The Power of FOR:
What Google search reveals about Invisible Identities

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Human Truths

We are Google’s human behavior experts

We guide meaningful consumer connections with Google data-powered human insights
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’
That’s not me.

72% 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”

↑60% growth in mobile searches for "__ for me" in the past two years.

- best car insurance for me
- which dog is right for me
- best haircut 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.
“_ FOR _” helps us find Invisible Identities
Latinx Specificity

Google: Gifts for Mexican moms vs Dating apps for Latinas
Latinx Specificity

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 LATAM country]” searches in the US in English, Spanish & Portuguese.

...for Hispanic/Latina.... +32%

....for [Top 20 LATAM country]... +60%
Latinx Specificity in Advertising

Each LATAM country showcased its unique:

- Cuisines
- Traditions
- Local Musical Genres
Motivated Singles

Google

...for single...

...for single moms...

...for single travelers...

...travel for single parents...

YoY growth

+73%

Source: Google Data 2018 vs 2017. Growth of "For Single..." searches in US
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.

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

Source: PopSugar “How Travel Groups For Black Women Are Challenging Stereotype” Oct 2017
Age Qualifiers

...for women over [age]...  
and/or  
+62%  

...for men over [age]...

Source: Google Data 2018 vs 2017. Growth of all “for” searches with an age qualifier in the US
For Women/Men Over [Age]...

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

Top 5 Search Categories with FOR [Age Qualifiers]:

- Hairstyling
- Dating
- Clothing
- Vitamins & Supplements
- Health & Fitness

Source: Google Data 2018 vs 2017. Growth of all “for” searches with an age qualifier in the US
Brown & Beautiful

Google ...for brown skin

and

Google ...for brown girls

YoY growth

+66%

Source: Google Data 2018 vs 2017. Growth of “for brown skin” and “for brown girls” in the US.
“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.

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.

Source: NPR Dec 2017 “Who Can Call themselves Brown?”
Latinx Specificity

Motivated Singles

Age Qualifiers

Brown & Beautiful
Thank you!

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