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Drug and food addiction trends on the internet

Barg Jacob and Doron Shlomi
Ashkelon Academic College, Israel

The use of drugs including tobacco and alcohol is among the most important reasons to cause disability, premature mortality and disease-related incapacities. In addition, drug addiction, alcohol use and abuse and smoking account for an incredible load of disease and injury and economic costs. Although no distinct conclusions have been drawn, and no final decision was made, a growing body of evidence shows some striking similarities between food addiction and drug addiction. As shown by research and physicians dedicated to treating and preventing addiction, adopt a broad definition of addiction, which include not only drugs and alcohol but also “process” of addictions such as food, sex and gambling. Google Trends adjusts search data to make comparisons between terms easier. The procedure places the most search volume always to be ranked highest. To do this, each data point is divided by the total searches. The resulting numbers are then scaled to a range of 0 to 100. This information can be limited to regions or worldwide and can be limited in time. Searching for a term on Google Trends shows the term’s popularity over time in nearly real time. Prediction of how popular the term will be in the near future can be estimated and the forecast is based on a mathematical approximation. With Google Correlate, a data series can be compared with queries whose frequency follows a similar pattern. These research approaches were the theoretical foundation for the implementation of the current study that shows the similarities between drug and food addiction trends. Moreover, a correlation between the two addictions exists and is significant.

Biography

Professor Jacob Barg graduated medical school in 1976 and the Kaplan Medical Center in 1985. He completed his Ph.D. at the Weizmann Institute of Science in 1989. He performed a postdoctoral research in the Department of Biochemistry at St. Louis University. Following that, he joined the Department of Biochemistry as an assistant research professor and then Head of Research and Development at Wolfson Medical Center. He joined the Ashkelon Academic College, Department of Criminology to continue his contribution for the scientific welfare. Professor Jacob Barg is a member of several national and international organizations including the Israeli Olympic Committee for the Prevention of Sports Doping & also Presiding Judge of the Israeli National Committee and the Israeli Olympic Committee for the Prevention of Sports Doping.

bargrja07@gmail.com

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