

In the Spirit of the Olympics

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The present article, as a testimony to ‘The spirit of The Olympics’, explores Wikipedia Occurrence Frequency and Trend Search based analytics of different countries, pertaining to the term ‘Olympics’, in an attempt to understand the significance each of the 205 participating countries assigns to this foremost sports competition. From the results, the significant interest in the events by Europe and the Americas become apparent, followed by Asia, Oceania and finally Africa. **Citius-Altius-Fortius!**

The 2016 Olympics is off to a scintillating start in Rio de Janeiro, Brazil, with 42 sport disciplines and 306 events. Just like in previous seasons, the world’s foremost sports competition, inspired from the ancient games in Olympia, Greece, saw more than two hundred countries represented, irrespective of their current financial or political status.

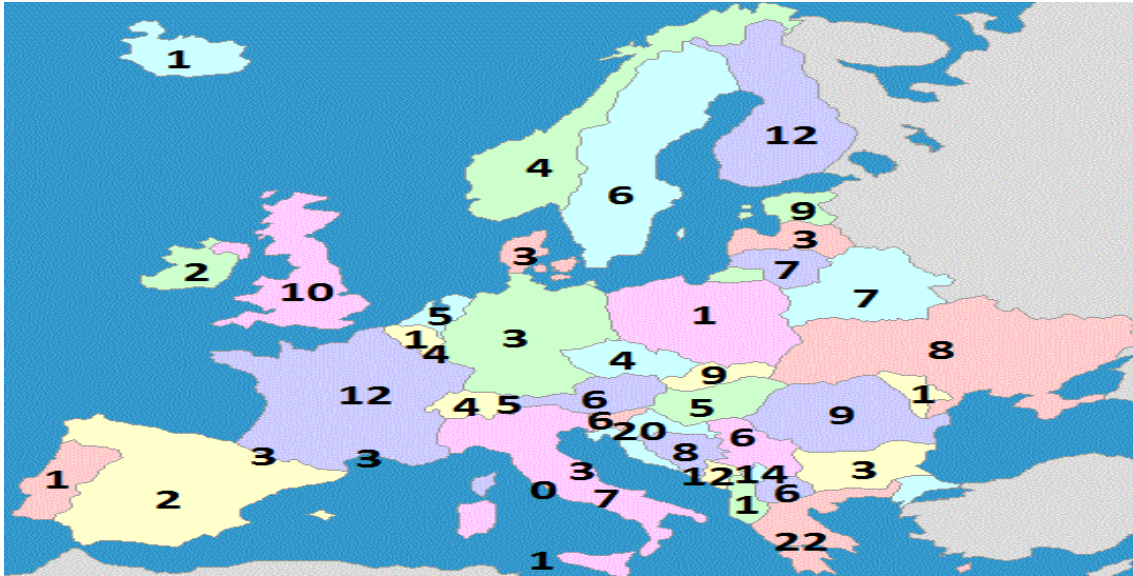


Tom and Vinicius, mascots of the 2016 Olympics in Rio

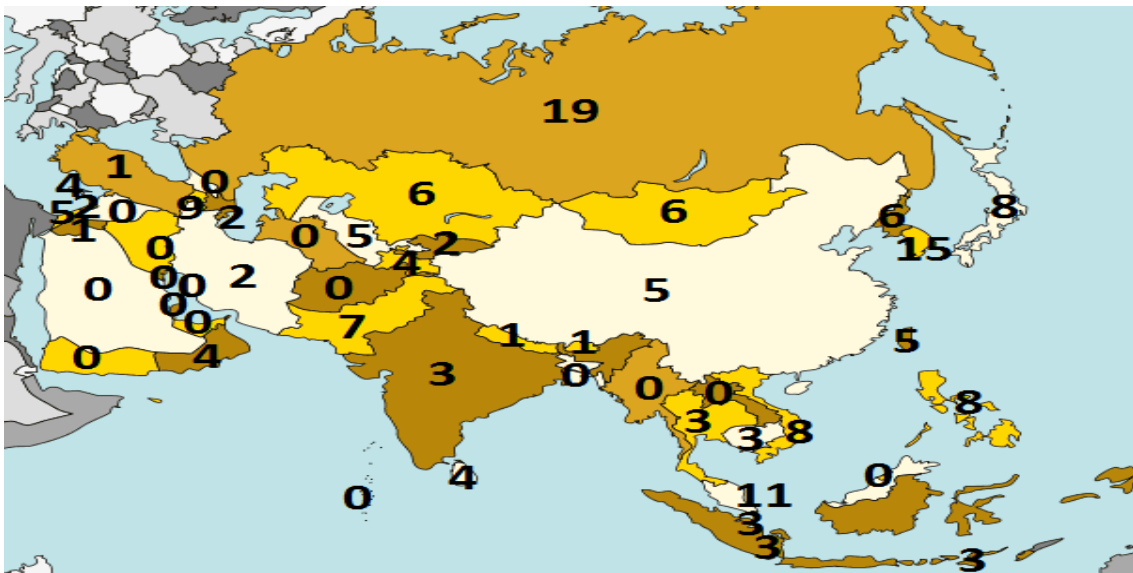
In the spirit of the 2016 Olympic games, it is intriguing to wonder how athletes from each of the 205 countries have prepared, and in the bigger picture, how important the Olympics is viewed in each country. In this line of thought, the present article outlines the results of two approaches of analytics, aimed at answering the question. The first is searching for the frequency of occurrence of the word ‘olympic’ in the Wikipedia page of each country. The second approach is using the Google Trend Search tool, and observing worldwide internet search trends.

First, we start with exploring the frequency of the term 'olympic' in the Wikipedia page of each country, continent by continent, and the results are as follows:

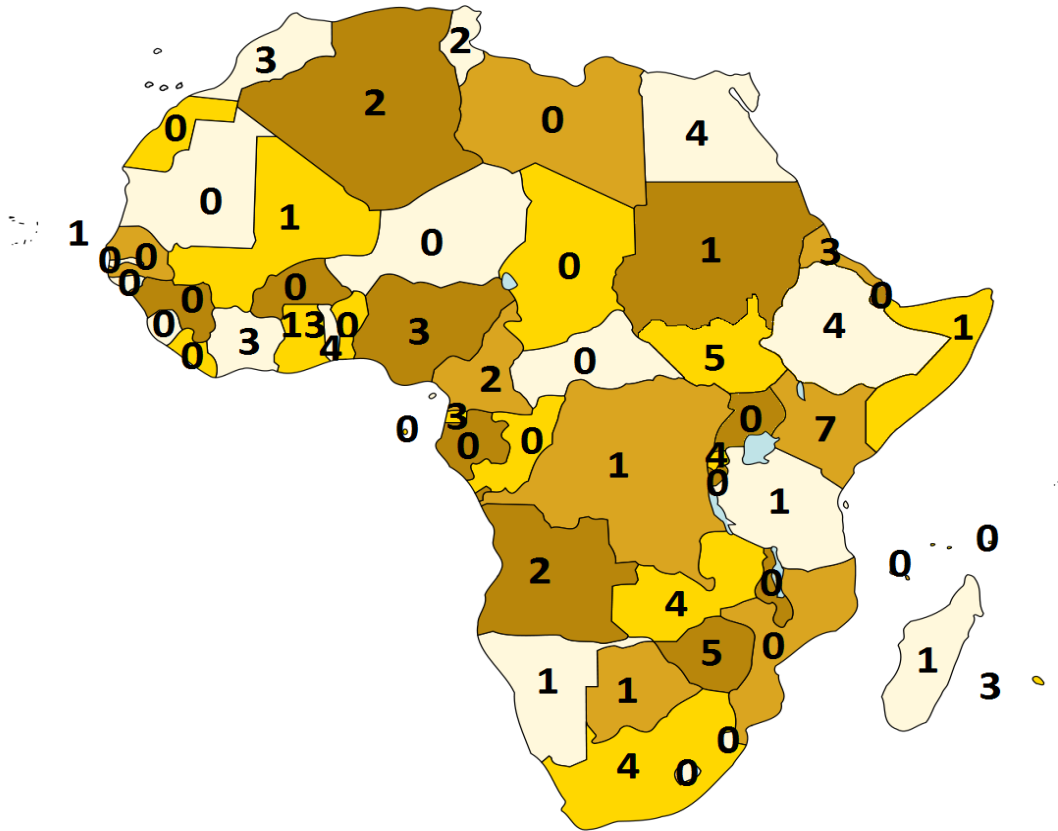
1. In Europe, as one would logically expect, Greece, the historical home of the Olympics shows the highest occurrence, at 22 times. This is also the highest of any nation in the entire world. Following this are Croatia at 20, Kosovo at 14, and Montenegro and France at 12 occurrences each. Additionally, Vatican City is the only nation to exhibit zero occurrences, making Europe's 'Zero Occurrence Rate' (ZOR) at 2.22% the lowest of all continents.



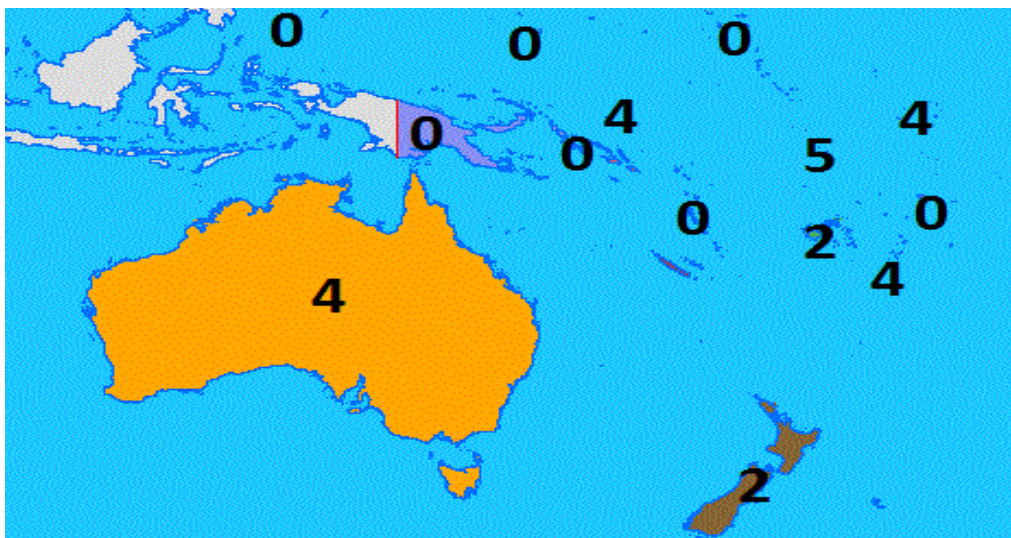
2. In Asia, Russia, at 19 followed by South Korea at 15 and Malaysia at 11, top the charts. The ZOR is at 36.2%, and one can see a proliferation of zero occurrences among the gulf/west Asian countries.



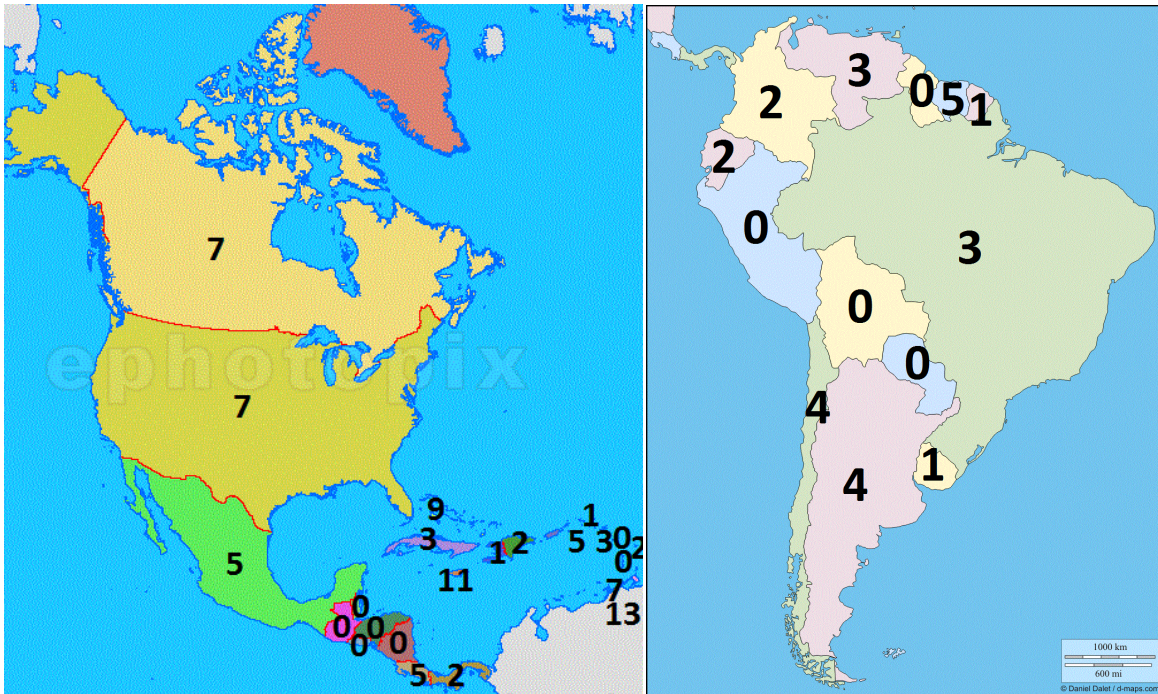
3. In Africa, Ghana, at 13 is the only country to possess a double-digit occurrence. At a distant second is Kenya at 7, followed by South Sudan and Zimbabwe at 5 each. The ZOR is at 49.05%.



4. In Oceania, Tuvalu, with 5 Occurrences tops the chart, followed by Australia, Nauru, Tonga and Kiribati, all of them at 4. The ZOR is at 50% and prominent in Micronesia and Melanesia.



5. In South America, Venezuela leads at 5, followed by Chile and Argentina at 4 each, and the ZOR seen at 30.76%. Brazil, the host of the 2016 Olympics, is seen with 3 occurrences.



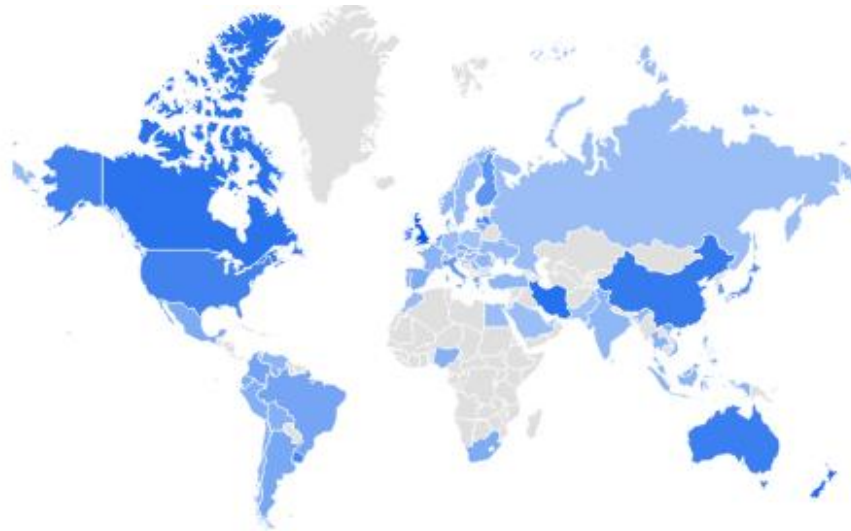
6. In North America, one sees Caribbean nations Trinidad and Tobago at 13, and Jamaica at 11, leading the charts, distantly followed by the US and Canada at 7 each. The ZOR is 30.4%.

Thus, from the Wikipedia frequency analyses, one sees that countries in Europe attach highest significance to the Olympics, possessing the lowest ZOR rates. Following this are the Americas, with ZOR rates close to 30%. Perhaps it is not surprising that 8 of the 10 countries topping the all-time medal count are from Europe and North America.

A Google Trend Search analysis is also done for the term “Olympic Games”, setting the time period to the past five years. Unsurprisingly, peaking trends are seen for the summer Olympics of 2012 and 2016, and the winter Olympics of 2014.



Among regional trends, one finds that the UK tops trends, followed distantly by New Zealand, Iran and Canada. This trend is reflected in cities as well, with London followed distantly by Tehran, Toronto and Los Angeles. Surprisingly though, neither Brazil nor Rio de Janeiro feature among the top 15 trends.



In conclusion, this article, as a testimony to ‘The spirit of The Olympics’, explores Wikipedia Occurrence Frequency and Trend Search based analytics of different countries, pertaining to the term ‘Olympics’, in an attempt to understand the significance each of the 205 participating countries assigns to this foremost sports competition. From the results, the significant interest in the events by Europe and the Americas become apparent, followed by Asia, Oceania and finally Africa. Citius-Altius-Fortius!

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