

Uganda's top Google searches of 2013

Paul Walker, Nelson Mandela and the rare Hybrid Eclipse that occurred in Uganda were the search queries that topped the 2013 trending list with Paul Walker being the most-searched celebrity of the last 12 months.



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This year's trending searches show a maintained interest in entertainment, sports and current affairs with general concentration on both local and international content evidenced in searches like Paul Walker, an American actor famous for his role as Brian O'Conner in The Fast and the Furious film series.

On the sports scene, Ugandans indicated keen interest in German footballer Mesut Ozil who plays for Premier League club Arsenal and the German national team.

The death of James Mulwana, founder of the Uganda Manufacturers Association (UMA) Ugandans saw Ugandans generating great interest in 2013 as Ugandans mourned the death of one of the country's greatest industrialists.

That Ugandans love love is reflected in the "How to" query, which revealed that Ugandans want to learn how to kiss and love. However "How to" hack and bet come third and fourth. The "What is" category also shows love as the dominant theme. Development and internet queries come closely after.

Google reveals the internet "Zeitgeist" (German for "the spirit of the times") through an exploration of the over one trillion search queries we receive each year. In addition to the Year-end Zeitgeist, which highlights the top trends of 2013, we also have several tools that give insight into global, regional, past and present search trends. Google Zeitgeist tools can never be used to identify individual users because we rely on anonymized, aggregated counts of how often certain search queries occur over time. These tools are available year-round for you to play with, explore, and learn from.

Here are the top categories searched on Google by Ugandans in 2013:

Uganda's top trending searches

1. Coke connect
2. Nelson Mandela
3. Tubidy
4. Kenya Elections
5. Choti Bahu
6. Mesut Ozil
7. Zulu bet
8. Mara clara
9. Eclipse
10. Martin Angume

Uganda's trending people searches

1. Paul Walker
2. Nelson Mandela
3. Mesut Ozil
4. Martin Angume
5. Iryn Namubiru
6. Pope Francis
7. Luis Suarez
8. James Mulwana
9. Uhuru Kenyatta
10. Stephen Kiprotich

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