

Title: Google Trends data and visualizations appendix for “Emotional resonance and participatory misinformation: Learning from a K-pop controversy”

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Note: The material contained herein is supplementary to the article named in the title and published in the Harvard Kennedy School (HKS) Misinformation Review.

Appendix B: Google Trends data and visualizations

This appendix shows the Google Trends results illustrating how online attention to 단월드 (Dahn World) in South Korea shifted from wellness-related contexts in 2023 to entertainment- and controversy-oriented contexts in 2024. The comparison integrates “interest over time” charts and tables of top and rising related topics and queries.

Search term and parameters

- Query term: 단월드 [Dahn World]
- Region: South Korea
- Time range: January 1–December 31, 2024 (n.d.-a) and January 1–December 31, 2023 (n.d.-b)
- Category: All categories
- Search type: Web search

2024 Search interest and associations

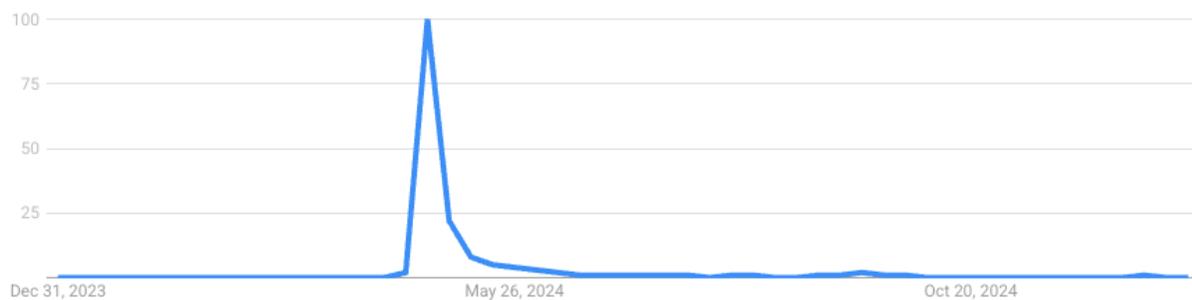


Figure B1. Google search interest over for “단월드 (Dahn World)” in South Korea (2024).

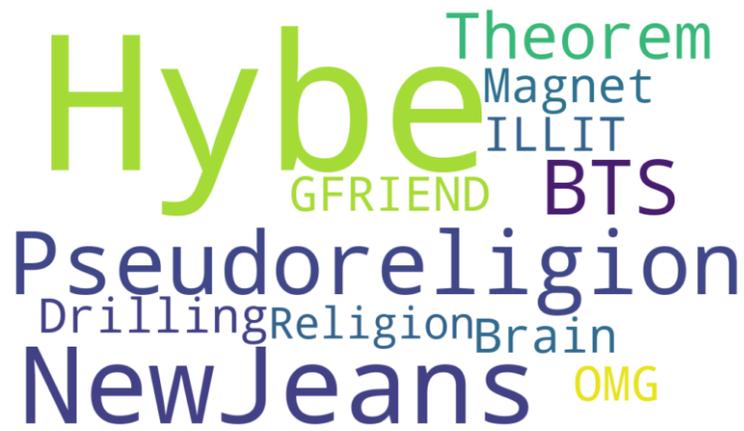


Figure B2. Word cloud of top and rising related topics and queries for “단월드 (Dahn World)” (2024).

In 2024, search interest for “단월드 (Dahn World)” peaked sharply in late April, aligning with Min Hee-jin’s press conference and the viral controversy that followed. As shown in Figure B1, public attention was highly concentrated. Figure B2 presents a word cloud generated from a combined dataset of top and rising related queries and topics from Google Trends (n.d.-a). The semantic focus in 2024 reflects a shift toward K-pop and speculative associations: prominent terms include “HYBE”, “NewJeans,” “OMG,” “ILLIT,” “BTS,” and “GFRIEND,” alongside enduring terms like “Pseudoreligion” and “Religion.”

2023 Search interest and associations

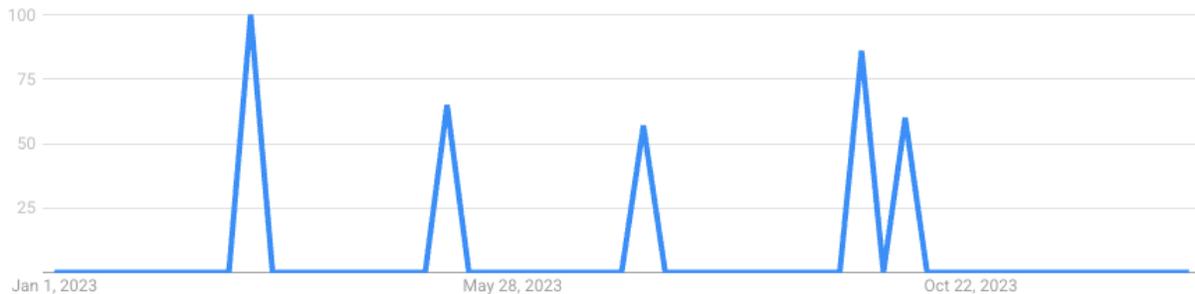


Figure B3. Google search interest over for “단월드 (Dahn World)” in South Korea (2023).

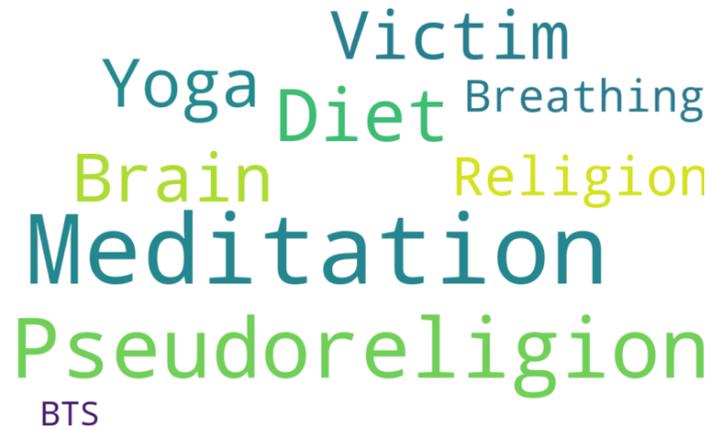


Figure B4. Word cloud of top and rising related topics and queries for “단월드 (Dahn World)” (2023).

Search activity in 2023 followed a more dispersed and routine pattern, with short-lived spikes in attention across the year (see Figure B3). Figure B4 visualizes a word cloud derived from a combined dataset of related queries and topics (Google Trends, n.d.-b). The language framing “Dahn World” in 2023 reflects wellness and alternative health discourses: “Meditation,” “Yoga,” “Diet,” “Breathing,” and “Brain” are prominent. While terms like “Pseudoreligion,” “Religion,” and “Victim” reflect ongoing critique rooted in cult-related perceptions, these associations remained relatively marginal in 2023. Although “BTS” appeared in related terms, the speculation had not yet escalated.

Source links

- 2024 dataset: Google Trends. (n.d.-a). 단월드 [Dahn World]. Retrieved October 28, 2025, from [https://trends.google.com/trends/explore?date=2024-01-01%2024-12-31&geo=KR&q=%EB%8B%A8%EC%9B%94%EB%93%9C&hl=en](https://trends.google.com/trends/explore?date=2024-01-01%202024-12-31&geo=KR&q=%EB%8B%A8%EC%9B%94%EB%93%9C&hl=en)
- 2023 dataset: Google Trends. (n.d.-b). 단월드 [Dahn World]. Retrieved October 28, 2025, from <https://trends.google.com/trends/explore?date=2023-01-01%202023-12-31&geo=KR&q=%EB%8B%A8%EC%9B%94%EB%93%9C&hl=en>