

Trends di attenzione sul Web per 28 parole chiave di interesse ambientale e di uso comune. Le basi dati

Sergio Malcevschi. Maggio 2009

Sono successivamente riportati i risultati dei trends di attenzione sul Web per 28 parole chiave (KW, considerate sia in inglese sia in italiano) di interesse generale. Per ogni KW si presentano:

- l'andamento delle news on-line di Google dall'anno 2000 in inglese (NOL.en);
- l'andamento del numero di articoli annui sulle riviste ISI;
- l'andamento delle ricerche su Google Trends in inglese (GOT.en);
- l'andamento delle news on-line di Google dall'anno 2000 in inglese (NOL.it);
- l'andamento delle ricerche su Google Trends in inglese (GOT.it);
- due indici che riassumono i trends precedenti.

Considerazioni sui dati ottenuti sono riportati nel seguente articolo:

VA&WEB - Tendenze . Rivista "Valutazione Ambientale" n.15 (2009): 78-82

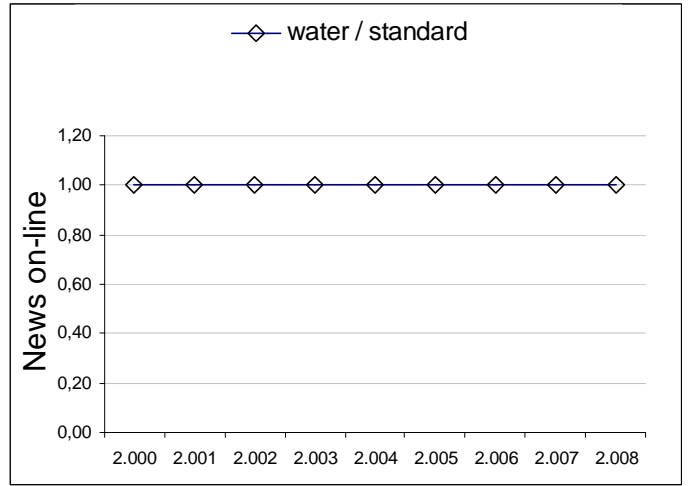
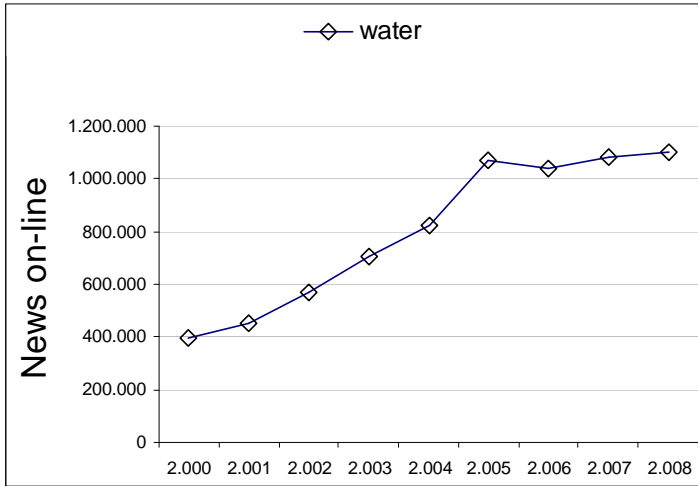
Le 28 parole chiave considerate:

NB: nella versione italiana il numero di ogni termine e' seguito da una "a" (es. 1a)

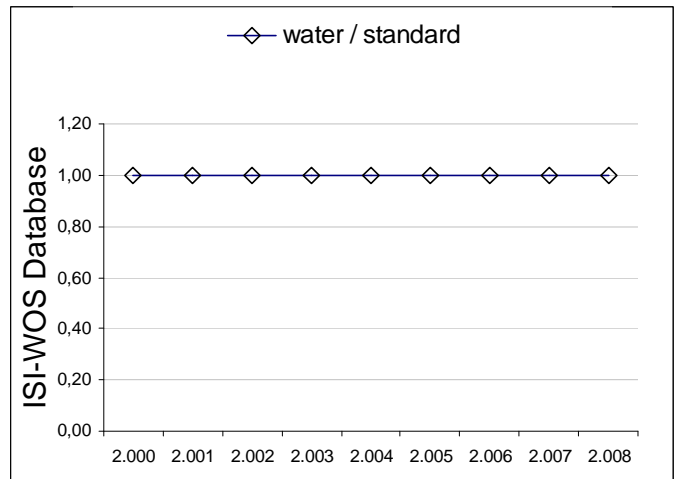
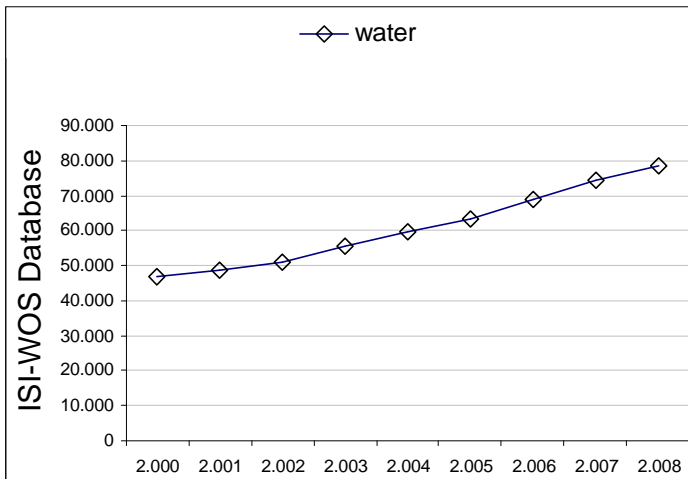
1. Water / Acqua
2. Air / Aria
3. Earth / Terra
4. Fire / Fuoco
5. Oxygen / Ossigeno
6. Hydrngen / Idrogeno
7. Silicon / Silicio
8. Nitrogen / Azoto
9. Ecosystem / Ecosistema
10. Landscape / Paesaggio
11. Territory / Territorio
12. Environment / Ambiente
13. Economy / Economia
14. Society / Società
15. Man / Uomo
16. Woman / Donna
17. Nature / Natura
18. Dog / Cane
19. Cat / Gatto
20. Red / Rosso
21. Green / Verde
22. White / Bianco
23. IBM / IBM
24. Google / Google
25. Energy / Energia
26. Tourism / Turismo
27. Italy / Italia
28. America / America

1. Water

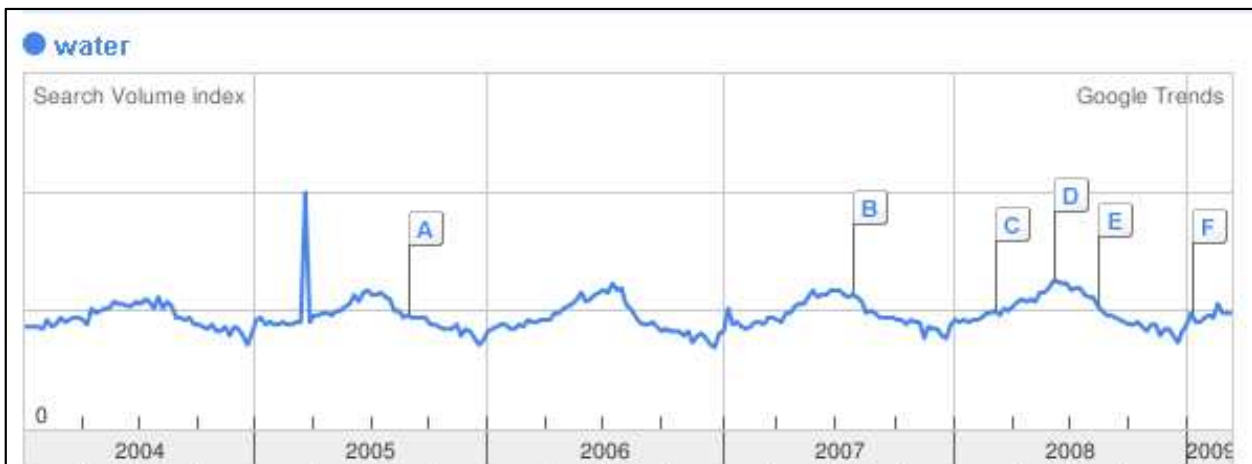
Google News (United States) – NOL.en



ISI – Web of Science database

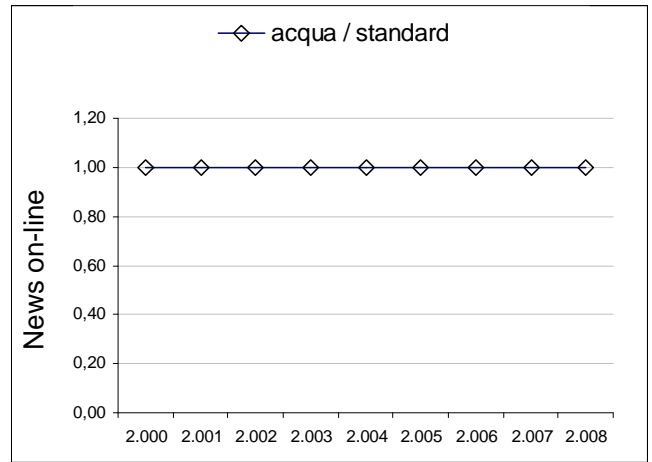
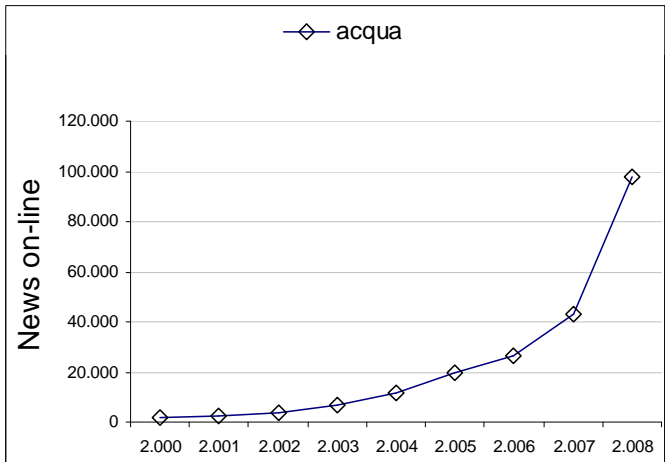


Google Trends (United States) – GOT.en

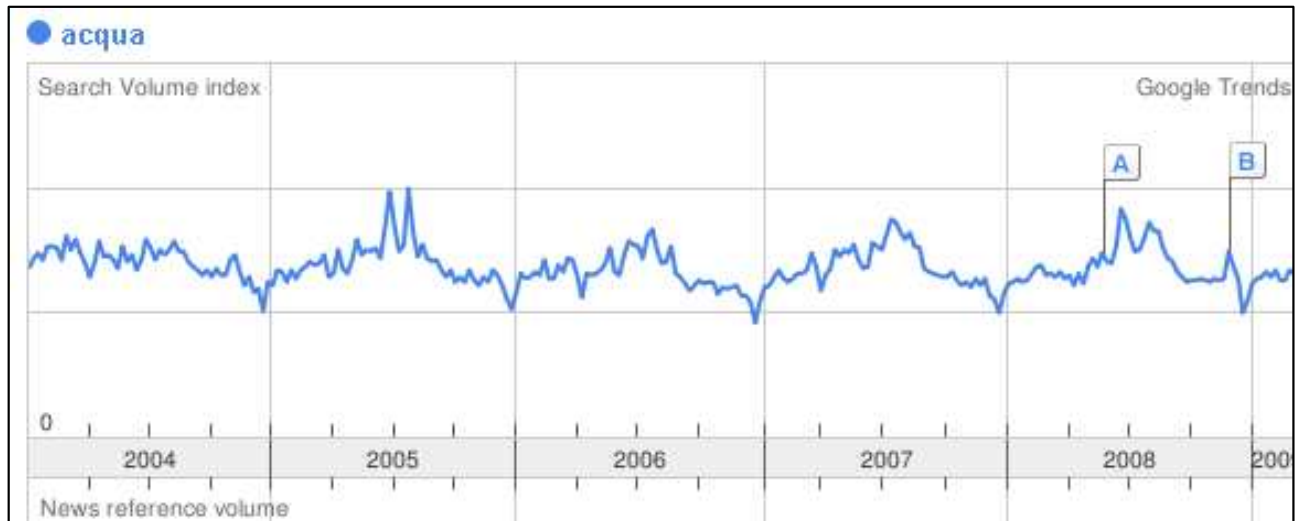


1a. Acqua

Google News (Italy) – GOT.it



Google Trends (Italy) – GOT.it



Trends

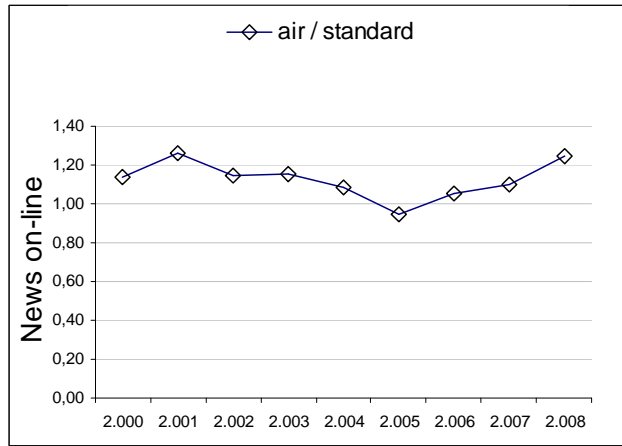
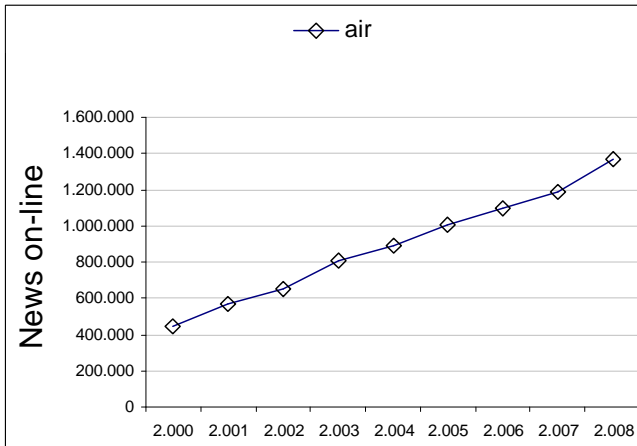
	V12/35	V14/59
NOL.en	1,1	1,8
ISI	1,2	1,4
NOL.it	3,7	8,6

V12/35 : media 2007-2008 / media 2004-2008

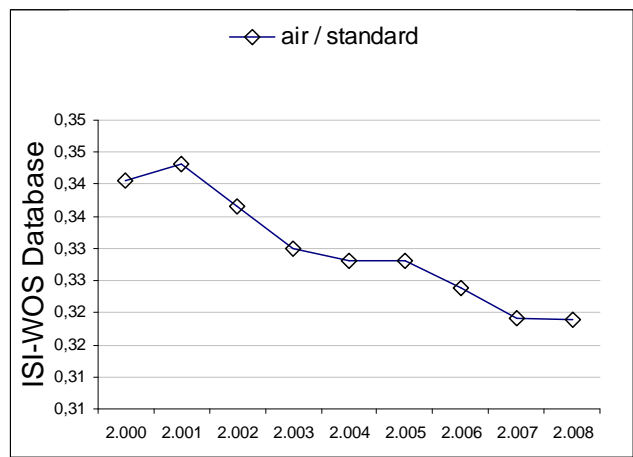
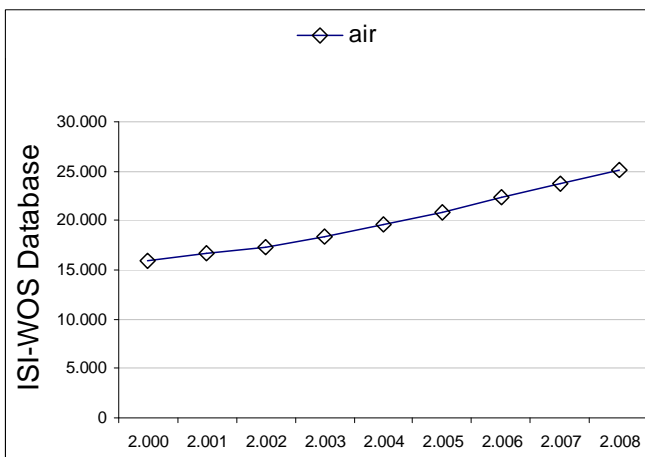
V12/59 : media 2005-2008 / media 2000-2004

2. Air

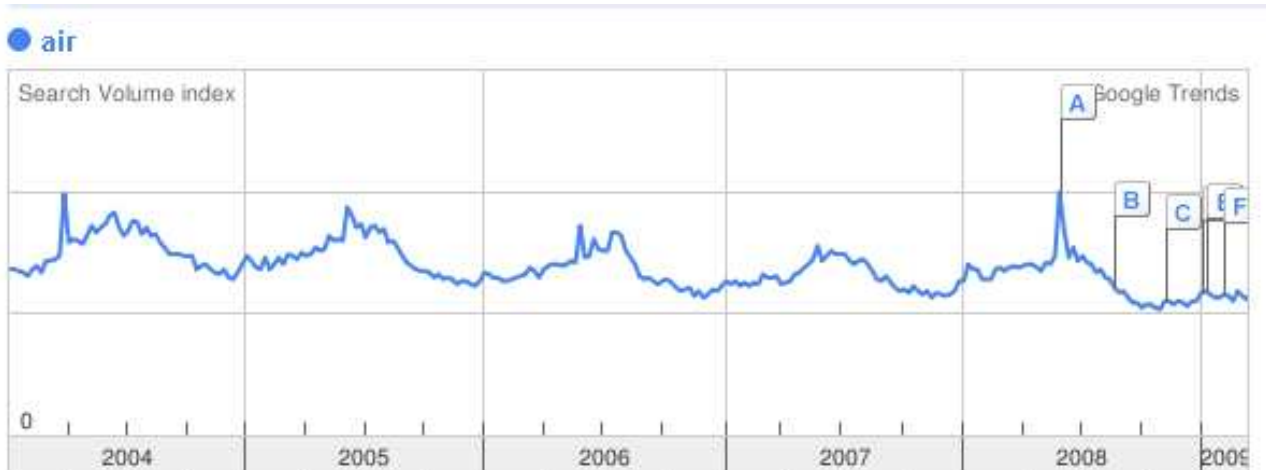
Google News (United States)



ISI – Web of Science database

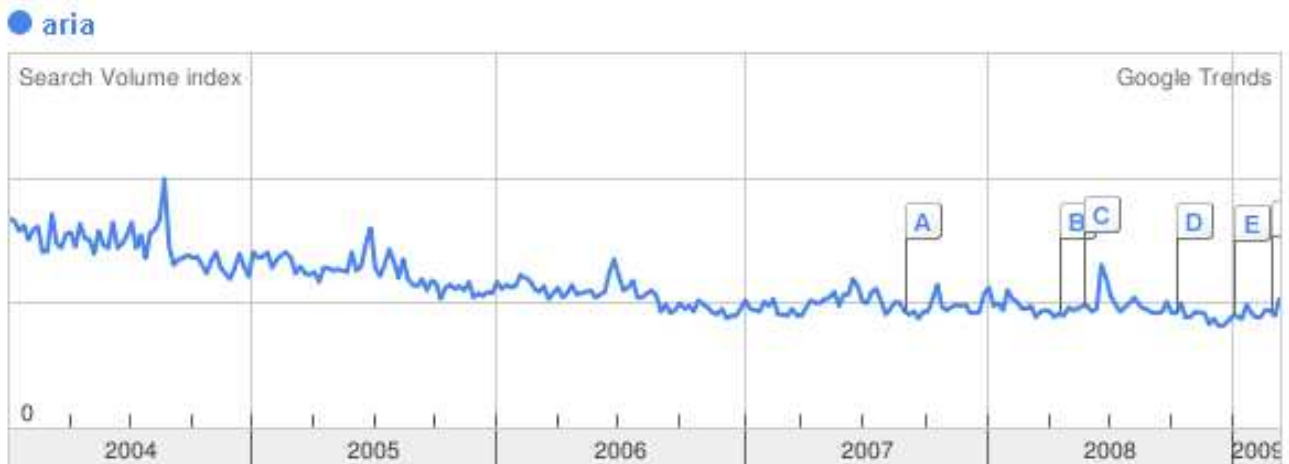


Google Trends (United States)

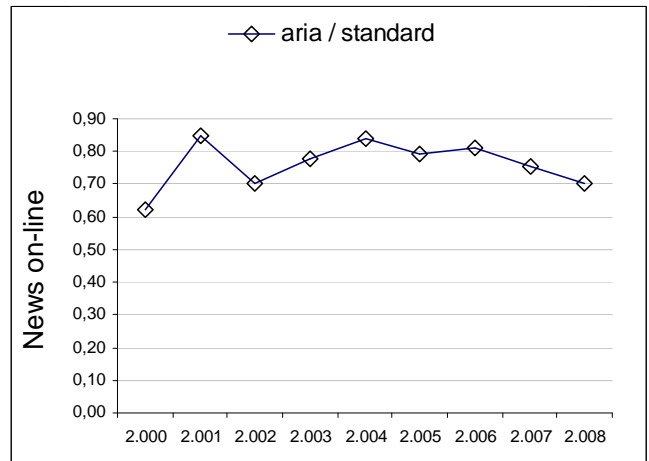
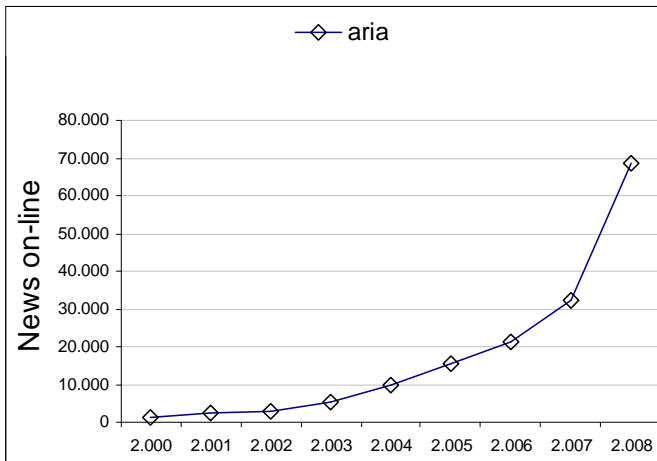


2a. Aria

Google News (Italia)



Google Trends (Italia)



Trends

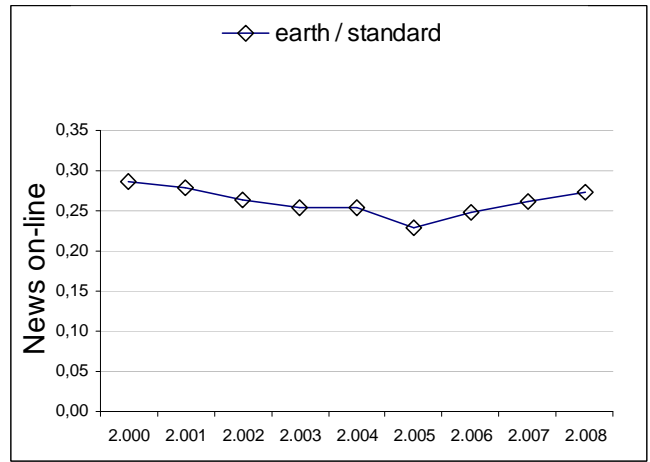
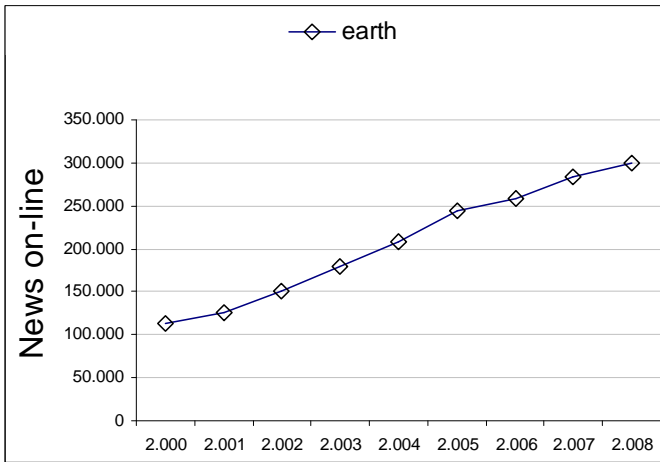
	V12/35	V14/59
NOL.en	1,3	1,7
ISI	1,2	1,3
NOL.it	3,3	8,1

V12/35 : media 2007-2008 / media 2004-2008

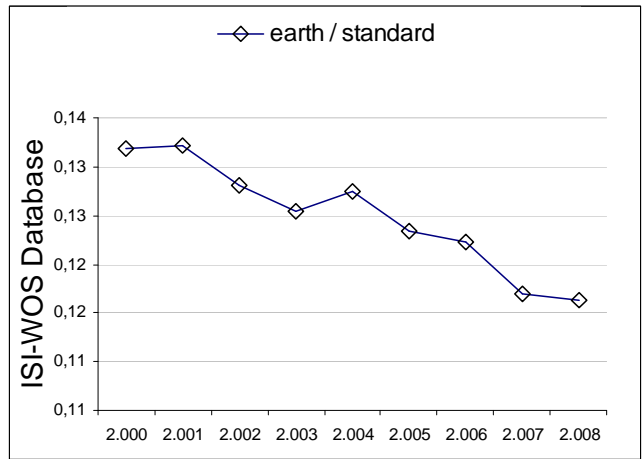
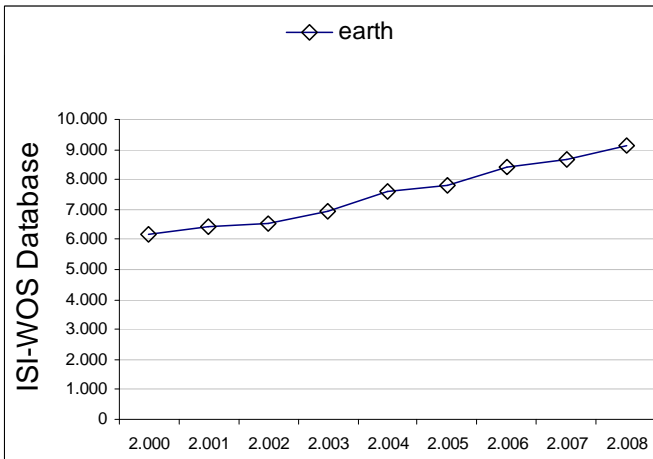
V12/59 : media 2005-2008 / media 2000-2004

3. Earth

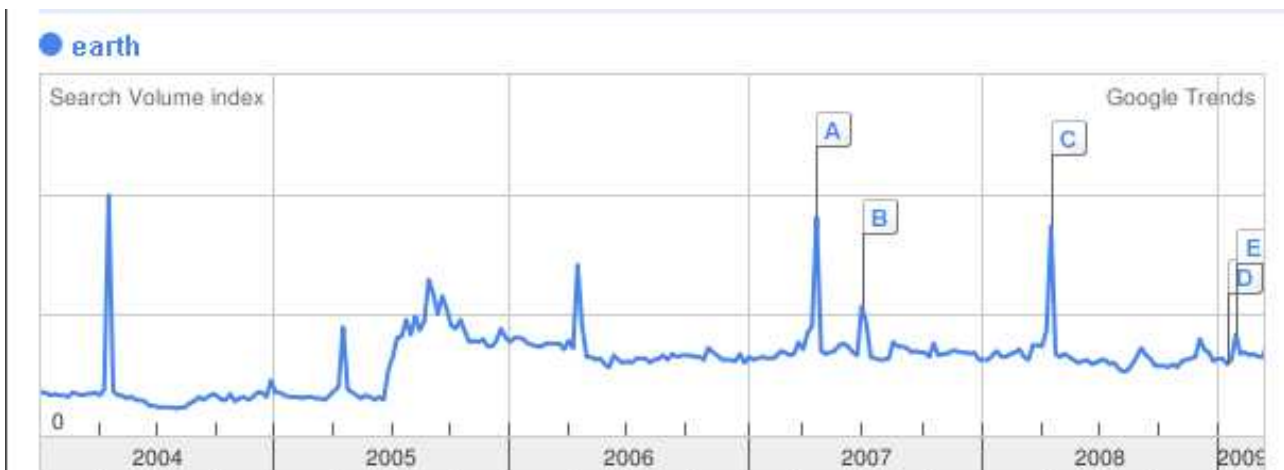
Google News (United States)



ISI – Web of Science database

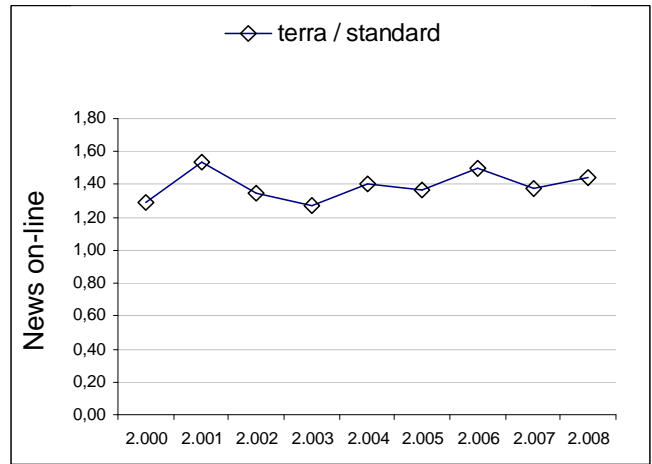
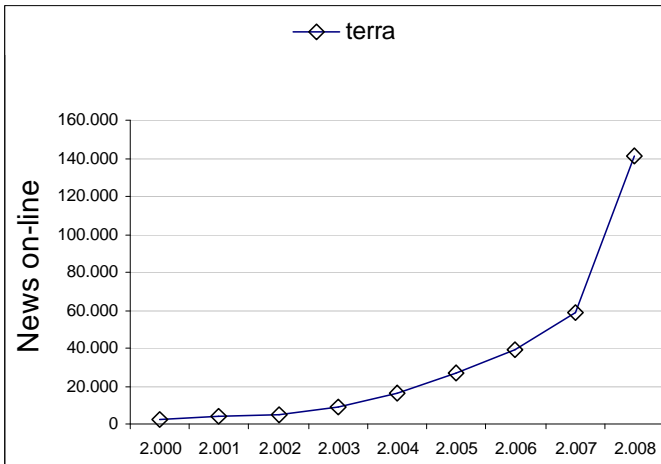


Google Trends (United States)

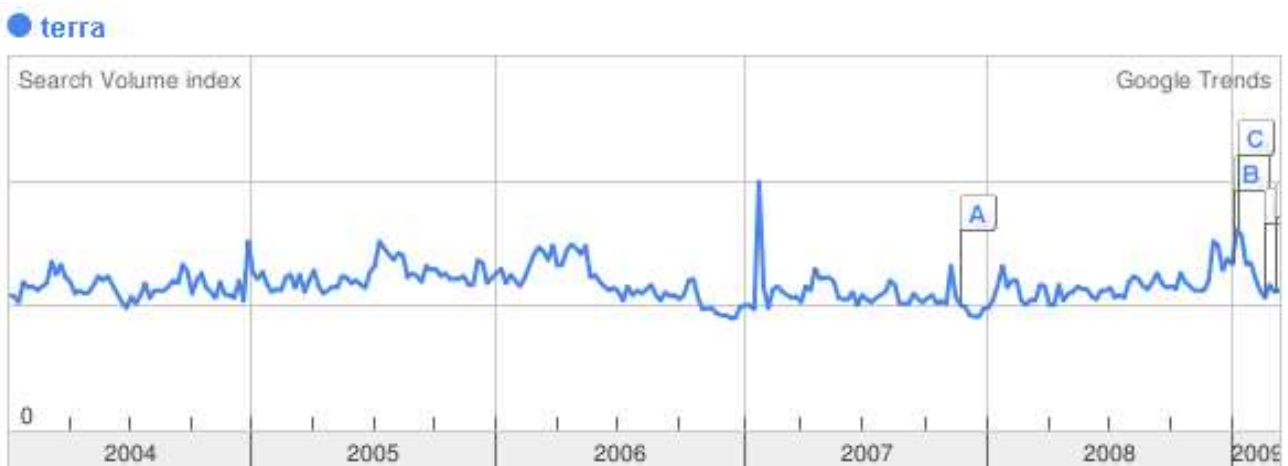


3a. Terra

Google News (Italia)



Google Trends (Italia)



Trends

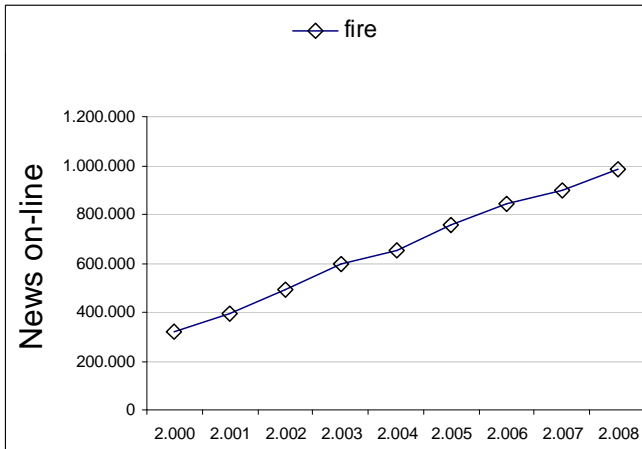
	V12/35	V14/59
NOL.en	1,2	1,7
ISI	1,1	1,3
NOL.it	3,7	9,0

V12/35 : media 2007-2008 / media 2004-2008

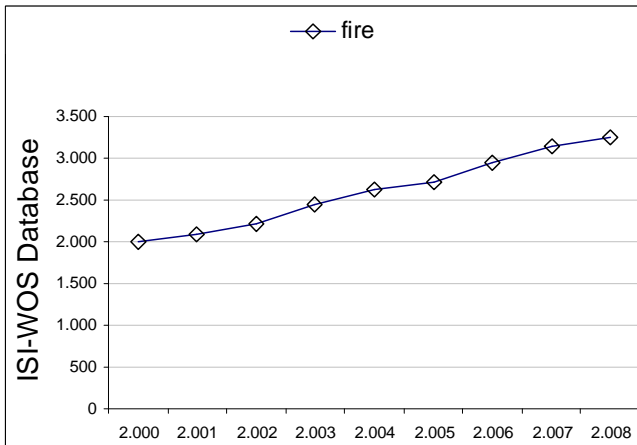
V12/59 : media 2005-2008 / media 2000-2004

4. Fire

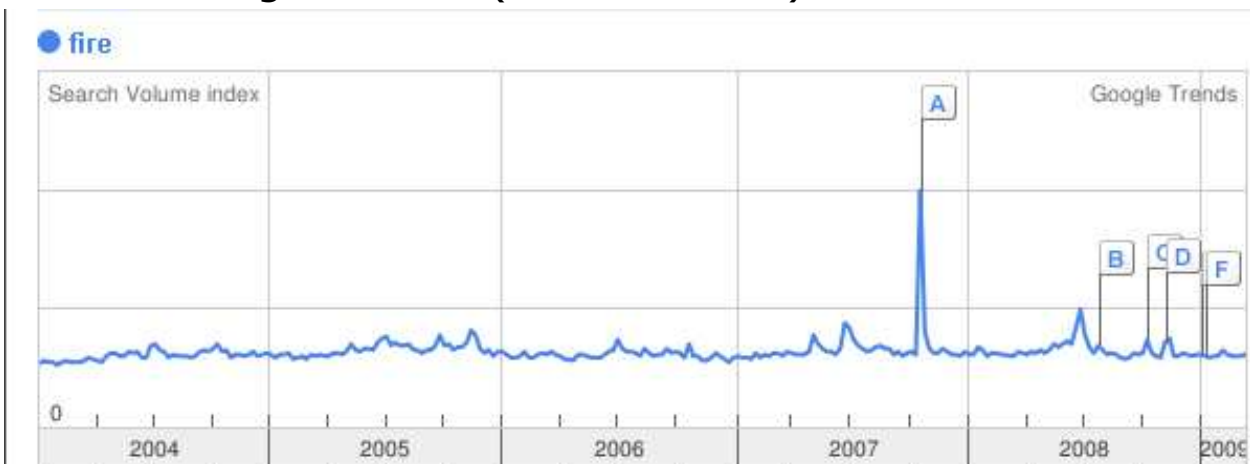
Google News (United States)



ISI – Web of Science database

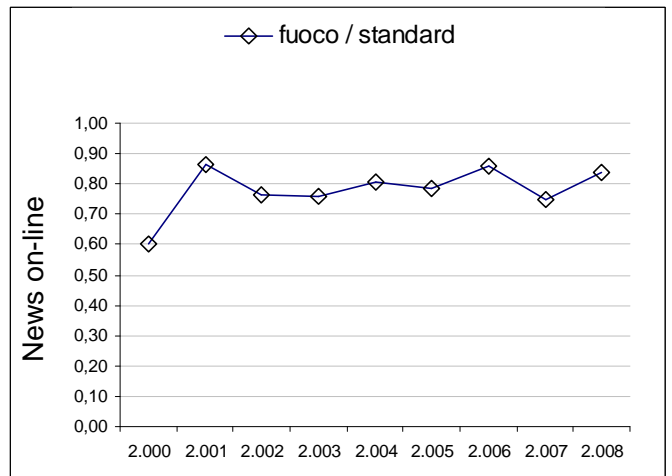
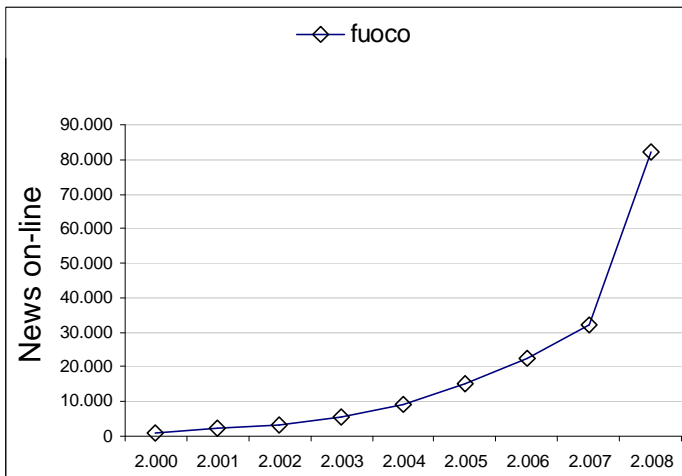


Google Trends (United States)

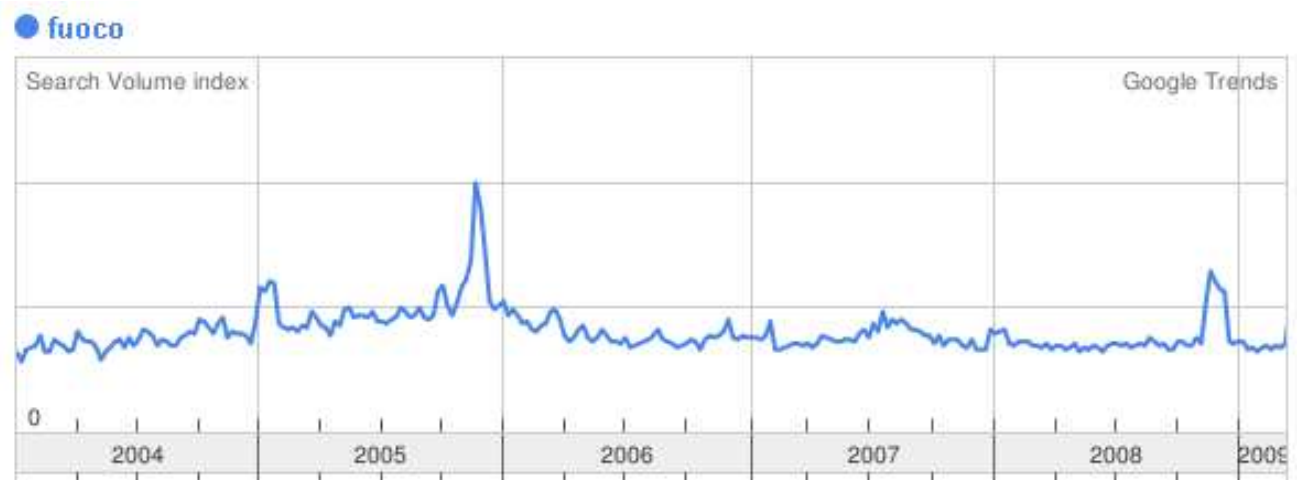


4a. Fuoco

Google News (Italia)



Google Trends (Italia)



Trends

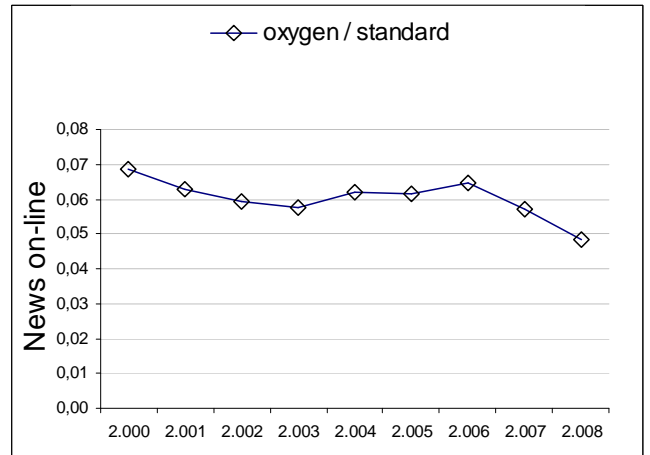
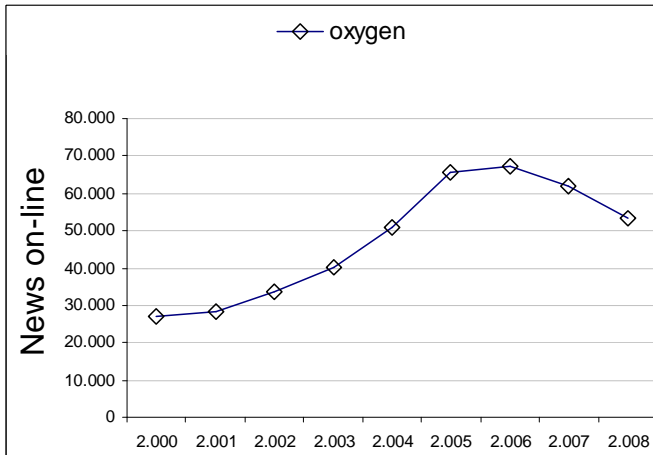
	V12/35	V14/59
NOL.en	1,3	1,8
ISI	1,2	1,3
NOL.it	3,6	9,0

V12/35 : media 2007-2008 / media 2004-2008

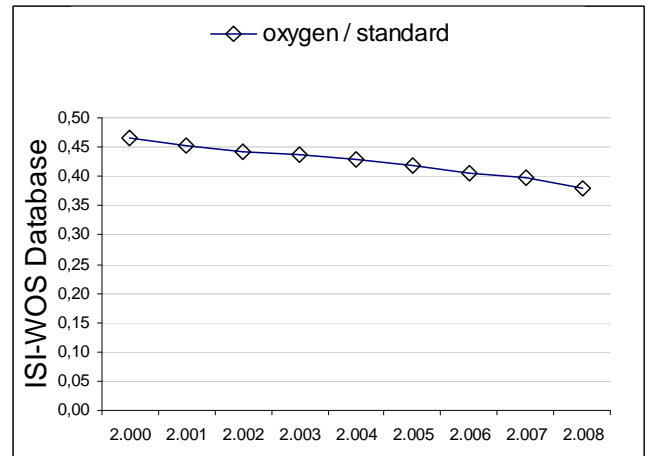
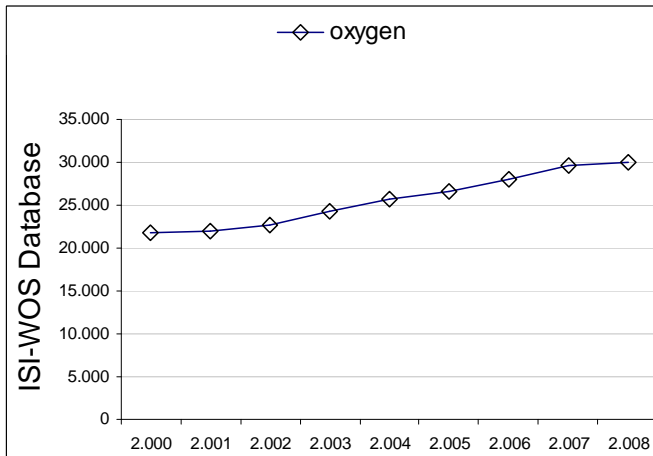
V12/59 : media 2005-2008 / media 2000-2004

5. Oxygen

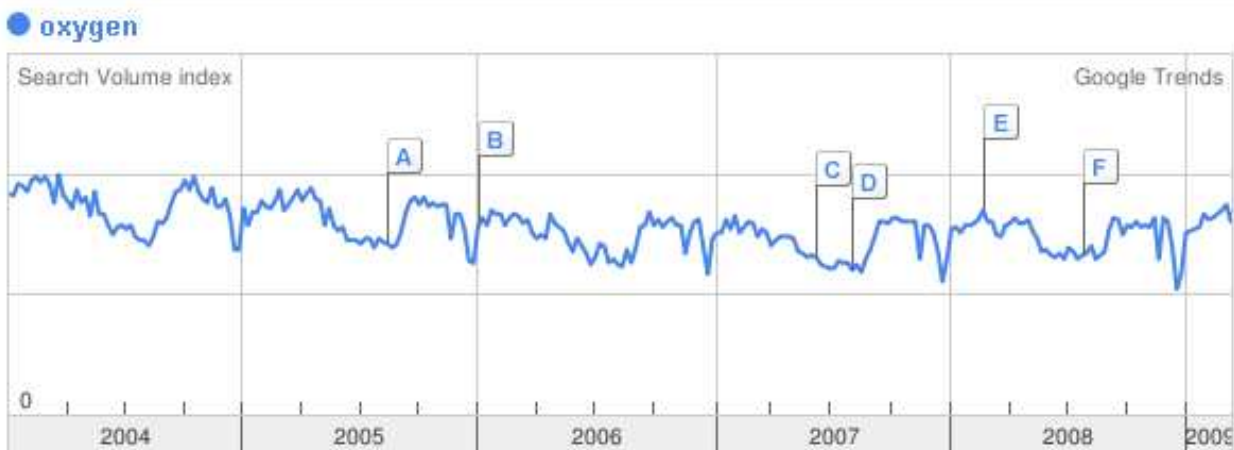
Google News (United States)



ISI – Web of Science database

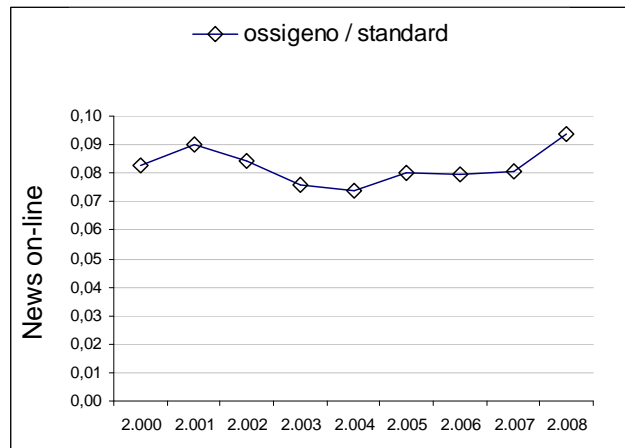
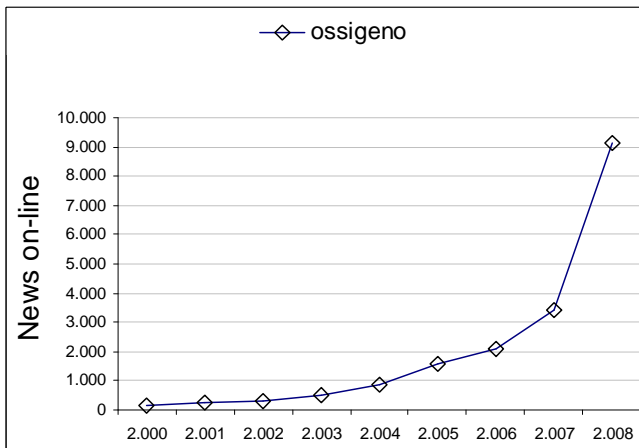


Google Trends (United States)

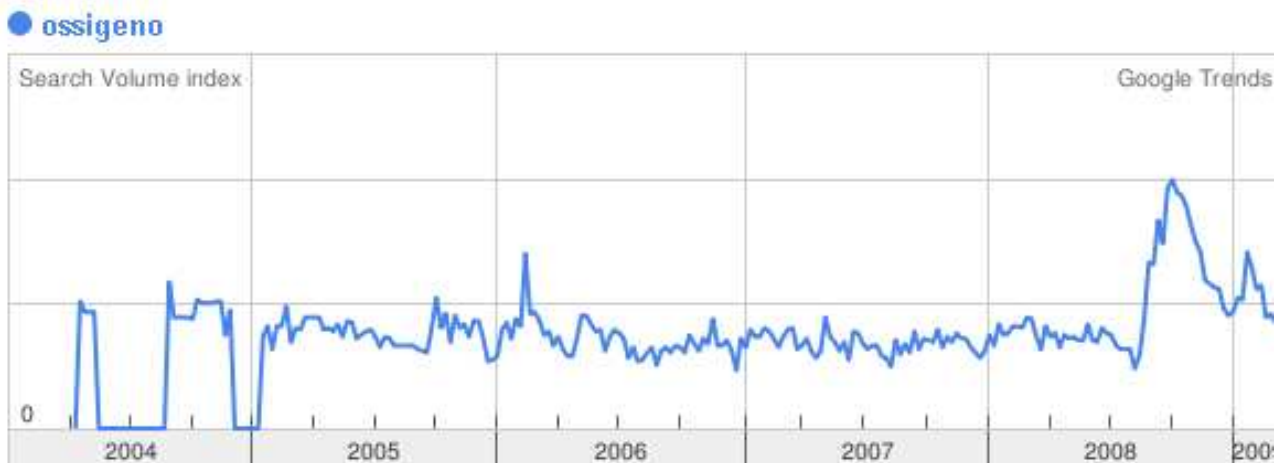


5a. Ossigeno

Google News (Italia)



Google Trends (Italia)



Trends

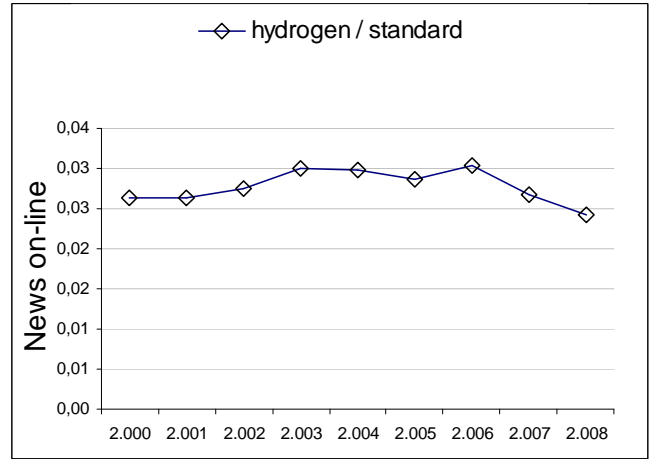
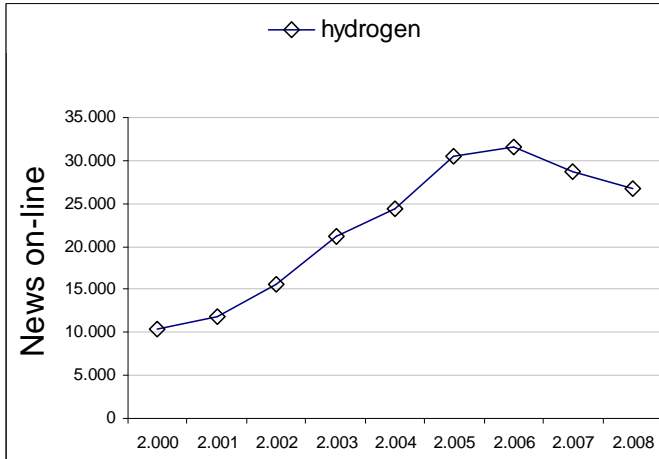
	V12/35	V14/59
NOL.en	0,9	1,7
ISI	1,1	1,2
NOL.it	4,2	9,6

V12/35 : media 2007-2008 / media 2004-2008

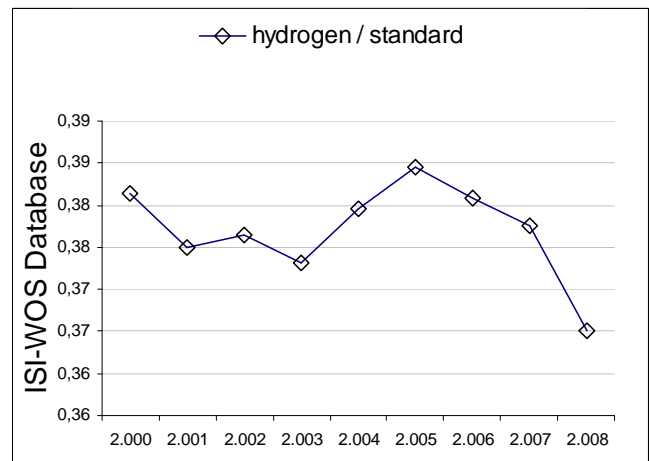
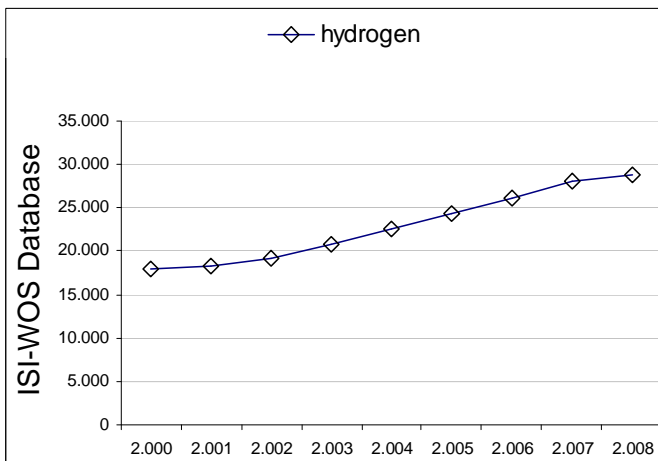
V12/59 : media 2005-2008 / media 2000-2004

6. Hydrogen

Google News (United States)



ISI – Web of Science database

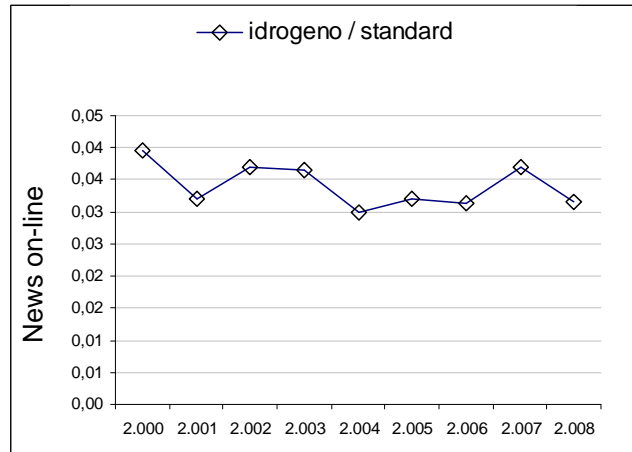
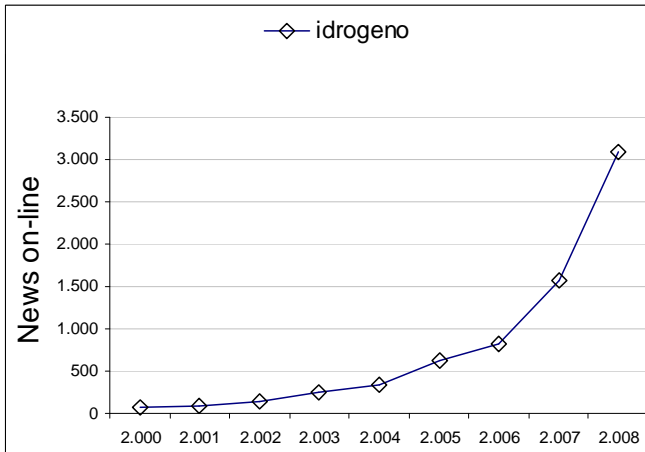


Google Trends (United States)

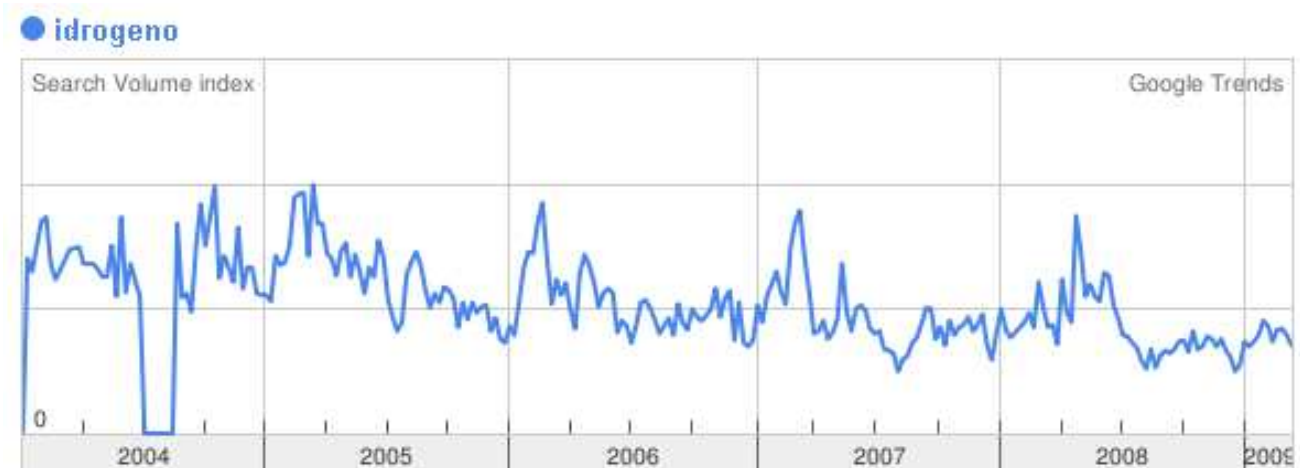


6a. Idrogeno

Google News (Italia)



Google Trends (Italia)



Trends

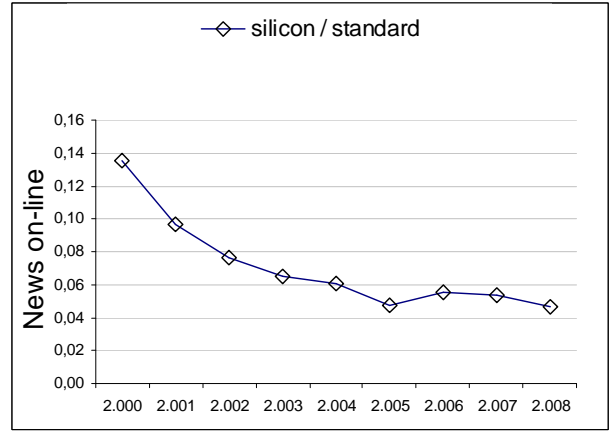
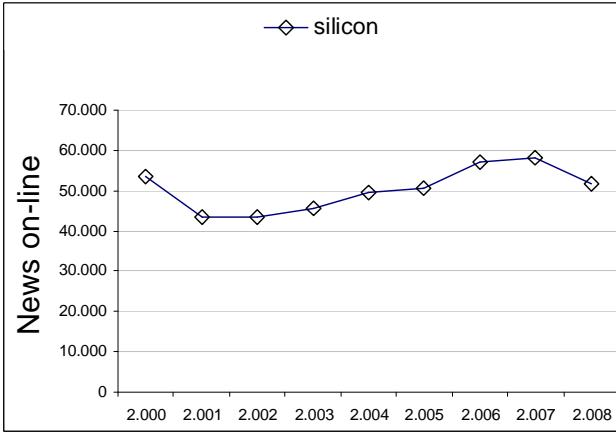
	V12/35	V14/59
NOL.en	1,0	1,8
ISI	1,2	1,4
NOL.it	3,9	8,5

V12/35 : media 2007-2008 / media 2004-2008

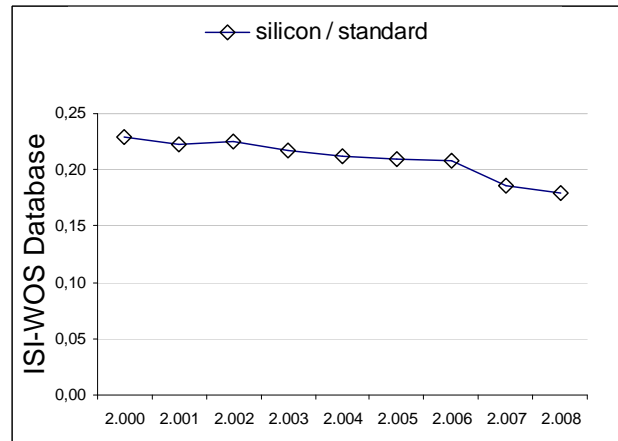
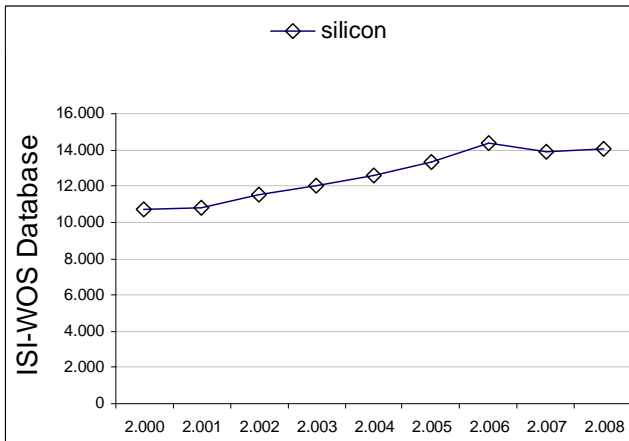
V12/59 : media 2005-2008 / media 2000-2004

7. Silicon

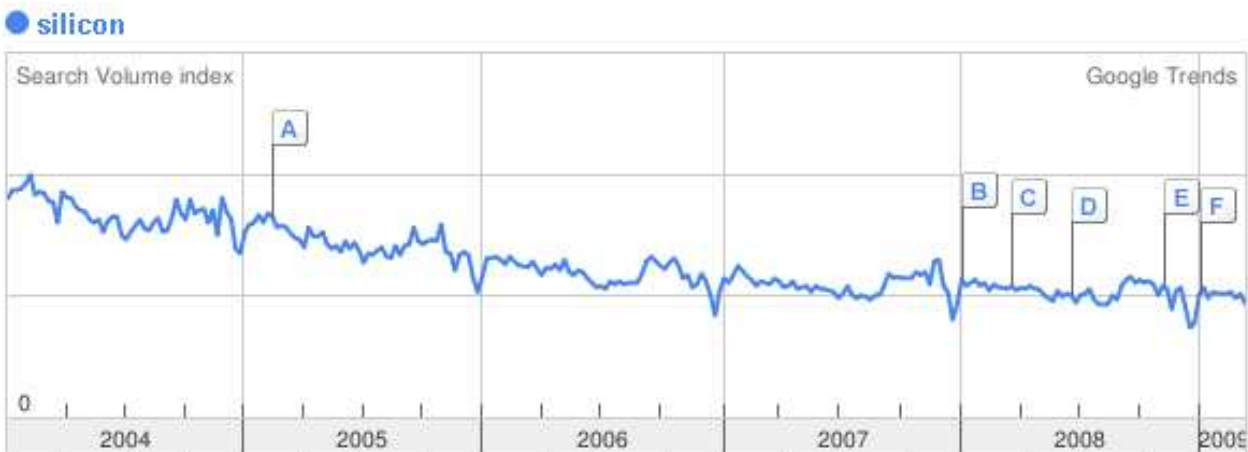
Google News (United States)



ISI – Web of Science database

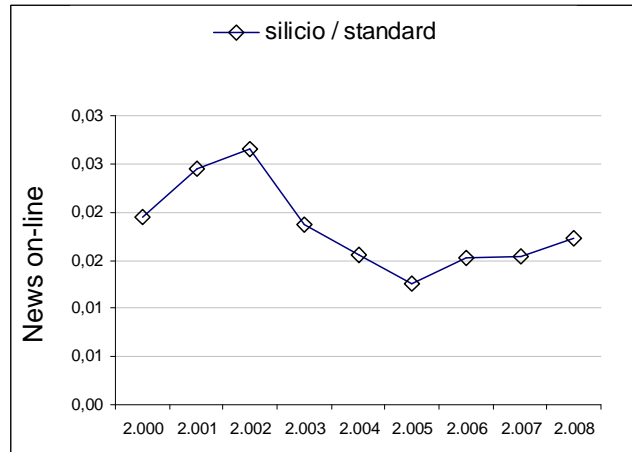
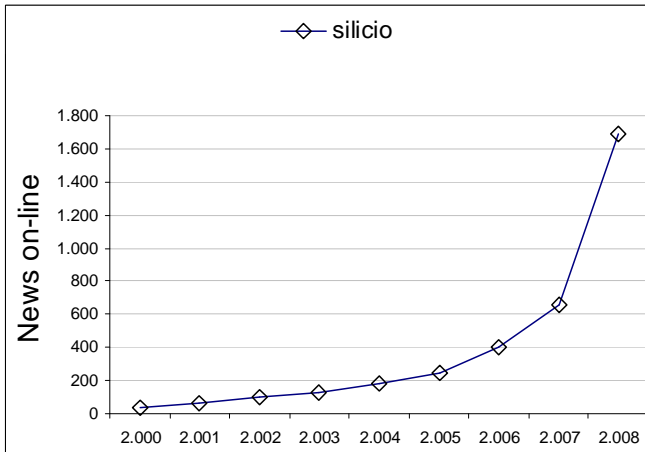


Google Trends (United States)

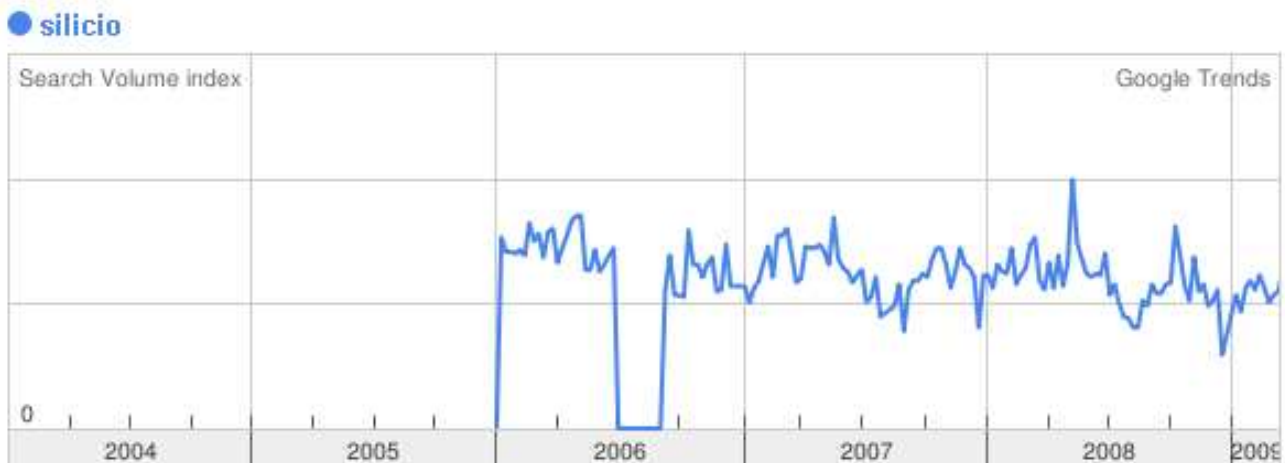


7a. Silicio

Google News (Italia)



Google Trends (Italia)



Trends

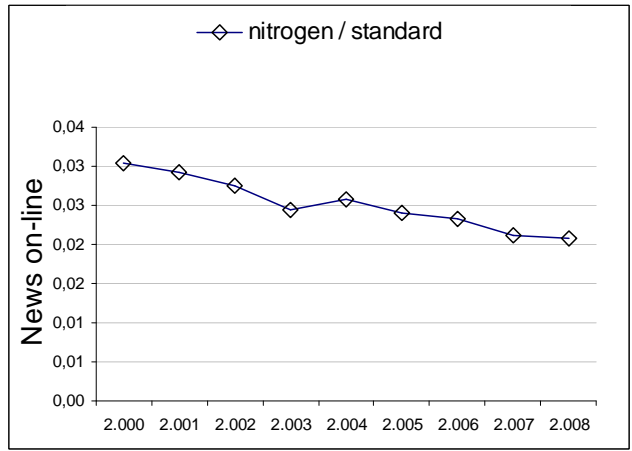
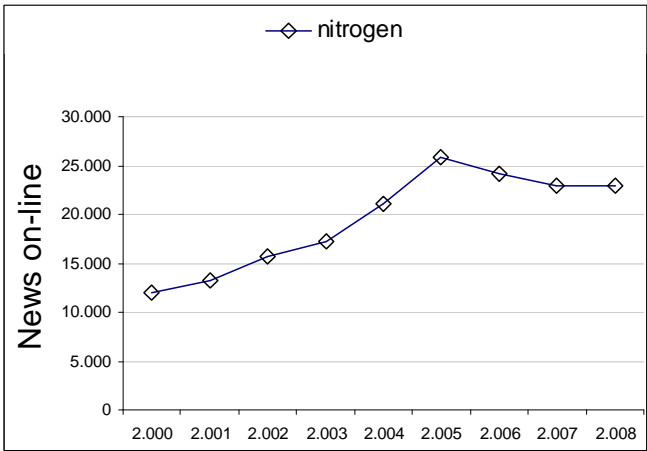
	V12/35	V14/59
NOL.en	1,0	1,2
ISI	1,0	1,2
NOL.it	4,3	7,3

V12/35 : media 2007-2008 / media 2004-2008

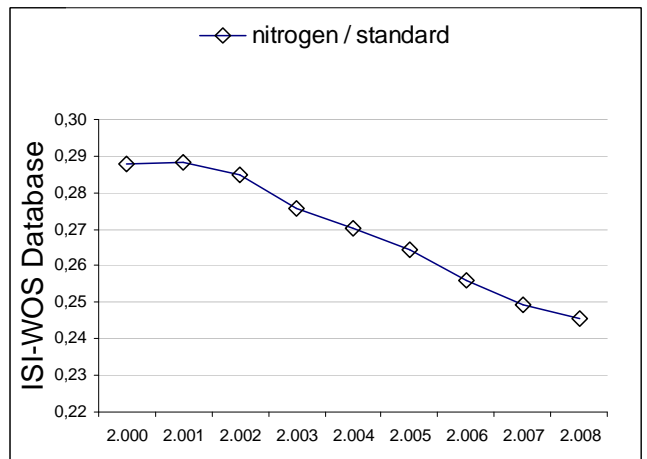
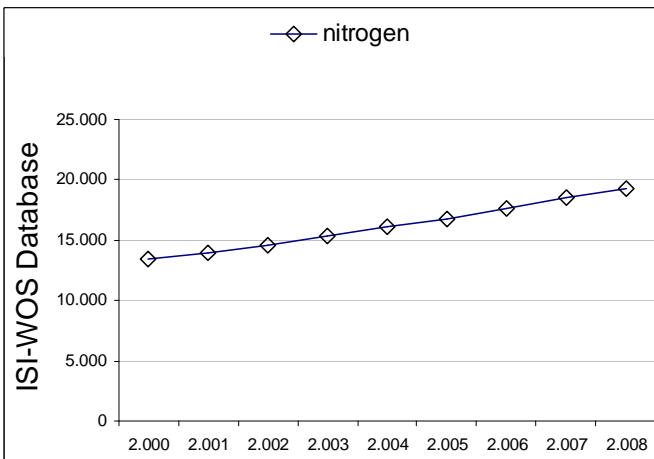
V12/59 : media 2005-2008 / media 2000-2004

8. Nitrogen

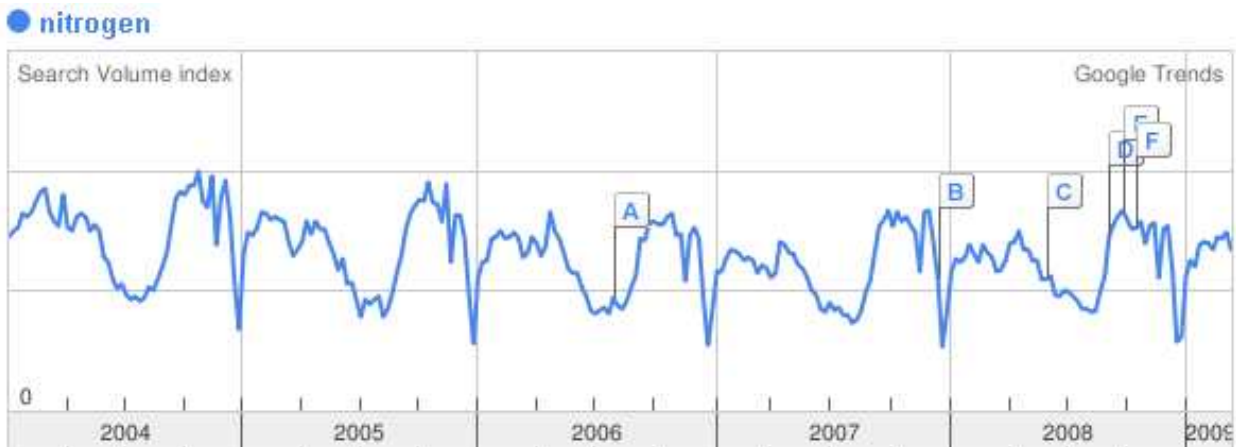
Google News (United States)



ISI – Web of Science database

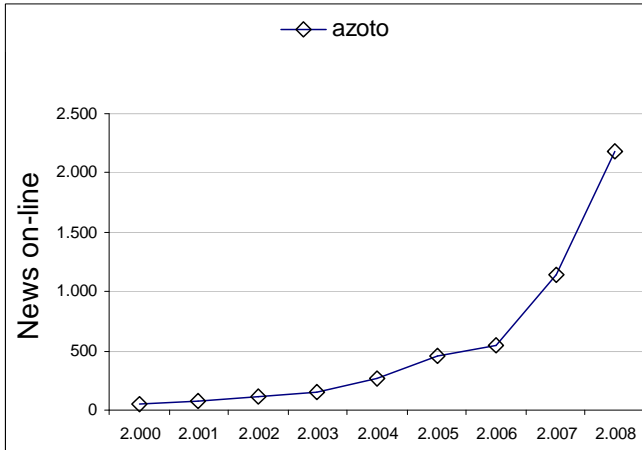


Google Trends (United States)

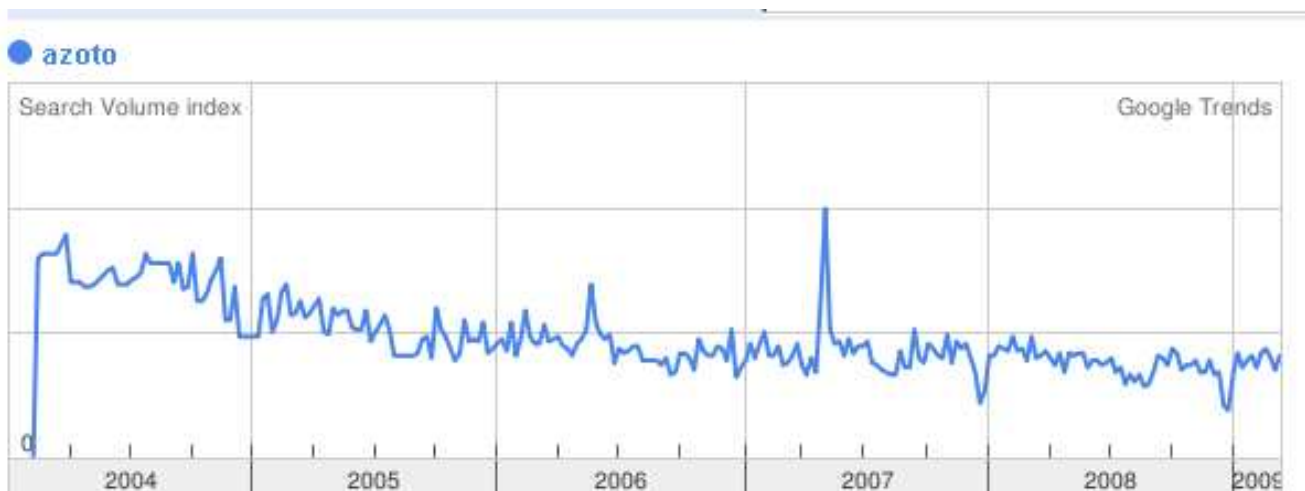


8a. Azoto

Google News (Italia)



Google Trends (Italia)



Trends

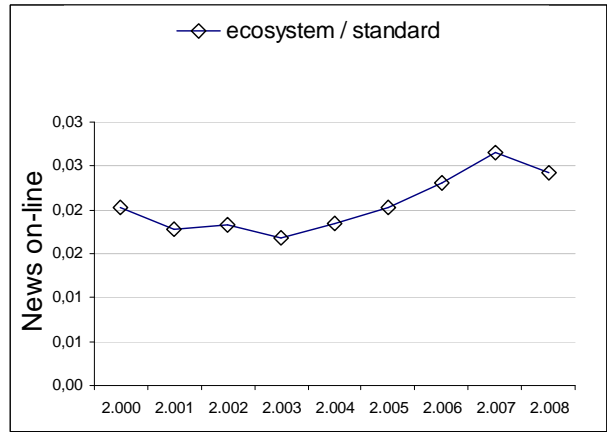
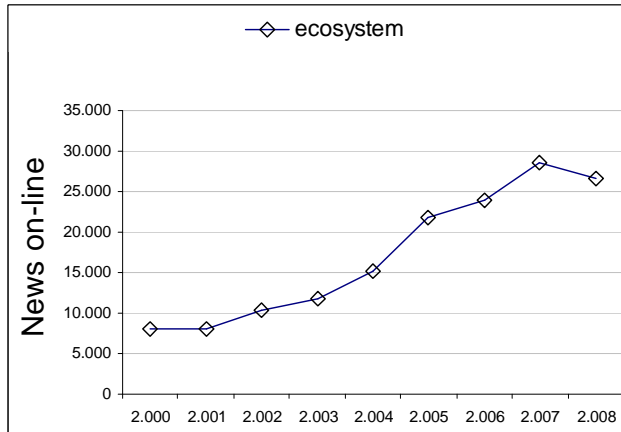
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V12/35 : media 2007-2008 / media 2004-2008

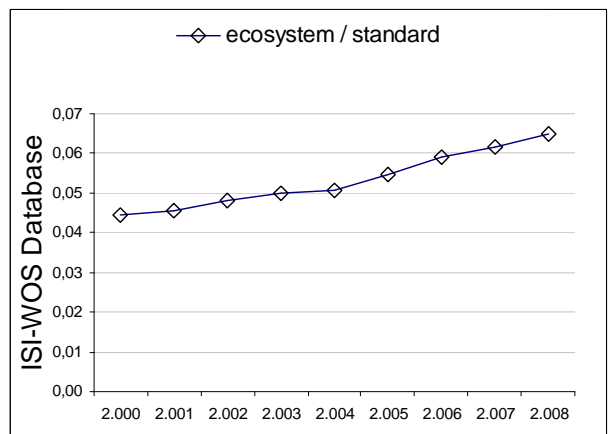
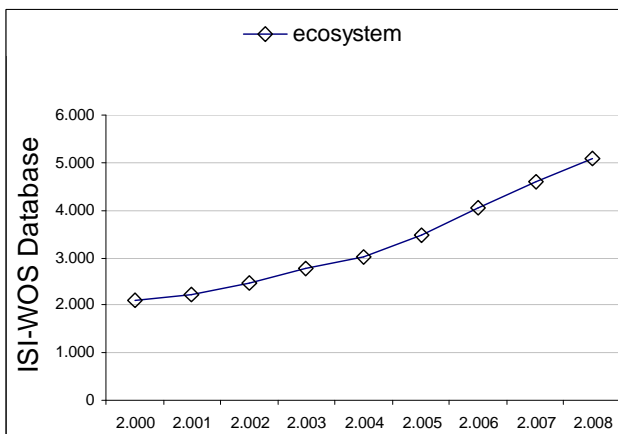
V12/59 : media 2005-2008 / media 2000-2004

9. Ecosystem

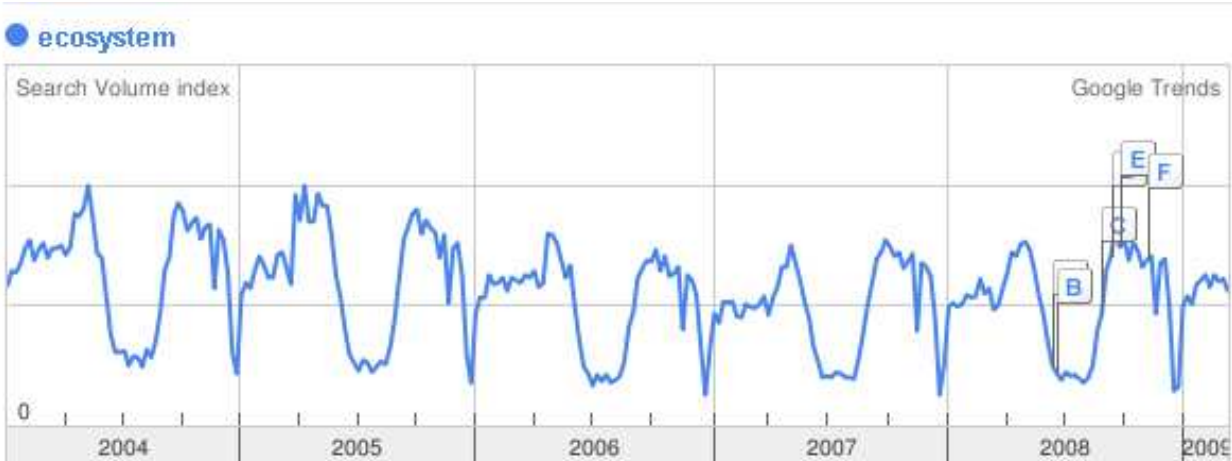
Google News (United States)



ISI – Web of Science database

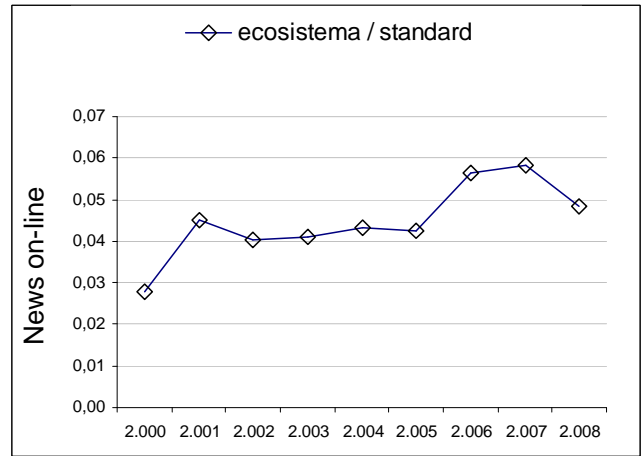
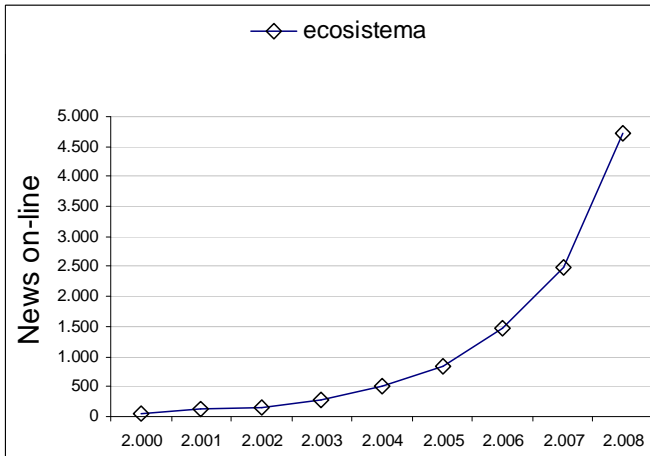


Google Trends (United States)

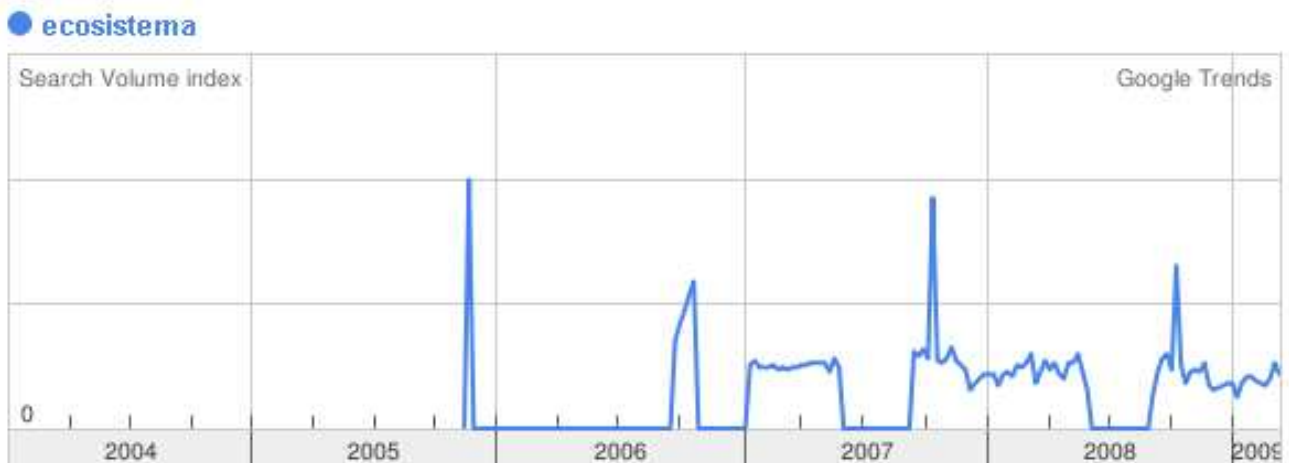


9a. Ecosistema

Google News (Italia)



Google Trends (Italia)



Trends

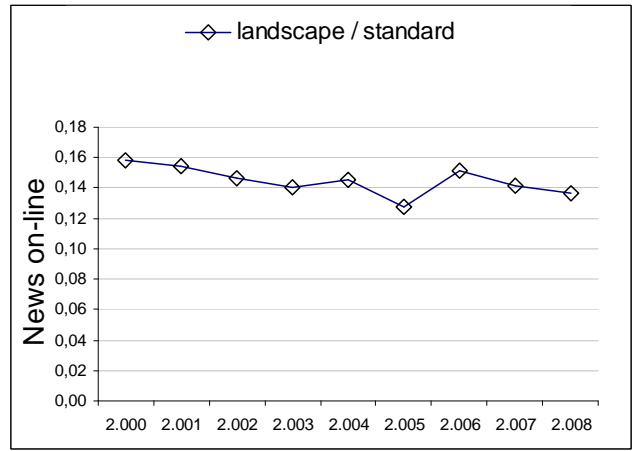
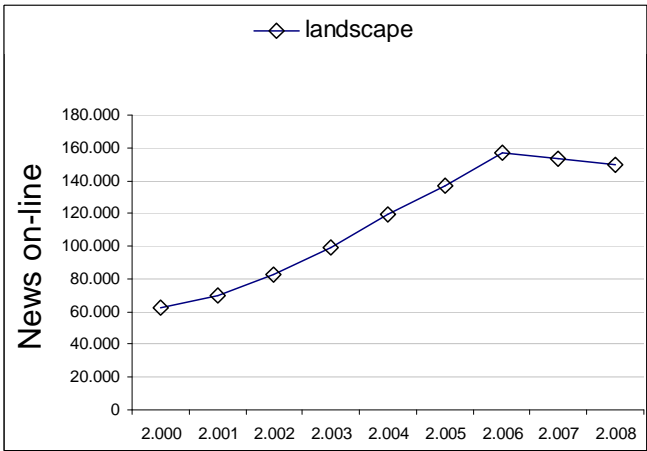
	V12/35	V14/59
NOL.en	1,4	2,4
ISI	1,4	1,7
NOL.it	3,9	10,7

V12/35 : media 2007-2008 / media 2004-2008

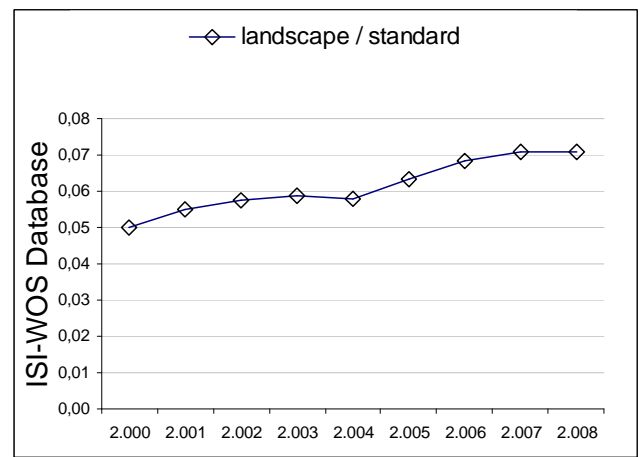
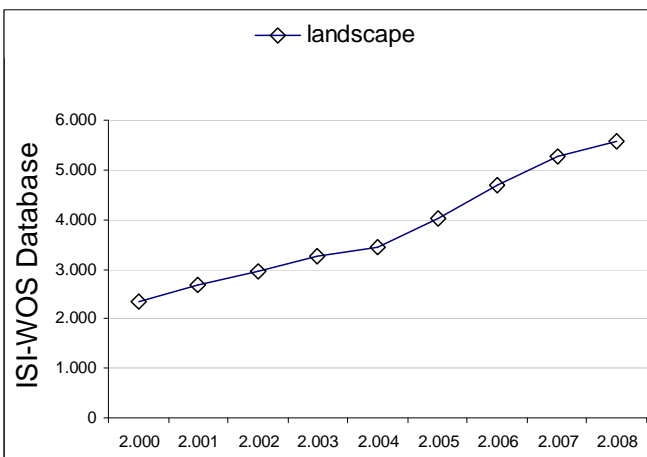
V12/59 : media 2005-2008 / media 2000-2004

10. Landscape

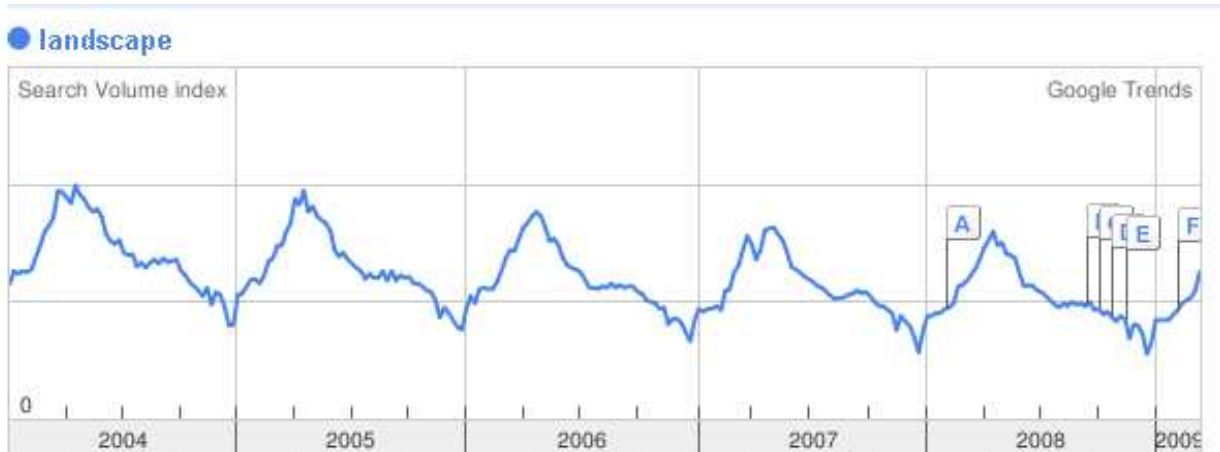
Google News (United States)



ISI – Web of Science database

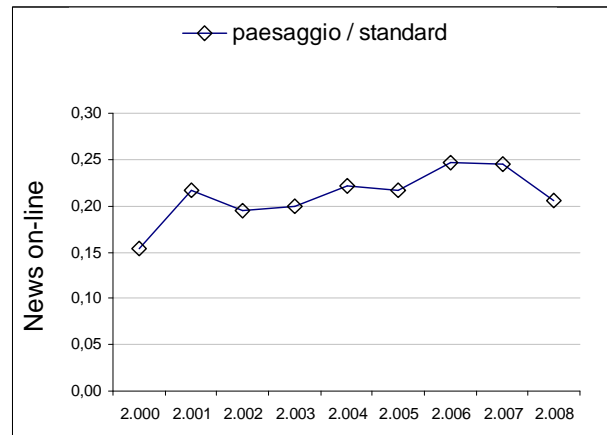
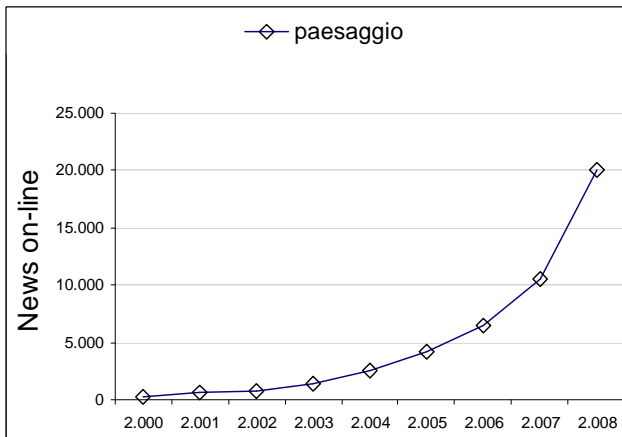


Google Trends (United States)

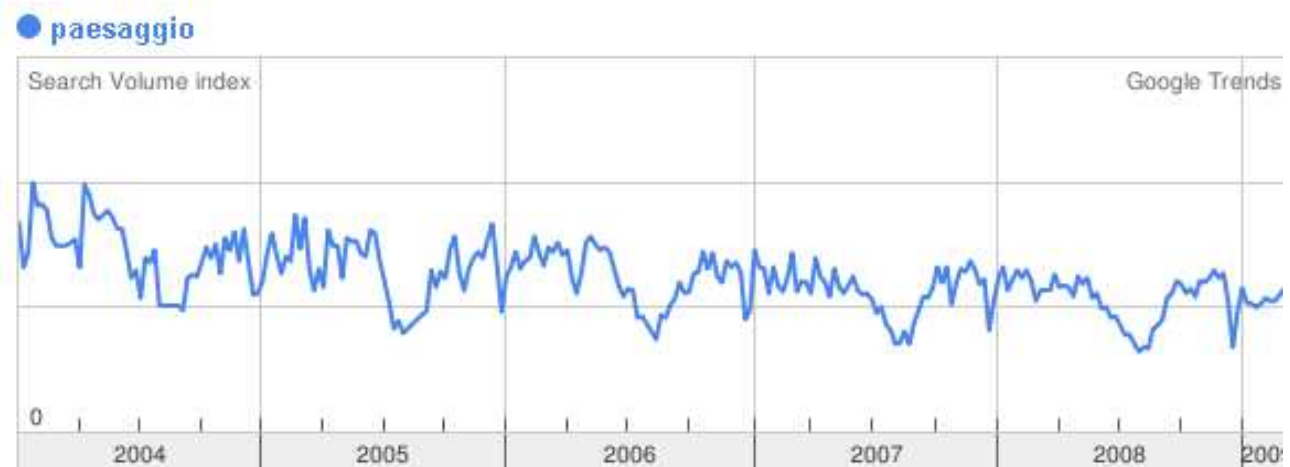


10a. Paesaggio

Google News (Italia)



Google Trends (Italia)



Trends

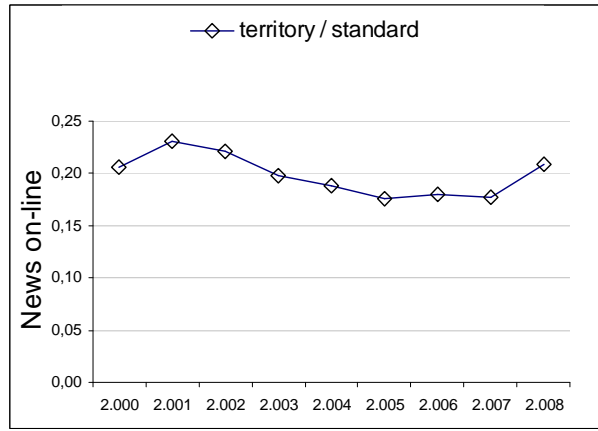
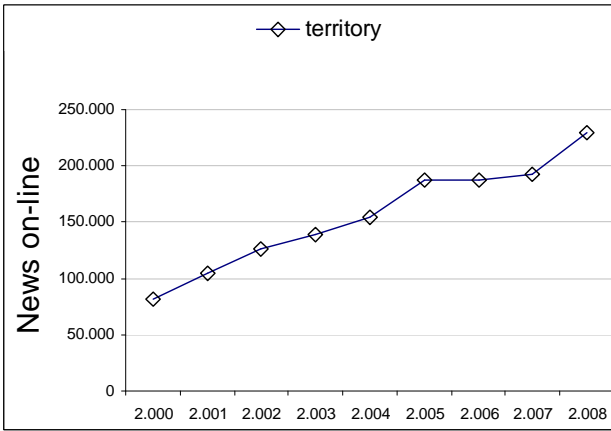
	V12/35	V14/59
NOL.en	1,1	1,7
ISI	1,3	1,7
NOL.it	3,5	9,3

V12/35 : media 2007-2008 / media 2004-2008

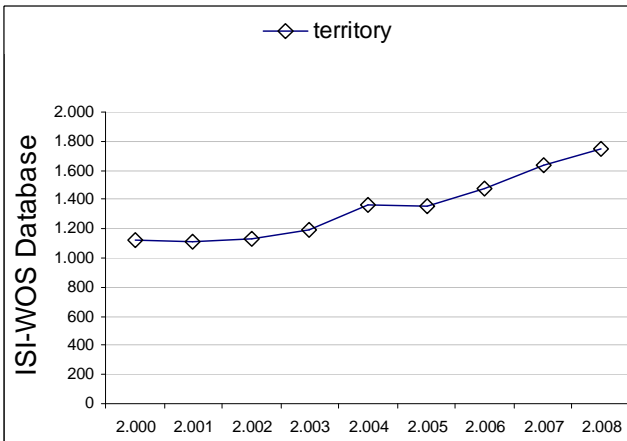
V12/59 : media 2005-2008 / media 2000-2004

11. Territory

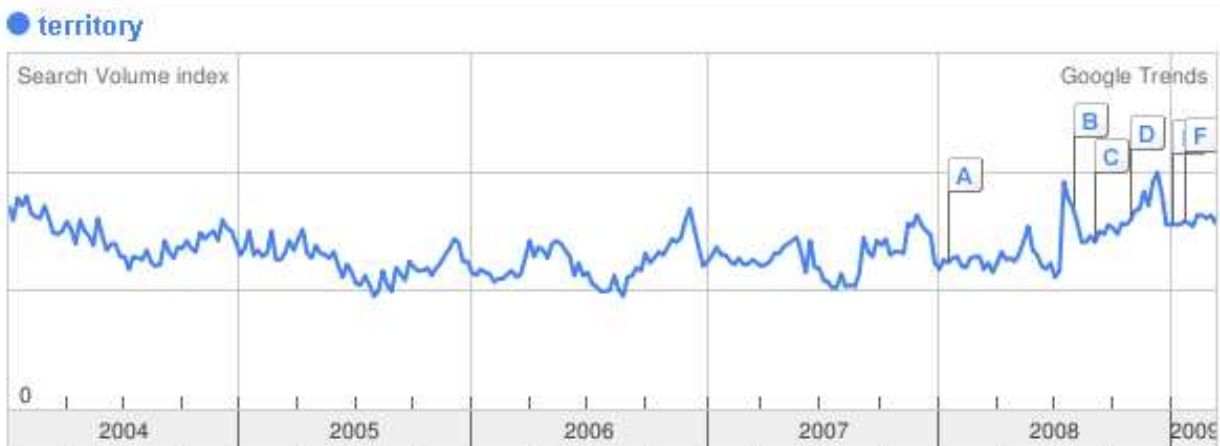
Google News (United States)



ISI – Web of Science database

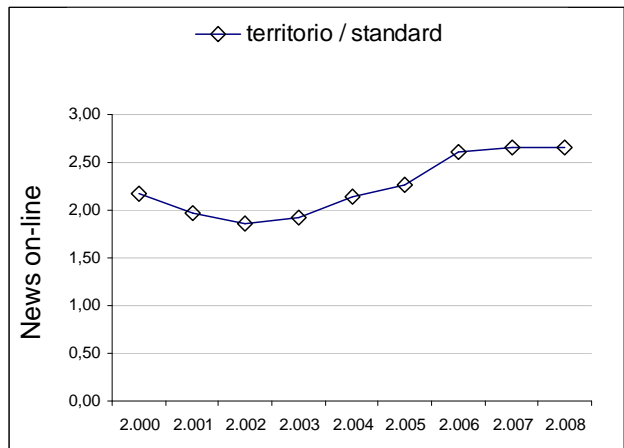
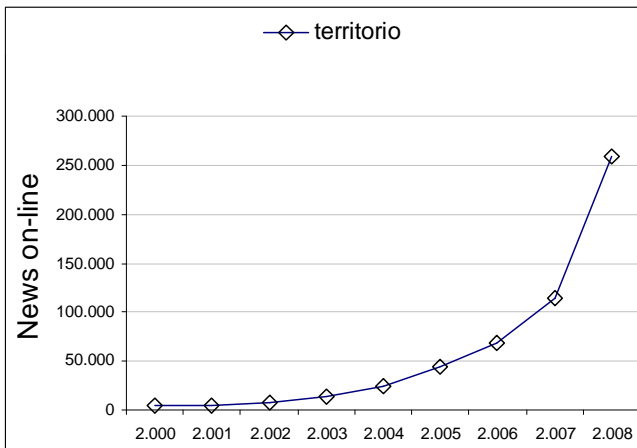


Google Trends (United States)

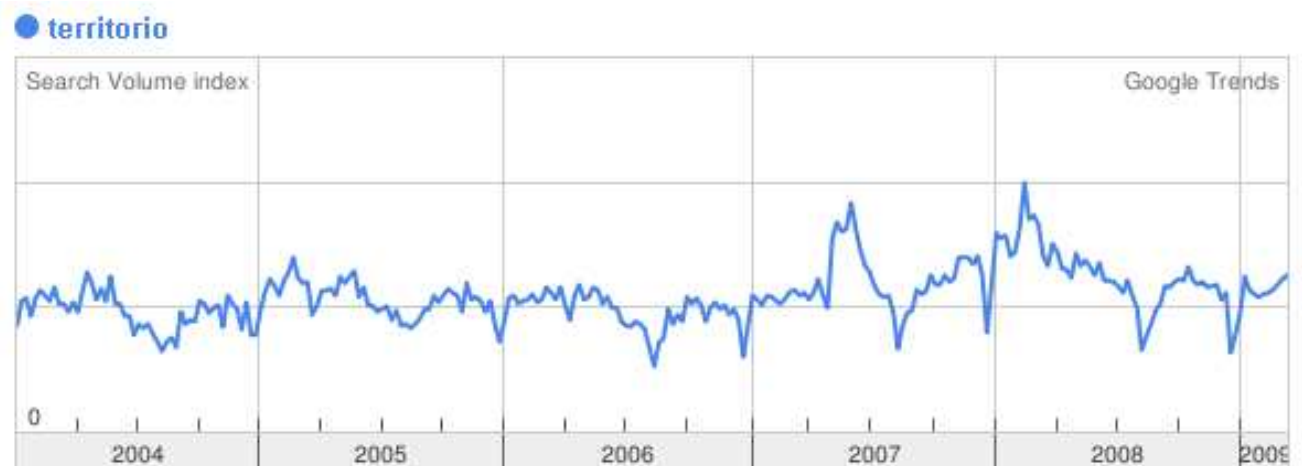


11a. Territorio

Google News (Italia)



Google Trends (Italia)



Trends

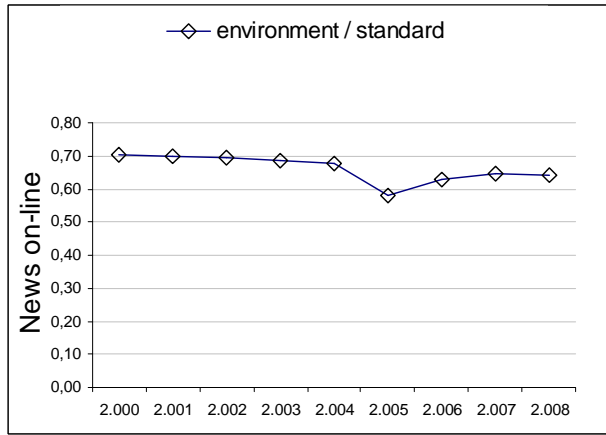
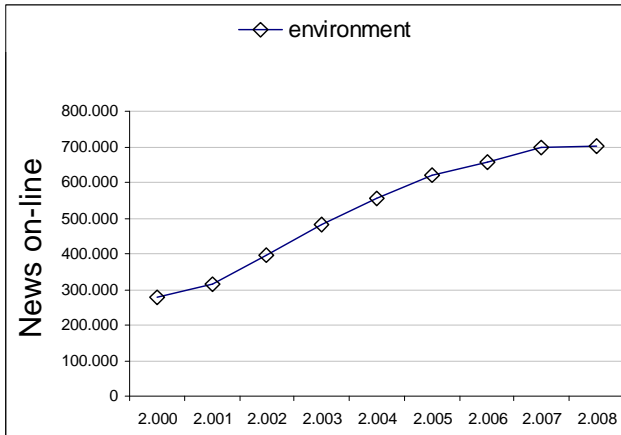
	V12/35	V14/59
NOL.en	1,2	1,6
ISI	1,2	1,3
NOL.it	4,1	11,1

V12/35 : media 2007-2008 / media 2004-2008

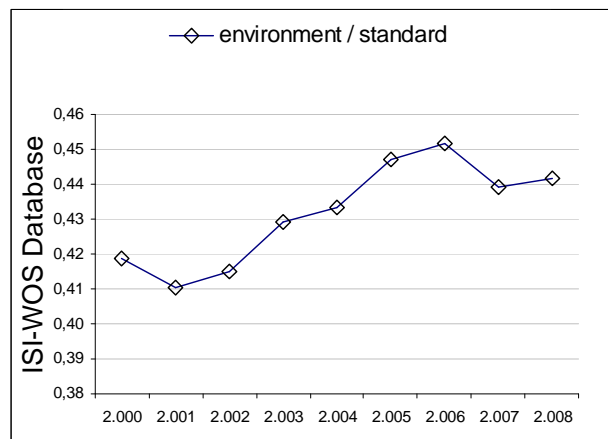
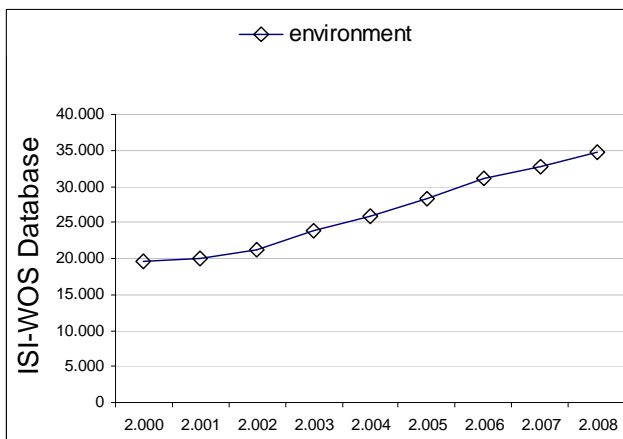
V12/59 : media 2005-2008 / media 2000-2004

12. Environment

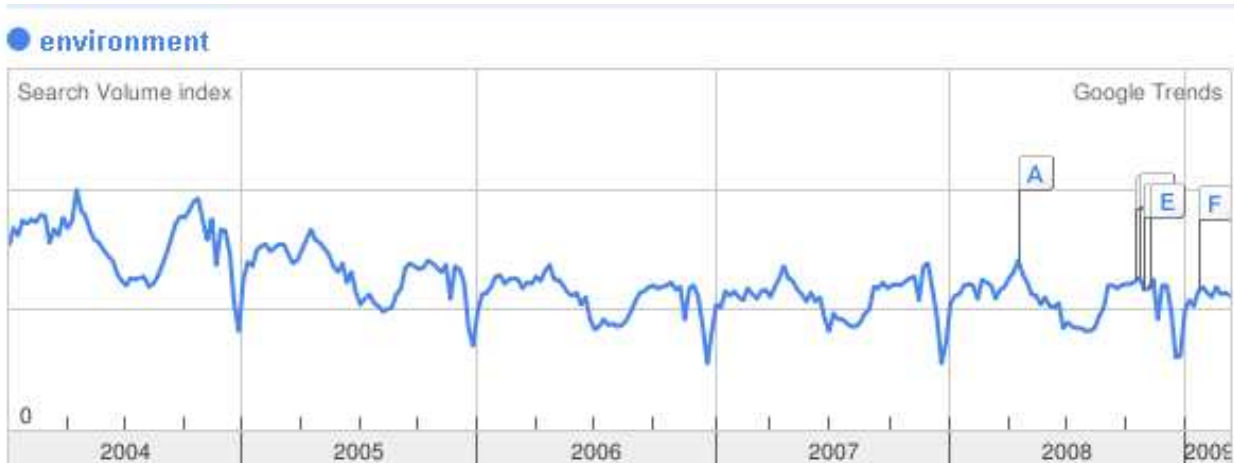
Google News (United States)



ISI – Web of Science database

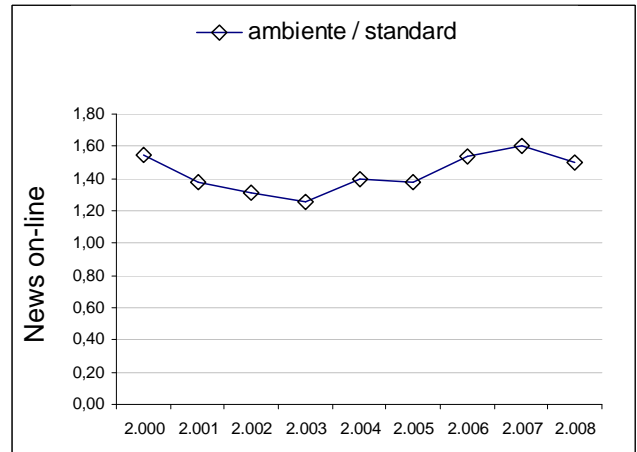
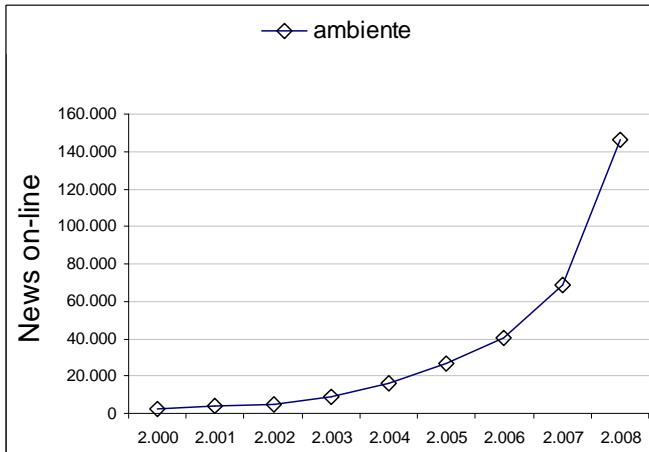


Google Trends (United States)

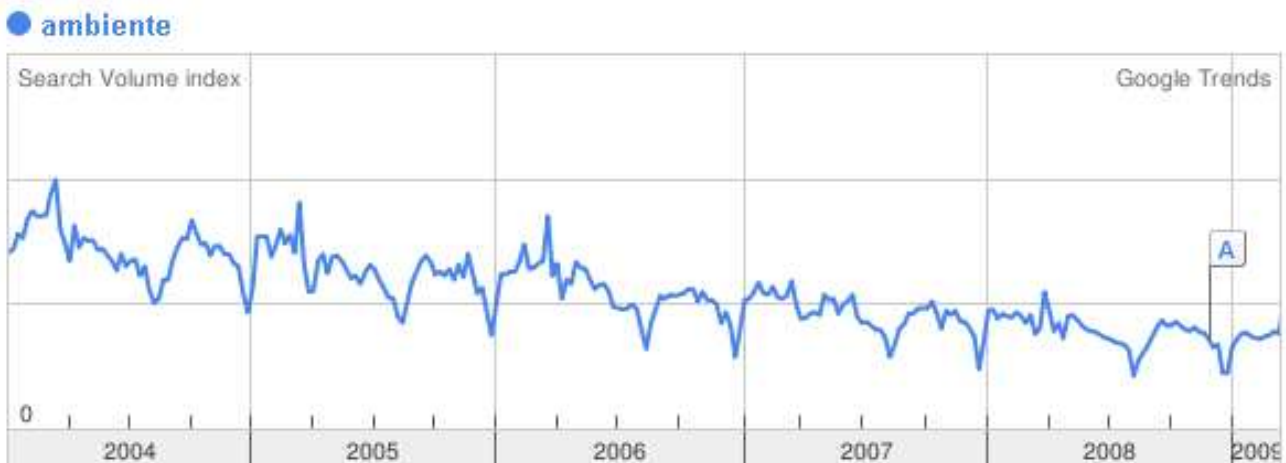


12a. Ambiente

Google News (Italia)



Google Trends (Italia)



Trends

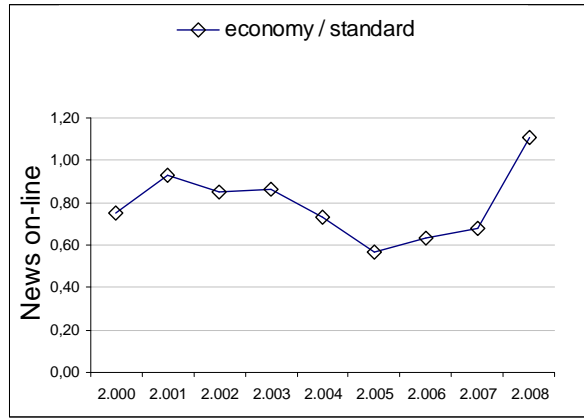
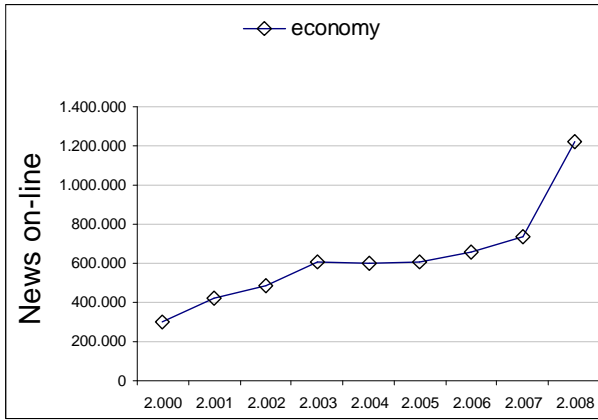
	V12/35	V14/59
NOL.en	1,1	1,7
ISI	1,2	1,4
NOL.it	3,9	9,6

V12/35 : media 2007-2008 / media 2004-2008

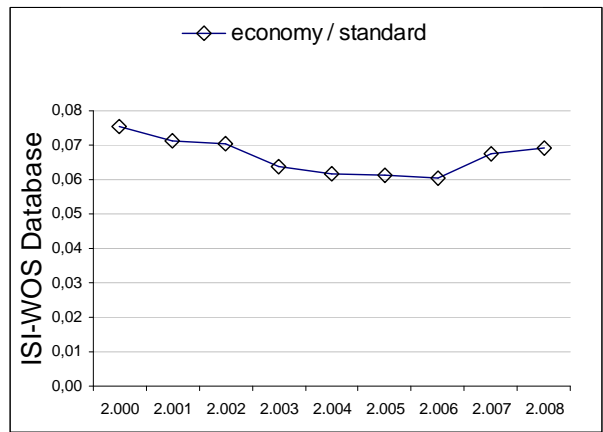
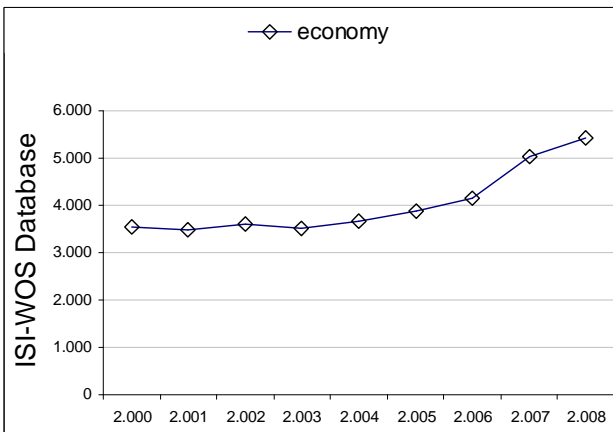
V12/59 : media 2005-2008 / media 2000-2004

13. Economy

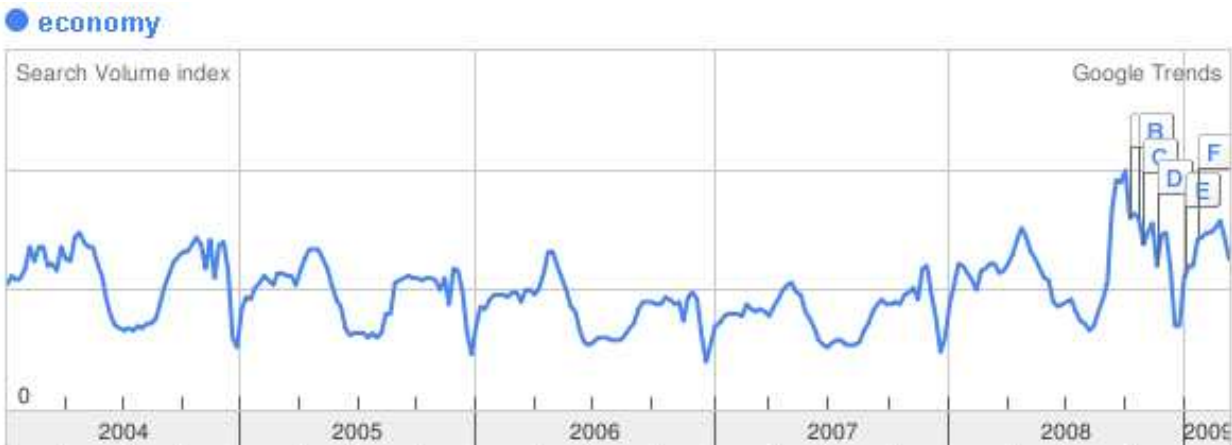
Google News (United States)



ISI – Web of Science database

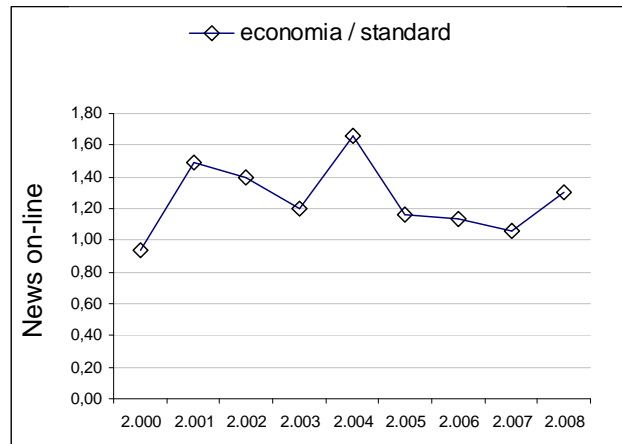
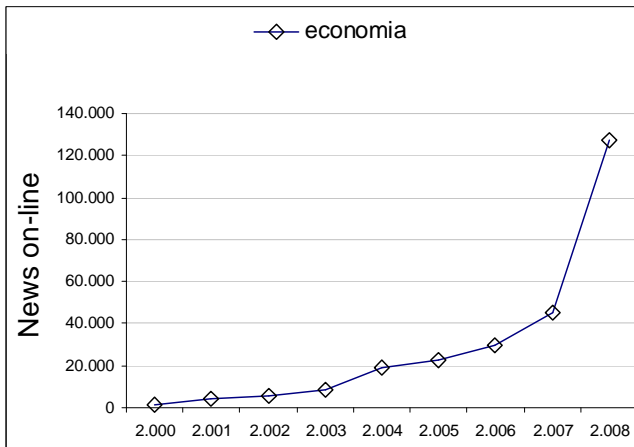


Google Trends (United States)

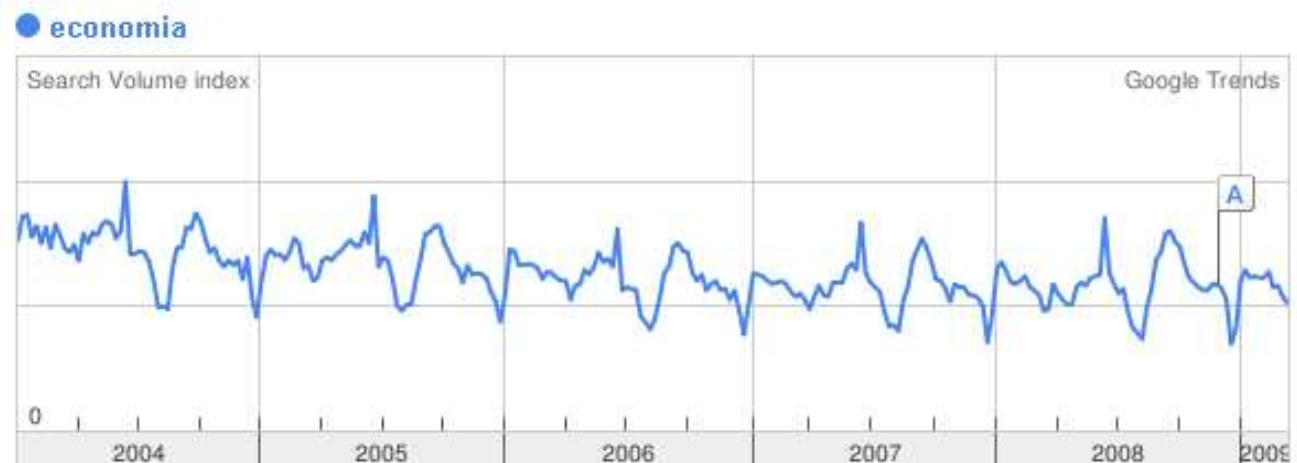


13a. Economia

Google News (Italia)



Google Trends (Italia)



Trends

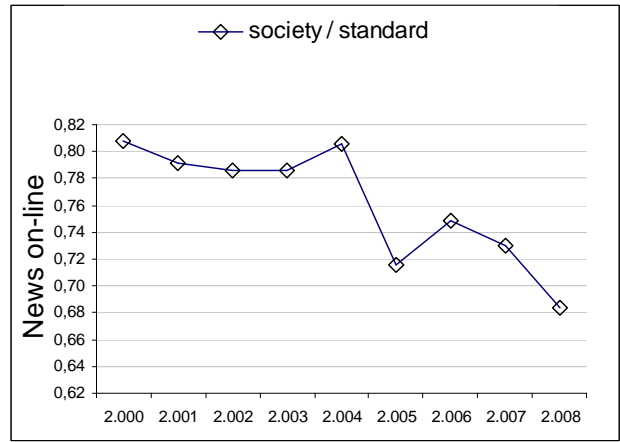
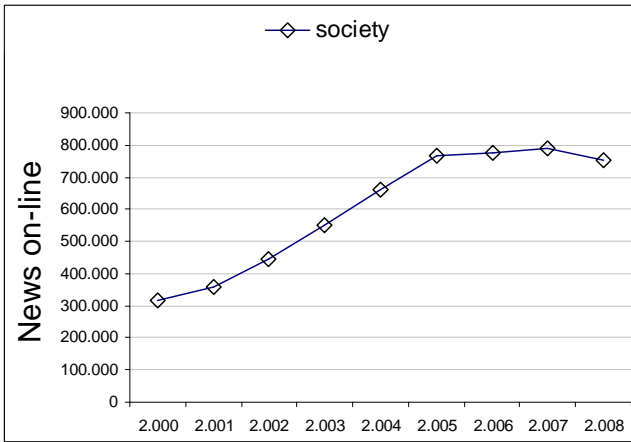
	V12/35	V14/59
NOL.en	1,6	1,7
ISI	1,3	1,3
NOL.it	3,6	7,3

V12/35 : media 2007-2008 / media 2004-2008

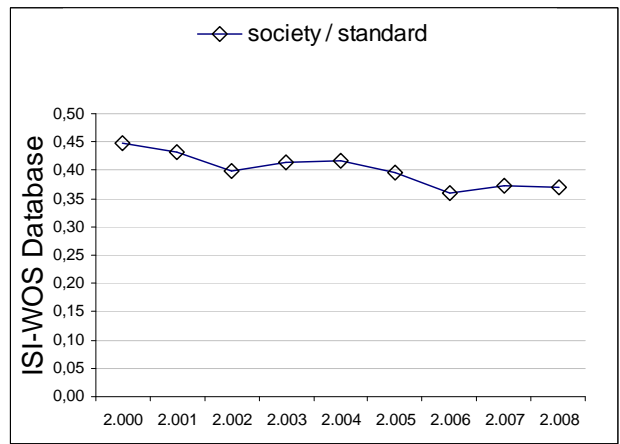
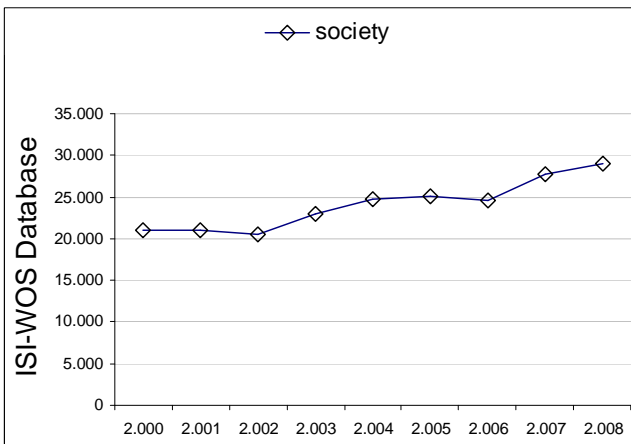
V12/59 : media 2005-2008 / media 2000-2004

14. Society

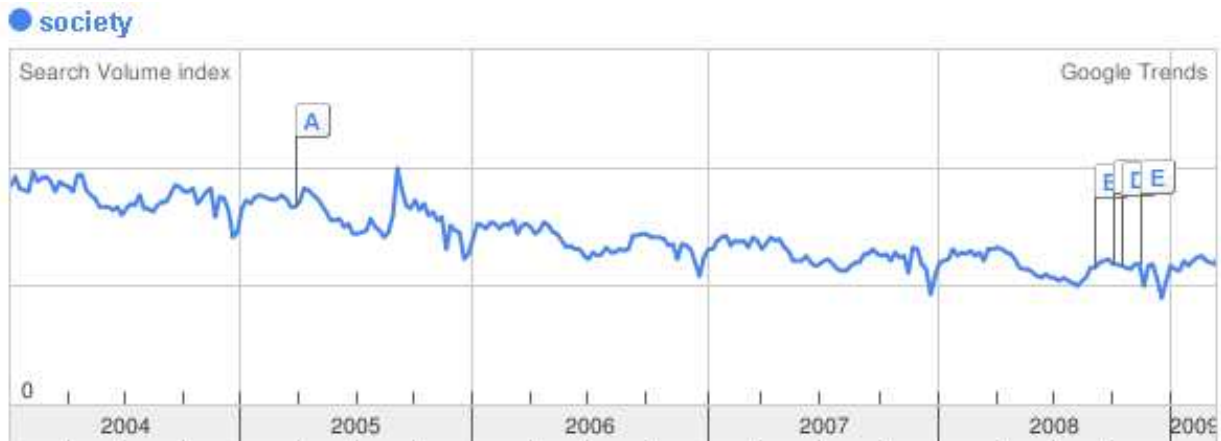
Google News (United States)



ISI – Web of Science database

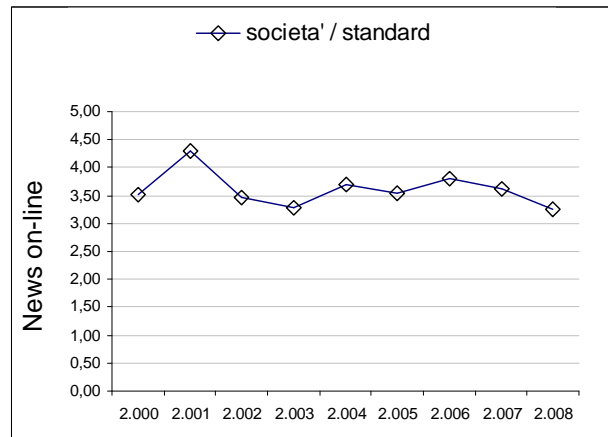
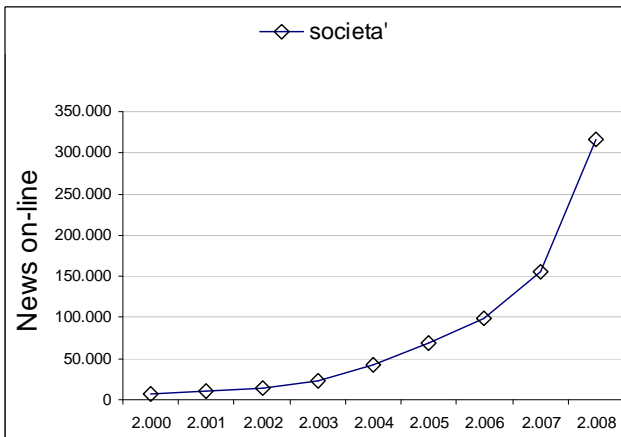


Google Trends (United States)

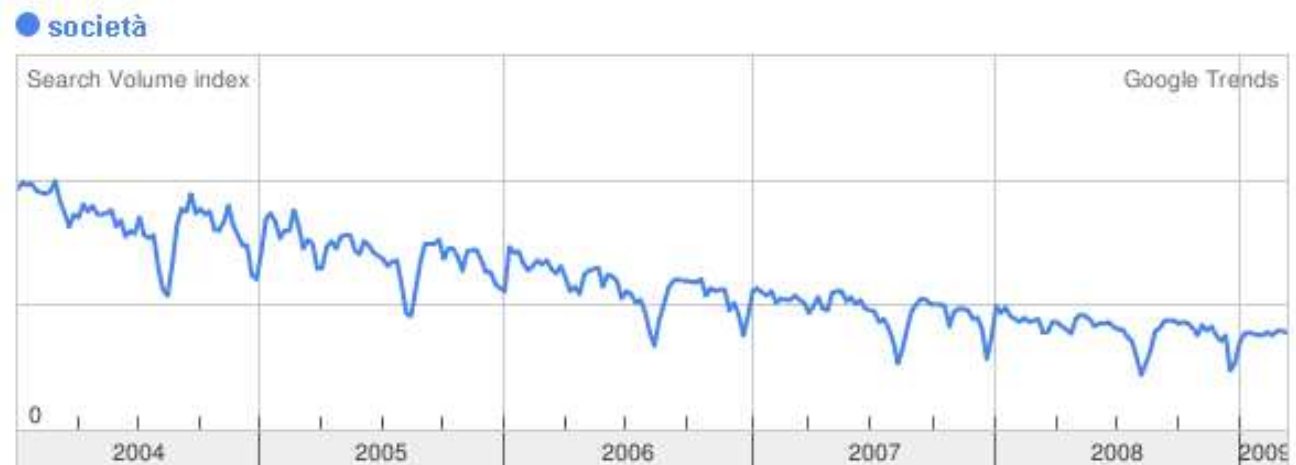


14a. Società

Google News (Italia)



Google Trends (Italia)



Trends

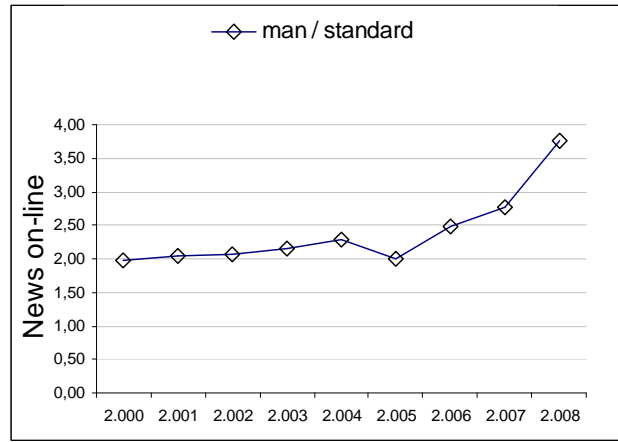
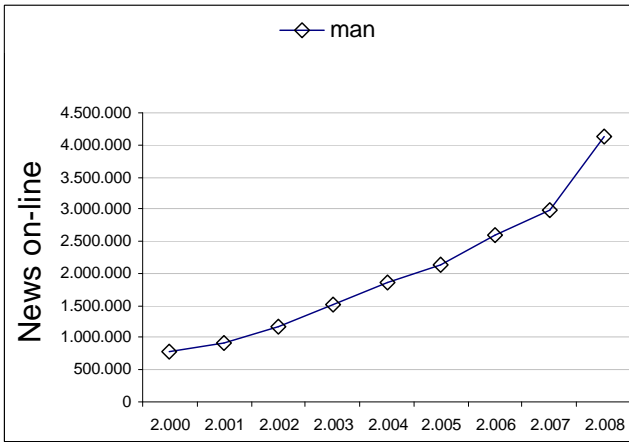
	V12/35	V14/59
NOL.en	1,0	1,6
ISI	1,1	1,2
NOL.it	3,3	8,2

V12/35 : media 2007-2008 / media 2004-2008

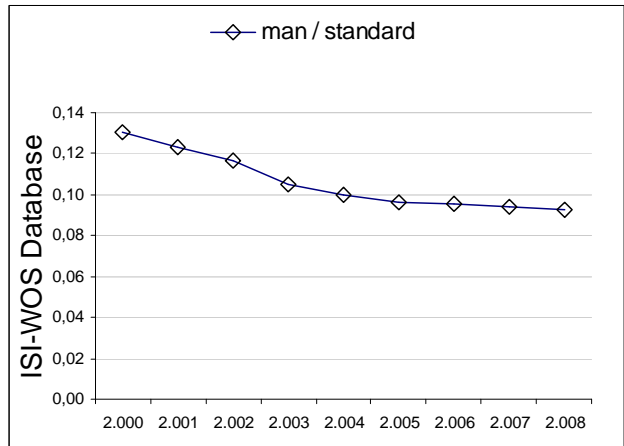
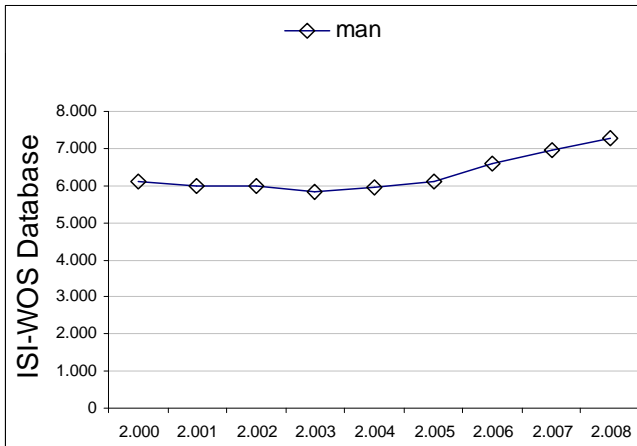
V12/59 : media 2005-2008 / media 2000-2004

15. Man

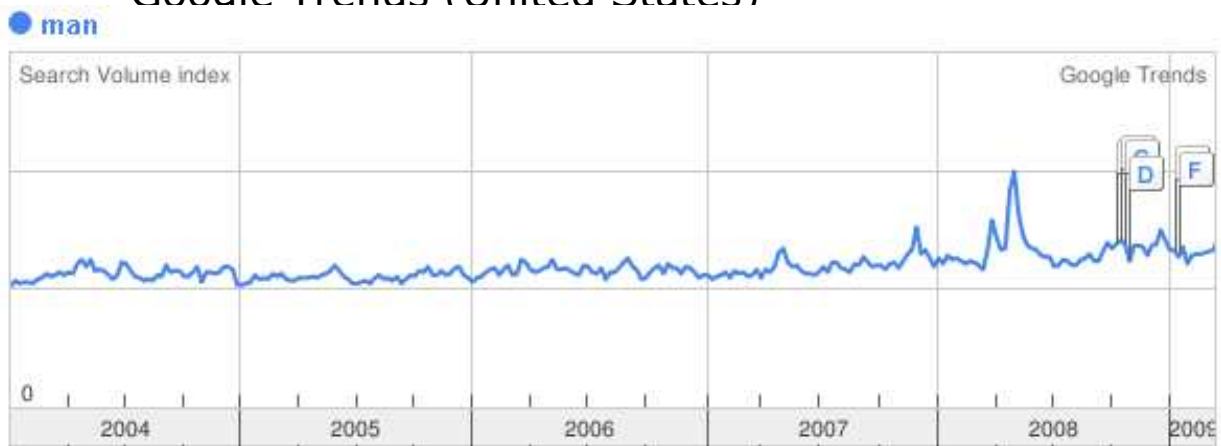
Google News (United States)



ISI - Web of Science database

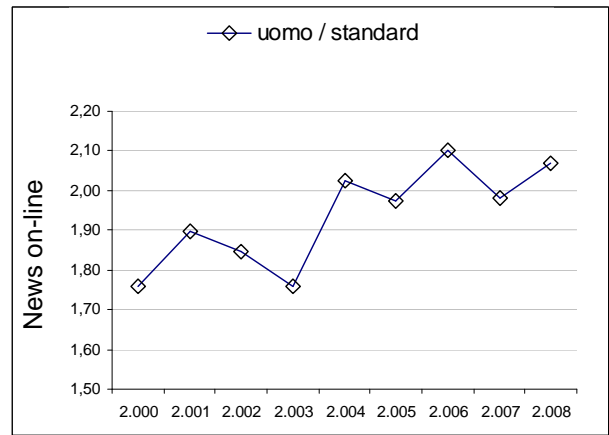
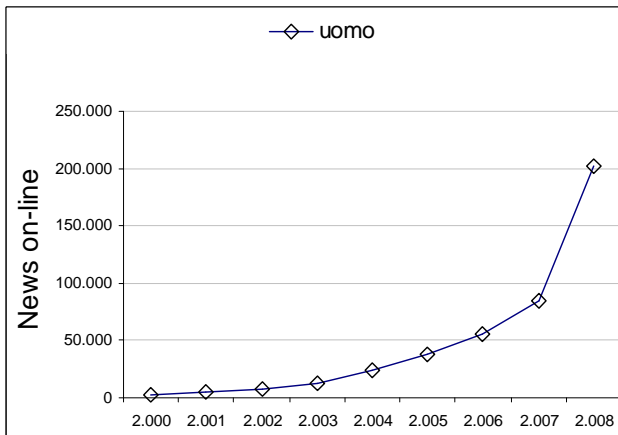


Google Trends (United States)

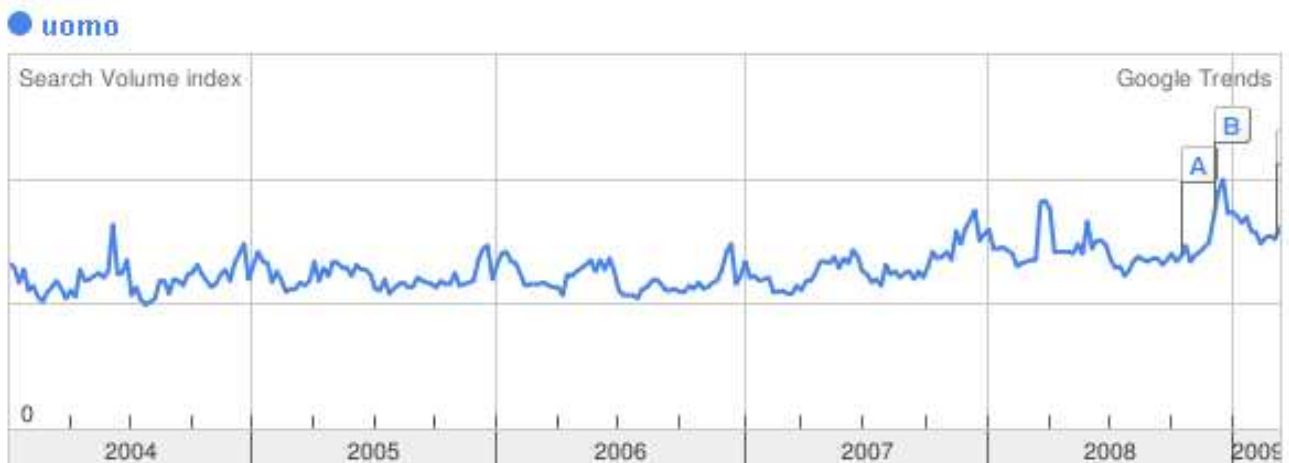


15a. Uomo

Google News (Italia)



Google Trends (Italia)



Trends

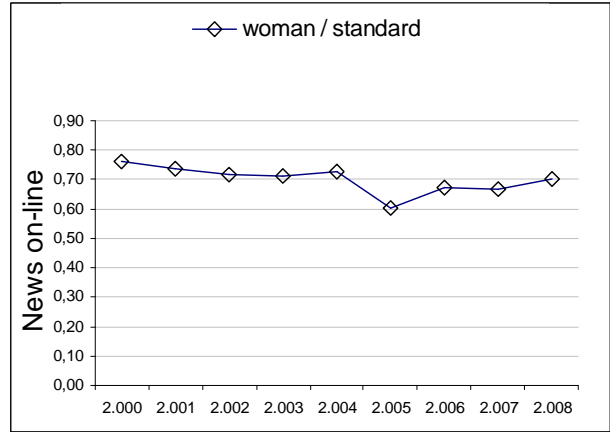
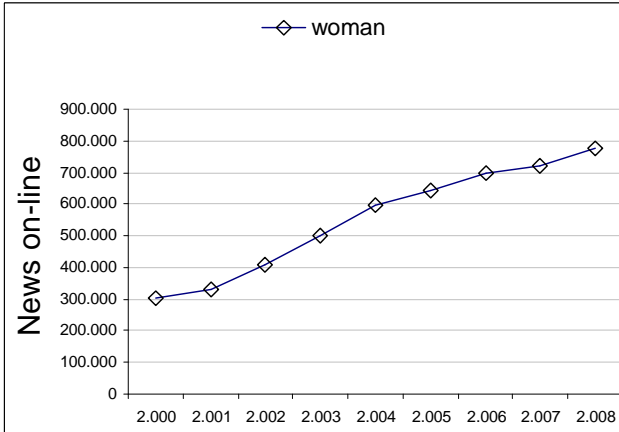
	V12/35	V14/59
NOL.en	1,6	2,4
ISI	1,1	1,1
NOL.it	3,7	9,3

V12/35 : media 2007-2008 / media 2004-2008

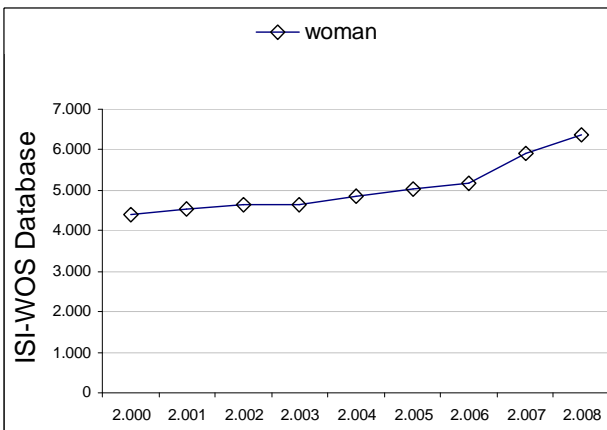
V12/59 : media 2005-2008 / media 2000-2004

16. Woman

Google News (United States)

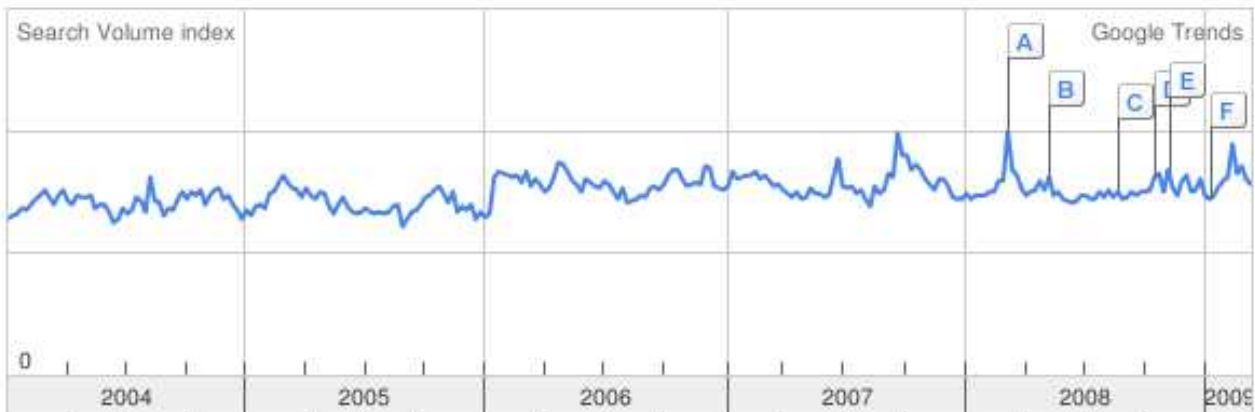


ISI – Web of Science database



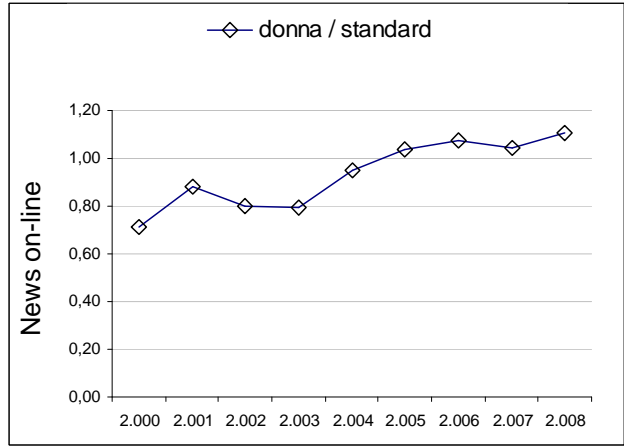
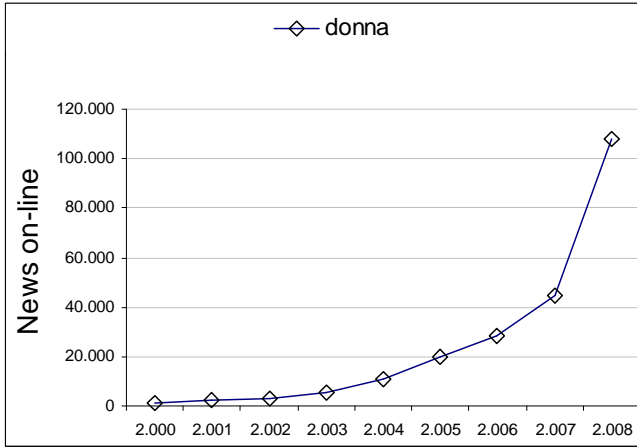
Google Trends (United States)

woman

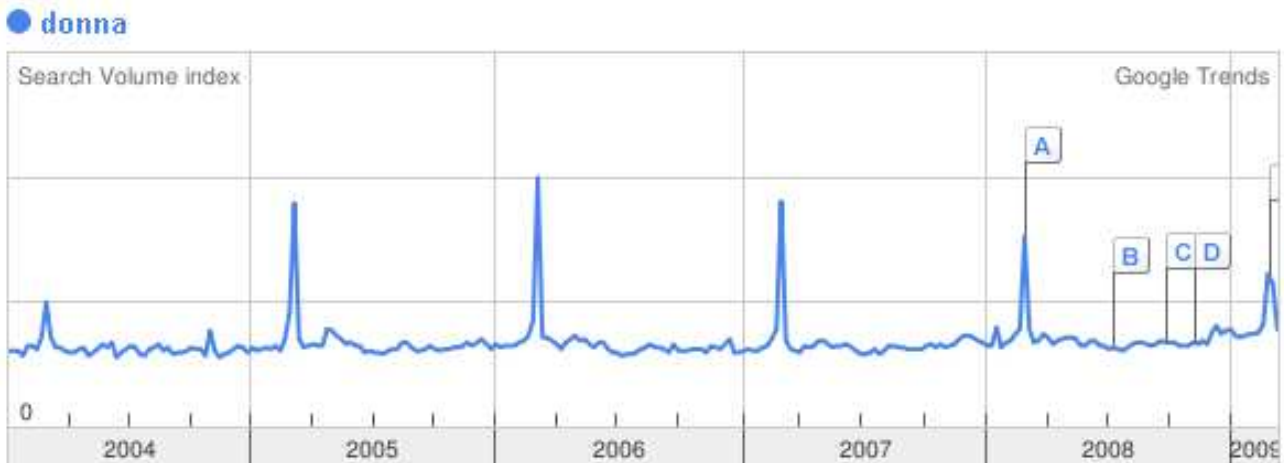


16a. Donna

Google News (Italia)



Google Trends (Italia)



Trends

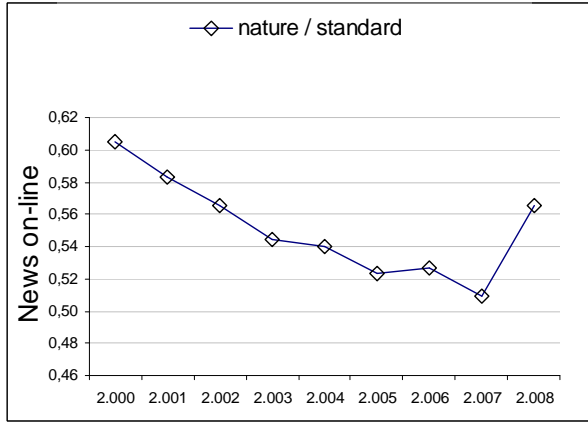
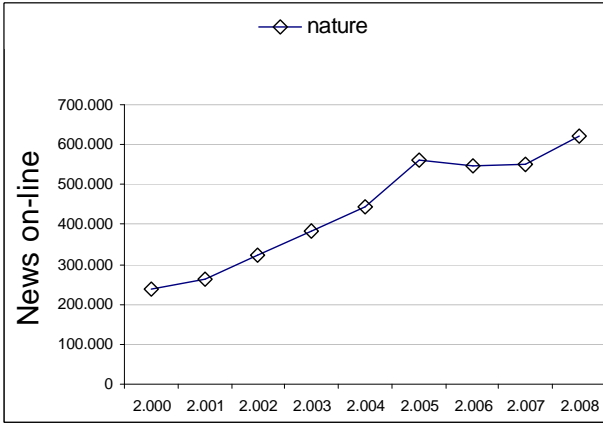
	V12/35	V14/59
NOL.en	1,2	1,7
ISI	1,2	1,2
NOL.it	3,9	10,8

V12/35 : media 2007-2008 / media 2004-2008

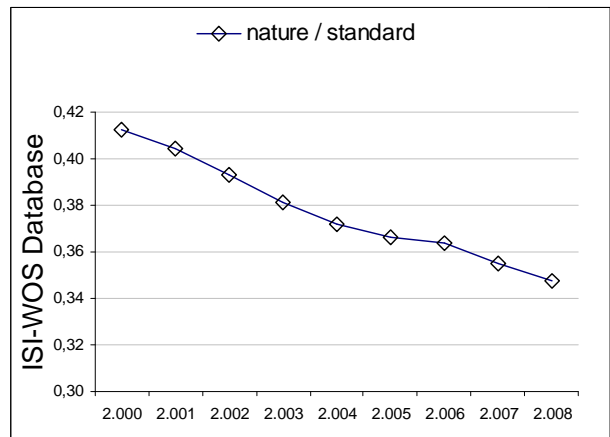
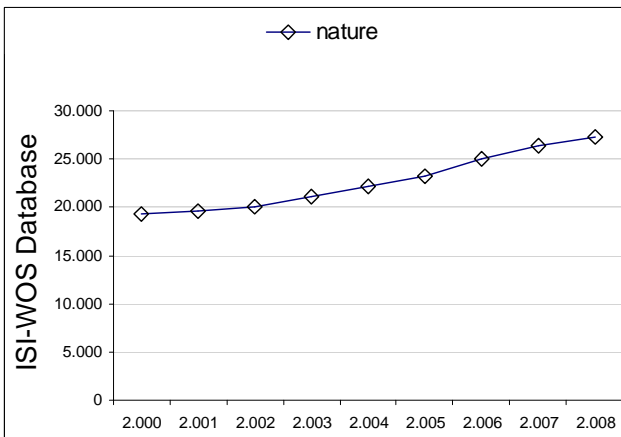
V12/59 : media 2005-2008 / media 2000-2004

17. Nature

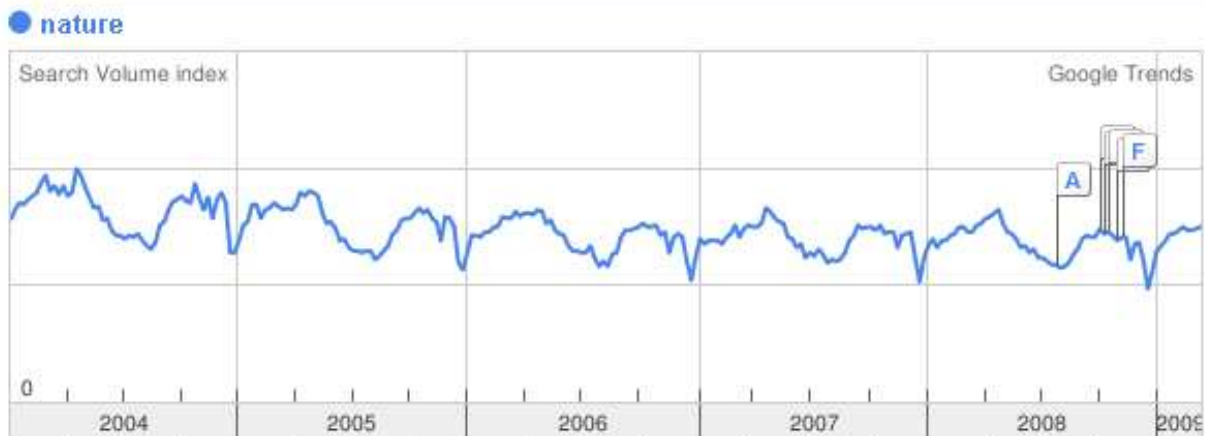
Google News (United States)



ISI – Web of Science database

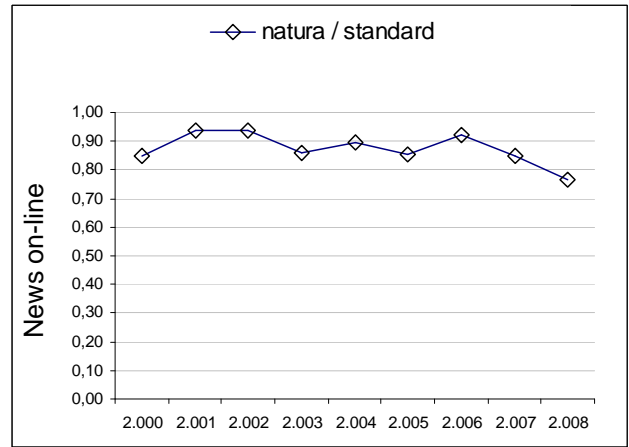
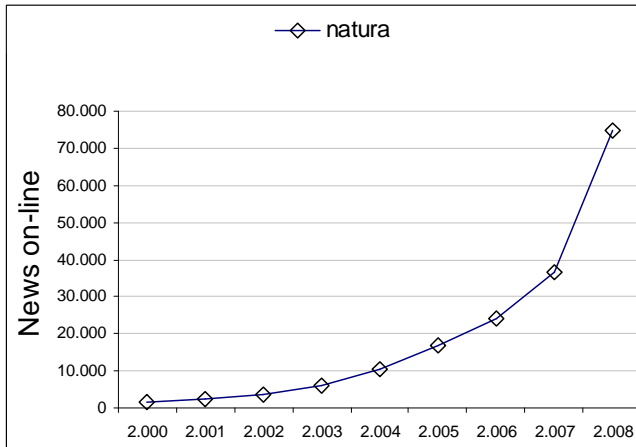


Google Trends (United States)

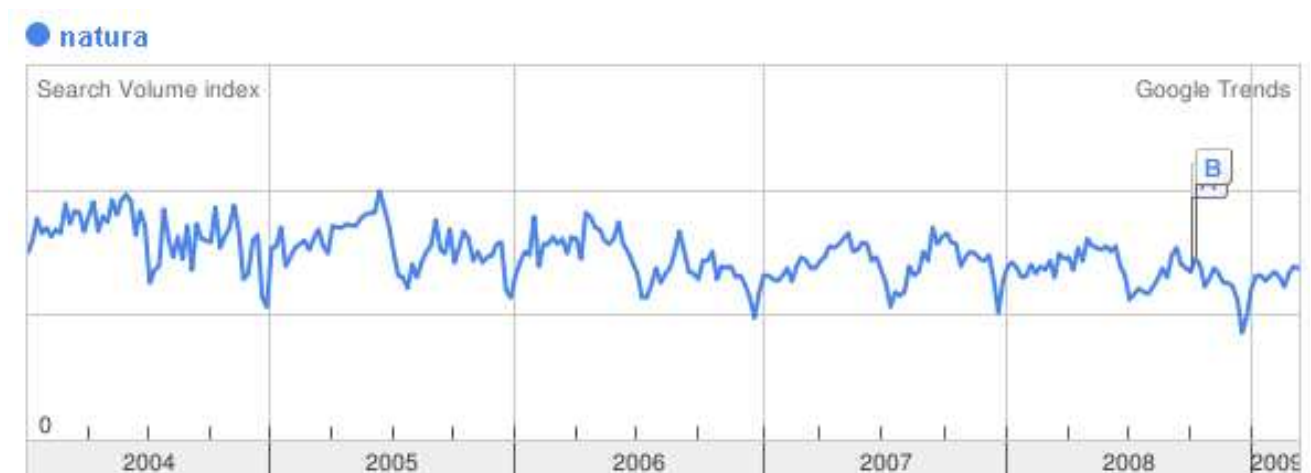


17a. Natura

Google News (Italia)



Google Trends (Italia)



Trends

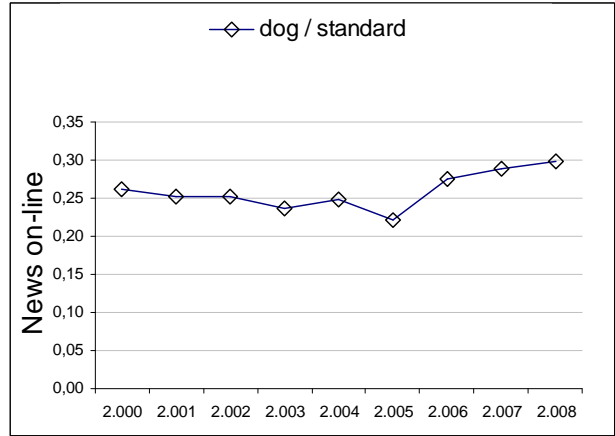
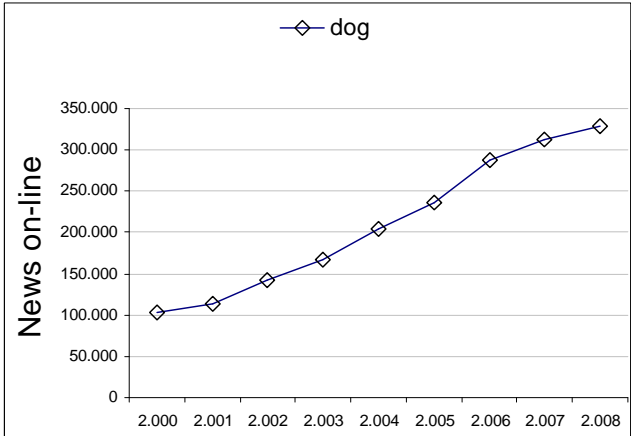
	V12/35	V14/59
NOL.en	1,1	1,7
ISI	1,1	1,2
NOL.it	3,3	7,9

V12/35 : media 2007-2008 / media 2004-2008

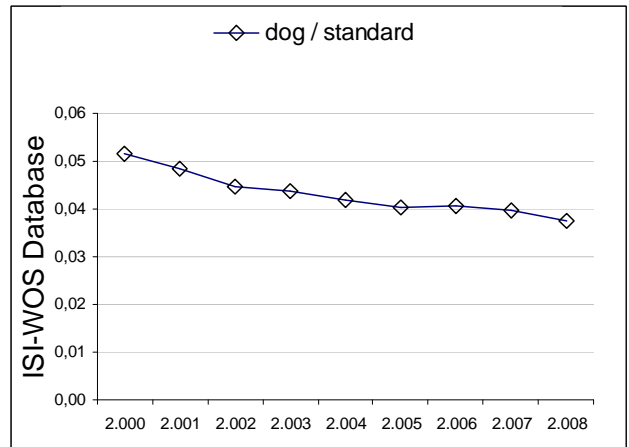
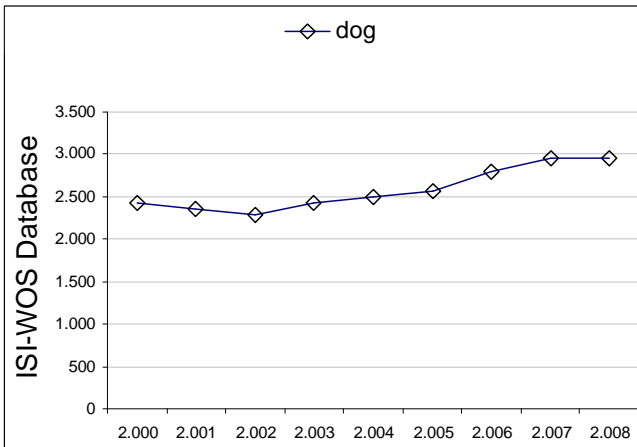
V12/59 : media 2005-2008 / media 2000-2004

18. Dog

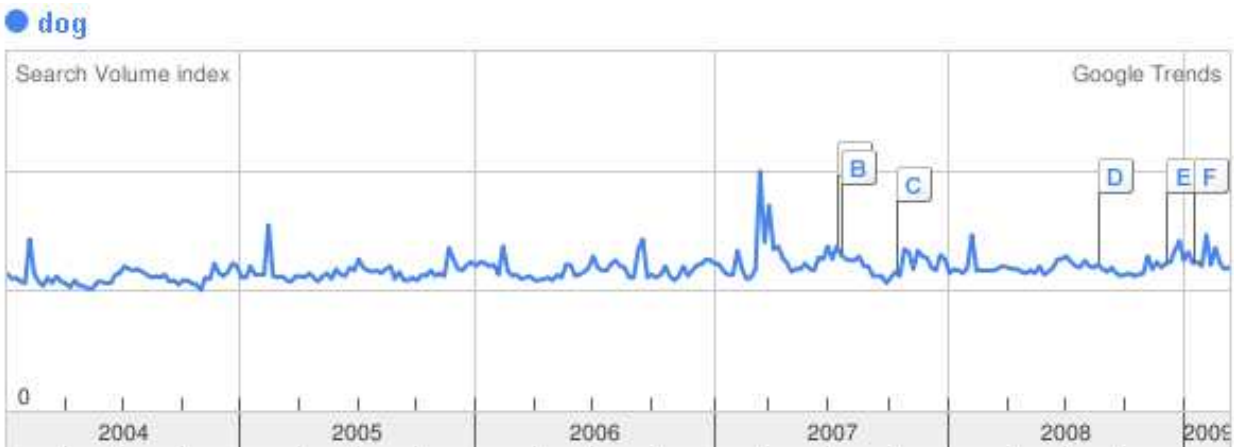
Google News (United States)



ISI – Web of Science database

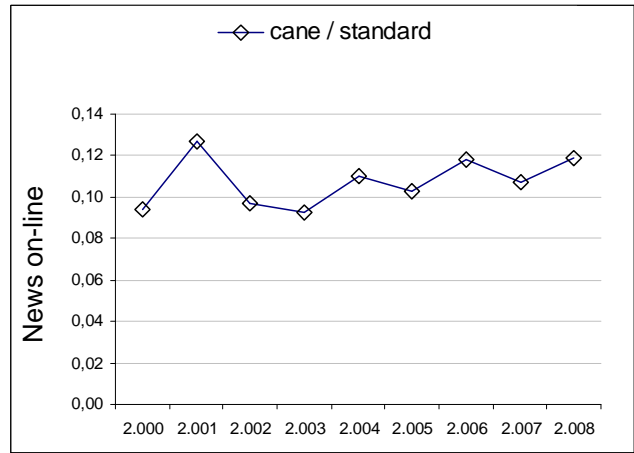
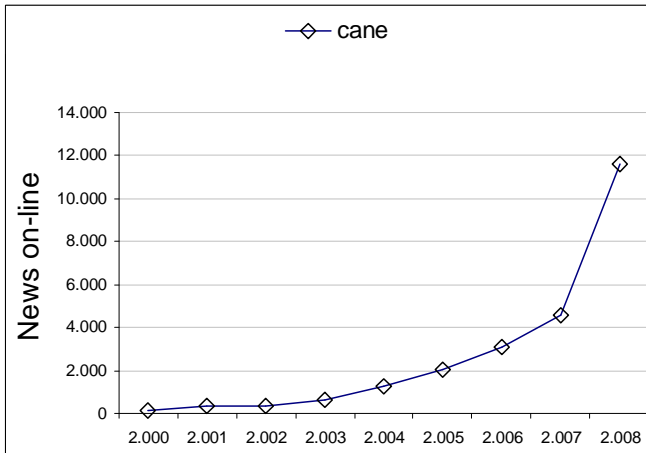


Google Trends (United States)

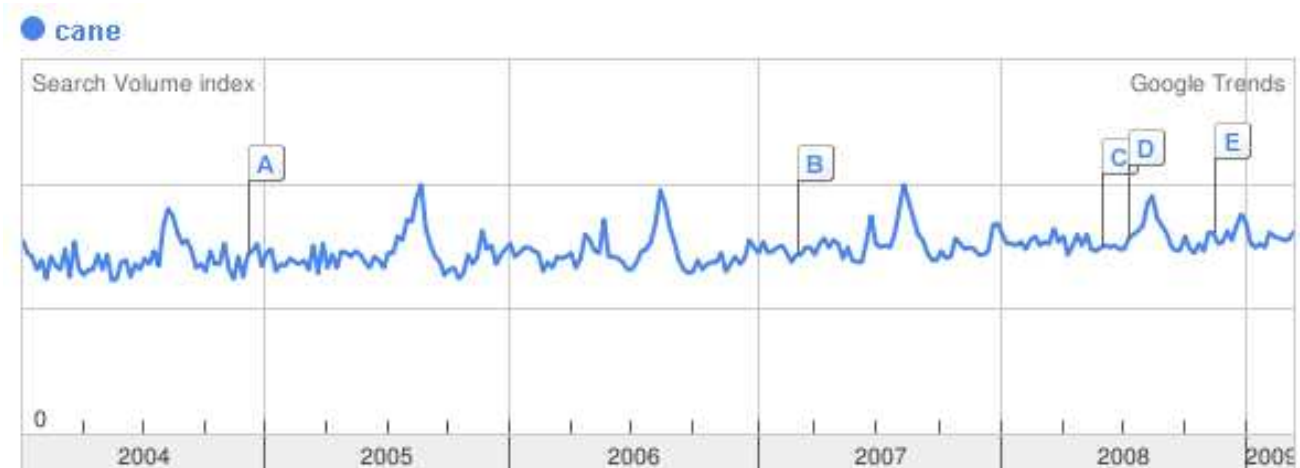


18a. Cane

Google News (Italia)



Google Trends (Italia)



Trends

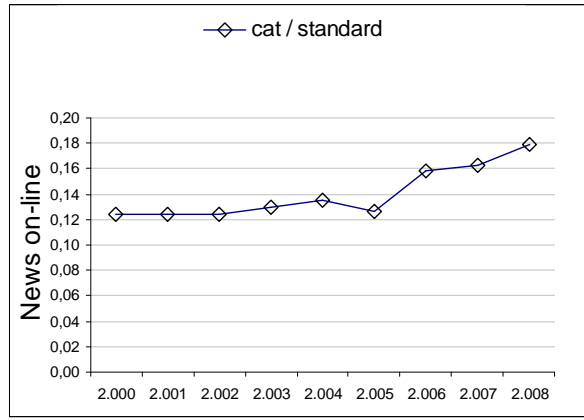
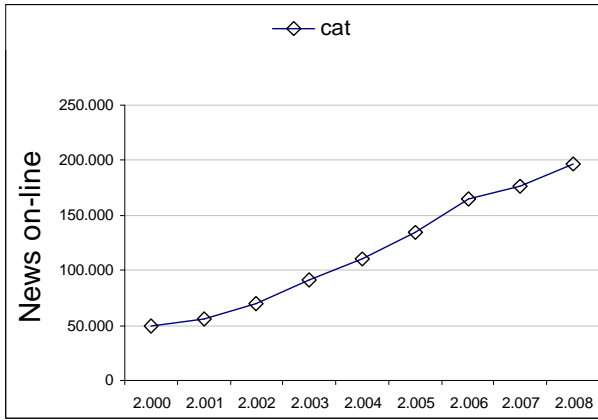
	V12/35	V14/59
NOL.en	1,3	2,0
ISI	1,1	1,2
NOL.it	3,8	9,4

V12/35 : media 2007-2008 / media 2004-2008

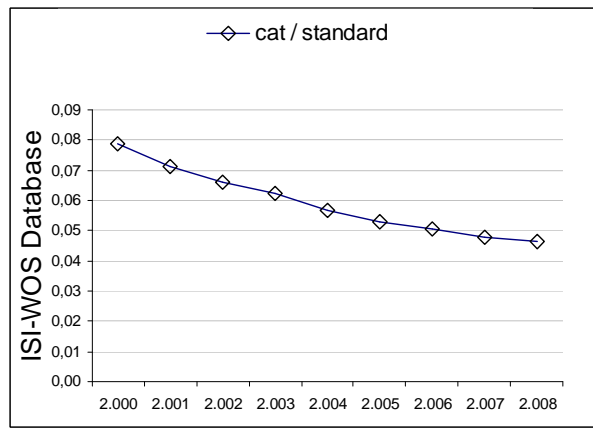
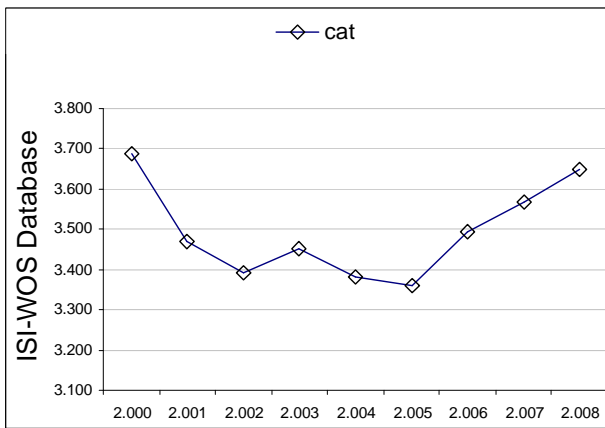
V12/59 : media 2005-2008 / media 2000-2004

19. Cat

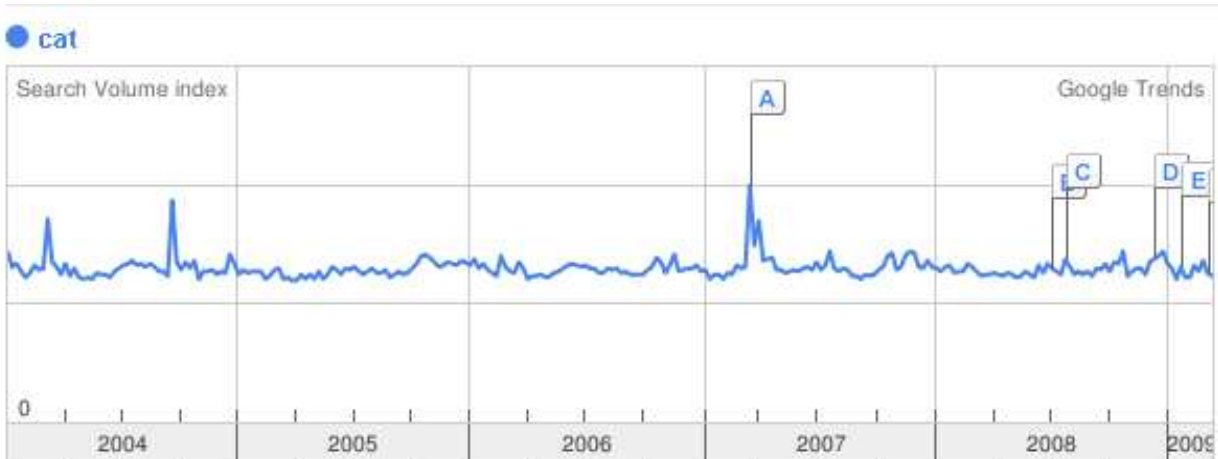
Google News (United States)



ISI – Web of Science database

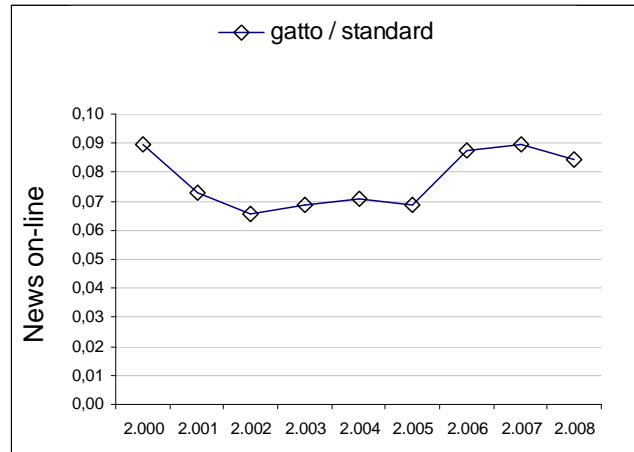
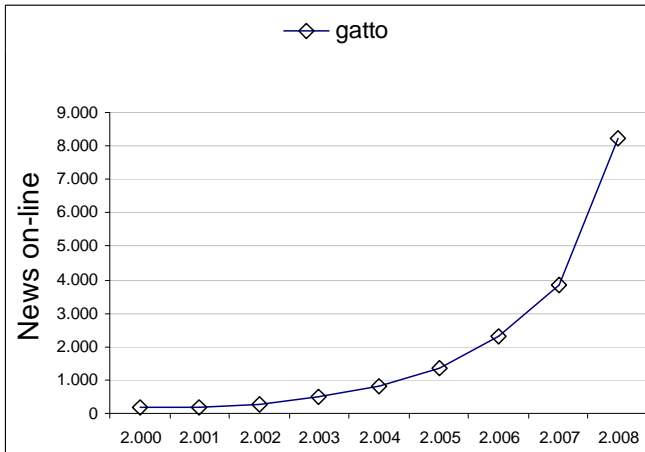


Google Trends (United States)

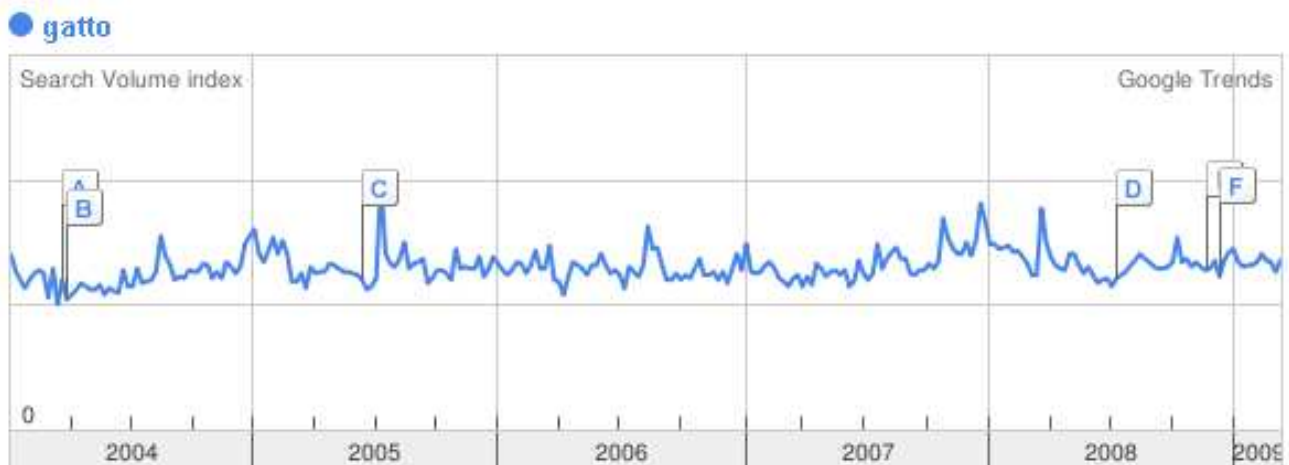


19a. Gatto

Google News (Italia)



Google Trends (Italia)



Trends

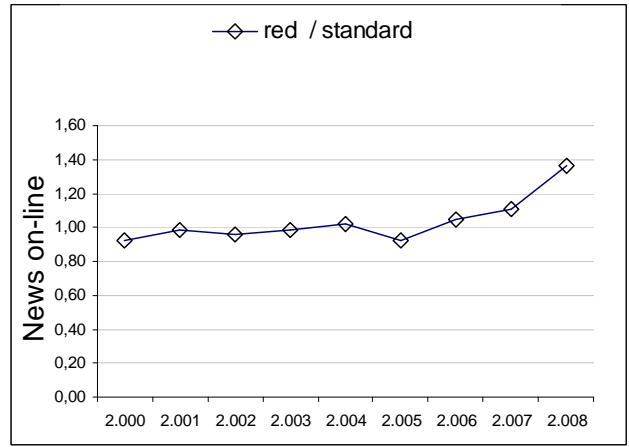
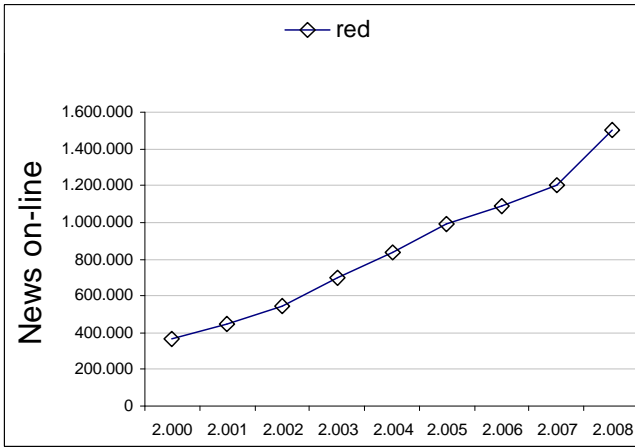
	V12/35	V14/59
NOL.en	1,4	2,2
ISI	1,1	1,0
NOL.it	4,1	10,2

V12/35 : media 2007-2008 / media 2004-2008

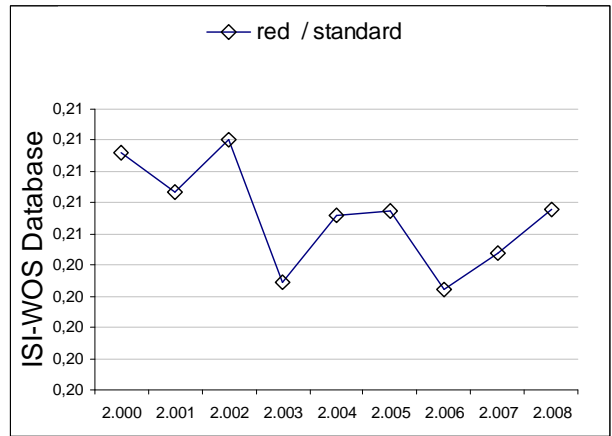
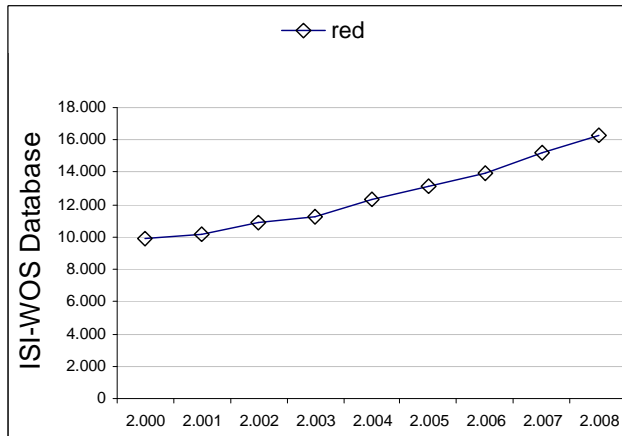
V12/59 : media 2005-2008 / media 2000-2004

20. Red

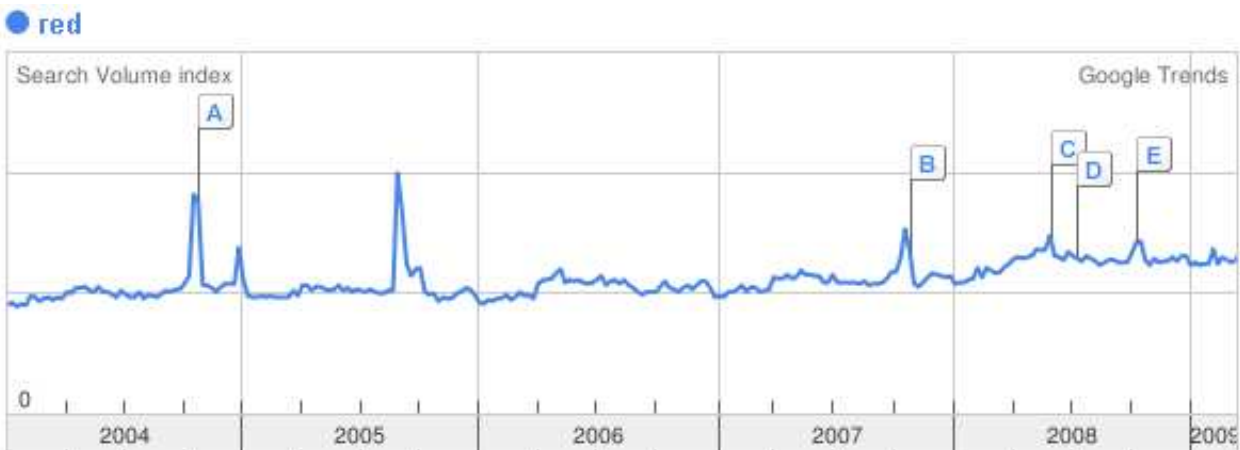
Google News (United States)



ISI – Web of Science database

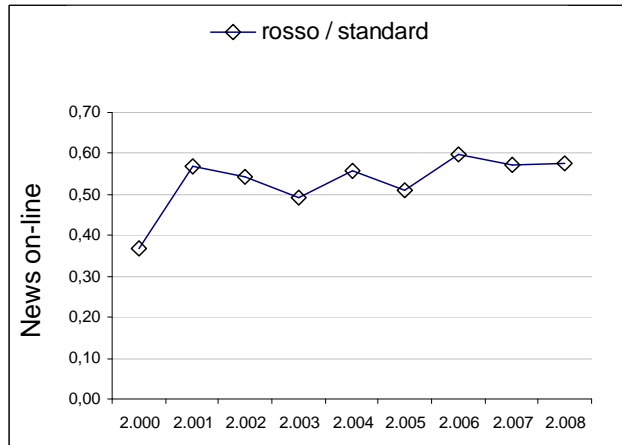
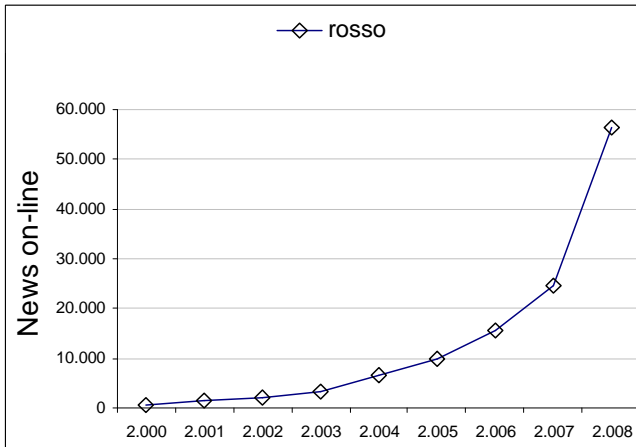


Google Trends (United States)

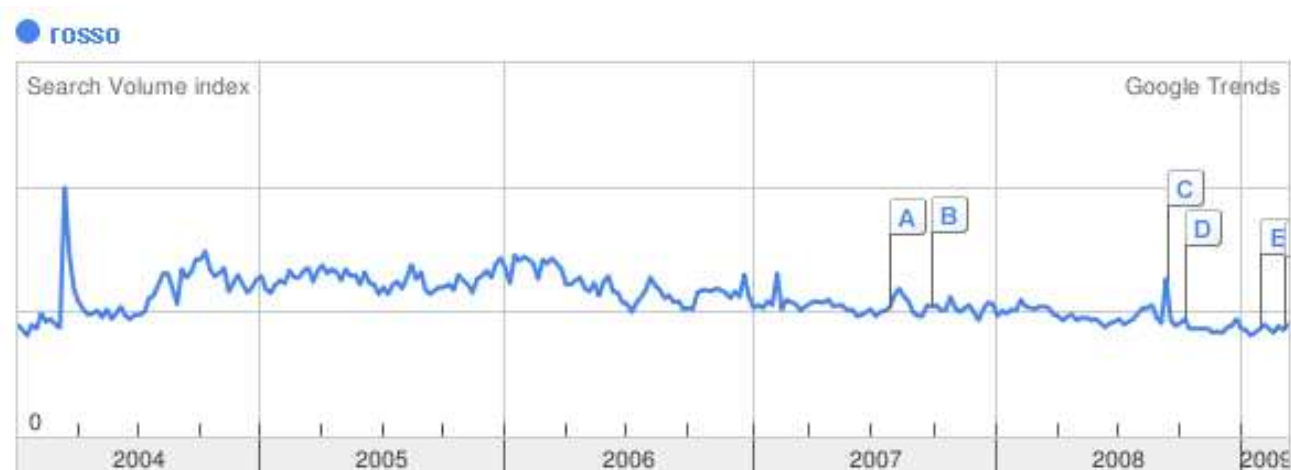


20a. Rosso

Google News (Italia)



Google Trends (Italia)



Trends

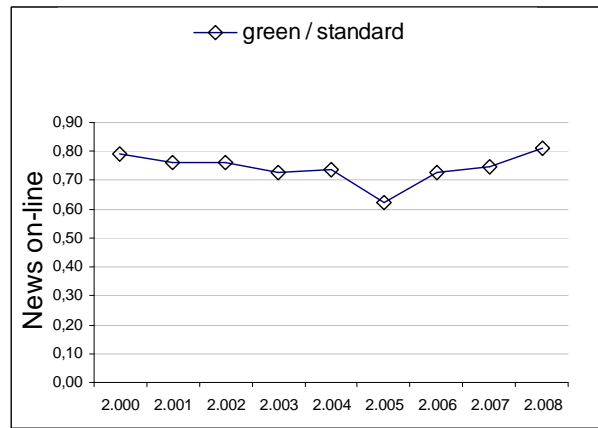
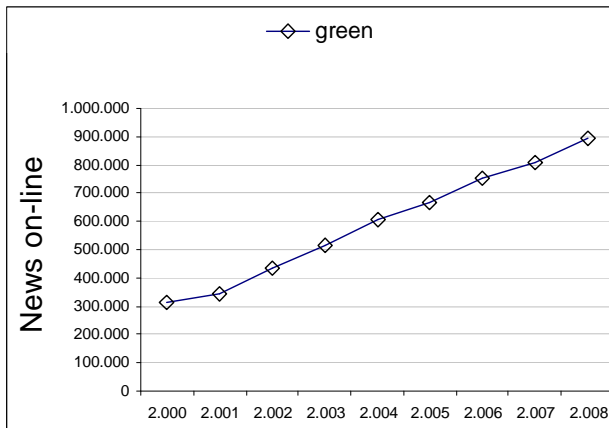
	V12/35	V14/59
NOL.en	1,4	2,1
ISI	1,2	1,3
NOL.it	3,8	9,4

V12/35 : media 2007-2008 / media 2004-2008

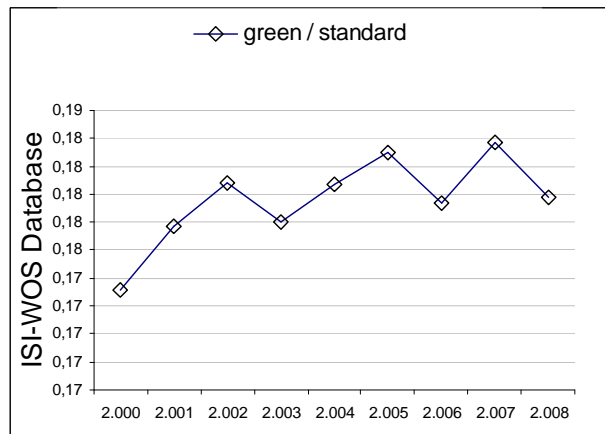
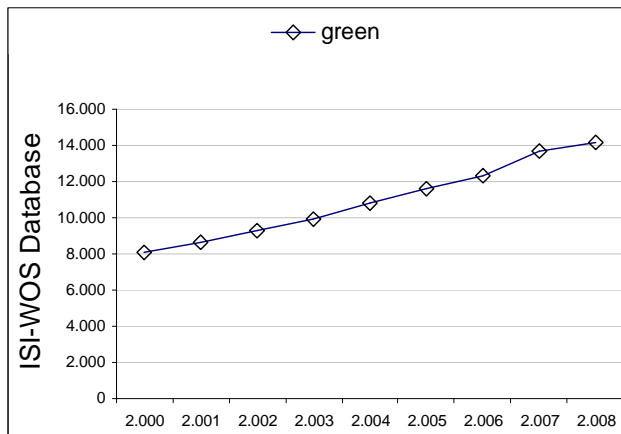
V12/59 : media 2005-2008 / media 2000-2004

21. Green

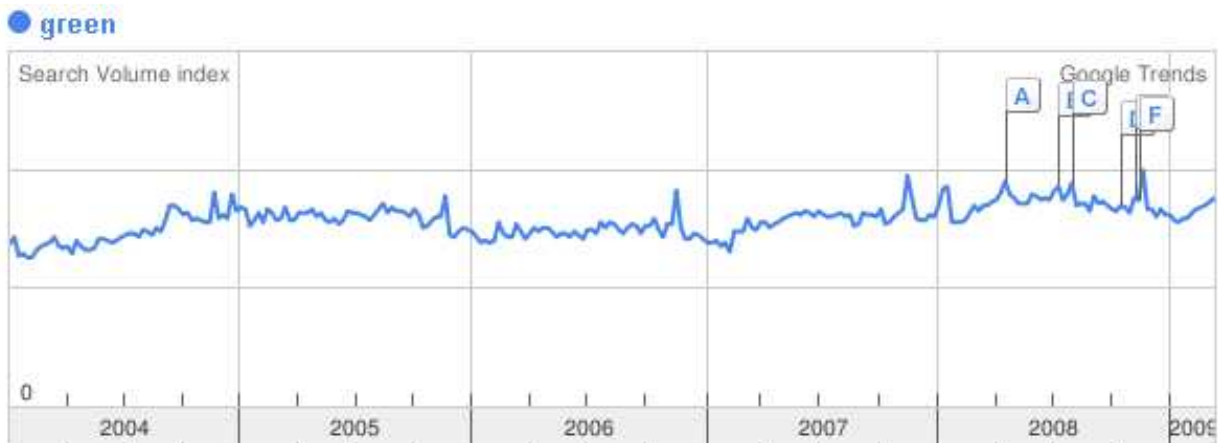
Google News (United States)



ISI – Web of Science database

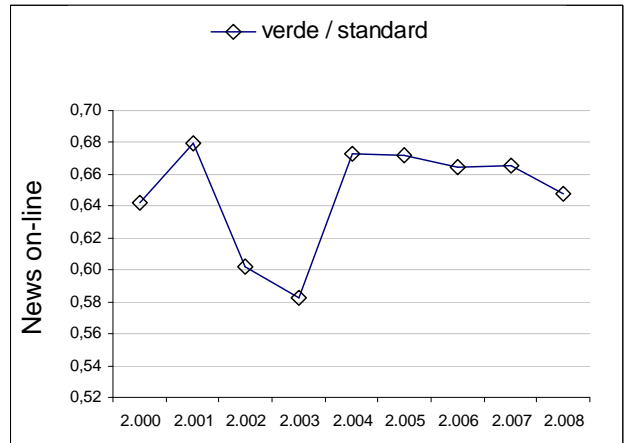
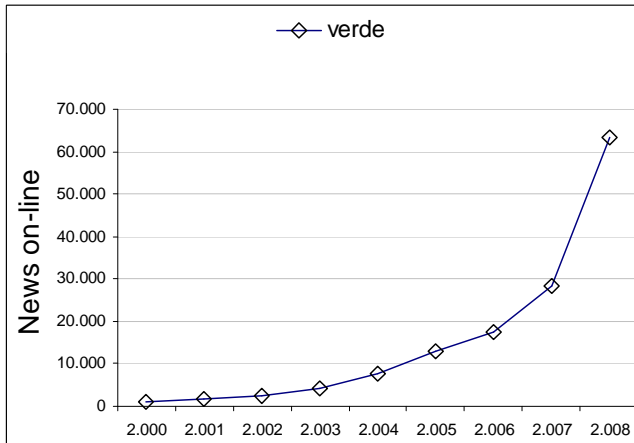


Google Trends (United States)

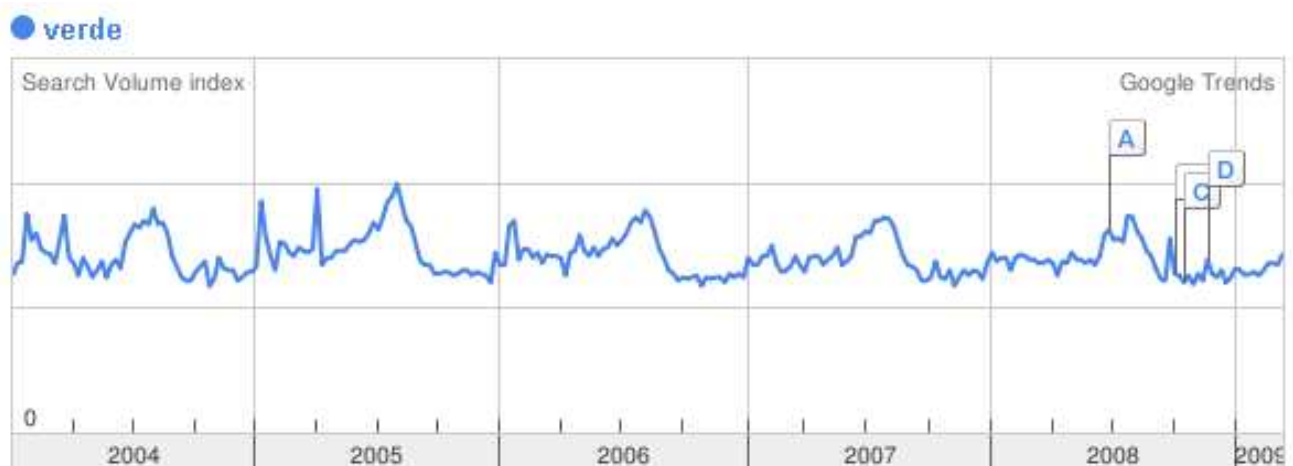


21a. Verde

Google News (Italia)



Google Trends (Italia)



Trends

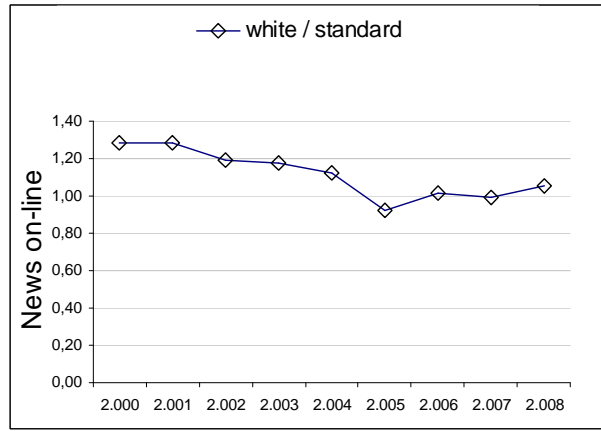
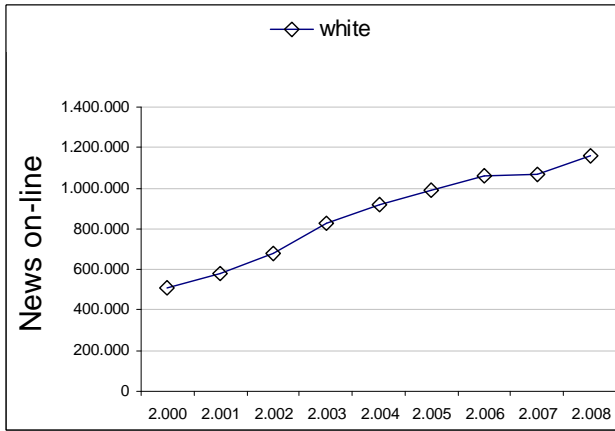
	V12/35	V14/59
NOL.en	1,3	1,8
ISI	1,2	1,4
NOL.it	3,6	8,9

V12/35 : media 2007-2008 / media 2004-2008

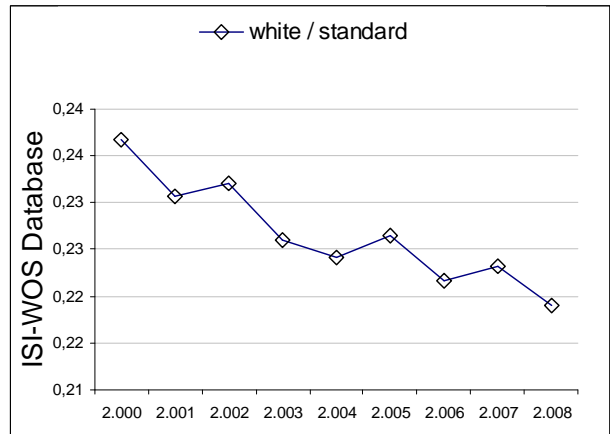
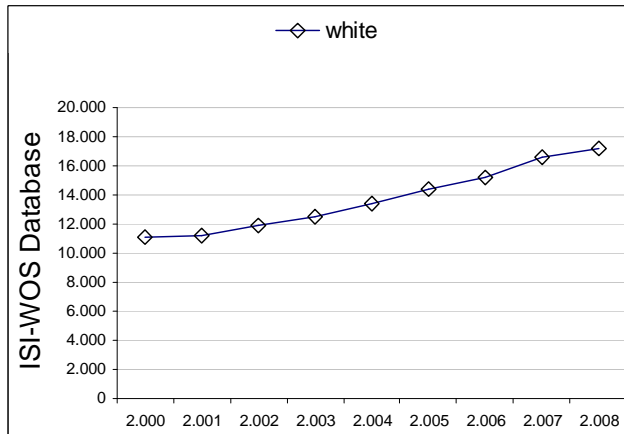
V12/59 : media 2005-2008 / media 2000-2004

22. White

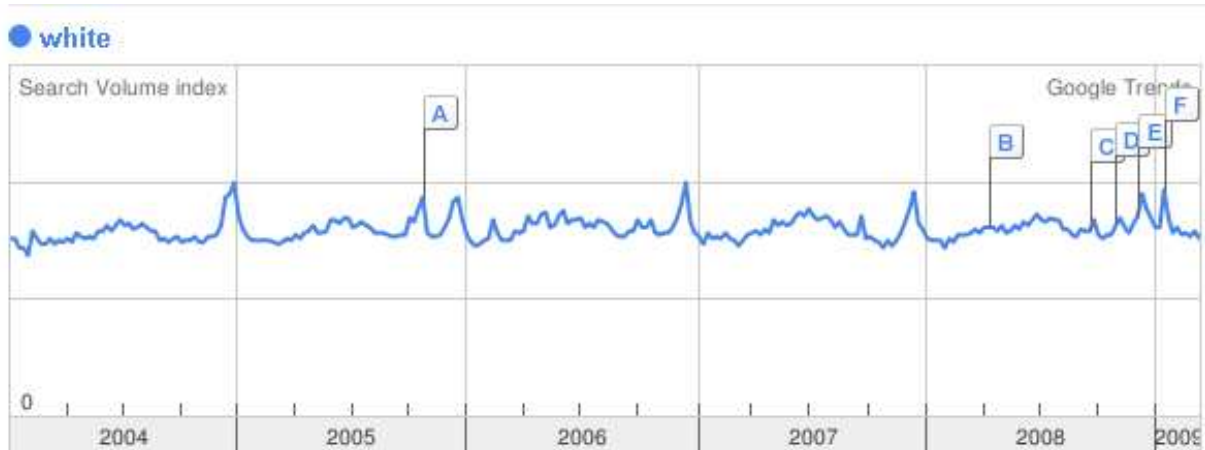
Google News (United States)



ISI – Web of Science database

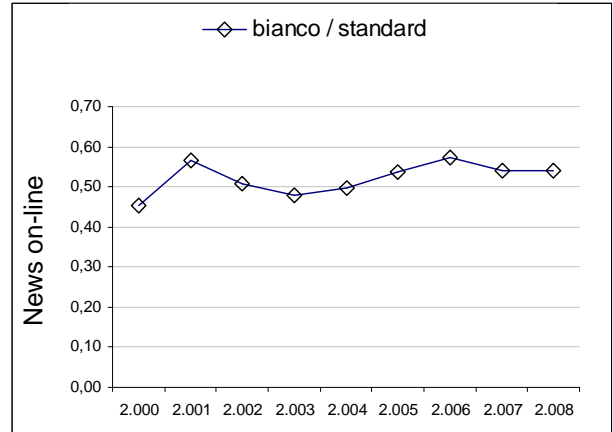
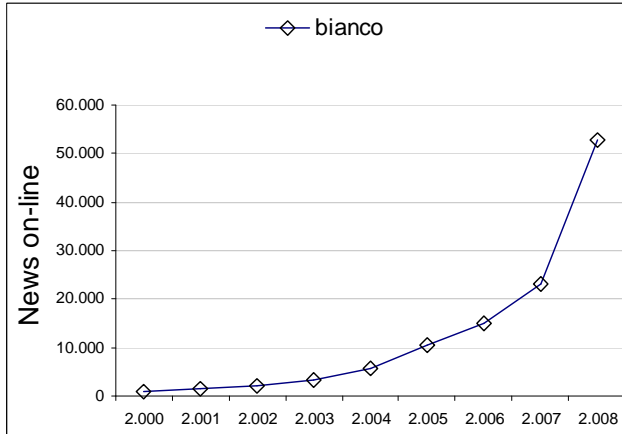


Google Trends (United States)

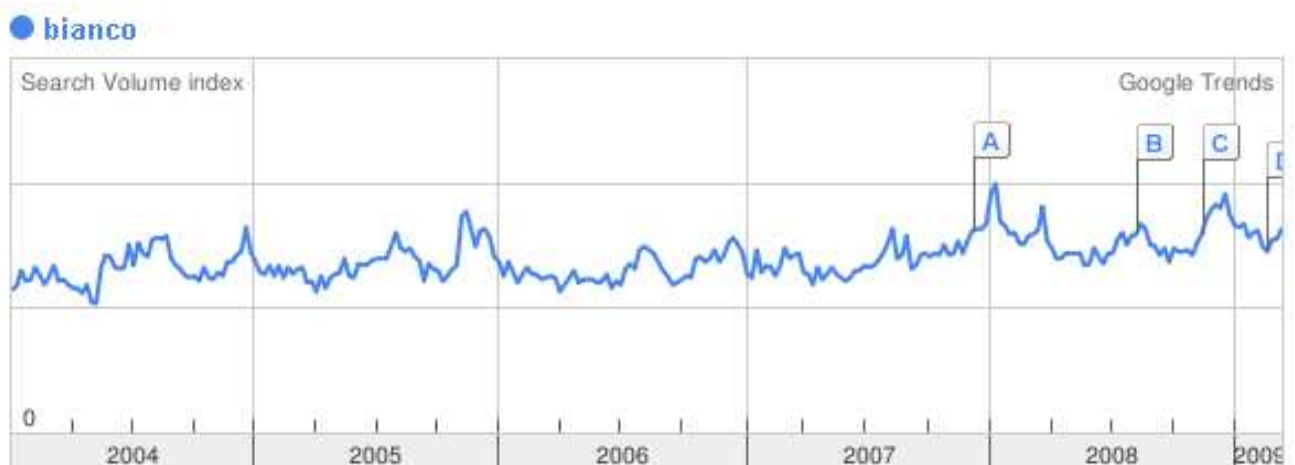


22a. Bianco

Google News (Italia)



Google Trends (Italia)



Trends

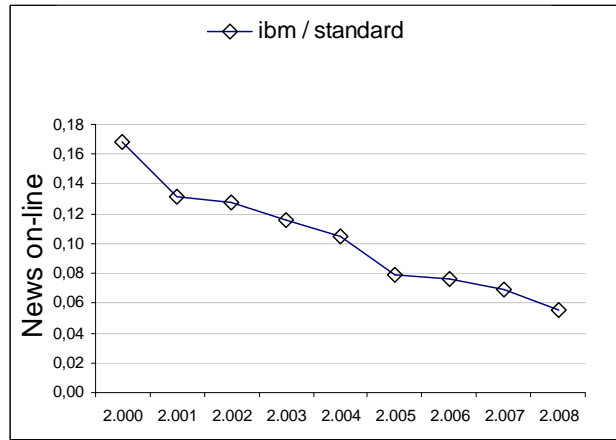
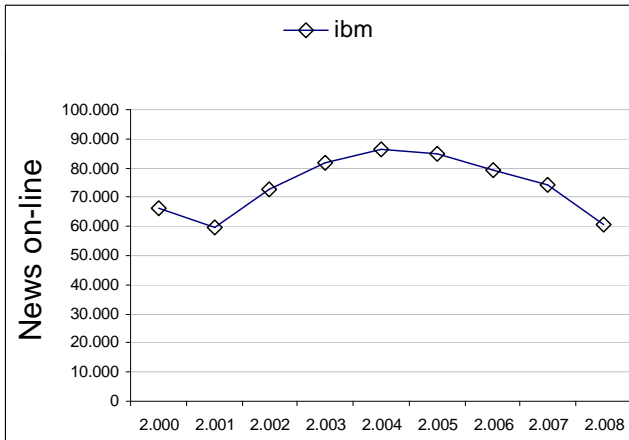
	V12/35	V14/59
NOL.en	1,1	1,5
ISI	1,2	1,3
NOL.it	3,7	9,5

V12/35 : media 2007-2008 / media 2004-2008

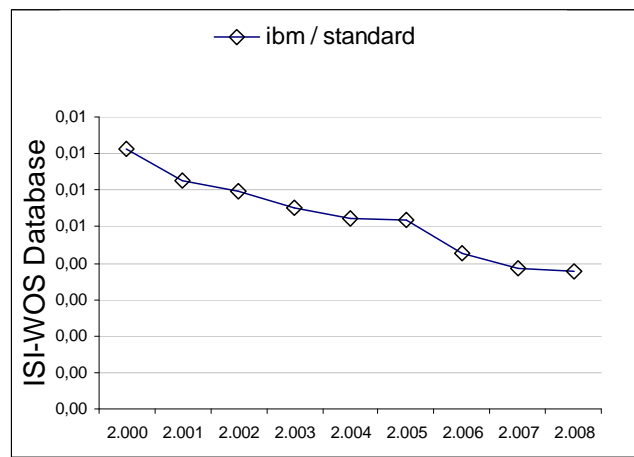
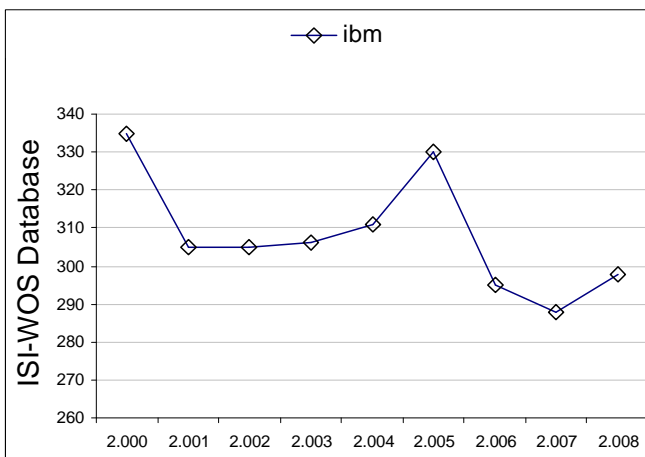
V12/59 : media 2005-2008 / media 2000-2004

23. Ibm

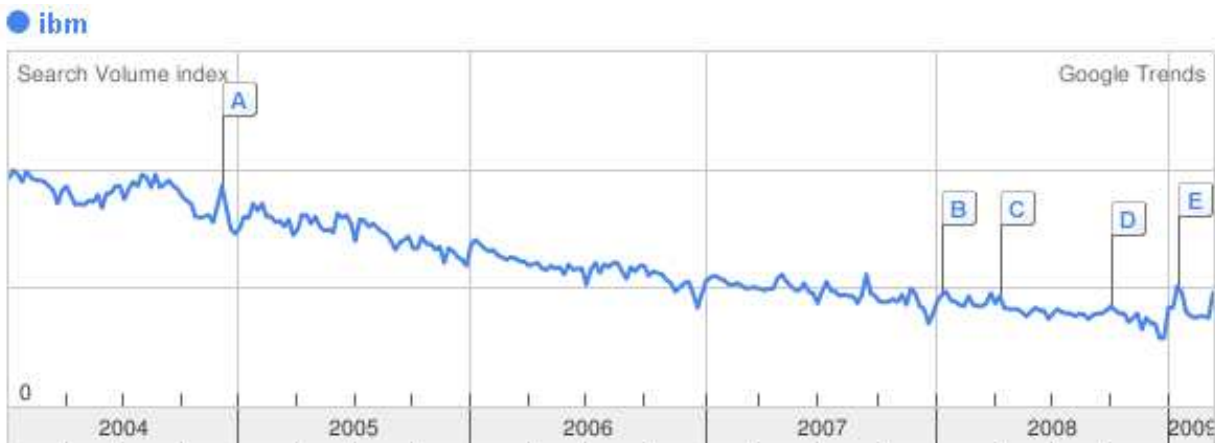
Google News (United States)



ISI – Web of Science database

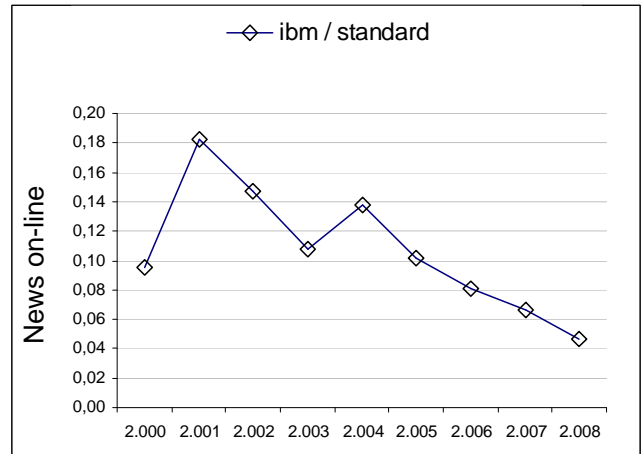
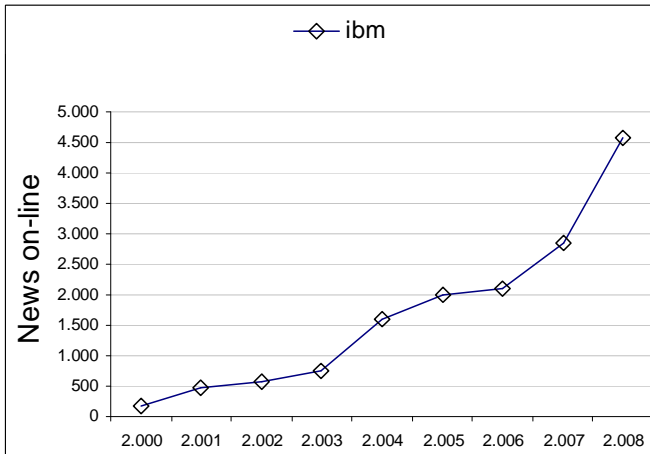


Google Trends (United States)

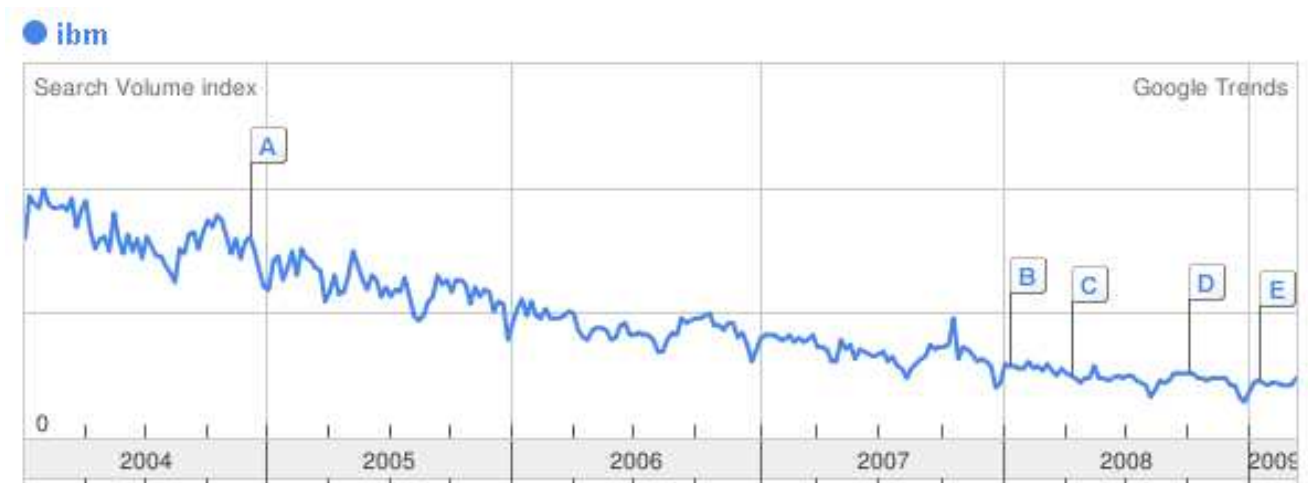


23a. Ibm

Google News (Italia)



Google Trends (Italia)



Trends

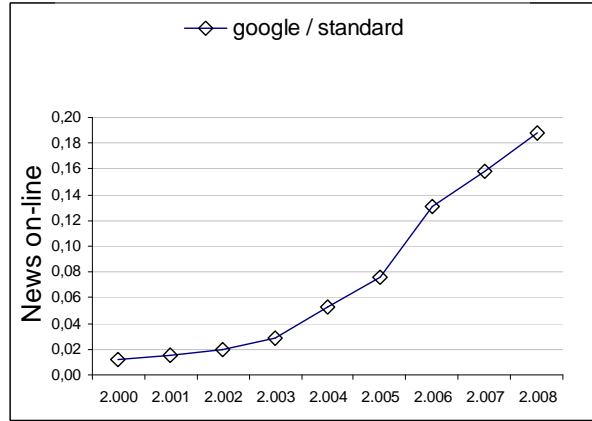
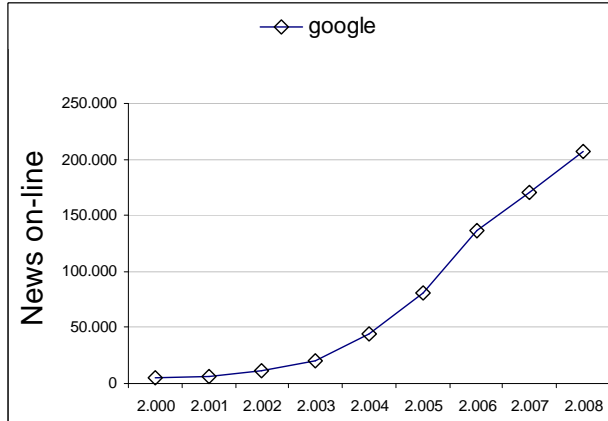
	V12/35	V14/59
NOL.en	0,8	1,0
ISI	0,9	1,0
NOL.it	2,0	4,0

V12/35 : media 2007-2008 / media 2004-2008

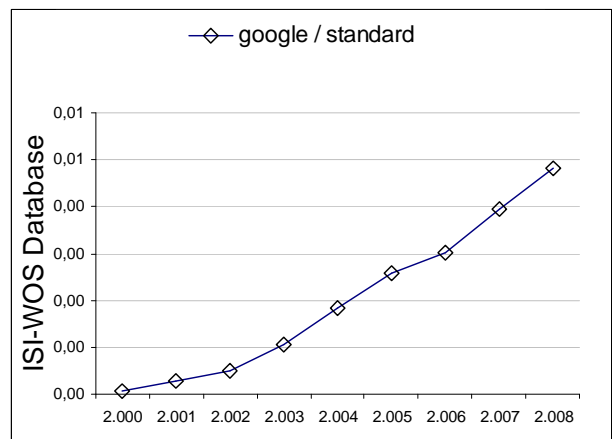
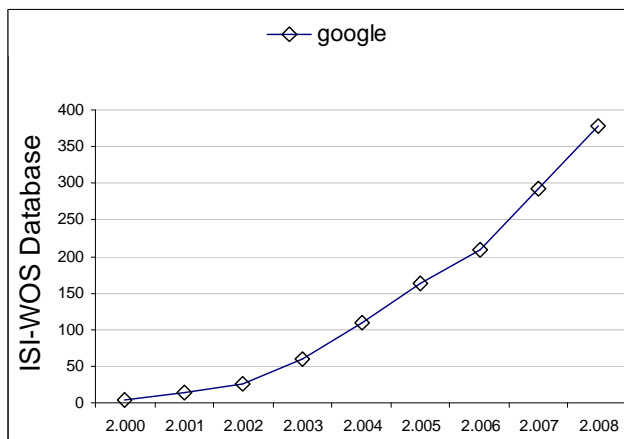
V12/59 : media 2005-2008 / media 2000-2004

24. Google

Google News (United States)



ISI – Web of Science database

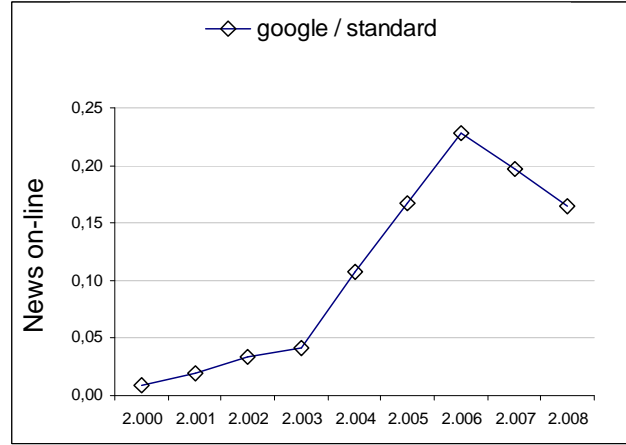
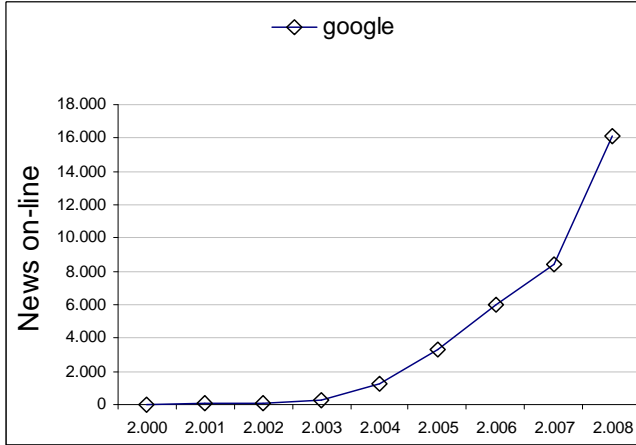


Google Trends (United States)

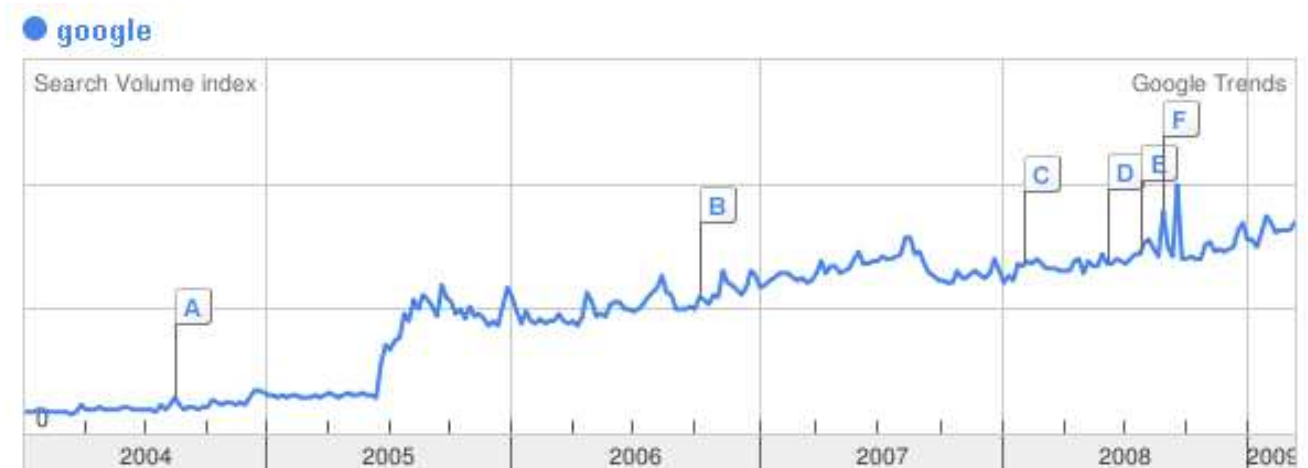


24a. Google

Google News (Italia)



Google Trends (Italia)



Trends

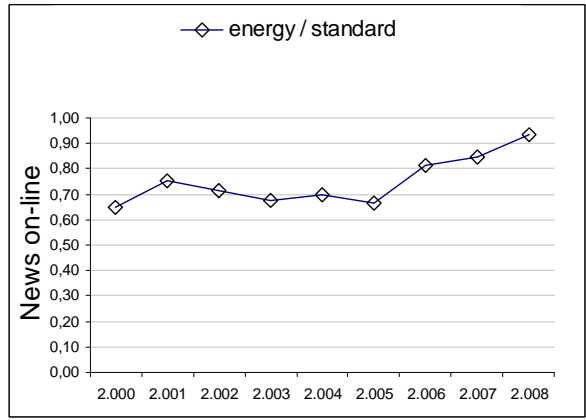
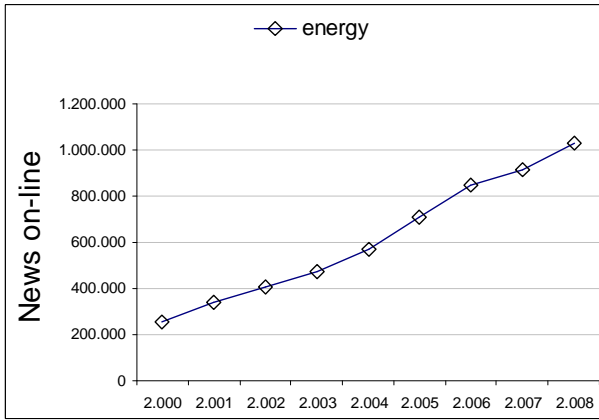
	V12/35	V14/59
NOL.en	2,2	8,6
ISI	2,1	6,2
NOL.it	3,5	24,4

V12/35 : media 2007-2008 / media 2004-2008

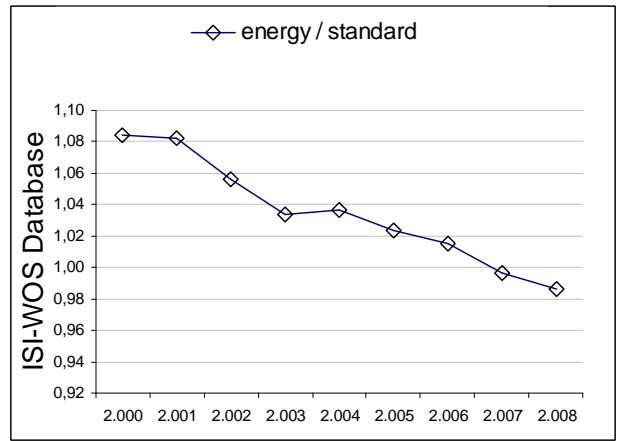
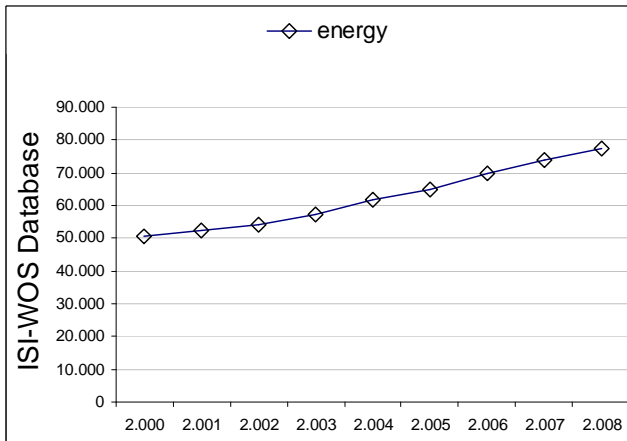
V12/59 : media 2005-2008 / media 2000-2004

25. Energy

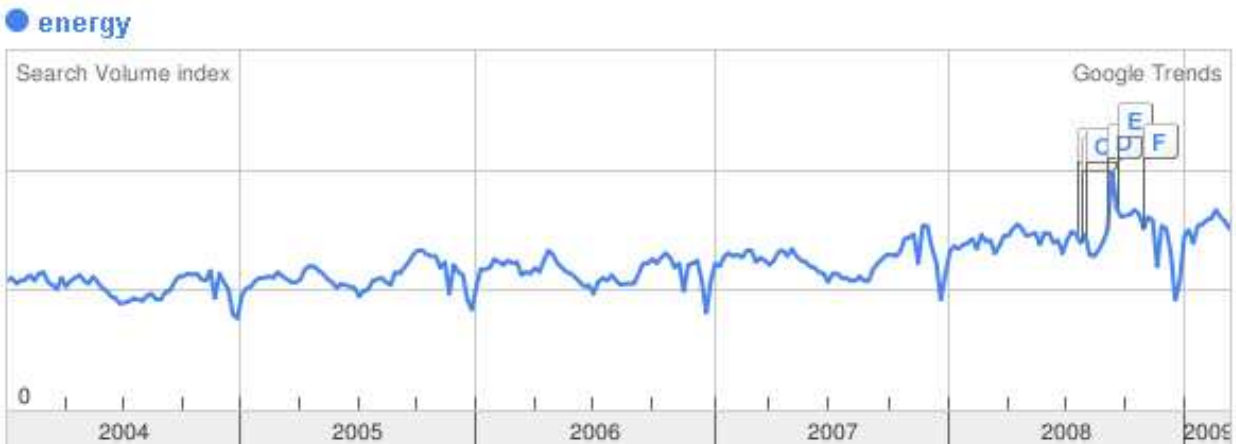
Google News (United States)



ISI – Web of Science database

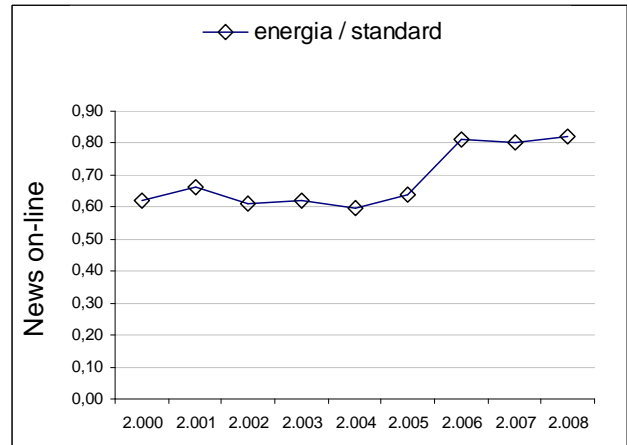
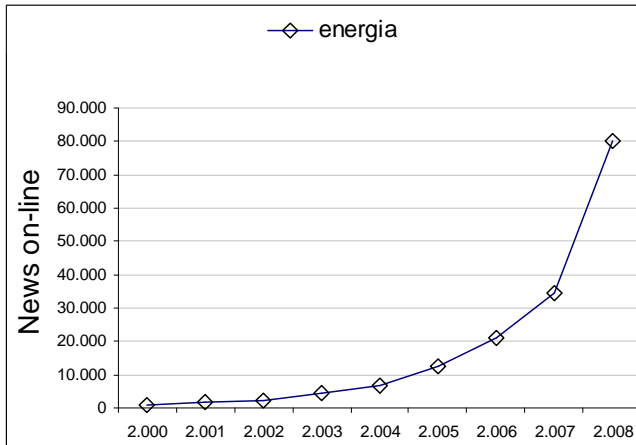


Google Trends (United States)

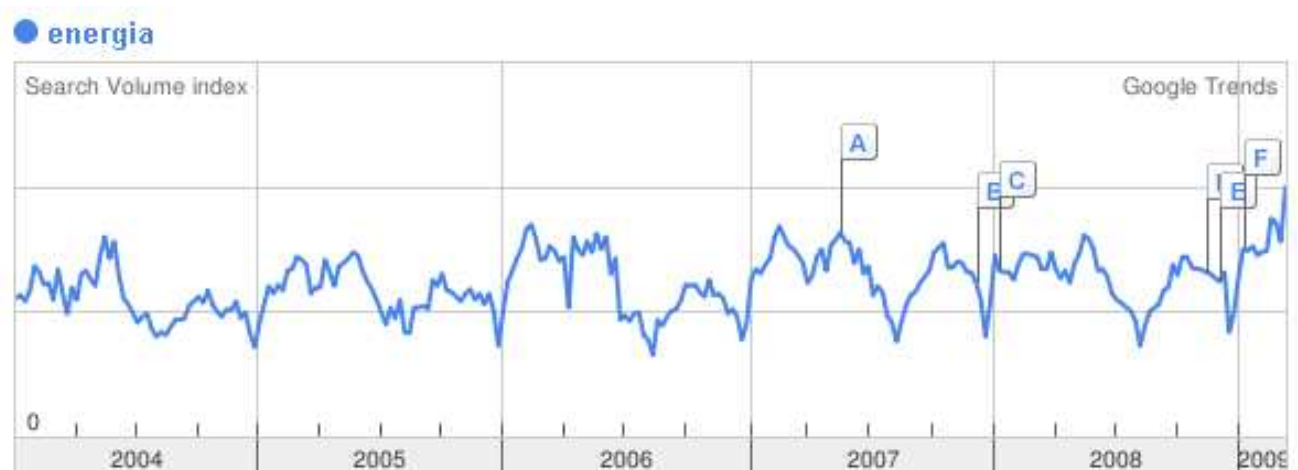


25a. Energia

Google News (Italia)



Google Trends (Italia)



Trends

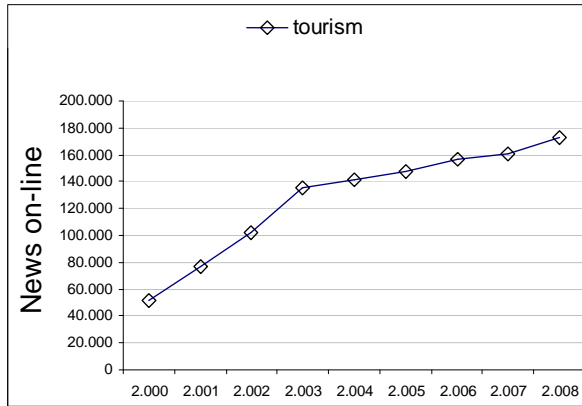
	V12/35	V14/59
NOL.en	1,4	2,1
ISI	1,2	1,3
NOL.it	4,2	11,2

V12/35 : media 2007-2008 / media 2004-2008

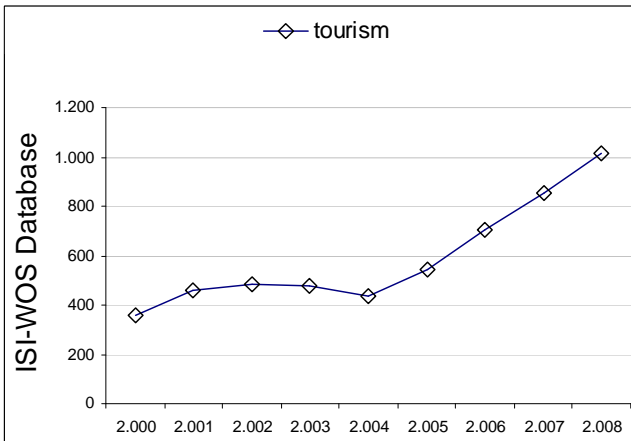
V12/59 : media 2005-2008 / media 2000-2004

26. Tourism

Google News (United States)



ISI – Web of Science database

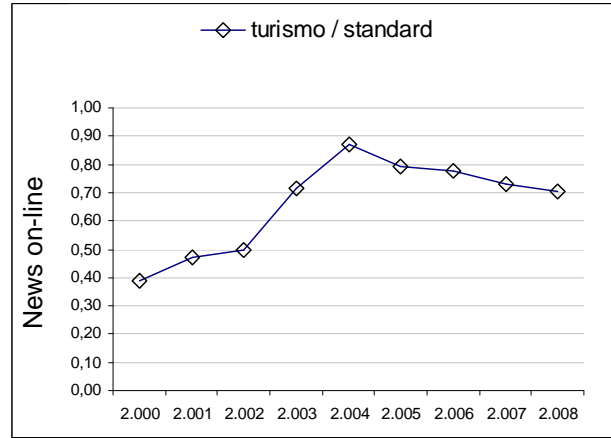
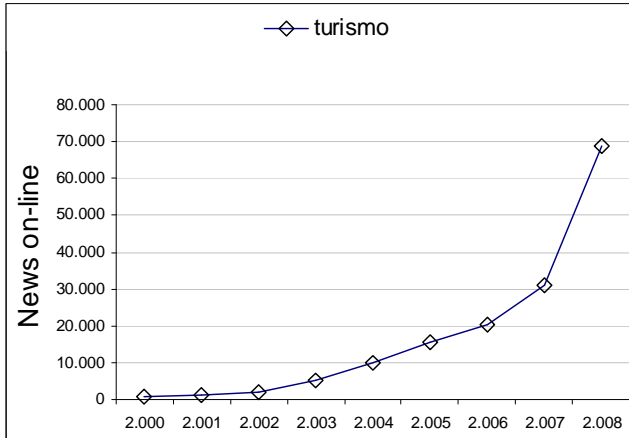


Google Trends (United States)

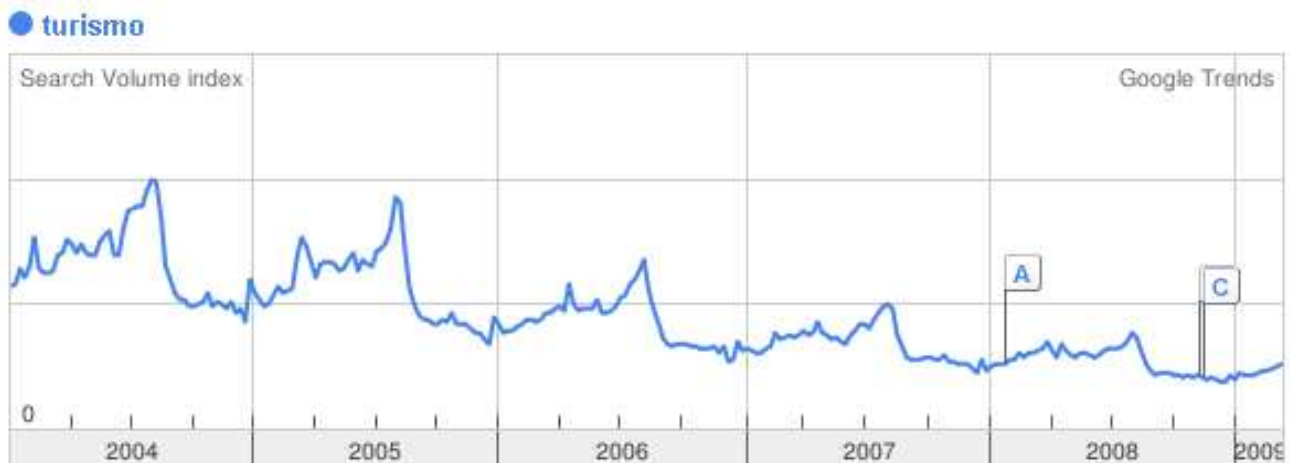


26a. Turismo

Google News (Italia)



Google Trends (Italia)



Trends

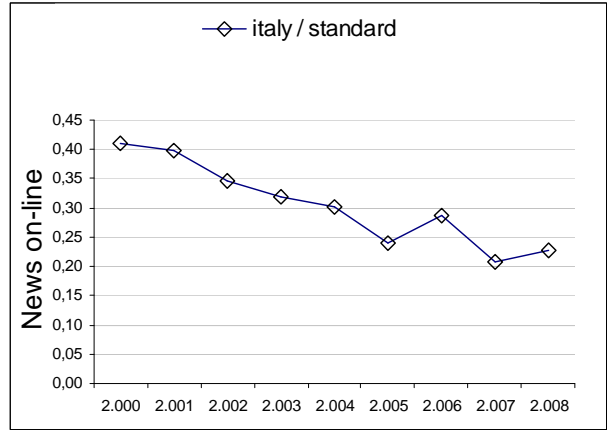
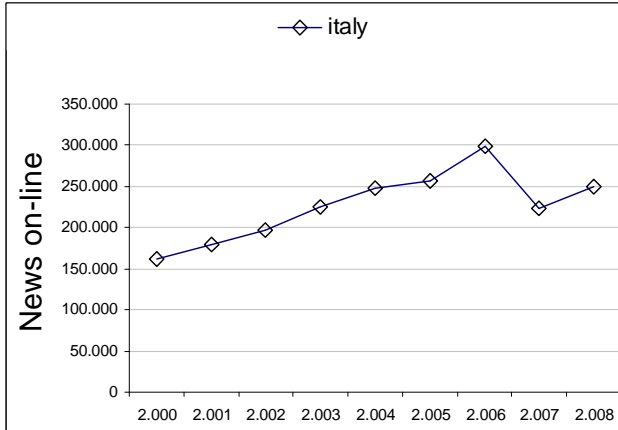
	V12/35	V14/59
NOL.en	1,1	1,6
ISI	1,7	1,8
NOL.it	3,3	8,9

V12/35 : media 2007-2008 / media 2004-2008

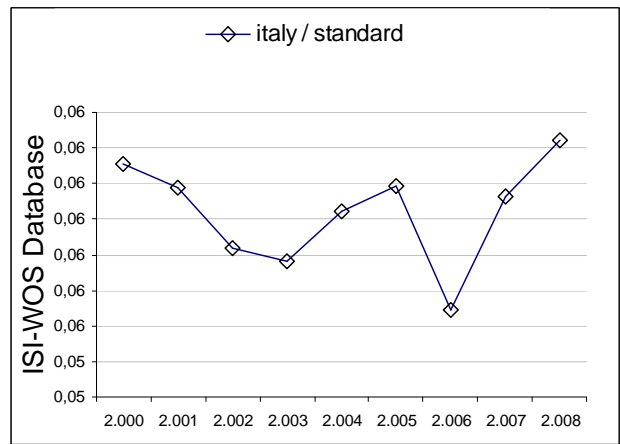
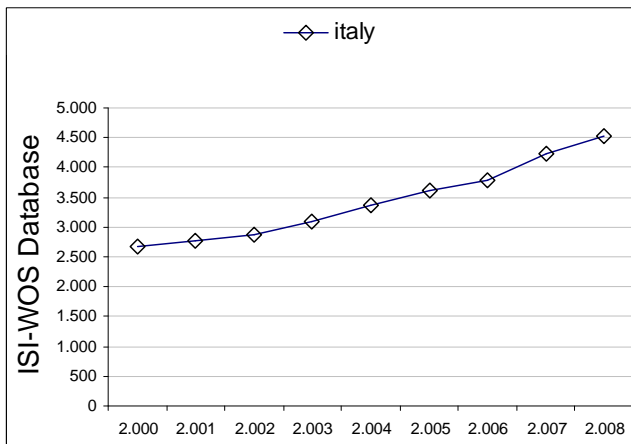
V12/59 : media 2005-2008 / media 2000-2004

27. Italy

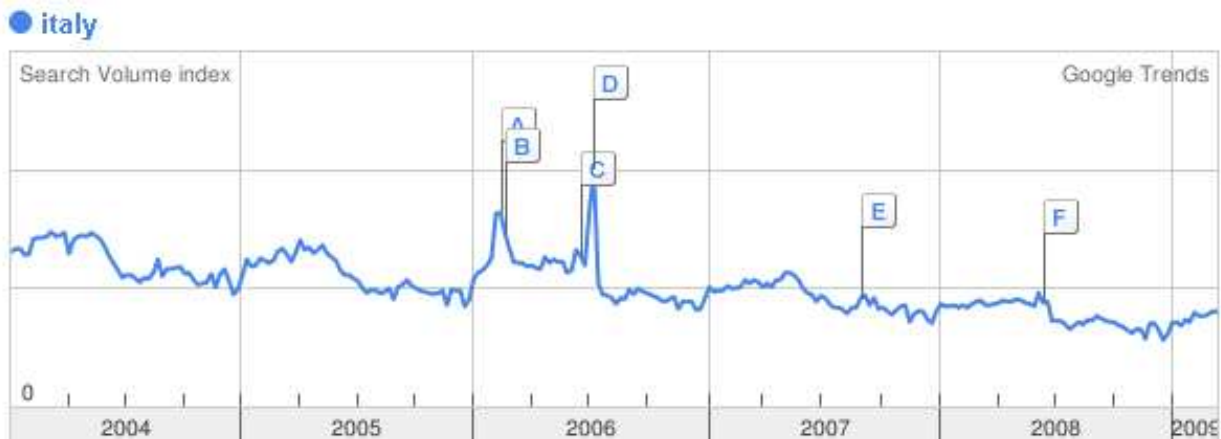
Google News (United States)



ISI – Web of Science database

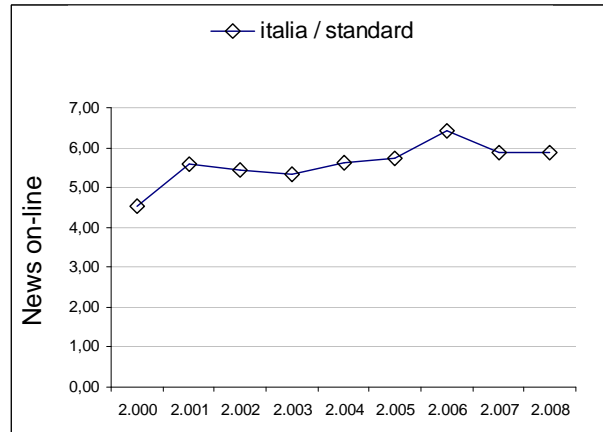
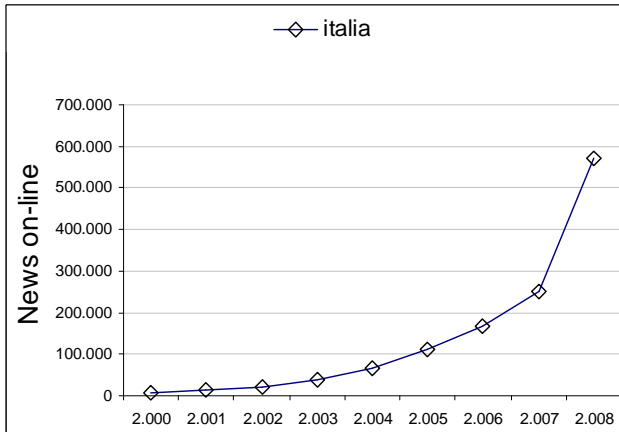


Google Trends (United States)

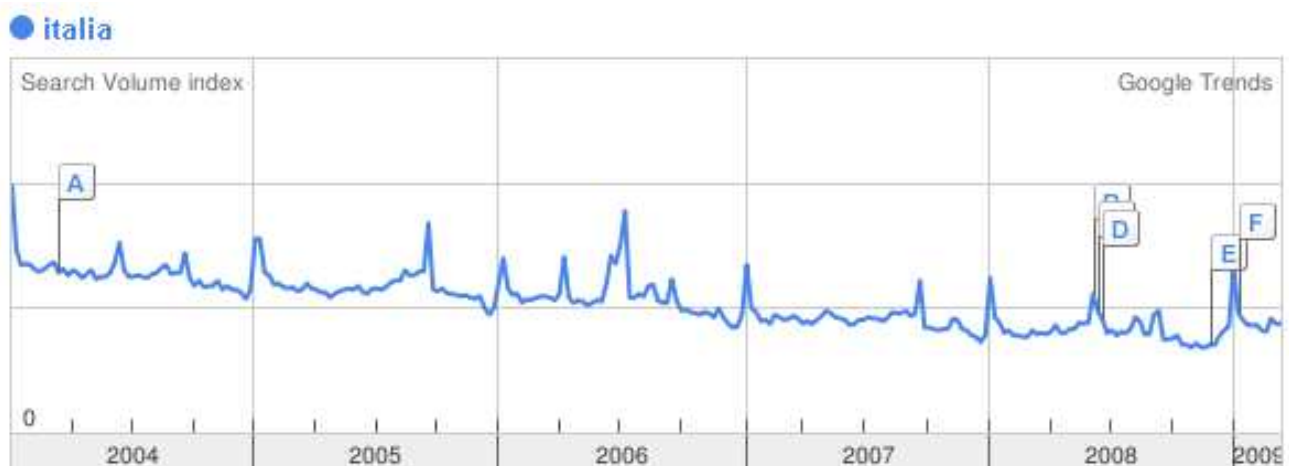


27a. Italia

Google News (Italia)



Google Trends (Italia)



Trends

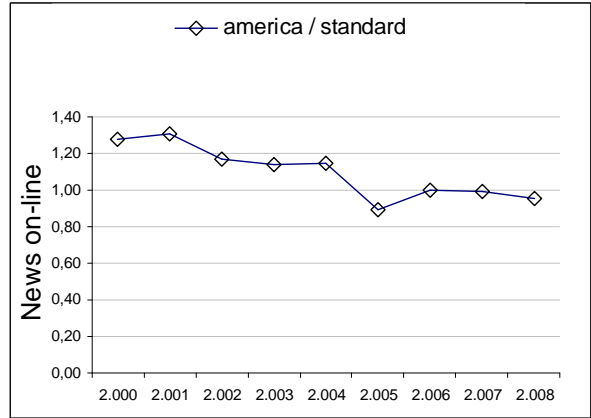
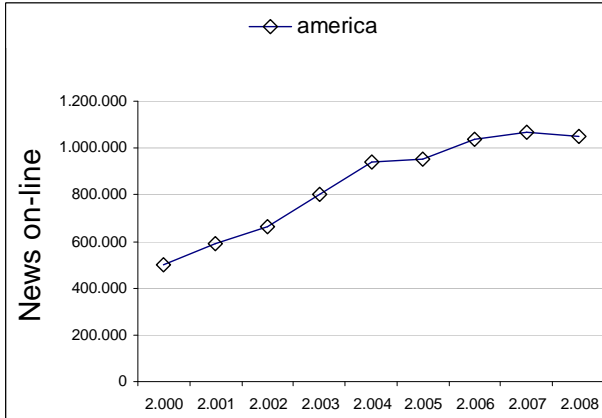
	V12/35	V14/59
NOL.en	0,9	1,3
ISI	1,2	1,4
NOL.it	3,6	9,4

V12/35 : media 2007-2008 / media 2004-2008

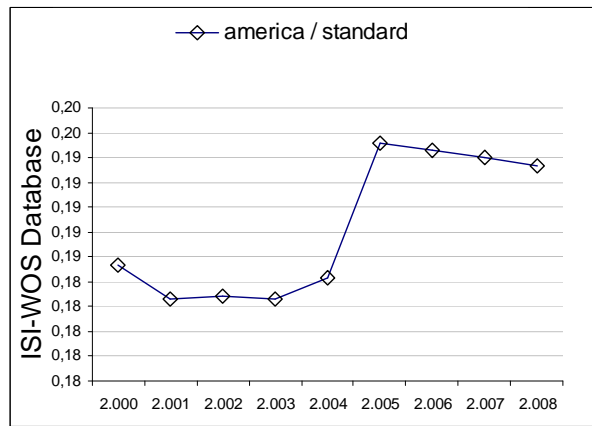
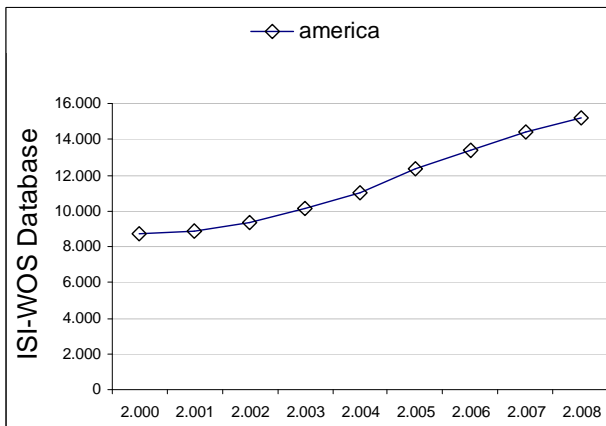
V12/59 : media 2005-2008 / media 2000-2004

28. America

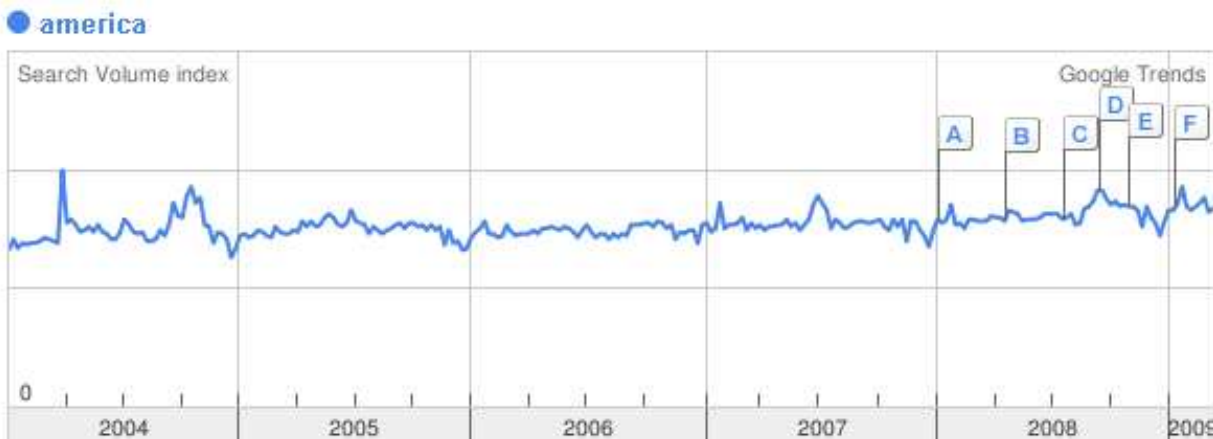
Google News (United States)



ISI – Web of Science database

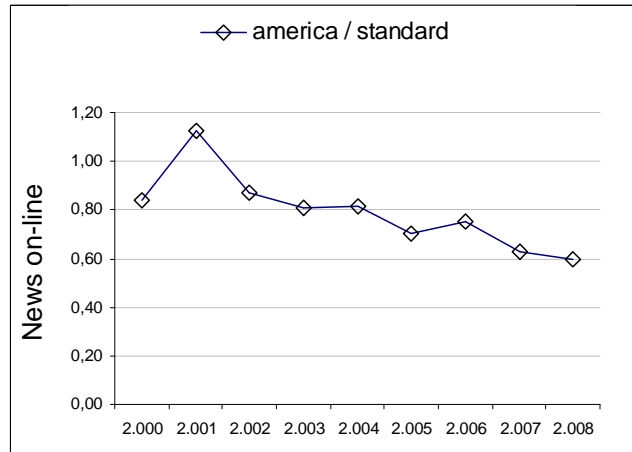
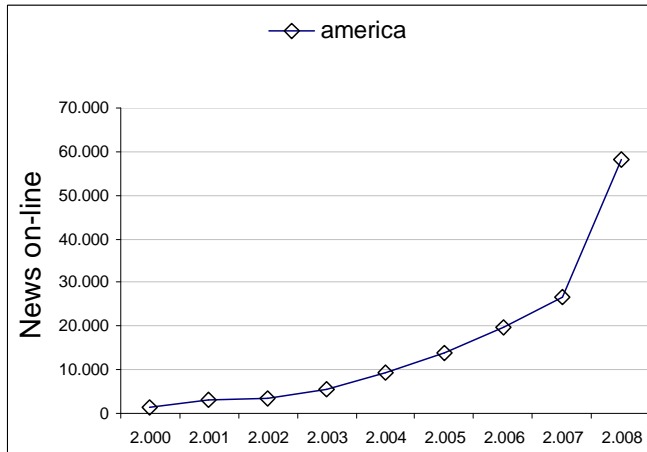


Google Trends (United States)

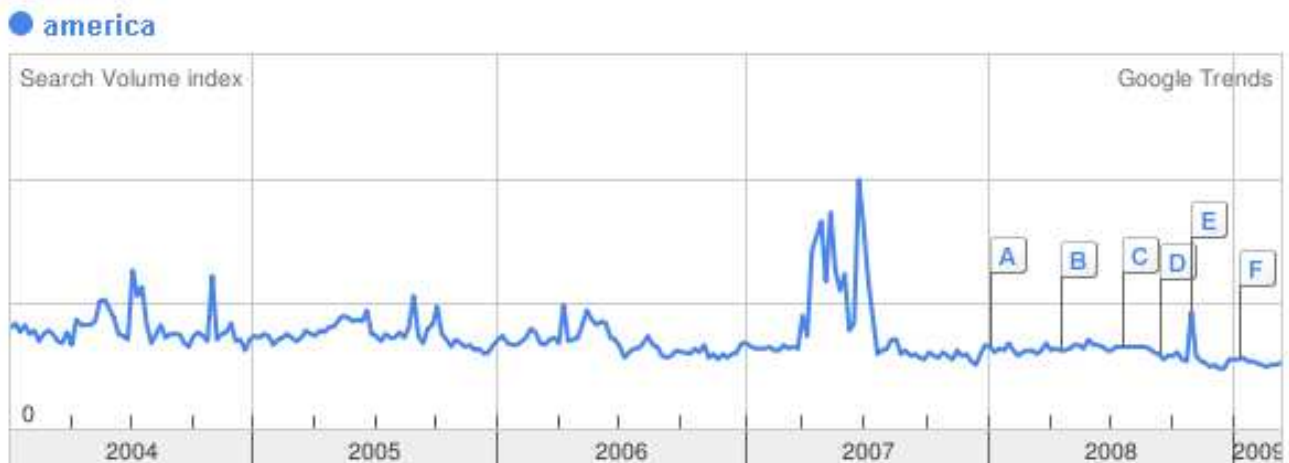


28a. America

Google News (Italia)



Google Trends (Italia)



Trends

	V12/35	V14/59
NOL.en	1,1	1,5
ISI	1,2	1,4
NOL.it	3,0	6,4

V12/35 : media 2007-2008 / media 2004-2008

V12/59 : media 2005-2008 / media 2000-2004

