

25 July 2020

Original post here:

[https://www.reddit.com/r/kpop/comments/hxhct8/postmusic\\_bank\\_mc\\_debut\\_search\\_trends/](https://www.reddit.com/r/kpop/comments/hxhct8/postmusic_bank_mc_debut_search_trends/)

SO I'm a bit of a nerd and snooped around Google Trends and Naver DataLab, but I know no one IRL who would willingly listen to me ramble about K-Pop data trends so I'm here. Here's what I found: Imgur [Part 1](#) | [Part 2](#)

### Google Trends: English

[Note: I had to narrow search interest down to Arts & Entertainment since the term 'txt' is pretty ubiquitous in other search categories as well, especially tech.]

- Overall, the data over the past 90 days seems to check out, with higher sustained worldwide search interest for TXT and relevant peaks where each group has announced comebacks or released new music/videos.
- If we look at worldwide data from the past week, both groups saw a spike in web search interest on July 20, when Soobin and Arin were announced to be the new MuBank MCs. Oh My Girl saw a much more dramatic increase though, which could be because they were less well-known than TXT on a global scale before this announcement. YouTube search interest for both groups held steady, probably because people were reserving their interest for their MB debut.
- Interestingly, over the past 24 hours (July 24-25), there were *\*two\** spikes in web search history for both groups and each MC, one at 6PM KST and another at 9PM KST. My guess is that there was increased interest during/just after the episode aired, and again when [this behind-the-scenes video](<https://youtu.be/acZ6kFuz7sA>) was dropped.
- In contrast, there was only *\*one\** spike in YouTube search history for both groups at 7PM KST. This aligns with the time KBS World uploaded the MC Special Stage clips onto YouTube and engaged with fans on Twitter.
- What surprised me most was the slight difference between web and YouTube search interest for each MC, since the episode aired. Web search interest for Arin has significantly overtaken that for Soobin, while YouTube search interest for Soobin has remained above that for Arin. In my opinion, web search patterns reflect the interest of more detached K-Pop fans, while YouTube search patterns reflect the interest of MOAs and Miracles, as well as more invested K-Pop fans who would search for MuBank videos after episodes are aired, either out of interest for the MCs or the groups they're following.

### Naver DataLab

I'm a little sceptical about the data I've scraped from Naver, simply because I wasn't able to come up with enough similar search terms to analyse for each group. [This](#) is what I put into the engine. If anyone could suggest more search terms, please do!

FIXED, please refer to the data [here](#)! Unfortunately, the smallest time denomination on Naver DataLab is days, so I couldn't get hourly data for a more specific analysis.

- As with Google Trends, spikes in search interest for both groups match up with announcements, comebacks and music/video releases.
- In general, Oh My Girl receives greater search interest than TXT.
- There is a clear increase in search interest for both MCs on July 20 when the MCs were announced, as well as July 24 when the episode was aired. Yet, when compared to their comebacks over the past three months, Soobin and Arin's MuBank MC debut has had little impact on search interest for both groups.

### **Bonus**

Because I think Hyuka and Seunghee did an awesome job as special MCs yesterday, I looked up Google WW search interest for them as well. Web search interest for Seunghee literally SKYROCKETED yesterday at 7PM KST. YouTube search interest for Hyuka and Seunghee spiked at 7PM KST, but YT interest for Seunghee continued to rise as the day went on while that for Hyuka dropped by around 8PM KST.

ETA: I have done a more thorough search with Korean terms in Google. (Thanks u/Dessidy for the suggestion!)

### **Google Trends: Korean**

- Both Oh My Girl and TXT are enjoying immense search interest in Korea! Based on data from the past 90 days, there have been no significant rises or drops in search volume for both groups.
- While Oh My Girl has historically received greater search interest, both groups have received similar amounts of attention on Korean Google over the past week.
- On YouTube, Oh My Girl receives a much higher search volume compared to TXT.
- Interestingly, Soobin and Arin becoming MuBank MCs don't seem to have had an impact on search interest for their respective groups in Korea, both on the web and on YouTube. However, it has VERY slightly increased search interest for them *individually*.
- Over the past 7 days, Arin reached peak YouTube search popularity at 11PM KST on 24 July, while Soobin reached peak YouTube search popularity at 5AM KST on 25 July, *surpassing* Arin. Don't even ask me why. I don't know.

Thank you for reaching the end of this post. Feel free to critique my methods! I will adjust and update accordingly.