## The Power of FOR:

What Google search reveals about Invisible Identities

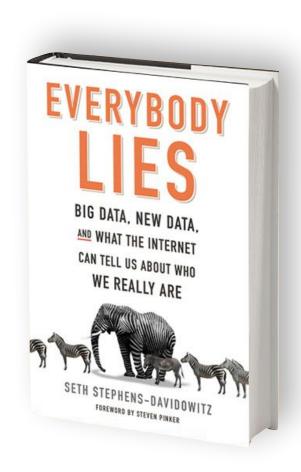
Jason Klein Head of Human Truths, Google



# HumanTruths

#### We are Google's human behavior experts





I call Google searches **digital truth serum** because people tell Google things that they might not tell friends, family members, doctors, market researchers...

> Seth Stephens-Davidowitz, author of 'Everybody Lies'

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# That's not me.



say most advertising doesn't reflect the world around them

63%

Don't see themselves represented in most advertising

Source: Ipsos / Unstereotype Alliance Study, Sep 2018, n=14,700, 28 countries

#### Search is all about "me"

cars for me Q

^60<sup>%</sup>

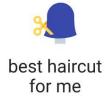
growth in mobile searches for "\_\_ for me" in the past two years.



best car insurance for me



which dog is right for me



#### The power of FOR

Qualifying a search as "\_\_\_FOR \_\_\_" signifies that there is an aspect of the searchers' identity that is critically important to them.

#### dating services FOR

dating services for seniors dating services for over 50 dating services for senior citizens dating services for gamers dating services for disabled dating services for professionals dating services for professionals dating services for professionals over 40

Google Search I'm Feeling Lucky

FOR single moms

for single moms for single mom quotes grants for single moms scholarships for single moms help for single moms jobs for single moms assistance for single moms programs for single moms gifts for single moms

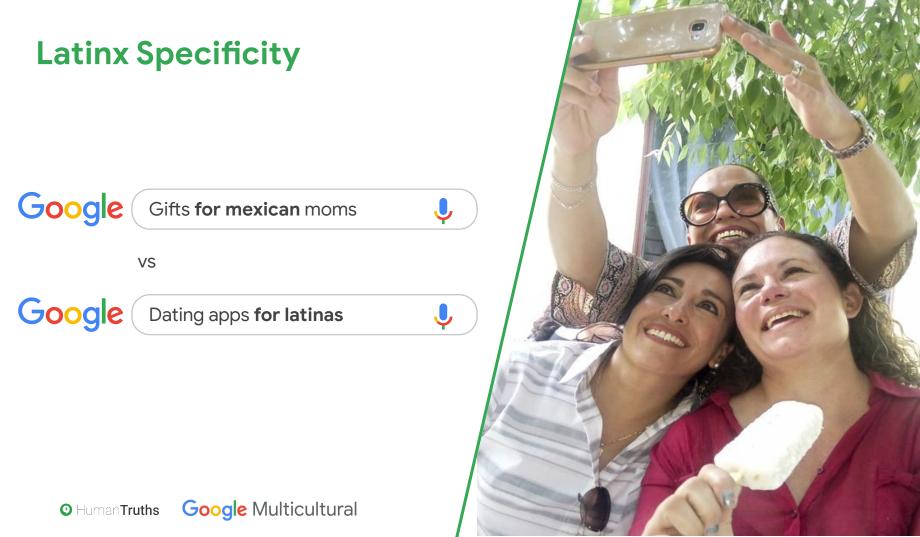
Google Search

I'm Feeling Lucky

# "\_FOR \_" helps us find Invisible Identities

# FOR <sup>6</sup>

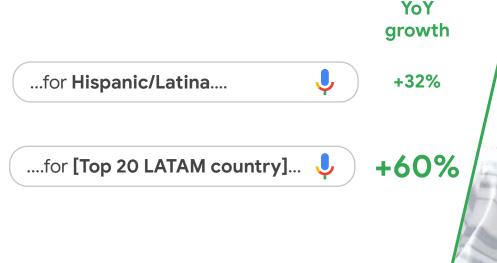




### **Latinx Specificity**

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In the last year, *for* searches that used a specific Latinx country identity doubled the growth of generic Hispanic/Latinx *for* searches.



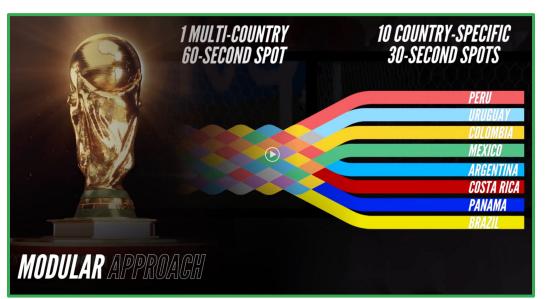
Source: Google Data 2018 vs 2017. Growth of "For Hispanic/Latinx" searches vs Growth of "For [Top 20 (Latinx Identity] Searches in the US in English, Spanish & Portuguese



#### Latinx Specificity in Advertising



# Each LATAM country showcased its unique:





Cuisines

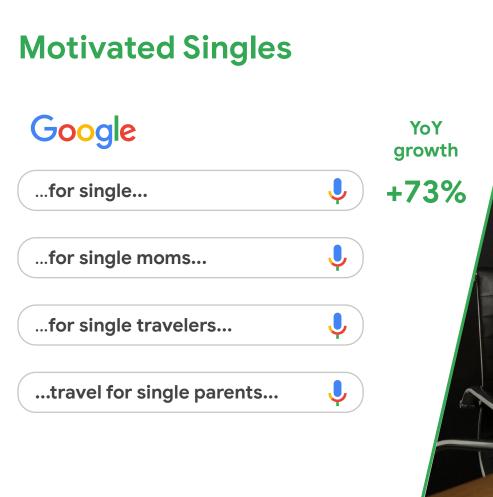


**Traditions** 



Local Musical Genres

• Human Truths Google Multicultural





#### For Single...Moms

Most single parent searches are actually "for single moms" searches and many of these searches are within the Study Grants & Scholarships, Housing and Travel categories.





Single Mothers House Sharing





Examples of top searches "...for single moms"

scholarships for single moms college grants for single mothers school grants for single moms

Housing for single moms Best places for single moms to live

Travel for single [parents]

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#### For Single...Travelers

Many women are turning to Google to be informed on how to travel alone safely, often with additional nuances of intersectionality:

...for single black travelers

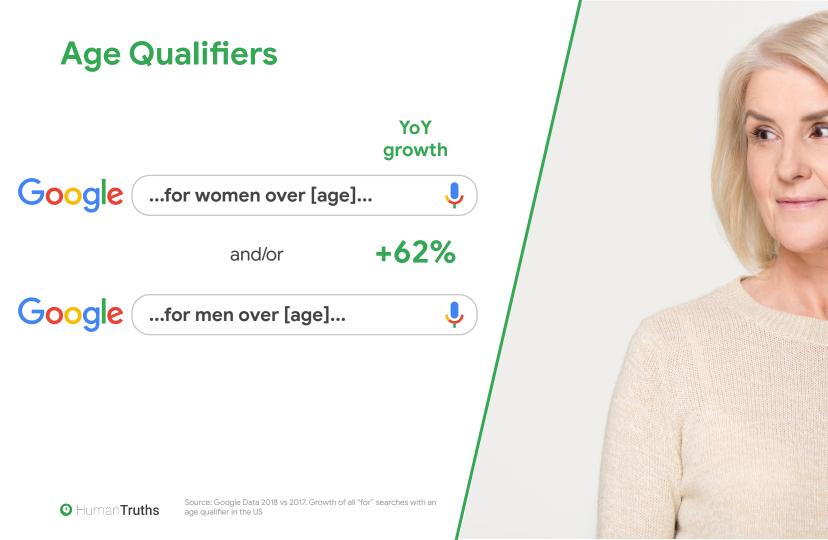
TRAVEL\*NOIRE







Source: PopSugar "How Travel Groups For Black Women Are Challenging Stereotype" Oct 2017



#### For Women/Men Over [Age]...

Hairstyling is the #1 search category where women add an age qualifier.

Hairstyles for women over [30/40/50/60]

Top 5 Search Categories with FOR [Age Qualifiers]:

Hairstyling Dating Clothing Vitamins & Supplements Health & Fitness





#### **Brown & Beautiful** YoY growth Google ...for brown skin +66% and Google ...for brown girls





#### **Brown & Beautiful**

"Brown" may be increasing in self-descriptions because there are just more and more people that feel like they don't fit neatly into one category.

Hair color for brown skin

Makeup for brown girls





COOKIE EVERMAN: I am Filipina and **call** myself brown because my skin is brown.



MALLIKA RAO: I remember in junior high school looking around my group of friends. All of our parents had come from a different country. I think we were, like, you know, quote, unquote, "brown." It's sort of this negative space idea, like, when you have sort of a shared sense of oppression





# Thank you!

Jason Klein Head of Human Truths, Google

