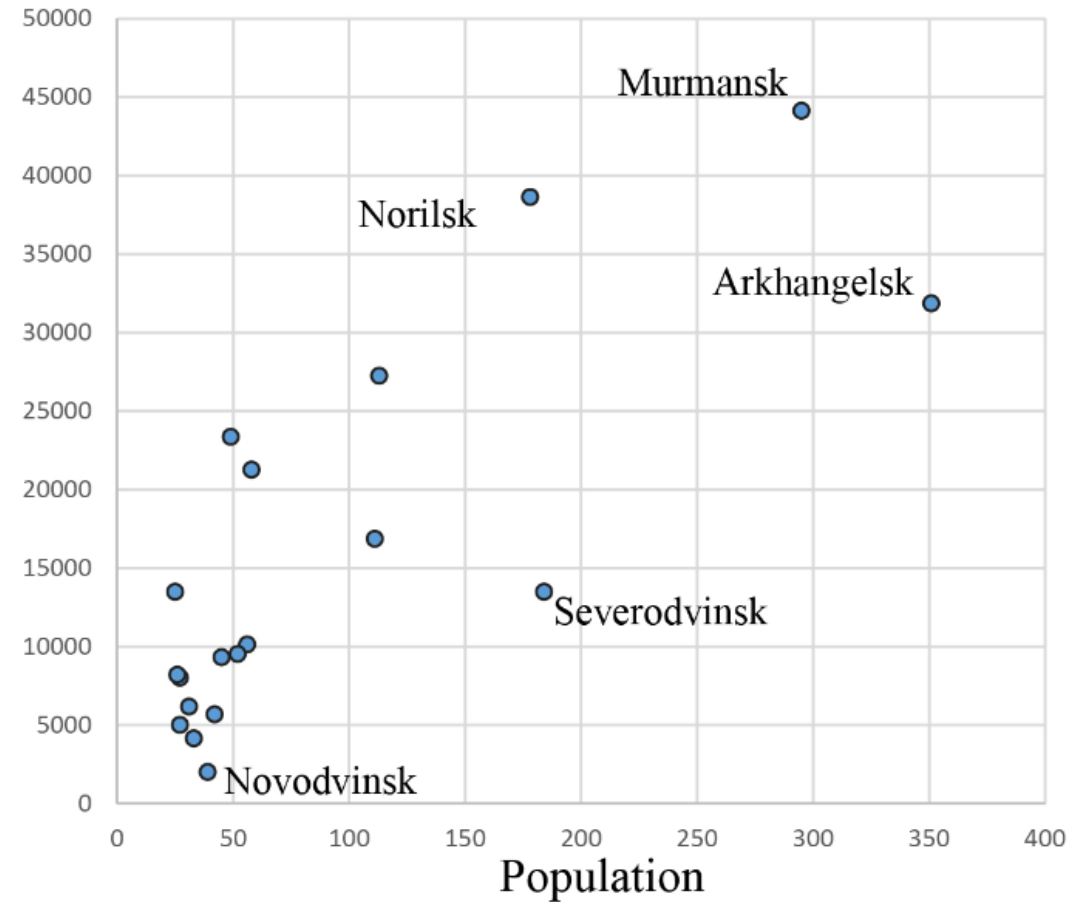
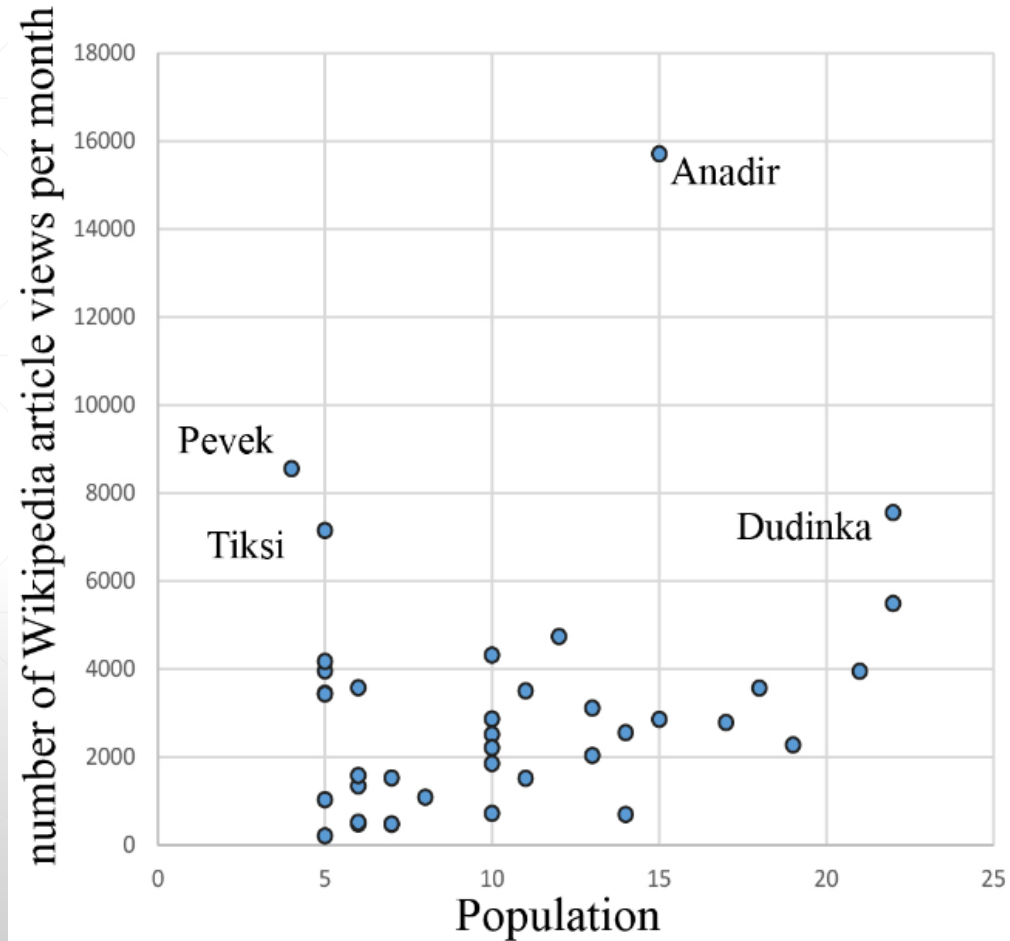


en.wikipedia.org

**Does it depend  
on the population?**



# Cities of the Arctic zone of Russia



# Google Trends

- The statistics of Google search queries since 2004
  - Queries are combined into topics — groups of close requests in all languages
  - Available data for countries, regions and cities where the request comes from
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# Manchester

● Manchester  
City in England

+ Compare

Worldwide ▼

1/1/09 - 12/31/18 ▼

All categories ▼

Web Search ▼

Interest over time ⓘ



# London



London  
Capital of England

+ Compare

Worldwide ▾ 1/1/09 - 12/31/18 ▾ All categories ▾ Web Search ▾

Interest over time 



# Moscow



Moscow

Capital of Russia

+ Compare

Worldwide ▼

1/1/09 - 12/31/18 ▼

All categories ▼

Web Search ▼

Interest over time 



**Thank you for your attention**