AGEING ADVERTISING | Placing a market of words

ARE THE DIFFERENT TYPES OF QUERIES OVERLAPPING? – The visualization shows the distribution of a series of queries on Google AdWords classified in categories (attitudes, environment, etc.). The x axis represents the level of competition, that is how many websites can be reached with the same queries; whereas the y axis shows how many times the same query is performed by users.
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= QUERY TYPE POSITION

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ATITUDES
- BUILT ENVIRONMENT
- CARERS & CARING
- FUNDING
- GOVERNMENT POLICES
- HEALTH
- HOUSING
- PERSONAL FINANCES
- RETIREMENT
- TECHNOLOGY

EXCLUSION
ISOLATION
LONELINESS
INDEPENDENCE
RELATIONSHIP
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BUILT ENVIRONMENT
CARERS & CARING
FUNDING
GOVERNMENT POLICIES
HEALTH
HOUSING
PERSONAL FINANCES
RETIREMENT
TECHNOLOGY

FUNERAL
FAMILY
PATIENT
CARERS HOME CARE
OLDER PERSON ACUTE CARE
WELLBEING

SEARCH (DEMAND)

COMPETITION (SUPPLY)
LOW
MEDIUM
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LOW
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RETIREMENT
TECHNOLOGY

COMPETITION (SUPPLY)

LOW
MEDIUM
HIGH

SEARCH (DEMAND)

LOW
MEDIUM
HIGH

SOCIAL CARE
FUNDING
**AGEING ADVERTISING | Placing a market of words**

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COMPETITION (SUPPLY)

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![Visualization of keyword distribution](image-url)

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- **COMPETITION (SUPPLY)**
- **SEARCH (DEMAND)**

- **INCOME**
- **LIFE INSURANCE**

- **ATTITUDES**
- **BUILT ENVIRONMENT**
- **CARERS & CARING**
- **FUNDING**
- **GOVERNMENT POLICIES**
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GOVERNMENT POLICIES
HEALTH
HOUSING
PERSONAL FINANCES
RETIREMENT
TECHNOLOGY

AGEING ACADEMICS
ENTREPRENEUR
CAREER
LIFE PLANNING
PENSION
RETIREMENT OPTIONS
RETIREMENT

LOW
MEDIUM
HIGH

LOW
MEDIUM
HIGH

COMPETITION (SUPPLY)
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CARERS & CARING
FUNDING
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HEALTH
HOUSING
PERSONAL FINANCES
RETIREMENT
TECHNOLOGY

SMARTPHONE APPS
USER FRIENDLY

COMPETITION (SUPPLY)
TABLE 02 | N

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BY
Stefano Agabio
Federica Bardelli

SOCIAL CARE

ATTITUDES
BUILT ENVIRONMENT
CARERS & CARING
FUNDING
GOVERNMENT POLICIES
HEALTH
HOUSING
PERSONAL FINANCES
RETIREMENT
TECHNOLOGY

SEARCH (DEMAND)
HIGH
MEDIUM
LOW

COMPETITION (SUPPLY)
LOW
MEDIUM
HIGH

ABOUT CARE HOME
ABOUT ELDERLY PEOPLE
CARERS ASSISTANT JOBS
CARE
ADULT SOCIAL CARE
ADVERSE CARE
CARE PEOPLE
CARERS ADULTS
CARERS ADVICE
ABUSE NEGLECT
ADULT SOCIAL WORK
ABUSE ELDERLY
AGING CARE

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ATTITUDES
BUILT ENVIRONMENT
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SOCIAL CARE

SEARCH (DEMAND)

COMPETITION (SUPPLY)
AGEING ADVERTISING | Placing a market of words

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ATTITUDE
- exclusion
- independence
- isolation
- loneliness
- relationship

BUILT ENVIRONMENT
- driving
- road safety

CARERS & CARING
- carers
- family
- funeral
- home care
- older person
- acute care
- patient
- wellbeing

FUNDING
- fund
- money
- social care

GOVERNMENT POLICIES
- baby boomers
- elder abuse
- empowerment
- graceful ageing
- local community
- support
- transition
- volunteers
- activity

HEALTH
- care system
- chronic pain
- dementia
- depression
- disability
- forgetfulness
- health care
- healthy and active
- hearing aids
- hip fractures
- incontinence
- life expectancy
- long term illness
- later lives
- making a will
- mental health
- nutrition
- physical activity
- quality of life
- sensory impairment

HOUSING
- care housing
- intermediate care
- residential aged care facilities
- retirement housing
- retirement village

PERSONAL FINANCES
- income
- life insurance

RETIREMENT
- ageing academics
- career
- entrepreneur
- life planning
- pension
- retirement
- retirement options

TECHNOLOGY
- smartphone apps
- user friendly

WHICH ARE THE TRENDS IN A MARKET OF WORDS?

CATEGORY
- search terms
- concurrence
- query
- number of keywords
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HOW ARE KEYWORDS RELATED TO EACH OTHER? – The visualization explores the relationship of the different keywords between each other and their presence within the matrix competition/search.