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## Editorial

# Impact of the World AIDS Day in the searches carried out in Google

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According to data from the World Health Organization (WHO) in 2015, 2.1 million people were infected, but between 2000 and 2010, the number of people who contract decreased more than 50% in 30 countries (1). Overall, the estimated number of adults and children newly infected with HIV decreased from 20,000 - 30,000 every year since 2010 (2).

Although the number of infected persons has decreased markedly, the promotion of preventive measures, the increase of conscience, the fight against prejudice and the improvement of education continue to be imperative, in view of this need since 1988 it is celebrated on 01 December, every year the global day of fighting HIV (3).

Despite enormous progress in the development of effective combination antiretroviral therapies to control HIV infection, much less has been achieved in the prevention of infection. The number of people living with the AIDS virus (PLWHA), who do not know their serological status is still important, therefore, the spread of the virus through sexual contact, needle sharing or mother-to-child transmission is still present. Once the research on having an effective preventive vaccine against HIV or a cure for PPVS has not achieved satisfactory results (4).

Over the years, the importance of early recognition of infection, early therapy to prevent the progression of the disease and transmission of HIV, and the potential value of pre-exposure prophylaxis in high-risk populations has been learned. With the will of the populations and leaders, this modern scourge can become a disease of historical interest, which is why the World AIDS Day (WAD) has been established.

In order to evaluate the impact of the WAD in the searches carried out in Google, an observational, descriptive type was carried out with the Google Trends tool (<https://www.google.com/trends/>), which determines how many times certain terms have been searched in comparison with the total number of searches made in a certain period, allowing to identify the variations in searches in relative values based on a scale of 0 to 100, where 100 represents the highest point in Levels of searches performed with respect to a term or keyword. The terms "human immunodeficiency virus", "acquired immunodeficiency syndrome", "HIV", "AIDS" and "HIV / AIDS" were evaluated separately

and similar trends were obtained, which is why the term "HIV / AIDS" was chosen. .

It was Ron s analyzed the trend of searches on Google since 01 January 2017, from 1 December of the same year.

A minimum trend of 47 was observed, and a maximum of 100, with a median of 57 (interquartile range: 53 - 59). The minimum peak from 02 to July 7 and the maximum peak was observed on 26 November to 0 April 1.

Since 2004 (limit of Google Trends) to December 1, 2017, a minimum of 08 has been observed, observed during the month of July and August of 2015, the maximum peaks were only observed during the months of January 2004 and April of 2016.

Search interest was registered mainly in the African continent, mainly in the countries of Somalia with 100, Zambia with 79, Zimbabwe with 71 and Mozambique with 67, followed by the American continent, with Nicaragua with 24, Bolivia with 22, Jamaica with 20, Honduras and El Salvador with 18. Regarding the related terms, the term "Pepsi aids" has presented a disproportionate increase between January 10 to 16, with 100.

It is possible that countries with a less pronounced peak are orienting their campaigns towards the population with fewer resources and less internet access, or are developing constant educational strategies throughout the year, which would increase the number of non-academic searches, diluting the relative frequency search on the subject.

The results of this analysis should be interpreted carefully so as not to fall into the ecological fallacy, especially since the main objective of the WAD is not simply to motivate the population's interest, like World Day of Hepatitis, the world days help to generate awareness about the pathologies (5).

WAD 2017 takes the 'right to health' as its theme, showing the need to link the fight for HIV, care and prevention and sustainable development goals.

It is necessary to carry out more detailed studies on the subject, at the same time it is important to emphasize that trends in

Google Trends searches can be useful as an indicator of the success of educational campaigns to encourage interest in populations that have access to the Internet, which It is an accessible and easy-to-use indicator, as well as an important tool for the evaluation of research trends on emerging and reemerging diseases (6).

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