A Comprehensive Analysis of Global and Indian Urban Discourse on Human Well-being using Google trends analysis

Kuntamukkula Harshitha*[1]

1. Assistant Professor, School of Architecture, Koneru Lakshmaiah EducationFoundation,

Vaddeswaram, Guntur, AP, India- 522302

harshitha.kvv@gmail.com

Abstract

Under the title "Beyond Borders: A Comprehensive Analysis of Global and Indian Urban Discourse on Well-being," this research paper explores the complex patterns and trends of public interest in the well-being dimensions of sustainability, livability, health, and happiness, both globally and specifically in the context of India. Using Google Trends data from 2010 to 2020, the study aims to provide a more comprehensive understanding of how well-being is prioritized and viewed in urban discourse. To shed light on common goals for global urban development, this research attempts to identify the themes that are universal and cross national boundaries. Concurrently, the study seeks to provide light on the distinct local objectives in the Indian urban environment. Using Google Trends, a useful tool for analyzing public internet interests, this study examines how regional issues, global events, and societal dynamics influence the conversation about sustainability, livability, happiness, and health. The ultimate objective of this study is to make a significant contribution to the wider discussion on urban development. The findings are intended to educate policymakers, urban planners, and researchers on the intricate interactions between global and regional elements that shape the agenda promoting urban well-being by highlighting the dynamics that underlying public perceptions of well-being. The goal of this thorough investigation is to widen opportunities for more effective and context-specific approaches for enhancing well-being in a variety of urban environments across the globe.

Keywords: Indian Architecture development, global trends, urban well-being, Google trends analysis

INTRODUCTION

With its manifold impacts on human existence, urbanization has emerged as one of the 21st century's defining characteristics. Since most people on the globe now live in cities, the

standard of living in urban areas has gained significant attention in both scholarly research and policy discussions. Urban well-being is a multifaceted notion that encompasses sustainability, livability, happiness, and health. It stands for a comprehensive knowledge of the experiences of urban individuals.

The importance of urban well-being has increased on the international agenda as cities deal with the problems brought on by growing urbanization. When one looks at influential works in urban studies, it becomes clear how well-being components are interconnected. In "The Death and Life of Great American Cities," Jane Jacobs highlights the value of social capital, active public places, and community involvement in creating a healthy urban environment (Jane, 1961). Richard Florida's hypothesis of the "creative class" asserts that a city's power for economic and cultural progression is associated with the quality of life for its populace, emphasizing contentment and creativity (Florida, 2002)

India's Urban Setting: An Unique Environment

In the context of global urbanization, India is a distinct and active participant. India's metropolitan geography offers potential and challenges for promoting well-being due to its unique cultural tapestry, complex demographics, and growing population. India is committed to developing urban areas into lively, sustainable, and citizen-friendly settings, as demonstrated by the launch of the Smart Cities Mission in 2015 by the Ministry of Housing and Urban Affairs. This program demonstrates India's understanding of the need to strike a balance between the maintenance and improvement of well-being and the country's rising urbanization, as do other policy interventions.

Urban Well-Being Trends Worldwide:

Evaluating health is necessary for a thorough knowledge of worldwide trends in urban well-being since it is a vital aspect of both individual and community well-being. According to Google Trends data, there is a growing global interest in Healthy Cities, which suggests that people are becoming more conscious of health-related issues in urban settings. This is consistent with the research of academics like Wilkinson and Marmot, who contend that social and economic aspects of the urban fabric have a complex relationship with health and that health is not only an individual issue (Adam Fusheini, 2003).

Global happiness shows periodic peaks, as evidenced by searches for "Happy Cities" on the internet. The peaks point to a recurrent but intermittent focus on happiness in the urban

discourse, often coinciding with global events such as the United Nations' International Day of Happiness (Nation). The sustainability of this emphasis is still being investigated, though.

Interest in sustainable cities, a crucial component of the global urban agenda, has been steadily rising. This is in line with the international commitment to sustainable development and the need to lessen urbanization's negative environmental effects (Newman & Jennings, 2008). Significant global events like the 2015 adoption of the Sustainable Development Goals may be the cause of the sporadic surges (Nation)

Representing the standard of living in urban areas, livable cities demonstrate episodic trends in civic interest worldwide. Peaks in 2018 align with increased discourse on urban planning, smart cities, and policy efforts such as the New Urban Agenda (UnitedNations, 2016). This illustrates how livability has established attention in the global dialogue only from time to time.

Indian Urban Conversation: A Comparative Perspective

Looking towards India, a more complex view of well-being becomes apparent. India regularly shows greater levels of interest than the world average when looking at the trends for Healthy Cities. India's unique health problems, such as infectious diseases, high population density, and the country's recent emphasis on public health, may be to blame for this increased attention.

The data from India shows greater variability in patterns, in contrast to the intermittent interest in Happy Cities around the world. Peaks correspond with global events, but the drops between them suggest that happiness is not always given priority in Indian urban discourse. A concentration on more pressing and material concerns, such as sustainability and health, may be the reason for the lower baseline interest (Sangeeta Bhattacharyya, 2019).

India's interest in sustainable cities reflects trends elsewhere but with more noticeable surges. This implies that the public's interest in sustainability in the Indian context is significantly influenced by specific home events and conversations (Evans, 2019). This is in line with the particular environmental problems that India has, such as pollution and problems with resource management India's livable cities have a trend resembling that of worldwide statistics, with maxima occurring in particular years. However, the constantly increased baseline interest suggests a persistent focus on elements that enhance urban settings' general

livability. This can be linked to national policy programs, urban planning initiatives, and the requirement to handle the intricacies of India's heterogeneous urban environment.

METHODOLOGY

This study's research approach is based on the use of Google Trends, an effective tool for assessing public interest by examining search queries. Google Trends records the volume and regularity of web searches associated with particular terms, providing a distinctive and dynamic insight into the collective consciousness. Healthy Cities, Happy Cities, Sustainable Cities, and Livable Cities are the keywords chosen to represent the four dimensions of well-being in this research. These keywords act as models for public interest in these important facets of urban life.

For the purpose of to conducting the research in the Indian context and worldwide, Google Trends was used to gather search data for the selected terms, which covered the wide period from January 2010 to January 2020. This broad time span makes it possible to thoroughly examine long-term trends and capture changing patterns of interest over the previous ten years. A normalizing procedure was applied to the values that were produced, which represented the relative search interest for each dimension. Normalization ensures data comparability and makes it easier to spot broader trends and patterns. A more precise comprehension of the variations and subtleties in public interest surrounding well-being in India is made possible by the study's normalization of the data, which guarantees a strict and uniform approach to the analysis.

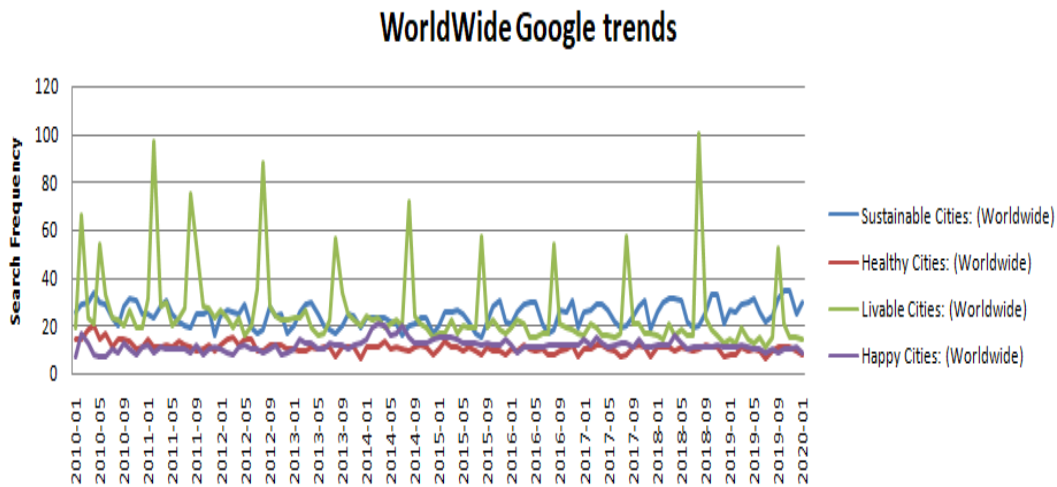## FINDINGS AND DISCUSSIONS
Worldwide Trends:

Figure 1 World Wide Google Trends

Healthy cities:

According to Google Trends statistics, there has been a consistent rise in the global interest in Healthy Cities between 2010 and 2020. The monthly numbers show a persistent concern about urban health issues across the globe, ranging from 7 to 35. The increasing global knowledge of lifestyle diseases, health challenges, and the value of improving well-being in urban design and development is consistent with this upward trend. The global interest in Healthy Cities indicates that health is a global priority that transcends beyond national boundaries. The rise in non-communicable illnesses worldwide, growing awareness of mental health issues, and the understanding of how urban surroundings affect people's health outcomes are all potential contributing factors to this trend.

Happy Cities:

Periodic fluctuations in the Happy Cities data on a worldwide scale suggest that interest levels have varied over time. Notable peaks in 2011, 2014, and 2016 align with global happenings and conversations about pleasure as a gauge of social advancement. The sporadic character of these peaks implies that although happiness is a common issue, it is not always at the center of international urban debate. Events like the United Nations' declaration of the International Day of Happiness could cause a brief rise in internet searches, which could be the cause of the periodic spikes. Happier Cities do not exhibit the same level of constant interest as Healthy Cities, suggesting that health-related issues may receive greater attention overall.

Sustainable Cities:

Global Trends from Google data on sustainable cities show a steady rise in attention over time, punctuated by occasional peaks. This is in line with the significance of sustainability that has been placed globally, especially in the second part of the decade. The increased interest in sustainable cities was probably influenced by global events like the 2015 United Nations Sustainable Development Summit, where the Sustainable Development Goals were adopted. International agreements like the Paris Agreement, as well as worldwide conversations about climate change and environmental preservation, may potentially have an impact on the sporadic surges in interest. The steady increase in trend indicates that the necessity for sustainable urban development techniques is becoming more widely recognized worldwide.

Livable Cities:

The global data on livable cities shows a cyclical trend, with interest spikes at specific times. The high in 2018 is especially noteworthy because it coincides with a rise in conversations about smart cities, urban quality of life, and programs like the New Urban Agenda on a global scale. This suggests that the idea of livability in urban settings is prone to occasional increases in interest on a worldwide level, possibly brought on by world events and policy debates.

Global vs. Indian Trends:

When global patterns are compared to Indian tendencies, several intriguing parallels and differences are revealed.

Healthy cities:

The increasing trend shown in worldwide data also applies to India's interest in Healthy Cities. Nonetheless, throughout the period, India continuously exhibited higher levels of interest, with periodic increases that exceeded the global high. India's particular health problems—such as high population density, communicable diseases, and a recent emphasis on public health—may be the cause of this increased interest in health-related topics. The initiatives by Indian governments are the National Urban Health Mission (2013), Fit India Movement (2019) and Clean Air Initiatives may have created spikes in the trend during those particular announcements to the public.
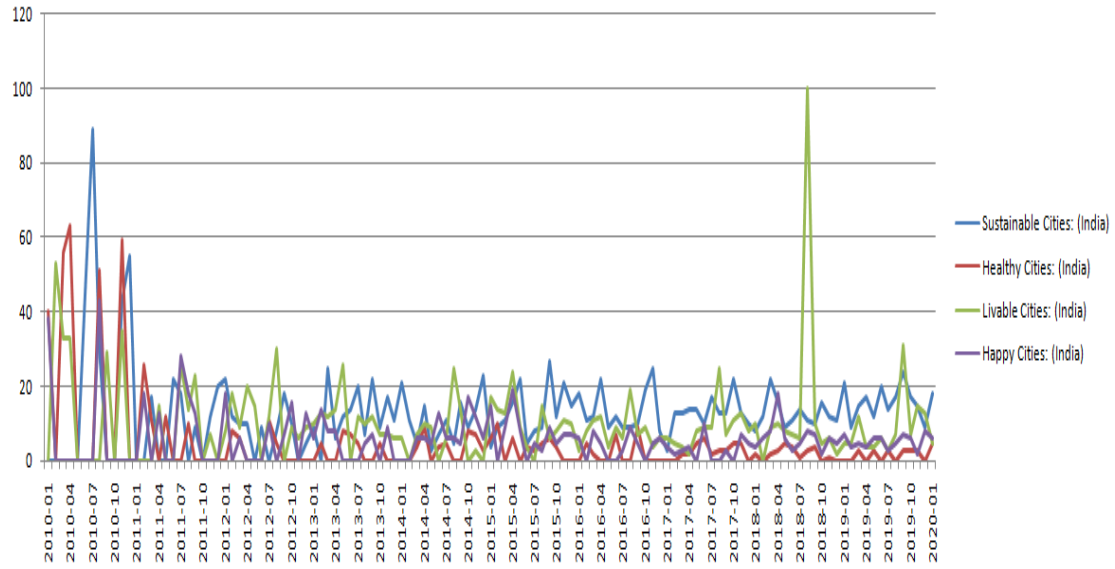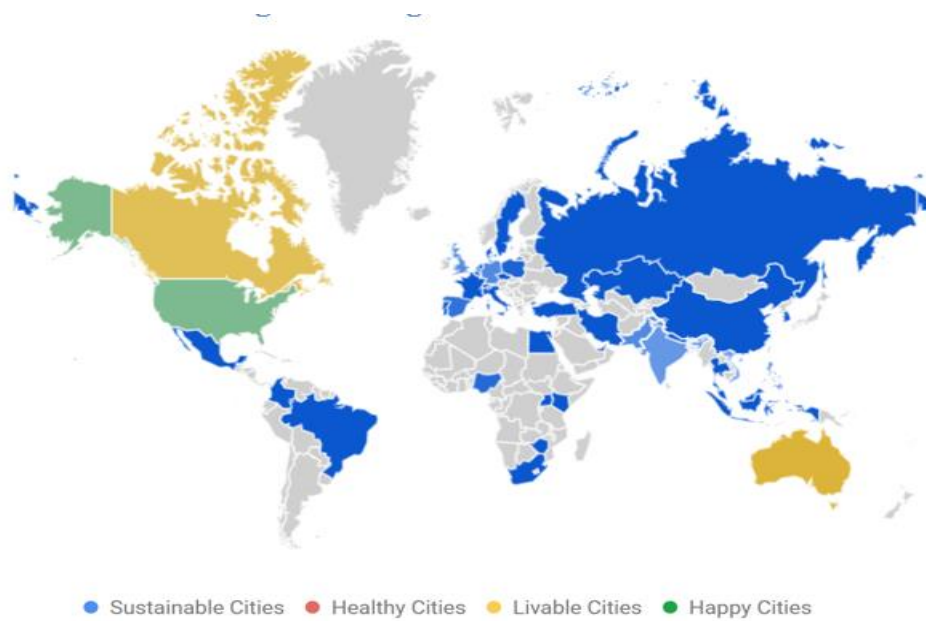
Figure 2 Google Trends in India

Figure 3 World Wide Trends

Happy Cities:

According to Google Trends data, India's interest in Happy Cities is less consistent than the global trend. The global spikes and the periodic peaks are aligned, but the valleys between them are more noticeable. This implies that happiness may not be given the same priority in Indian urban discourse as it is elsewhere in the world, despite sporadic spikes in attention. The decreased initial interest in Happy Cities in India may be a sign that people are concentrating on pressing problems that are easier to see and measure, such as sustainability and health in the context of urban development. In some of the states Happiness Departments have been initiated and during the festivals and art exhibitions the trend spike must have been created.

Livable Cities:

Like the worldwide statistics, India's interest in livable cities exhibits a trend with noticeable peaks throughout particular years. The peak in 2018 coincides with heightened discourse on policy efforts, smart cities, and urban quality of life in Indian and global contexts. Nonetheless, India's baseline interest in livable cities seems to be steadily greater than the norm for the world, suggesting a persistent focus on elements that enhance metropolitan areas' overall livability. Swatch Bharath Mission (2014) and Smart Cities Mission (2015) is initiations that made the Livable Google spike. Livable Cities index is the major reason for the spike in August 2018.

Sustainable Cities:

India's interest in sustainable cities has been growing over time, following the worldwide pattern. The periodic peaks, however, are more apparent in India, indicating that specific conversations or events have a greater influence on the general public's interest in sustainability in the Indian setting. Events unique to the Indian subcontinent, policy discussions, and domestic sustainability measures could all have an impact on this. Smart City Misson (2015), Green Building Initiatives, Public Transport Projects like BRTs, metro, or carbon reduction initiatives must have created the spikes.

CONCLUSION

The outcomes show challenges that are both regionally and globally specific. Interest in well-being concepts is trending upward globally, indicating a greater consciousness and increasing value placed on the quality of urban life. But a more thorough examination of India's trends reveals distinct geographical differences. For example, whereas livability and sustainability have always been popular, interest in happiness and health has fluctuated, indicating shifting social priorities. The comparative analysis between global and Indian data highlights regional variations in search patterns. The worldwide data exhibits a consistent upward trajectory, while the Indian data shows intermittent peaks linked to local events, policies, and market developments. This underscores the importance of tailoring strategies for sustainable and smart building promotion to specific regional contexts. The discrepancies show how intricately social, cultural, and economic elements interact to shape narratives about urban wellness. Initiatives like India's Swachh Bharat Mission and Smart Cities Mission are growing in popularity, which is indicative of deliberate attempts to match development plans with changing demands for livable, sustainable, and healthy urban settings. The worldwide comparison highlights the importance of context-specific strategies even more, acknowledging that goals for well-being might vary greatly between geographical areas.

As urbanization continues to accelerate globally, the insights derived from this research have practical implications for policymakers, urban planners, and researchers. Understanding the dynamics of well-being trends can inform the design of targeted interventions and policies that resonate with the unique needs and aspirations of diverse urban populations, fostering more inclusive, resilient, and thriving cities. The discourse on well-being in urban contexts is dynamic, and this study contributes a nuanced understanding that will aid in shaping more effective strategies for future urban development.

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