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INTRODUCTION

Oncofertility is a new interdisciplinary area in fertility care which addresses the issue of gonadotoxicity associated with oncological treatments and aims at preserving the reproductive potential. In spite of being available for years, such fertility issues remain overlooked and at times inadequately addressed despite the availability of resources. Google is often used as a source of medical information by the lay population but unfortunately the quality of such information is poor and unreliable. Therefore knowing the needs of those who seek guidance online can help develop educational tools and improve care.

OBJECTIVE

To identify search trends on Google using the terms "oncofertility", "cancer and pregnancy", "breast cancer and pregnancy", "fertility preservation" and "fertility preservation and cancer".

METHODS

A search was performed on Google Trends (<https://trends.google.com/trends>) on August 18 2020 using the terms described above in the last 5 years. Total results were collected, categorized and connected to a topic. Personal information has been removed as well as data searched by few people, searches for a term performed by the same person in a short period of time and special characters. For each country Google trends calculated the percentage each term was searched.

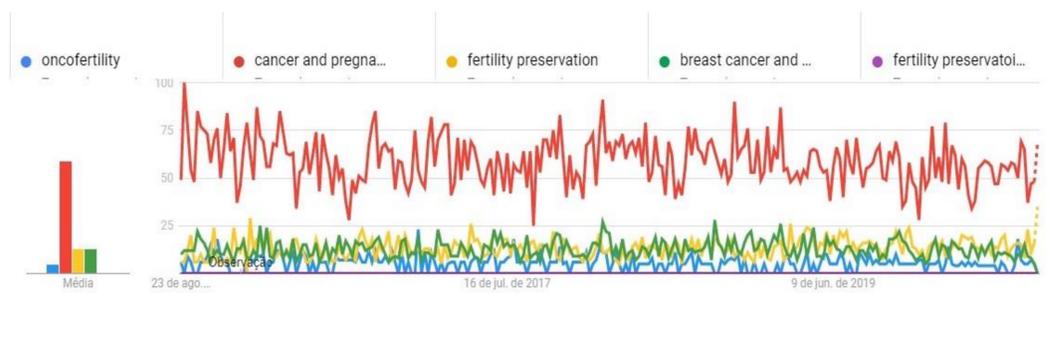
RESULTS

Google trends showed 9 countries with the highest interest in the searched terms : Australia, Canada, India, Nigeria, The Philippines, Saint Helen, South Africa, the United States (US) and the United Kingdom (UK). Oncofertility, fertility preservation are rarely searched in Google while fertility preservation and cancer is not searched at all (Figure 1). Cancer and pregnancy however are highly searched in all 9 countries (table 1).

Table 1: Percentage each term was searched according to the country

| Country | Searched term (%) | | | | |
|----------------|-------------------|----------------------|------------------------|-----------------------------|-----------------------------------|
| | Oncofertility | Cancer and pregnancy | Fertility preservation | Breast cancer and pregnancy | Fertility preservation and cancer |
| Australia | 3 | 76 | 21 | 0 | 0 |
| Canada | 4 | 73 | 10 | 13 | 0 |
| India | 0 | 66 | 20 | 14 | 0 |
| Nigeria | 0 | 100 | 0 | 0 | 0 |
| Philippines | 0 | 100 | 0 | 0 | 0 |
| Saint Helen | 0 | 0 | 100 | 0 | 0 |
| South Africa | 0 | 100 | 0 | 0 | 0 |
| United States | 4 | 73 | 10 | 13 | 0 |
| United Kingdom | 0 | 79 | 9 | 12 | 0 |

Figure 1: Google trends in the las 5 years for the terms searched



CONCLUSION

Google is the most popular search engine and people often use it to obtain medical information but the terms related to fertility preservation do not raise interest. The development of online patient education resources on oncofertility and fertility preservation may be important tools to educate people and healthcare professionals as well as improve oncologic and fertility care.

References

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