

## Primary Care Unit, University of Cambridge

### Project 1: The SAFER Programme

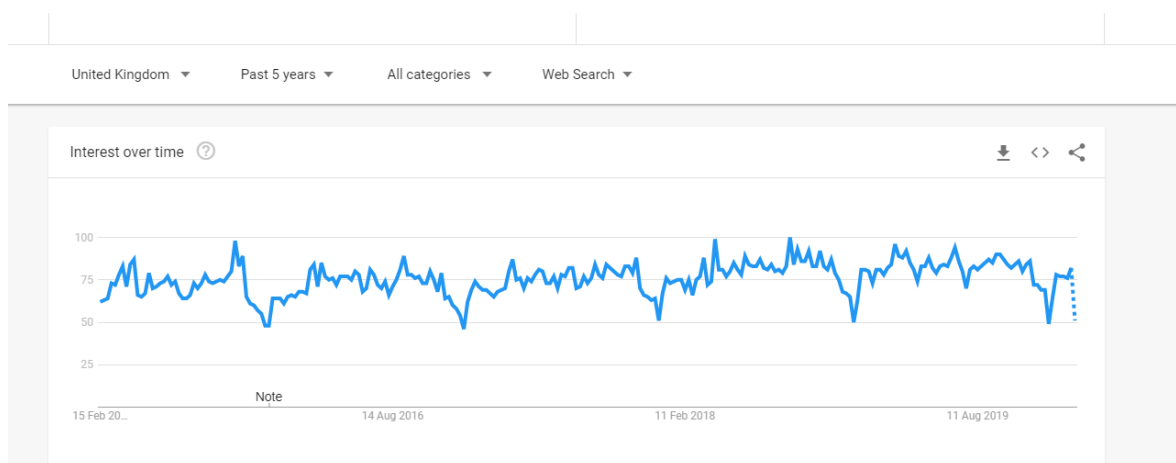
The intern would be working as part of the trial team on a large cluster randomised controlled trial of atrial fibrillation screening.

We anticipate that during this period the intern will work on one of a number of possible projects relating to: opportunistic approaches to screening; efficiencies of trial processes; data analysis of interviews. The stage of the trial at this point will determine the project. Further information on the SAFER Programme can be found at <https://www.safer.phpc.cam.ac.uk/>

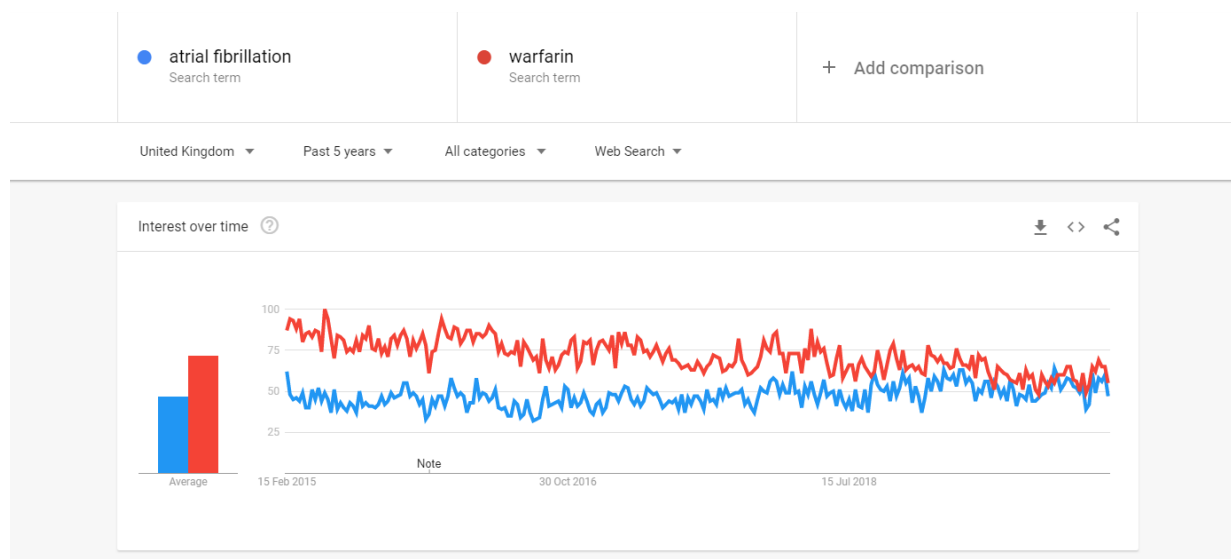
For more information please contact the trial team by email on [safer@medschl.cam.ac.uk](mailto:safer@medschl.cam.ac.uk), quoting 'SPCR Internship 2020' in the subject line.

### Project 2: Exploring methodological strengths and limitations of using Google Trends in primary care

Google trends data are publicly available on the internet and are beginning to be used in research. The strengths of this tool are the ready availability of the data source, stratification by geographical region and the possibilities for comparisons over time and across search terms. Given almost universal access to the internet and the dominance of google as a search engine Google trends give a snapshot of the interests and concerns of the public over time. For example, the image below identifies clearly that searches for "gp" go down substantially each year during the week of Christmas, but remain at constant levels otherwise.



This second image shows that although searches for atrial fibrillation have remained constant over time searches for warfarin have been gradually reducing, possibly reflecting the changes in prescribing patterns since 2015



This summer internship project would explore the methodological strengths and limitations of using Google Trends in primary care research through literature reviews and use of this tool to compare trends in primary care relevant search terms over time. It may be possible to compare data from google trends with data downloaded from twitter (although over a shorter time frame). The project will explore whether trends in searches map onto primary care policy priorities. If of interest to the student, it would also be possible to extend this project to explore LGBT health related searches. It is expected that the output will be a report with conclusions and recommendations about whether Google trends represent a promising tool for primary care research and advice on the strengths and weaknesses of these data.

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