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The search

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Google







A special magazine devoted to stories around the Year in Search 2020.

The content in this print publication is sponsored and created independently from this newspaper.

### WHAT IS **GOOGLE TRENDS?**

Trends data is an unbiased sample of Google Search data. It's anonymized (no one is personally identified), categorized (determining the topic for a search query), and aggregated (grouped together). Trillions of searches take place every year. Searches reveal the honest ways that the world is responding in real-time. Trends data for 2020 inspired the stories, photography, and art that make up this special Year in Search magazine.

Lincoln Memorial, Washington, D.C., August 28, 2020

Photograph by Mel D. Cole

### Contributors



> Meet some of the incredible creative talent who contributed to this magazine.

1. Schaun Champion ("What We Saw") is an international photographer, filmmaker, and instructor who specializes in natural light, portraiture, fine art, and cultural documentary work.

2. Mel D. Cole (opening spread) is an NYC-based self-taught photographer with a career spanning almost 20 years. He released his first book, GREAT: Photographs of Hip Hop, in 2020.

3. Karen Cunningham ("Then and Now") is an NYC-based photographer and printmaker with 20 years' experience. She is also a critical care nurse.

4. Mercedes deBellard ("It's OK to Hurt") is a Madrid-based illustrator best known for her delightful, ethereal illustration style.

5. Alexis Hunley ("We'll Always Find a Way") is a photographer based in Los Angeles specializing in editorial, documentary, and lifestyle work.

6. Julien James ("What We Saw") is a photographer and art director based in Washington, D.C., whose work is anchored in documenting culture and Blackness through portraits, places, and things.

7. Antonio M. Johnson ("You Next") is a visual artist and photographer based in Philadelphia whose work focuses on concepts of home and healing.

8. Bijou Karman ("Supreme Being") is an artist and illustrator based in Los Angeles. Her work glamorizes vintage style while working to create an equal future for everyone.

9. Lisa Kogawa ("The Dish That's Getting Me Through Quarantine") is a freelance illustrator based in Los Angeles. Her life circles around Japanese comics, anime, rabbit motifs, sweet potatoes, peonies, and amethyst.

10. David Kwong ("Trend Spotting") is an L.A.-based crossword puzzle constructor and magician whose hit virtual show, Inside the Box, runs until February 2021.

11. Sarah Miller ("How Dogs Came to Our Rescue") is a writer based in Northern California.

12. Nate Palmer ("What We Saw") is a documentary portrait photographer and filmmaker, living and working in Washington, D.C., whose work focuses on marginalized communities in a period of transition.

13. Linghua (Lily) Qi ("The Dish That's Getting Me Through Quarantine") is a multimedia journalist based in Chicago whose work focuses on immigration and women's rights.

14. Ziya Tong ("With Chaos Comes Clarity") is an award-winning Toronto-based science iournalist, television host, and author of The Reality Bubble: Blind Spots, Hidden Truths, and Dangerous Illusions that Shape Our World (due out in paperback January 2021).

15. Shan Wallace ("What We Saw") is a nomadic award-winning visual artist, photographer, and educator from East Baltimore. MD.

16. Eden Weingart ("Paradise Found") is a New York-based designer and illustrator. Her work is rooted in the idea that design can be meaningful. impactful, and enjoyable.

17. Richard Williams ("What We Saw") is a photographer and graphic designer based in Washington, D.C. His work focuses on community, expression, and social issues with an emphasis on street photography.

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or nearly 20 years, as the year comes to a close, Google has shared the top questions, moments, and individuals that inspired the world to search. Rooted in Google Trends data, our annual Year in Search captures the essence of a year.

In 2020, we asked "how to change the world" twice as much as "how to go back to normal," and "how to be anti-racist" was searched more than "how to become a millionaire." The top searched profession the world wanted to become was a "nurse." Collectively, what we ask reflects who we are and brings us together.

Each year, the searches that are the backbone of Year in Search illuminate a larger story. In 2020, it was the story of deep questioning, as the world searched "why" more than any other time in history. Why is more than a question: It's the fundamental search for meaning – to get to the root of something. Only after you question why can you get to work fixing it, improving it, reinventing it. There aren't simple answers to the most vexing questions wrought by this year – about a global pandemic, systemic racism, economic devastation, and the experience of loss – but asking why is the catalyst for change.

As we close out 2020. we wanted to go beyond the questions that defined the year and hear from some of the vibrant voices that helped us understand this moment. Pop-Up Magazine Productions, with their storytelling expertise, helped us do just that. In asking why, so many of us sought not only clarity and understanding this year but also, as these stories demonstrate, the opportunity to reimagine what can be.

NELLY KENNEDY Brand Editorial Director Google

ere at Pop-Up Magazine Productions, we explore the world through stories. Storytelling is the oldest, most human approach to grappling with the complex questions, those mysteries that don't offer straightforward answers. As part of this year's Year in Search, Google invited us to find compelling narratives, inspired by a handful of these trillions of searches.

For this special Year in Search magazine, we enlisted experts, artists, writers, scientists, photographers, and big thinkers to make sense of this unforgettable year. They introduce us to their beloved dogs and challenge us to rethink our relationship to the planet. We're invited to taste a special bowl of noodles in someone's kitchen and to sit in a barbershop chair for much more than a haircut.

With each story, we better understand their personal why and how the bleakest times can inspire the most fundamental and far-reaching societal transformations. Each of these stories surprised us and moved us in its own way. Looking back on a year filled with unprecedented crises and systemic conflicts, we found stories of resilience, humor, community, and creativity.

I hope you find these stories of 2020 as inspiring as we do.

> NANCY MILLER Editorial Director, Brand Studio Pop-Up Magazine Productions

Explore more Search trends at: g.co/yearinsearch Q how to help

## We'll Always Find a Way

When we look back at 2020, we can remember how we supported each other. In the face of unprecedented challenges and overwhelming constraints, we'll always find new ways to show up for one another, cultivate empathy, and generate joy.

> In 2020, the world searched **how to help** more than ever.



Volunteers from Operation BBQ Relief have served more than 5 million meals in 2020...and counting.







Wedding | Jessica Chou



Erin and her family stepped up to support their community in Louisville, Kentucky, in response to COVID-19 by connecting volunteers with high-risk people in need. | Kaela Jean

Birthday | Alexis Hunley

Explore more stories from the year: about.google/stories This year, the world searched for **ableism**, **neurodiversity**, and **inclusion** more than ever before.



## Inclusion Revolution

ENTREPRENEUR AND ACTIVIST **ANDRAÉA LAVANT** EXPLAINS WHY AWARENESS AROUND ABLEISM IS AT AN ALL-TIME HIGH AND WHAT IT TAKES TO BE A TRUE ALLY IN THE DISABILITY JUSTICE MOVEMENT. I was diagnosed [with spinal muscular atrophy] at 2 years old. I've been in a wheelchair my entire life. I grew up in a proud Black family but the idea of a disability identity or a disability culture? I didn't have anybody that looked like me. If anything, I was trying to hide or overcompensate for my disability because I certainly didn't see it as a value-add.

There's so much awareness around the term "ableism" right now because of the pandemic, Black Lives Matter, and social justice issues. I think people are looking up "racism" and running into "ableism." There has been this lightbulb moment where people are going, Oh, I thought that I was woke, and yet there's a whole community of people I haven't necessarily considered. Even disabled folks are understanding the word in new ways, like, I do experience discrimination. For example, there's a whole Twitter chat that asks, "What are some things that aren't really ableist, but they're ableist for you?" For some neurodivergent people, meaning autistic people, people with ADHD, anxiety or other neurocognitive differences, it might mean fluorescent lights. A few years ago, there was a big thing with pre-peeled or pre-sliced fruit; lots of people thought that was ridiculous. But the only way I can eat something like an apple is if someone slices it.

When I started out, I was helping young people with disabilities transition into the workforce - to make a difference. Then I found out that there was an entire community of people doing activism. That's what sparked me to move into disability justice work. In 2018, I started my firm for disability-focused strategy and communications. We're aiming to help organizations and movements understand that if you don't know disabled people in the work that you're doing, it just means those disabled people aren't comfortable enough to speak out about it. Inclusion is not a one time event - like, Oh, we did disability training for an hour, and now we're done! It's engagement. It's a journey. You must invest time and money in listening and learning.

One in four Americans have disabilities, yet we continually have to convince people that disability should be an aspect of their work. In the same way the media is focusing on inter-

PHOTOGRAPH COURTESY OF ANDRAÉA LAVANT: INCLUSION REVOLUTION

sectionality in so many other ways - making sure people of color are part of their teams, for example – they should do the same for disability. And it's not about tokenization. Disabled people are going to make what you're doing better. If you bring me, a Black disabled woman, into a room, you're going to get a whole lot of intersectional perspectives. Disabled people are always depicted as something other than just a human, whether that's a superhero or a villain. We need to be moving past this concept we call "inspiration porn," meaning that disabled people are objects to be in awe of or pitied – as in, the fact that I got out of bed in the morning is an inspiration to you. If I'm going to be inspiring, it's because I'm an entrepreneur, I started my own business, I live on my own.

The difference between equality, equity, and justice can be found in the underlying ableism in our most fundamental interactions If you put a ramp in front of a building, I can technically access the building, but there's more to it than that. I'll give you an example: I live in Arizona, and I don't have a vehicle. I moved to an apartment next to the light rail, which is already not the most accessible because it doesn't go to a lot of places. But in light of the pandemic, it's also not safe for me to be on. So I had to think about how I was going to vote, because I needed to vote in person. Ultimately, I had to rent a wheelchairaccessible van for \$150 and hire a driver so I could go vote for 20 minutes. I'm privileged in that I can even afford to do that. So yes, when I got to the voting place, there was a ramp. But if access was truly equitable, there would have been multiple affordable options to vote the same way there were for non-disabled people.

"Disabled people are always depicted as something other than just a human, whether that's a superhero or a villain."

One of the best ways to support disabled BIPOC is by hiring Black disabled creatives. For more, go to blackdisabledcreatives.com. Q why is there no flour

## The Dish That's Getting Me Through Quarantine

IF YOU'RE BURNED OUT ON COMFORT BAKING, JOURNALIST **LINGHUA (LILY) QI** RECOMMENDS THIS PHENOMENAL NOODLE SOUP FROM CHINA.

> I was in my tiny studio apartment in Chicago when Illinois announced its first stay-at-home order in March. It had been almost two years since I left my actual home, a town called Liuzhou in south China. A long-planned family trip was canceled due to the pandemic. In my disappointment, I reached for the one thing that instantly brings me back home: a regional dish called luosifen.

Living abroad, many people search out specific dishes that remind them of home. But in my case, the dish actually originated in my hometown of Liuzhou. Luosifen is a spicy, tasty noodle dish that, when translated, means "river snail rice noodles." In most versions, snails are potentially part of the broth, but they aren't actually what makes the dish so pungent that it drives first-timers away. The over-the-top umami comes from sour bamboo shoots.

Growing up, luosifen was the dish that was available on nearly every corner in the city. But it was limited to locals until factories in Liuzhou found a way to preserve the flavor in an instant package, which I now order in bulk and prepare while chatting with my family online. There are so many different brands available, arguing over which one is best is another comforting ritual that helps connect me to home.

Many have been looking for the best banana bread and sourdough bread recipes during the quarantine. While they may bring a sense of warmth and comfort, I found long lost memories and closeness to home in my bowl of noodles. In 2020, the top trending food the world searched to bake was **sourdough bread**.



## Making Peace with the Fight

AS OUR MODERN APPROACH TO "FIGHTING" FIRE LOSES GROUND, BILL TRIPP, THE DIRECTOR OF NATURAL RESOURCES AND ENVIRONMENTAL POLICY FOR THE KARUK TRIBE IN NORTHERN CALIFORNIA, IS ADVOCATING FOR A RETURN TO TRADITIONAL FOREST MANAGEMENT STRATEGIES.

### Q why are there so many fires

Members of the Bautista inmate fire crew at the Snow Fire just outside of Palm Springs, September 2020

Controlled burns are a tool that humans have used for millennia to do their part in the food web. When you remove a process that's been in place for thousands of years like that – when you start to only put out fires, year after year – it impacts the entire system, because species are genetically adapted to depend on fire at regular intervals. It's a major reason why we have significant population decline and biodiversity collapse.

A controlled burn is a functional process in the ecosystem that breaks brush and branches down, and makes nutrients available for trees to use. It opens up the space on the ground for more diversity of plants and bees. If you bring in fire at an interval, at a certain time each year, then you're maximizing the health and abundance of living things. If you take it out of the system, then all those species that actually depend on fire at a regular frequency begin to no longer have what they need.

This year has been an awakening. We lost about half of the houses in Happy Camp [where the Karuk Tribe is headquartered] this year. The Slater Fire was completely devastating. It's obvious that something has to change – we need to integrate Indigenous management perspectives back into how we interact with the landscape.

# **Paradise Found**

HOW THE INGENUITY OF A PASSIONATE GAMER NAMED ROSS MINOR MADE A CERTAIN VIRTUAL ISLAND MORE ACCESSIBLE.





This year, worldwide searches for invisible disability doubled.

For millions, a popular island-themed game offered virtual relief during the first few months of lockdown as a low-stakes. low-stress, creature-filled world customizable to one's own liking. Paralympic athlete and passionate gamer Ross Minor, who has been blind since childhood, embraced the creative challenge on a whole new level by building his own unique oasis optimized for the visually impaired. Every feature of his island, from the walkways to the waterfalls, is navigated by sound.

"I'm always trying to find ways to make gaming more accessible to everyone," says Minor, who shares his hacks and innovations on his popular YouTube channel. "As soon as I started messing around with this game's controllers, I realized that every element in the game even the different bugs - made their own unique sounds, and that I could use those sounds to make gameplay easier for disabled people like me."

Here, Minor gives us a personal tour...

**STAR1** HERE

He started with

the quest for fire.

"Tiki torches are one

of the items you get to

create early on in the

of my island so I'd al-

After I got going with

the tiki torches, I made

it my goal to unlock as

many sound-producing

9

items as possible."

game. I first used them

all over the main square

ways know where I was.



Ambient noises came next. "I put an AC unit outside of my house so people could hear the hum and know it was my place. But it wasn't pretty, so I moved on to using music - a song for each location."



### Fountains were the font of inspiration.

"I started putting fountains at intersections because I wanted players to be able to know where they were on my island at all times. I used a larger fountain near the town square area as a landmark -I can hear it from fairly far away, which helps me orient myself no matter where I am."

### He used textures, such as dirt, brick, and grass, to make pathways.

"On my island, you can always tell where you're stepping based on the sounds your footsteps make. I first noticed this while I was listening to my girlfriend play the game -I asked her to run all over the island, and then I asked her to walk into walls so I could be sure to avoid them."







still building...

"I want my island to be accessible to many people, including those with joint pain, motor issues, and colorblindness. I've been recruiting people to test out different materials, colors, and arrangements because one of the worst things you can do is make accessibility features without asking people with those specific disabilities first."



### He also added **VIP** access.

"I built a few secret pathways behind various waterfalls. Sighted people won't notice them at a glance, but my blind friends will find these paths more naturally."

### Even catching a fish makes a splash.

"I have a pond next to my house, and I built a waterfall going into it so I can hear exactly which way to angle my fishing rod."

# SUPREME BEING

### LET THE LIFFLONG WORK OF RUTH BADER GINSBURG SERVE AS A REMINDER: PROGRESS IS A MARATHON, NOT A SPRINT.

t takes a special kind of octogenarian to earn a hip-hop-inspired moniker, but Supreme Court Justice Ruth Bader Ginsburg, who died in September from complications from pancreatic cancer, was well into her 80s when her younger admirers christened her the Notorious R.B.G., a reference to a famous old-school rapper.

In an era when the Supreme Court trended in a conservative direction, the justice's sharply worded dissents were rallying cries for those looking for words of resistance (and her ornate collars and signature gloves were proof that, even within a male-dominated sphere, one could wield power with feminine flair). But there was more to Ginsburg than her late-in-life status as

a cultural icon. In every chapter of her long, accomplished career, she was a trailblazer.

Over the course of her teaching career, Ginsburg co-founded the ACLU's Women's Rights Project and stepped in as its general counsel. Writing, researching, and litigating for the ACLU gave her the opportunity to bring some landmark cases before the Supreme Court - she won five of the six cases she argued - and in the process, set the legal framework for our modern understanding of gender discrimination and equality. Crucially, she sought to show that gender discrimination wasn't an impediment only for women. Ginsburg is credited with enlightening the allmale Supreme Court on how gender stereotypes can also apply to men.

Though it may surprise some people now, when Ginsburg was appointed by Bill Clinton in 1993, she was considered a more moderate voice. But the court's rightward drift pushed Ginsburg's perspective to the opposite end of the spectrum, prompting her to pen fiery dissents in hot-button cases like 2000's Bush v. Gore and 2013's Shelby County v. Holder (the latter of which dismantled much of the Voting Rights Act). As she once put it, "Dissents speak to a future age. ... The greatest dissents do become court opinions, and gradually, over time, their views become the dominant



5 Pivotal That Any RBG Fan Should now

Years before she sat on the bench, lawyer Ginsburg advanced equal rights across gender lines by arguing (and winning) these game-changing Supreme Court cases.

### Frontiero v. Richardson (1972)

Air Force Lieutenant Sharron Frontiero was denied a spousal housing stipend - because her spouse was a husband, not a wife. Ginsburg got the all-male court to rule 8-1 that this was unconstitutional gender discrimination.

### Weinberger v. Wiesenfeld (1975)

view." Ginsburg understood that prog-

ress was a marathon, not a sprint, and

her legacy will have profound ripple

effects for generations to come.

After Stephen Wiesenfeld's wife died in childbirth, he was denied a Social Security benefit traditionally given to widows. In a unanimous decision, the court ruled that this violated the Due Process Clause of the Fifth Amendment.

### Edwards v. Healy (1975)

Believe it or not, there was a time when people demanded to be on jury duty. This particular case challenged the sex-based exemption of women from jury service. Ginsburg argued the side of appellee Marsha Healy and won.

### Califano v. Goldfarb (1977)

Another case in which Ginsburg cleverly pointed out male discrimination: Widower Leon Golbfarb had been denied benefits because he was not receiving financial support from his wife upon her death. In a 5-4 decision, the court ruled this unconstitutional.

### $\bigcirc$ why do we study history



### Duren v. Missouri (1979)

Like Edwards v. Healy, this case also examined the gender makeup of jury pools. The court ruled 8-1 that exempting women from jury duty violated the constitutional right to trial by a jury chosen from a cross section of one's community.



### Hands of Time

Recent interest in all things RBG include curiosity around her penchant for wearing gloves. The answer will go down in history as a moment when fashion met courage.

In 1999, when Ginsburg was first diagnosed with cancer, she made sure her treatments didn't prevent her from the work she had to do on the Supreme Court. Justice Sandra Day O'Connor, herself a cancer survivor, gave her colleague plenty of sound advice, including the wearing of gloves while out in public to protect her immune system Post-treatment, RBG kept wearing the gloves because she liked them - particularly the black fishnet ones that, along with her rotating collection of neckwear, became part of her signature look.

## Then and Now

THE NIGHTLY CHEERS AND CLAPS HAVE FADED, BUT FRONTLINE WORKERS ARE HERE, SAYS **KAREN CUNNINGHAM**, AN NYC-BASED PHOTOGRAPHER AND CRITICAL CARE NURSE, WHO SHARES WHAT NURSES NEED BEYOND THE NOISE.

I took these pictures of my friend and coworker Cady Chaplin, an ICU nurse, over two shifts in mid-April. Back then, the entire hospital was an intensive care unit, and our nursing shifts would go from 8 a.m. to around 8 p.m., so you'd have to make an effort to go outside at 7 o'clock to hear all of the people on their balconies making noise

and clapping. The sound of that support – it felt wonderful, like all of New York was behind us.

Now, when I leave work, no one is clapping, which is as it should be because the [patient] The top occupation people searched to become in a pandemic year was a **nurse**.



ICU nurse Cady Chaplin enjoying the applause.



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A few moments in the daily life of ICU nurse Cady Chaplin, as captured by fellow nurse and photographer Karen Cunningham in April 2020.

numbers are lower now at the hospital. However, the risk is the same. It's hard to not feel forgotten sometimes when we see people not wearing masks. Having so many patients dying takes a toll. Cady and I ride the subway together, and we talk about it a lot, about how there's no mental break from people dying. What's even more frustrating is the denial from people who are sick, but they refuse to believe it. Or those who don't have COVID but refuse to take precautions to prevent it.

If you really want to support nurses or anyone on the frontline, from healthcare workers to grocery store cashiers, please wear a mask and wash your hands. If you

want to directly help, you can donate food or volunteer your time through the channels of your local hospital. Sending pizza is wonderful, and it always makes people feel really good.

If you haven't been affected by COVID-19, the loss can feel abstract. Make a point of asking people you talk to: "Have you been directly affected by the virus?" If they answer yes, that someone has died, say: "I'm sorry that happened. What was their name?" Give friends and family members who are left behind an opportunity to talk about that person and share details about who they were. You bring honor to their lives when you say someone's name.

# How Dogs Came to Our Rescue

WRITER SARAH MILLER EXPLAINS WHY PRE-COVID RULES ABOUT DOG ADOPTION NEED TO BE HOUSE BROKEN.

ome years ago, I went through a long period of feeling sad, irritable, and bitter. "You need a dog," said a friend who has two "Ha," I responded. "Like a dog can make the world less awful."

Then someone died, and I got his dog, a blue heeler named Merle.

Within weeks, I was a different person: cheerful, affable, and shrugging – mostly – in the face of adversity. "You were right," I said to my friend. "Why do dogs make life worth living?"

"I don't know," my friend said. "They just do." Six years later, I am not a normal dog owner. I am obsessed. I had T-shirts made with Merle's face on them; she was a minor internet star. My social feed is nothing but photos of dogs, and I follow a lot of dogs. Merle is no longer with us now, but I have a red heeler/corgi named Ruthie, and I write several Ruthie songs a week, with titles like "Look at This Dog," "What's It Like Being My Dog," and "Windowbear." And I am not just putting on a show. I spend as much time as I can hugging Ruthie's cylindrical warm body, inhaling her candied ginger scent, and whispering into the whorls at her chubby neck that she is my baby dog, my cherub, my silken cub. Certainly, at this time, dread, sorrow, and anger stretch as far as

the eye can see, but with Ruthie at my side, I feel kind of OK.

Mid-pandemic, people are lining up to experience this love like no other. It seems like almost every time I run into someone I haven't seen since

This year, the world searched for **foster** a dog more than ever before.

April 2020

March, in the grocery store parking lot or - no, pretty much just in the grocery store parking lot - they're shouting through a mask, "I just got a dog!" A frugal, pro-shelter friend of mine just paid through the nose for a puppy from a breeder. "Don't judge me," she said. "I've been looking for months, and I was getting exhausted." I definitely tend to be more pro-shelter myself, but I don't begrudge people for any way they get themselves dogged up at this time. Especially since the cutest puppy I've seen during COVID dog madness is a little English bulldog that I got to hold like a swaddled infant.

So why is it currently dog season, with no visible end in sight? I find the best answer is often the simplest one: Because dogs are cute and do lots of cute things; they have no idea what's going on in the world and give us a moment in space where we don't, either. Every time I look at Ruthie's sweet face, caress her soft fur, feel her weight against me, or, heaven itself, see her frolic with another dog, I inhabit a better world. Just saying her name -



which she came with, and is so perfect for her that at all times I sense the benevolent presence of the people at the shelter or a previous owner, who clearly understood and loved Ruthie, too sends dopamine coursing through my body.

And the amount of work involved is pretty minimal. I buy food twice a month; I feed her twice a day. I bag and deposit two or three bags of waste. I walk her, but I have to walk anyway. The effort is far outweighed by the joy she brings Romantic and parental love can be more intense than dog love, but dogs are never frustrating or enraging. Besides, when dogs are stupid or lazy, it's actually funny. Also, you can hug a dog and

cry, and as long as you're not actually wailing and scaring them, they'll let you do this for a pretty long time. People tend to extricate themselves from this situation fairly quickly.

Before the pandemic, when friends asked me if they should get a dog, I would ask them a series of guestions: How much do you work? How often do you travel? Will your children complain about walking it, like I did when I was a kid, before I understood what fun was? Now I just say, Yes, go get a dog. Go get one right now, I command you. Just think, I say, tonight, you could be petting your very own dog. Tonight, you could be happy, and that happiness could last forever.

ONE OF THE AUTHOR'S MANY SNAPSHOTS OF RUTHIE

# It's OK to Hurt

AS MANY LOOK FOR WAYS TO COPE WITH MENTAL HEALTH ISSUES FOR THE FIRST TIME, DARRYL "DMC" MCDANIELS SHARES HOW HE GOT THROUGH HARD TIMES.

This vear. how to cope with loneliness was the world's top trending "how to cope" question.

When the pandemic first hit, I felt like the world was ending. But after my third day in quarantine, something happened: It was like I was 12 years old, back in my bedroom in Hollis, Queens. And I was like: I've got comic books; I've got imagination. Let me pull out some pens and create new comic characters. I just started drawing and writing rhymes with no destination. The world was perfect when I did this as a kid.

Somewhere along the way, alcohol became my so-called confidence. I didn't need it - all I needed was my imagination, my enthusiasm about who I was - but I was convinced it would help my rapping career. I reached for the alcohol even though, when the high wore off, I'd be further down in the pit of depression.

In rehab, I was diagnosed with "repressed emotion." I think that's because I was taught that men are supposed to be strong and powerful. We're not supposed to cry. But in reality, that's been a hindrance to our success. That's kept us from resolving the issues that plague us. Unless we admit that it hurts, nothing will change.

In the Black community, sometimes we worry that if we admit to emotions, it'll take away from our struggle – whether that's for civil rights or police reform. We don't realize that what could get the law written and everyone to pay attention to us is if we sit down as Black men and cry because we're hurting.

I work with little kids in the foster care system, and when you walk into these detention centers, they always tell you, "Watch out for him" or "Watch out for her." But those are the people I want to see. They're the ones who are in pain.

One kid asked me, "DMC, do you cry?" I was like, "Yeah man, I cry. And after I cry, I feel real good." He looked around because he wanted to make sure nobody saw, and then he just started crying. He's in for attempted murder, but once he opened up to me, he said, "Man, all I want is just to be with my mom. I don't know why she doesn't want me." I told him, "You have the right to be sad and angry."

Of course, as Black people, we're going to be hurting. Of course, we're going to feel there's no way out. But if you remove the guilt and shame, you remove the pain.

You can have all the revolutionary, oppressionfighting power but if you ain't right mentally, your crusade, your initiative will not work. The beautiful thing about Black Lives Matter is that we're not letting them forget it – we're reminding the public every day - but in order for us to move to the next level of our struggle, we need to prevent ourselves from burning out. It's our responsibility to change our mindset. We'll know we've won when it's OK for us to hurt and cry publicly.

There's always someone you can talk to, and the good thing about a stranger is they can keep it real. Your friends might not want to hurt your feelings. The first question my therapist asked me was, "Darryl, during your career in Run DMC, did anyone around you - Run, Jay, your management, your



record label - ever do anything that upset you or make you feel uncomfortable?" And I'm sitting there thinking, "Nope." My therapist took his glasses off, pulled his chair in front of me, and said, "You're a liar."

It all started pouring out of me that day, and he didn't judge me. For the next month, I got it all out of my system. Even while I was touring the world, I



### HOW **TO HELP**

### **Recover Together**

was created to help people impacted by addiction find support. It features stories from people in recovery and an interactive map to help find virtual and in-person support groups Learn more at g.co/recover together.

### Lifeline

If you or someone you know is struggling with suicidal thoughts or mental health matters, please call 1-800-273-8255 or visit suicide prevention lifeline.org to connect with a trained counselor

felt ashamed, scared, and sad. But if you don't admit how you feel, you never heal.

I want to encourage people to tell others how you feel, no matter how bad it is. I'm hoping that the generosity and caring we saw at the beginning of the pandemic are going to continue coming out of the ground like cicadas.

Listen to the DMC-inspired Mental Health Mixtape on YouTube music: yt.be/music/dmcmix



# What We Saw

### ←

"The first thing that stood out to me when I saw this young woman was the sign that she was holding. When you're looking at the images from this year's March on Washington, it's critically important to understand the context of racial injustice that has put yet another stain on 2020's legacy." —NATE PALMER Last August, thousands of people gathered at the steps of the Lincoln Memorial to condemn the police brutality and systemic racism that have grimly cut short countless Black lives.

Five photographers ventured out during the pandemic to capture this unprecedented moment of support. Here, each one shares their perspective on what they saw that day.

Q why are people protesting

This year, for the first time in Google Trends history, **protest near me** was searched in every U.S. state.



### ↑

"Thinking back on it now, it was intense. The closer I got to the steps, the more palpable the energy was. There were people everywhere from all over the world trying to be seen, trying to be heard, and trying to document." —SCHAUN CHAMPION

→ "The world needs to understand that this was one of the most unified marches of our time. So many folks of all races, ages, and backgrounds came together with one goal: peacefully uniting to get justice for the world's most marginalized – Black people."

-RICHARD WILLIAMS





### ←

"I watched this younger woman help this older woman stand up after sitting for so long. I waited and waited for the perfect moment this image symbolizes the relationship between generations as we all fight for equity."

-SHAN WALLACE

### $\rightarrow$

"I feel like this is the first time in history and within the Black community that our transgender brothers and sisters are being seen and recognized. I wanted to capture this and ensure that their voice was equally being documented and recorded in history." —JULIEN JAMES





### ←

"I noticed how the father was holding his daughter in a loving, yet protective manner. ... Watching them interact [and] how honest and beautiful the moment was — I had to capture it." —RICHARD WILLIAMS

In the fight to end racial injustice, continue to push for change. Donate now and join in the fight: google.org/inclusion/ racial-justice/

### This year, meditation was searched

in every country.

## **Pause and Reflect**

The search insights around insomnia are certainly eye-opening, but probably not surprising: We're tired. All of us, all around the country - and around the world - appear to be struggling with some kind of sleep disruption. Fortunately, since guarantine, dozens of innovative meditation practitioners are finding new ways to ensure meditation is made more available, particularly among the two most vulnerable groups: Single people who are struggling with the isolation of living alone, and BIPOC who are suffering from the stress of racism, microaggressions, and being the "only."



We need restful practices because there's so much being asked of us these days. We're being asked to check in with our conscience, to fight, to vote, to foster connections with ourselves and with our neighbors. Yoga can help with all of this.

Everything else that comes out of doing yoga - calming the nervous system, building muscles, increasing flexibility - is just a byproduct

of showing up and looking at ourselves honestly and lovingly.

I've built self-massage into some of the routines, which might be helpful for people who haven't been able to hug their homies or parents or siblings in a long time. Of course, scratching your own back or massaging your own shoulders can't quite compare to getting a massage from someone else, but I do think you can find a deep connection and satisfaction in it. It's not a replacement for human

> touch, but yoga offers tools to reconnect with ourselves in a really powerful way.

> > Adriene Mishler. whose "Yoga with

Adriene" channel on YouTube has more than 8 million subscribers, has added a special series of meditation-focused exercises specifically for single people or those who feel isolated during the pandemic.



Compared to spending six hours bingeing on media, meditation is a much more sustainable, long-term approach for greater mental health. I think it's a beautiful sign that people are trying to take care of themselves. I started to realize that my inner voice, which can be abusive, was not really mine - it comes from the world that we live in, which says that people of color need to be inherently different in order to move up in the world and achieve the

American dream. We need to look and sound a certain way to be successful. You end up losing that connection to where you came from and your connection to yourself as a consequence.

Black women in particular tell me how powerful it is to hear another Black woman's voice while they're meditating. One session called "Unveiling Your Deepest Goodness," by Pamela Ayo Yetunde, guides the listener in a visualization of Black fe-



male freedom fighters like Harriet Tubman. It's an empowering exercise, and it allows the person to experience a level of support, encouragement,

and care they've maybe never experienced.

Julio Rivera is an entrepreneur who created an app called Liberate to help destress from the daily microaggressions and trauma experienced by BIPOC.



It's no surprise that during the pandemic, the search for how to cut your hair was at an all-time high. But for many, a trip to the barber is much more than a little off the top. "It's an external experience that can have profound internal impact on a Black man, a sense of community and ritual that was lost during quarantine," says photographer Antonio M. Johnson, who spent 18 months photographing Black-owned barbershops across the United States for his new book, You Next: Reflections in Black Barbershops. Here, Johnson shares a window into this pre-COVID world, with stories about his own favorite memories from the chair.



# "You Next"

#### THE FUNHOUSE BARBER SHOP LOS ANGELES, CA







ome time ago, I trekked from my home in Brooklyn to a famous theater in Harlem to watch one of my favorite comedians perform. In the middle of his act, and out of nowhere,

he asked the crowd, "You ever think you were depressed, but really you just needed a haircut?" The joke elicited mostly chuckles from the largely white audience, but the Black men in the room erupted in full-on laughter.

As the comic's joke and the response it received suggest, there's something about a fresh haircut that can change a Black man's outlook on the world, change his outlook on himself. And if getting a haircut is an external experience that can have a profound internal impact on a Black man, that experience extends beyond just the cut to the environment of the barbershop itself.

This is something I've always felt. Growing up, getting my hair cut was a weekly event I looked forward to more than anything. My Uncle Jason my mother's youngest brother - was a barber and always embodied everything cool, stylish, and fly.

wedding.

Between semesters at the local university, he worked in a barbershop on Market Street in Philadelphia. I can still picture it – the old wood paneling, the receptionist in her pink shirt with gold door-knocker earrings and long nails. When it was my turn, my uncle would sit me in his chair, turn me toward the mirror, and say jokingly, "Man, your hair is peasy! Let me hook you up."

There in that tilted chair, under the hand of my uncle, surrounded by members of my community and totems of our shared experience, I felt safe. Felt like anything was possible. Those feelings of confidence and power only grew as I saw myself transformed, from "peasy-headed" to crisp and new, ready to take on the world.

Then there was my dad's barber, Mr. Leon in Southwest Philly, just around the corner from my dad's childhood home. Despite his signature wet and silky curls, Mr. Leon was in high demand. On the drive to Mr. Leon's shop, my dad would remind me that this man had cut his hair for every major moment in his life - graduations, first dates, his

### This year, searches for how to cut your hair reached an all-time high worldwide.

Acril 2020

#### PURE ESSENCE BARBER SHOP ATLANTA, GA

(opposite)

THE N SPOT BARBER BEAUTY SHOP LOS ANGELES. CA (above)



VINTAGE BARBER SHOP ATLANTA, GA

> While my dad was getting his usual cut, I'd study the style guides taped to the walls in the small shop and flip through every issue of *Jet* magazine I could get my hands on to see the "Beauty of the Week." And of course, I'd listen to all the back and forth in the room. It was at Mr. Leon's, for instance, that I learned my dad was a basketball legend in our community. "Your dad was better than Magic," a customer might say before another jumped in to describe my dad's jump shot or an incredible play he once made.

> From experiences like that, I came to understand barbershops are more than places simply to get a shape-up, shave, or trim. They are where Black men can speak freely and receive feedback about who we are, who we want to be, and what we believe to be true about the world around us.

> That is, of course, not to say that barbershops are perfect. Indeed, they can be as flawed as the communities that maintain them. But at their best, barbershops are sites for the cultivation of Black male identity and wellness — the only such spaces in American life.



"Those feelings of confidence and power only grew as I saw myself transformed, from 'peasy-headed' to crisp and new, ready to take on the world." HAROLD'S BARBER SHOP NEW ORLEANS, LA



I met a toddler in D.C. on the occasion of his first haircut and a New Orleans barber who's been in the business for more than half a century. I've talked to fathers, sons, husbands, and brothers about what it means to be Black men in America and what the barbershop means to them.

The result of that reporting is *You Next: Reflections in Black Barbershops*. It is my humble attempt at capturing the magic of the Black barbershop, my way of saying thank you to the space for it has given me.

As for the title, *You Next:* Well, that's what the barber says to customers to communicate that they're on deck for a haircut. It's also used as a question between customers to determine where they are in line. *You Next* is an invitation, an invocation, an affirmation – magic words that signify you are about to be transformed.



"Growing up, getting my hair cut was a weekly event I looked forward to more than anything." A SHARPER IMAGE BARBER SHOP WASHINGTON, D.C.



### 4 Steps to Doing Your Own Taper Fade

Having a haircut and staying groomed is more than just about aesthetics these days. That fresh cut is directly tied to my overall mental health. So I learned how to do my own high taper fade. It's a simple haircut that creates a gradual transition from the temples and neck to the rest of the head. You'll need: a brush or comb, trimmer, clippers, and a mirror. The most important tip? Take your time.

### Step 1:

Make a guideline mark in your hair with the trimmer, aligning that first mark with the outer corner of your eye, near your temple – just below the top of your ear.

### Step 2:

With the clippers on the lowest setting, move slowly down from each temple to the back of the neck.

### Step 3:

Adjust the clipper lever to halfway. Move the clippers in an upward, flicking motion toward the crown of the head. You'll slowly start to see your taper come into view. To get a closer cut, close the blades — just don't take off too much!

### Step 4:

Slowly start defining the natural shape of your hairline with the clippers. If you have a partner or a housemate at home with you, ask them to help you with the back. - A.M.J.

Find free resources for your small business at google.com/grow

### **THEORY OF** NATURAL CONNECTION

SHERRI MITCHELL WEH'NA HA'MU KWASSET, AN INDIGENOUS RIGHTS LAWYER AND CLIMATE ACTIVIST, SHARES HOW WE CAN BE MORE GROUNDED.

> When I was a child growing up in Maine, my grandfather would frequently take me out paddling on the Penobscot River. One day, we were paddling up to one of the islands there for lunch. He was in the back of the canoe, so I got out first and pulled the canoe up onto the shore. He remarked that 10,000 years ago, our ancestors stepped out of their canoes into that same water onto those same lands. And he asked me, "What do you think they were thinking about at that time?"

He placed me in a lineage of people who had lived and interacted with that land and instilled within me, at a very young age, this deep love for the place where I was born, where he was born, where his grandfather was born. He explained the connectivity that our people have had with that place for millennia, and it connected me in a deep way with the land and those waters.

Within our tradition, we talk about the beings of the natural world as our kin. They were here before we were here, and we owe respect to them, just like we owe respect to our human elders. That kind of rootedness in your upbringing fundamentally changes the fabric of who you are.

ln 2020, the world searched how to stop climate change more than ever before.

Earth is the source of our survival. But we believe that we are other. Over centuries, we've been convinced of the lack of personhood of not only Mother Earth but of all the other beings in the natural world. The trees, the plants, the waters, the dirt, the rocks, the animals - we've been convinced that all of them are things instead of persons. That's a lie. The living world is, in fact, our relative.

If we can sit with that possibility in real time, with our feet on the Earth, something changes within us. If somebody is experiencing anxiety, having them lie down and put their belly on the grass will bring them right to ground. That kind of moment of intimacy with the Earth connects you back to the natural world.

The question we should be asking is, "How can we connect?" So many of us are disconnected from our own lives - our bodies walk around, going through the motions, but we're checked out. How can we connect to ourselves, to each other, to the Earth? Where do barriers between us exist, and where have they been artificially manufactured? How can we soften the edges of those barriers to find true connectivity?

During the pandemic, people have actually been spending more time in the natural world because they can't be with other people. They're exploring the forests near their homes and they're finding comfort in that. Even though they don't recognize it, they're intuitively and instinctively walking into a space where they feel comforted by the presence of others - the trees, the plants, the animals. That's a big deal, because it's renewing people's relationships with the natural world.

This year, we have all experienced elevations in loneliness, yet we're still able to connect through technology. Sadly, our destruction has been more complete for others - the last white rhino on the planet had no one left in its species to communicate or connect with. We can't even contemplate that kind of loneliness, yet we continue to inflict it on other beings. We're now experiencing a microdose of what we have done to others in the living world, and we have to take that medicine. We have to correct our mindset.



# **People, Please**

For the award-winning Broadway show What the Constitution Means to Me, performer and playwright Heidi Schreck called upon her personal experiences as a young girl who gave speeches about the importance of our country's most essential source document. Decades later (and wiser), Schreck reflects on the search for the Constitution's relevance in 2020.

> The Constitution has always been considered a kind of holy document - like the religious text of our country. Many Americans think they know what's in the Constitution: We all know freedom of religion, speech, and press, and beyond that, we have an idea of what's in there. But the truth is, most of us don't, and we need to look it up.

> I started writing What the Constitution Means to Me a long time ago, and at that time, I didn't think anyone would be interested in a show about this document. But that proved to not be true. I think that's in part because, beginning four years ago, people started to wonder: What is constitutional and what isn't? How much power does the president actually have? What is the role of the Senate and the House, and how do they operate? It became clear to many of us, and I would include myself in this, that we didn't know exactly how it all worked.

In the last few years, there has been a number of court cases having to do with human rights - immigration, the rights of trans people, marriage equality, abortion access. It's apparent that the decisions made by the Supreme Court in relationship to the Constitution are, for a lot of people, life and death. That's been true for 230 years, but it's become very clear in the past few years as more groups have

"[l]t's crucial Americans understand what the Constitution does and doesn't say."

their rights threatened or put to the test. Throughout history, a lot of our human rights have been up for grabs, and there are certain landmark Supreme Court cases -Brown v. Board of Education, Griswold v. Connecticut, Obergefell v. Hodges - that have expanded the protections of the Constitution. We should all know those cases.

This year, the Ú.S. searched how do i vote more than ever.

There's been a fight going on between people who believe the Constitution is a living document (meaning: it can be updated and changed) and those who believe it's a dead document (meaning: it can't be changed). That argument has gotten really loud. We haven't amended the Constitution since 1992 - that's a very long time. I see a movement in this country to reexamine it and a desire to amend it, and, in some cases, really rethink whether it's serving us. People may be reconsidering the document in a way.

Since making What the Constitution Means to Me. I have started to think it's crucial that Americans understand what the Constitution does and doesn't say. People clutch it to their chests and shout loudly that they're the only ones who know what it means. And people are using it to defend their positions, even if the document itself says nothing about what their positions might be. If this time period has shown us anything, it's that we would have a more humane country if we were all better educated about how the Constitution affects and shapes our lives.

## With Chaos **Comes Clarity**

WHAT GOOD CAN POSSIBLY COME FROM CATASTROPHE? SCIENCE JOURNALIST AND AUTHOR **ZIYA TONG** MAKES THE CASE FOR THE "SILVERY" LINING

Can a disaster change how people see the world for the better? It happened one early morning in Los Angeles back in 1994, when a 6.7 magnitude earthguake rattled the city. The epicenter was nearby Northridge, but the effect was severe enough to disrupt the power grid, leaving millions almost entirely in the dark. As people peered out of their windows to see what was happening, some were shocked by what they saw. Both the Los Angeles Police Department and the Griffith Observatory were flooded by bewildered callers reporting a "giant, silvery" orb-like cloud dominating the night sky.

What they were looking at, of course, was the Milky Way. It's just that up until that moment, a fair number of Angelenos hadn't seen it before. More accurately, they couldn't see it, because living in a city filled with artificial light made it impossible to do so. Similarly, in the first few months of lockdown, billions of people experienced an awakening to the previously "unseen" world around us. From the reemergence of wildlife in our neighborhoods to the recognition of "invisibilized" frontline workers, the pandemic forced us to see things more clearly in unexpected ways.

Such perspective shifts are critical if we want to solve complex global issues, because the problem is not that we lack solutions. As an author and science broadcaster for almost two decades, I've featured solutions through my work nearly every single day; they surround us everywhere like unclaimed lottery tickets.

To claim our collective jackpot, however, we must focus on how we all can win. Which means, it's time we move away from constantly demonizing other countries and start celebrating and learning from their innovations. We need to collaborate with other nations and welcome advances from their scientists and engineers. The Netherlands, for instance, is a tiny country, and yet - using high-

This year, the world searched how to change the world twice as much as how to go back to normal.

May 2020

tech greenhouses, geothermal energy, and special soil composites it's now the second-largest food exporter in the world. In Namibia, a land of deserts, bacteria is used to recycle wastewater into pure drinking water. China is brilliant at large-scale engineering, from construction to vast networks of high-speed rail. We all saw how it built a hospital in 10 days during the pandemic.

Instead of wasting precious time with blame and pointing fingers, picture the possibilities if we pooled our global brainpower.

We also need to think ahead – thousands, even millions, of years ahead. Every object that we buy has not only a footprint, but a time-print. Imagine if Shakespeare had been drinking out of plastic bottles; they'd still be around today. Every tube of toothpaste that you've ever used - and I mean since you first started brushing your teeth – is still around, buried somewhere in a landfill. And this happens with untold objects that we buy, use, and trash. It seems like something beyond our human control, but this notion of disposability dates back only to the 1950s. Before then, we treasured our objects, and we reused them again and again. This is the reason we have antiques, because we valued beauty and guality, and cherished what we owned.



The good news is, I believe what we can do in one generation, we can undo as well, and that includes the idea of disposable living. For that to happen, we must encourage and embrace our ancestors' way of thinking to foster a healthy future. The Japanese even have the perfect term for it: mottainai, which means, "Do not destroy that which is worthy."

Then there's food production. With advances in cellular agriculture, soon we'll be able to eat animals without killing them. Food scientists are now able to replicate animal cells and "grow" meat in a bioreactor, decoupled from the actual animal. That means your burger could come from a cow that's still walking around unharmed. It's hard to wrap our heads around, but the potential effects on climate change, factory farming, deforestation, and our water supply could be profound.

There's a big myth that to change the world, we must sacrifice the pleasures and conveniences that bring us joy. But what if we reframe the power to change the world not as something that's taken away, but rather as a gift. The gift of collaboration, of quality, of sustenance without suffering. Even the gift of the stars in the sky. If this pandemic has taught us anything, it's that we really don't need a 24/7 lifestyle. Think of all the energy we'd save if we brought back the night. We could learn to rest again. The birds could migrate safely again. The insects could navigate with the moon. And by embracing the darkness, we could once again see the Milky Way and remember what it means to be humbled in the face of the universe.

Q what happened in 2020

### Trend Spotting

ΒY DAVID KWONG

This is an alphabox containing some of the most memorable words or phrases of 2020.

### HOW TO PLAY:

Each of these words or phrases is clued below (though not necessarily in order). • Each row in the box contains an answer if you add a letter in the

central column. • Every letter of the alphabet will be used exactly once. However, you'll find an extra letter in each row's answer. • Take these 26 extra letters and use them to spell out a phrase you might say when someone gets an unexpected Google search result.

### Clues:

1) Bread made through fermentation 2) What an athlete migh do during the National Anthem 3) Declines in the West? 4) Colorful displays children are putting in windows 5) Kind of fair 6) Fight back against 7) \$10 figure 8) The one we saw in July won't be visible again for another 6,800 years 9) Digital face with covered mouth

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10) Something you might have on hand? 11) Coveted rolls? 12) Type of juice you might drink while skateboarding 13) Global warming, for example 14) What bakers feared would be in shortage 15) Planet between

L.A. basketball great Mercury and Earth 19) Skylights? 20) Feeling for another person's situation 17) Shapes posted on 21) Host's least favorite guest? 22) Schooling jersey number of an

23) Heterogeneity **24)** The surname of a former big-cat keeper **25)** It's also known as Emancipation Day 26) Helping the cause, in a way

### **Puzzle Phrase:**

16) Our natural

surroundings

social media

18) One retired

\_\_\_\_/







### Watch the Year in Search 2020 film.

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