Predictability of Search Trends among Future Radiologists

Jasim Alidina M.D., Leonard Ong M.D., Shyamali Bhakta M.D.
Department of Radiology, NYC Health Hospital Center;
New York, NY, United States.

Purpose

There is limited published data on the use of online research tools such as ‘Google Trends’. In resource limited hospitals, such tools can be used to conduct meaningful research. Radiology has had a decrease in popularity from 2010 through 2012 and this correlated with Google Trends and NRMP data. We conducted searches pertaining to “radiology residency” and “radiology salary”. The data was analyzed with the NRMP match results. The purpose of this study was to show the use of the online google trends tool and to compare radiology search interest results to NRMP match data between 2015-2016.

Materials/Methods Used:

Google Trends online tool was used to analyze the usage of phrases “radiology residency” and “radiology salary” from January 2015-2016 and compared to the NRMP Radiology Match data for the year 2016. Data was restricted to the United States. NRMP data included diagnostic radiology residency programs matching 4th year medical graduates from United States Medical Schools.

Results

Search results showed a small increase of approximately 10% of “radiology salary” searches and 16% searches of “radiology salary” through the year of Jan 2015 to Jan 2016. This correlates with the NRMP 2016 match results which showed an increase in 11.2% of US seniors into categorical diagnostic radiology programs. A change from 2015 US senior match rate of 50.4% to a 2016 match rate of 61.6%.

Figure 1: 2015 Google Search Trends

Conclusion

Stratification of online queries such as Google Trends can be implemented to evaluate trends from NRMP data in relation to medical student choices in pursuing diagnostic radiology. These tools can have far reaching applications and help us see what the future holds using large aggregate data.

References: