

## **B05 Determination of the trend and pattern of dietary supplement use in Malaysia from 2020 to 2021: The Google Search algorithm and ranking system approach methods**

***Connie J and Foo LH***

*Department of Nutrition & Dietetics, School of Health Sciences, Universiti Sains Malaysia*

Information about dietary supplements is easily acquired through the internet, allowing easy purchase. This study aims to rank the interest of Google users in dietary supplements and determine the changes that occurred in their popularity from 2020 to 2021 throughout the Movement Control Order (MCO) in Malaysia. Google Trends generates data over time on regional interest in dietary supplements ( $n=80$ ). Each included supplement is categorised, and a calculation of interest in all topics in proportion to the relative search volume (RSV) of "Vitamin C" is conducted. The trends over time of all topics and categories are analysed. The results of the study showed that the most well-liked topics nationally were "protein," which was 1.76 times more popular than "Vitamin C," "magnesium," which was 1.68 times more popular, and "calcium" (1.60). Mineral (1.17), bacterial (0.96), and vitamin supplements were the most popular supplement categories (0.91). Two subjects increased their RSV over time (enzyme and vitamin), while two categories decreased their RSV (amino acid, fibre, and protein). Interest in 34 topics increased over time, whereas interest in 21 topics stayed stable, and interest in 25 topics decreased. Examination of the trending themes and categories over time is conducted. Google Trends offers a retrospective analysis of the popularity of specific topics among Google users across subregions and over time.