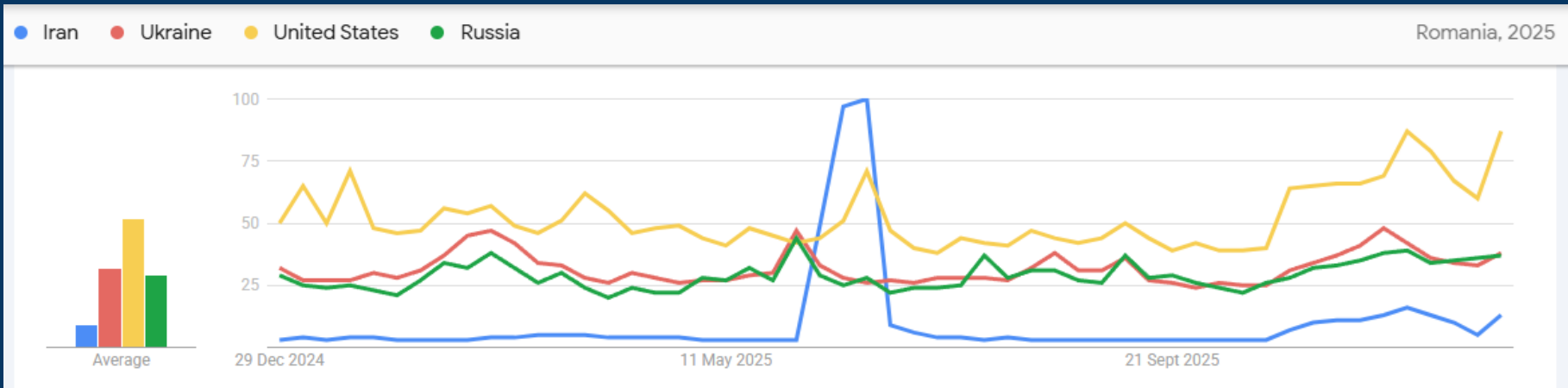


Digital Dynamics

Trend Report - Comparison of visibility and Google search volume for the United States, Russia, Ukraine and Iran (2025)

01 | 2026

Although the United States ranks first in Google searches in 2025 compared with the other countries included in the analysis, the highest search volume at a specific point in time was recorded for Iran, in June 2025. This coincided with an escalation of Iran–Israel–US tensions: Israel launched strikes inside Iran, Iran set conditions for resuming negotiations with the United States, and the IAEA warned that Tehran could quickly restart its uranium enrichment programme.





Trend Report

CPD

SNSPA
Center for Civic Participation
and Democracy

Looking at the full year, the United States maintained a clear leadership position in Romania's digital information environment.

With approximately 391,000 online mentions and an estimated reach exceeding 4.3 billion views, the US occupied a central position in media and social media conversations.

This dominance is hardly surprising.

The United States remains a key actor in virtually every major international issue affecting Europe and Romania, from security and NATO policy to elections, economic developments and global conflicts. As a result, American-related topics generate continuous visibility rather than sporadic attention spikes.

What is more interesting, however, is that media dominance did not translate into the most dramatic search behavior.

The big picture









Online visibility tells a different story from Google search: while Iran produced the sharpest search spike in June 2025, the broader 365-day media/social visibility remains dominated by the US, Ukraine and Russia.

The most striking finding is Russia: it has fewer hits than Ukraine, but almost comparable impact, while also carrying the most negative sentiment, suggesting higher amplification and stronger reputational toxicity per mention.

Iran remains far behind in absolute visibility, but its +88% weekly growth shows a highly volatile profile: it does not dominate the year overall, yet it can rapidly become the central attention point during moments of diplomatic and military escalation.

Summary

over a 365 day period

Report	Hits ↓	Impact	Sentiment	Trend
● SUA	391.0K 	4.3B 	Mostly neutral Negative leaning (-0.18)	↘ -17% weekly
● Ucraina	214.1K 	3.4B 	Mostly neutral Negative leaning (-0.28)	↗ +4% weekly
● Rusia	150.2K 	3.1B 	Mostly neutral Negative leaning (-0.43)	↗ +20% weekly
● Iran	30.2K 	764.0M 	Mostly neutral Negative leaning (-0.2)	↗ +88% weekly