

Global trends of Drug Addiction as reflected in the internet

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Digital media provides increased opportunities for both health care and social transmission of risky products such as drugs. Psychoactive substances are continuously and increasingly appearing on the international drug market. Global Internet forums are a publicly available reality where users anonymously discuss and share information about drugs of abuse. Regardless of the degree of validity, publicly available content on the Internet is an undeniable reality, which remains the major source of information for public about drug-related issues of concern. The Internet has been identified as a key aspect for facilitating use, providing ready access to supply, and information. Furthermore, Internet searches, for example through Google, are used to access information. These searches provide data streams which can then be analyzed through online services such as Google Trends (GT). GT is a free, open access online portal which allows users to analyze part of 3.5 billion daily Google searches. This internet tool provides data on geographical and temporal patterns in user-specified search terms. Using GT we found a similar curve pattern of the relative annual proportion of drug addiction and opiate queries. Furthermore, there is a high correlation between the query drug addiction and physical abuse or physiological effects, $r=0.8886$, $r=0.8882$, correspondingly. This finding lead to the conclusion of the value of this data, or similar data using GT, to complement traditional sources, providing actionable intelligence to policy-makers and law enforcement.

Introduction: Some characteristics of drug initiation embrace social, psychological and biological aspects. additionally, curiosity and sensation seeking play a serious role within the method of abuse and addiction to medicine. 2 of the most important elements of this phenomena area unit the missing data and data choice. By exploitation offered tools on the net it's doable to beat a district of the 2 obstacles (1, 2, 3).

Materials and Strategies: Google Trends could be a web site by Google that analyzes the recognition of high search queries in Google Search across numerous regions and languages. the web site uses graphs to match the search volume of various queries over time. Google Trends additionally permits the user to match the relative search volume of searches between 2 or a lot of terms.

How Trends information is adjusted?

Each datum is split by the entire searches of the geography and time vary it represents to match relative quality. Otherwise, places with the foremost search volume would continually be hierarchic highest. The ensuing numbers area unit then scaled to a variety of zero to one hundred supported a topic's proportion to all or any searches on all topics. Completely different regions that show a similar search interest for a term do not continually have similar total search volumes.

In this analysis a number of the information that were excluded, as well as searches created by only a few folks. Trends solely show information for common terms, therefore search terms with low volume seem as "0". Duplicate searches: Trends eliminate perennial searches for a similar person over a brief amount of your time. Special characters: Trends filters out queries with apostrophes and alternative special characters.

One-way analysis of variance (ANOVA) was accustomed verify whether or not there area unit any statistically vital variations between the suggests that of the freelance teams.

Results: As shown in figure 1 the trend pattern of drug abuse and opiate are similar and the same applies to the queries as shown in figure 2.



Figure 1: Worldwide trends of drug abuse and opiate from 1.1.2016 until 1.1.2019



Figure 2: Worldwide distribution of drug abuse and opiate queries. The search activity of drug addiction and physical abuse have a high correlation, $r=0.888$. This pattern of activity is presented in figure 3 in the panels A and B.

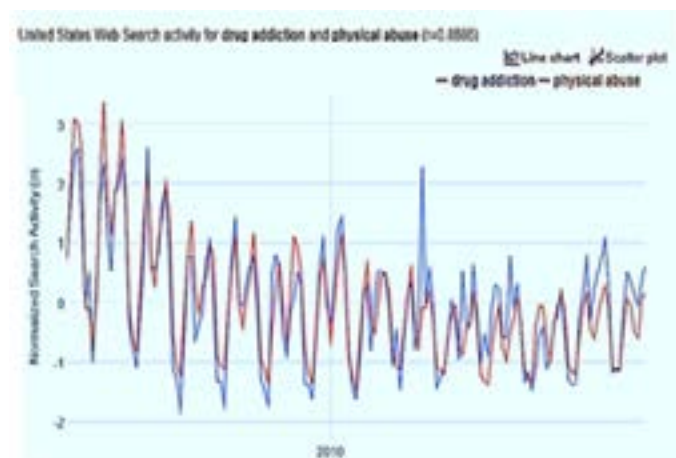
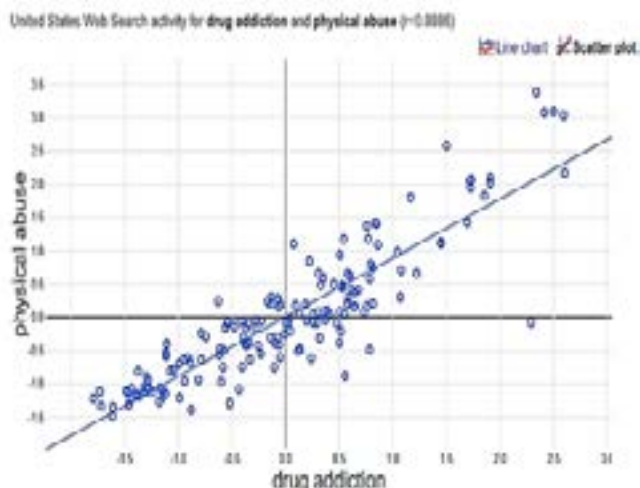


Figure 3: Web search activity for drug addiction and physical abuse

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Since the websites are characterized by as belonging to the government (gov), organization (org) or commercial (com) additional approach was required to analyze the quality of the websites.

Is the website fully optimized?

The answer to the question included: Being present online, Website is optimized for mobile devices, the website uses a favorite icon, Touch icons are present, and Page title is found.

Ideal domain length found?

How the website is displayed in search engine results, a page description is present; the optimal quantity of content, a Sitemap is present. Is it secure?

Preventing previous vulnerabilities being used for potential attacks, the website encryption, the status page on the web server is unavailable.

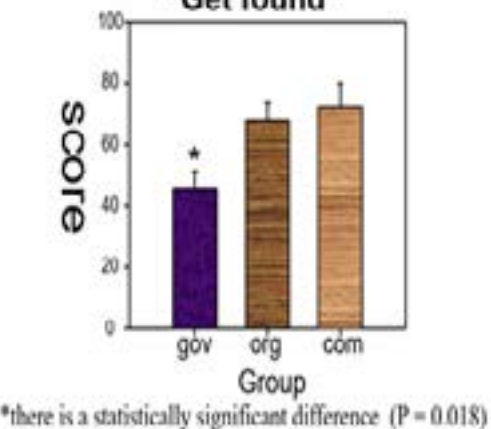
Be fast?

Compression is enabled, the website is compact.

Analysis of all the websites quality did not reveal significant differences between the groups except for “Get found” as shown in figure 4.

Figure 4: The scores for “get found” of the three website types

Bar Chart Column Means±SEM of “Get found”



Conclusions: Public health has achieved enormous advances in improving people’s health and fitness over the past and present century all the way through education and teaching, communication, statements, policy development, and risk management. Community health practitioners and the scientific research community have been exploring new enlightenment skills to more effectively and efficiently communicate information. The major finding in this research is the comparisons between various addictions and the possibility to predict the short term trend. Applying this method is an easy and cheap method to get future forecast and to make the necessary preparation needed based on the trend of a specific query on the internet (4,5). The findings also serve as a useful baseline validation of the performance of the current addiction models. This information should be considered before potential revisions to a model are assumed and combined with non-Google data.

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