

# Real-time Inferential Analytics Based on Online Databases of Trends: A Breakthrough Within the Discipline of Digital Epidemiology of Dentistry and Oral-Maxillofacial Surgery

Ahmed Al-Imam<sup>1,2</sup>, Usama Khalid<sup>3</sup>, Nawfal Al-Hadithi<sup>2</sup> & Dawoude Kaouche<sup>4</sup>

<sup>1</sup> CERVO Brain Research Centre, Faculty of Medicine, University of Laval, Canada

<sup>2</sup> Department of Anatomy and Cellular Biology, College of Medicine, University of Baghdad, Iraq

<sup>3</sup> Department of Software Engineering and Information Technology, Al-Mansour University College, Iraq

<sup>4</sup> Department of Dental Surgery, Faculty of Medicine, University of Constantine 3, Algeria

Correspondence: Department of Anatomy and Cellular Biology, College of Medicine, University of Baghdad, Bab Al-Moadham, 10053, Baghdad, Iraq. E-mail: tesla1452@gmail.com, ahmed.al-imam.1@ulaval.ca

Received: Dec. 12, 2018

Accepted: Dec. 25, 2018

Online Published: January 3, 2019

doi:10.5539/mas.v13n2p81

URL: <https://doi.org/10.5539/mas.v13n2p81>

## Abstract

### Background

Epidemiological sciences have been evolving at an exponential rate paralleled only by the comparable growth within the discipline of data science. Digital epidemiological studies are playing a vital role in medical science analytics for the past few decades. To date, there are no published attempts at deploying the use of real-time analytics in connection with the disciplines of Dentistry or Medicine.

### Aims and Objectives

We deployed a real-time statistical analysis in connection with topics in Dental Anatomy and Dental Pathology represented by the maxillary sinus, posterior maxillary teeth, related oral pathology. The purpose is to infer the digital epidemiology based on a continuous stream of raw data retrieved from Google Trends database.

### Materials and Methods

Statistical analysis was carried out via Microsoft Excel 2016 and SPSS version 24. Google Trends database was used to retrieve data for digital epidemiology. Real-time analysis and the statistical inference were based on encoding a programming script using Python high-level programming language. A systematic review of the literature was carried out via PubMed-NCBI, the Cochrane Library, and Elsevier databases.

### Results

The comprehensive review of the literature, based on specific keywords search, yielded 491813 published studies. These were distributed as 488884 (PubMed-NCBI), 1611 (the Cochrane Library), and 1318 (Elsevier). However, there was no single study attempting real-time analytics. Nevertheless, we succeeded in achieving an automated real-time stream of data accompanied by a statistical inference based on data extrapolated from Google Trends.

### Conclusion

Real-time analytics are of considerable impact when implemented in biological and life sciences as they will tremendously reduce the required resources for research. Predictive analytics, based on artificial neural networks and machine learning algorithms, can be the next step to be deployed in continuation of the real-time systems to prognosticate changes in the temporal trends and the digital epidemiology of phenomena of interest.

**Keywords:** evidence-based dentistry, public health dentistry, google trends, real-time analytics, predictive analytics

## 1. Introduction

Digital epidemiology is an emerging discipline of public health and epidemiological sciences, and it has been evolving rapidly over the past few decades (Adawi et al., 2016; Mittelstadt, Benzler, Engelmann, Prainsack, & Vayena, 2018). It can be implemented based on data from online resources of the surface web including trends

databases, online drug fora and blogs, and social communication media (Al-Imam, 2017a; Al-Imam, 2017b). Google Trends database perfectly fits this purpose as it contains an automated and up-to-date collection of data based on queries of users of the web from all over the world, including millions if not billions of users (Adawi et al., 2016; Cervellin, Comelli, & Lippi, 2017). Epidemiologist never attempted to carry out real-time or predictive analytics within the context of digital epidemiology and in connection with the discipline of dentistry or medicine (Carneiro & Mylonakis, 2009; Choi & Varian, 2012; Nuti et al., 2014). In this study, we will explore this concept via the integrative use of Python programme language, statistical packages, and spreadsheet templates in an aim to demonstrate a prototype for real-time analytic of data retrieved from Google Trends.

The primary objective of this study is to demonstrate a prototype of real-time analysis and to infer data on the digital epidemiology in connection with topics that are related to the maxillary sinus and the Schneiderian membrane, posterior maxillary teeth, and related oral pathologies including periapical abscess formation, periodontal pathologies, and complicated dental implants. Real-time analytics are of considerable impact when implemented in biological and life sciences as they will tremendously reduce the required resources for research. On the other hand, Predictive analytics based on artificial neural networks and machine learning algorithms, can be the next step to be deployed in continuation of the real-time systems to prognosticate changes in the temporal trends and the digital epidemiology of phenomena of interest in medicine, dentistry, as well as other subdisciplines of biological and life sciences.

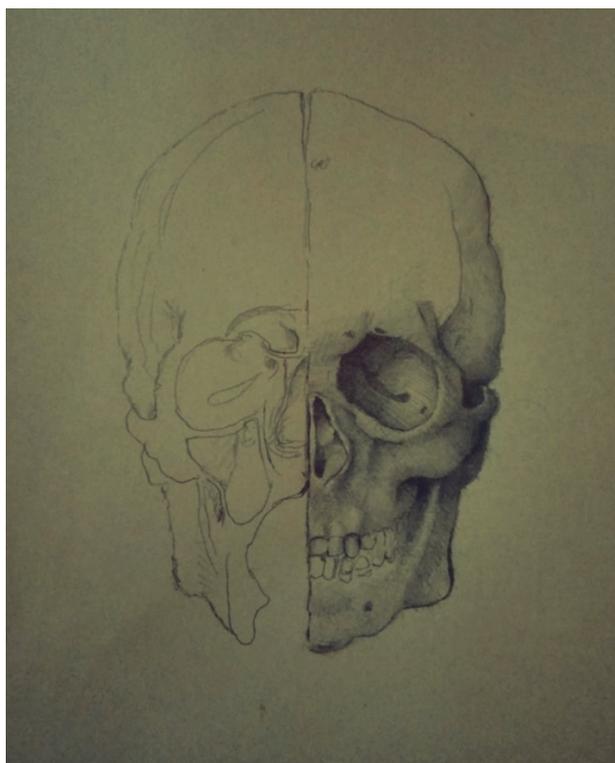


Figure 1. Sagittal Anatomy of the Maxillary Sinus: A Duplicate of Leonardo da Vinci's Original Sketch

† Concept Art by Dawoude Kaouche (co-author).

The paranasal sinuses are of prime importance for the region of the head (Rudmik & Soler, 2015; Munhoz, Júnior, Abdala, & Arita, 2018). Leonardo da Vinci (1452-1519) made the very first illustration of the maxillary sinus as well as other paranasal sinuses (Figure 1) (Chai & Song, 2016; Zanon & Marchese-Ragona, 2018). Following a maxillary molar tooth extraction, the treatment modalities routinely involve dental prostheses. However, the central fossa of the candidate implant site may require bone grafting techniques to carry out a satisfactory surgery outcome at the prospective implantation site (Block, 2015). Oberli and workmates analysed a series of one hundred thirteen periapical radiographs of maxillary premolars and molars with periapical radiolucency indicating chronic apical periodontitis. The cohort was evaluated for the occurrence of maxillary sinus perforations and postoperative complications. Perforation of the Schneiderian membrane occurred in 9.6% of the cases, while membrane exposure without rupture existed in 12%. The distance between the apex of the periapical lesion and the sinus floor did not

serve as a predictor of a potential sinus membrane rupture (Oberli, Bornstein, & Von Arx, 2007). In 2013, Dagassan-Berndt and fellow workers measured the thickness of the Schneiderian membrane via dental Cone-Beam Computed Tomography (CBCT). It was significantly higher in the dentate group compared to the edentulous group in connection with the position of the first and second molar. Further, in the dentate group, clinical signs of periodontal destruction were not associated with Schneiderian membrane thickness (Dagassan-Berndt, Zitzmann, Lambrecht, Weiger, & Walter, 2013).

## 2. Materials and Methods

### 2.1 Ethical Approval

The study was conducted following the Declaration of Helsinki, and the protocol was approved by the Ethics Committee (Institute Review Board) of the College of Medicine at the University of Baghdad (Project Identification Code: IRB7-202017).

### 2.2 Review of Literature

A review of the literature was conducted systematically from the 1<sup>st</sup> to the 15<sup>th</sup> of August 2018 via medical databases including NCBI-PubMed, the Cochrane Library, and Elsevier. The unpublished grey literature was also consulted for data of interest. The concept of real-time and predictive analytics was never explored in (para)medical literature (Table 1A). Further, keywords of different themes were utilised in the process of examining the databases of published research in connection with the maxillary sinus anatomy and related pathologies (Table 1B). Themes included five different topics including “Premolars and Molars”, “Maxillary Sinus”, “Pathologies”, “Surgical Procedures”, and “Radiology”. We applied different combinations of keywords and themes, via the implementation of Boolean Operators (AND, OR, NOT) (Salton, 1991). Bibliographic materials of interest were assessed and appraised for validity and rigorousness via critical appraisal tools (Chan, 2001; Umesh, Karippacheril, & Magazine, 2016). Duplicate publications were eliminated, and studies that successfully passed the critical appraisal were deemed as satisfactory reference materials. Those studies were conducted on humans as well as non-human species and written exclusively in the English language. Priority was given to recently-published literature within the past 5-10 years.

Table 1A. Investigation of Databases of Literature: The Topic of “Real-time” Analysis

Theme of Keywords	Keywords	Number of Hits per Database			
		PubMed-NCBI	The Cochrane Library	Elsevier	Total
Real-time and Predictive Analytics	real-time analysis OR real-time analytics OR real-time anal* OR predictive analysis OR predictive analytics OR predictive anal*	333835	2403	0	336238
Real-time Analytics and Digital Epidemiology	(real-time analysis OR real-time analytics OR real-time anal* OR predictive analysis OR predictive analytics OR predictive anal*) AND (epidem* OR digital epidem*)	8570	896	0	9466
Maxillary Sinus and Maxillary Teeth	(“Molar Teeth“ OR “Premolar Teeth“ OR “Tooth Extraction“ OR “Exodontia“) AND (“Maxillary Sinus“ OR “Sinus Anatomy“ OR “Schneiderian Membrane“)	436	5	0	441
Combination of Themes	((real-time analysis OR real-time analytics OR real-time anal* OR predictive analysis OR predictive analytics OR predictive anal*) AND (epidem* OR digital epidem*)) AND (“Molar Teeth“ OR “Premolar Teeth“ OR “Tooth Extraction“ OR “Exodontia“) AND (“Maxillary Sinus“ OR “Sinus Anatomy“ OR “Schneiderian Membrane“ AND (“Sinus Abnormalities“ OR “Periapical Abscess“ OR “Periodontitis“))	0	1 †	0	1
Total Number of Hits		342841	3305	0	346146

† Hits were irrelevant to the research questions.

Table 1B. Investigation of Databases of Literature: The Maxillary Sinus

Theme of Keywords	Keywords	Number of Hits			
		PubMed-NCBI	The Cochrane Library	Elsevier	Total
Premolars and Molars	Molar Teeth	35591	92	23	35706
	Premolar Teeth	14043	40	9	14092
	Tooth Extraction	23824	306	36	24166
	Exodontia	23903	1	9	23913
Maxillary Sinus	Maxillary Sinus	16536	35	52	16623
	Sinus Anatomy	41450	17	185	41652
	Schneiderian Membrane	30189	18	0	30207
Pathologies	Sinus Abnormalities	16032	176	83	16291
	Periapical Abscess	2005	7	7	2019
	Periodontitis	36335	101	269	36705
Surgical Procedures	Candidate Site	9355	247	120	9722
	Endodontics	37412	50	108	37570
	Implant Dentistry	15440	60	101	15601
	Dental Implant	42325	64	230	42619
	Dental Implant Complications	4866	51	35	4952
Radiology	Sinus Floor Elevation	832	8	1	841
	Dental X-Ray	30688	44	43	30775
	OPG	312	3	6	321
	Orthopantomogram	312	14	1	327
Combination of Keywords within Theme	“Molar Teeth“ OR “Premolar Teeth“ OR “Tooth Extraction“ OR “Exodontia“	24057	74	0	24131
	“Maxillary Sinus“ OR “Sinus Anatomy“ OR “Schneiderian Membrane“	14878	26	0	14904
	“Sinus Abnormalities“ OR “Periapical Abscess“ OR “Periodontitis“	32757	102	0	32859
	“Candidate Site“ OR “Endodontics“ OR “Implant Dentistry“ OR “Dental Implant“ OR “Dental Implant Complications“ OR “Sinus Floor Elevation“	28894	63	0	28957
	“Dental X-Ray“ OR “OPG“ OR “Orthopantomogram“	6386	3	0	6389
	“Molar Teeth“ OR “Premolar Teeth“ OR “Tooth Extraction“ OR “Exodontia“ AND (“Maxillary Sinus“ OR “Sinus Anatomy“ OR “Schneiderian Membrane“)	436	5	0	441
Combination of Themes	“Molar Teeth“ OR “Premolar Teeth“ OR “Tooth Extraction“ OR “Exodontia“ AND (“Maxillary Sinus“ OR “Sinus Anatomy“ OR “Schneiderian Membrane“)	26	4	0	30
	“Sinus Abnormalities“ OR “Periapical Abscess“ OR “Periodontitis“ AND (“Molar Teeth“ OR “Premolar Teeth“ OR “Tooth Extraction“ OR “Exodontia“)	0	0	0	0
	“Schneiderian Membrane“ AND (“Sinus Abnormalities“ OR “Periapical Abscess“ OR “Periodontitis“)	0	0	0	0
	“Candidate Site“ OR “Endodontics“ OR “Implant Dentistry“ OR “Dental Implant“ OR “Dental Implant Complications“ OR “Sinus Floor Elevation“ AND (“Dental X-Ray“ OR “OPG“ OR “Orthopantomogram“)	0	0	0	0
	“Sinus Abnormalities“ OR “Periapical Abscess“ OR “Periodontitis“ AND (“Candidate Site“ OR “Endodontics“ OR “Implant Dentistry“ OR “Dental Implant“ OR “Dental Implant Complications“ OR “Sinus Floor Elevation“)	0	0	0	0
Total Number of Hits		488884	1611	1318	491813

### 2.3 Exploration of Google Trends

Data were extracted from Google Trends database for the past five years from the 18<sup>th</sup> of August 2013 to the 18<sup>th</sup> of August 2018 (Microsoft, 2018). We used five keywords to retrieve raw numerical week-by-week particulars on the temporal trends, geographic mapping, and related queries by web users. Keywords included “Schneiderian membrane”, “Maxillary Sinus”, “Sinus lift”, “Endodontics”, and “Periodontal disease”. Our study is a hybrid of a

cross-sectional analysis via an internet snapshot, as well as real-time analytics of the trends. Hence, the level-of-evidence for this study cannot be categorised in correspondence with the Oxford Centre for Evidence-Based Medicine (CEMB) (University of Oxford, 2018). Real-time analysis was attempted via the integration of Python programming language and Microsoft Excel 2016. This concept was never tried as confirmed the complete absence of published literature relevant to the topic of real-time analysis (Table 1A). Statistical analyses and hypotheses testing, descriptive and inferential, were carried out via Microsoft Excel 2016 and the Statistical Package for Social Sciences (SPSS v.24). The implemented statistical tests included the *Analysis of Variance and Covariance* (ANOVA), *Student's t-test*, and *Linear Regression*. An alpha value ( $\alpha$ ) of 0.05 and a confidence interval of 95% (95% CI) are considered as the cut-off margin for statistical inference.

#### 2.4 A Prototype for Real-Time Analysis of Google Trends

To achieve real-time analytics based on data already available on Google Trends (Figure 2), we wrote a script (programming code) via Python high-level programming language version 3.6.6, 32-bit using Linux Deepin 15.6 (64-bit) and Windows 10 Pro (64-bit) operating systems (Khalid, 2018). We applied Thonny version 2.1.21 interpreter, a Python Integrated Development Environment (IDE). The interpreter is a computer program that directly executes the programming script (Scott, 2000; Lutz, 2013). Two libraries (modules) were imported, Pytrends and OpenPyXL. Those modules are a collection of precompiled routines that a program can use (Gazoni, 2016; Microsoft, 2016).

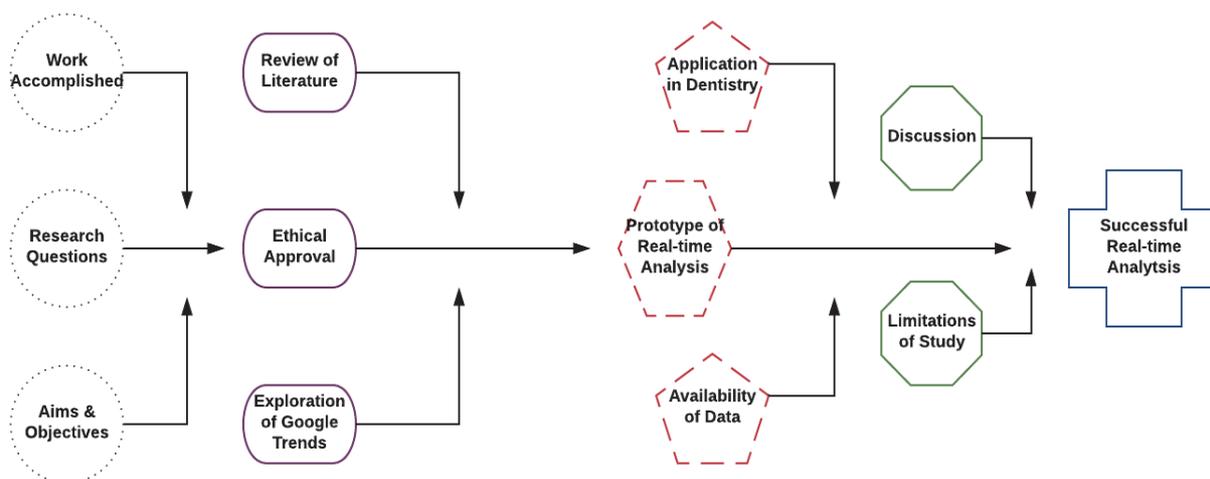


Figure 2. Flowchart of the Implemented Methods of Research

### 3. Results

#### 3.1 Databases of Literature

The systematic inspection of databases of interest of the published literature yielded a total of 491813 hits distributed as 488884 (PubMed-NCBI), 1611 (the Cochrane Library), and 1318 (Elsevier). The most successful keywords to retrieve data addressing the research questions included two combinations of keywords seen in bold fonts (Table 1) generating 441 and 30 hits respectively.

#### 3.2 Google Trends

Exploration of Google Trends database gave data on related queries from users of the surface web. Those queries were not limited to “Maxillary sinus cyst”, “Maxillary sinus infection”, “Maxillary sinus pain”, “Maxillary sinusitis”, “Maxillary sinus retention cyst”, “Sinus lift surgery”, “Sinus graft”, “Sinus augmentation”, “Dental implants”, “Gum disease”, “Periodontitis”, “Gingivitis”, “Gum disease treatment”, and “Periodontal treatment” (Table 2). Google Trends also led to accurate data about the geographic mapping (geo-mapping) of the web users queries towards topics of interest in connection with the maxillary sinus, the posterior maxillary teeth, and related oral pathologies. Geo-mapping was limited to forty-seven countries including Japan, Taiwan, Chile, Germany, Ecuador, United Kingdom, Bulgaria, Ireland, Peru, Italy, Spain, Austria, Venezuela, Brazil, Mexico, Colombia, Greece, United States, Australia, Norway, New Zealand, South Korea, Sweden, Switzerland, Portugal, Ukraine, Singapore, Russia, France, Canada, Romania, Belgium, the Netherlands, Philippines, Argentina, South Africa, Egypt, Malaysia, United Arab Emirates, Kingdom of Saudi Arabia, Poland, India, Pakistan, Thailand, Indonesia, Iran, and Turkey. Countries from the Middle East accounted for 10.64% while countries that represented statistical

outliers has contributed to 6.38% of the global map (Figure 3). Those outliers were related to the keyword “Sinus lift” and included Austria, Romania, and Turkey. Concerning geo-mapping, the “Schneiderian Membrane” generated no hits at all while other keywords averaged 2.81 +/- 0.63 (Maxillary sinus), 1.47 +/- 0.39 (Sinus lift), 27.43 +/- 2.76 (Endodontics), and 68.30 +/- 3.14 (Periodontal Disease) (Table 3). Based on Student’s t-test statistics, there was a statistically significant difference between all keywords with an exception for “Maxillary sinus” versus “Sinus lift” (*p-value*=0.091) (Table 4). Therefore, surface web users were most interested in periodontal diseases and endodontics.

Table 2. Google Trends: Top Related Queries on the Maxillary Sinus.

Related Queries	
1.	Maxillary sinus cyst
2.	Maxillary sinus infection
3.	Left maxillary sinus
4.	Right maxillary sinus
5.	Maxillary sinus pain
6.	Maxillary sinusitis
7.	Maxillary sinus retention cyst
8.	Sinus lift surgery
9.	Sinus graft
10.	Sinus augmentation
11.	Sinus lift procedure
12.	Sinus lift cost
13.	Sinus lifting
14.	Dental implants
15.	Sinus lift recovery
16.	Endodontic treatment
17.	Devitalisation
18.	Gum disease
19.	Periodontitis
20.	Gingivitis
21.	Gum disease treatment
22.	Periodontal treatment

Table 3. Descriptive Statistics: Geo-mapping (top) and Temporal Trends (bottom).

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic
Schneiderian Membrane	47	0	0	0	.00	.000	.000
Maxillary Sinus	47	14	0	14	2.81	.627	18.463
Sinus Lift	47	15	0	15	1.47	.399	7.472
Endodontics	47	75	1	76	27.43	2.754	18.884
Periodontal Disease	47	77	22	99	68.30	3.135	21.490
Valid N (listwise)	47						

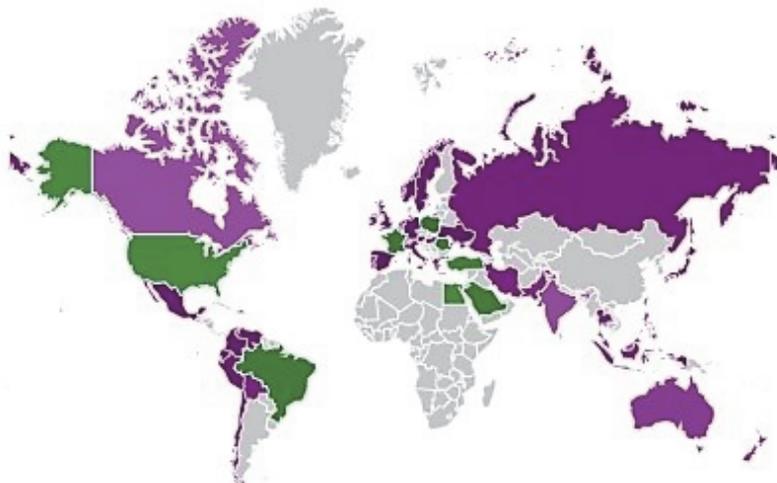
	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic
Schneiderian Membrane	260	1	0	1	.02	.009	.138
Maxillary Sinus	260	3	1	4	2.64	.037	.589
Sinus Lift	260	1	1	2	1.27	.028	.446
Endodontics	260	18	16	34	25.59	.169	2.729
Periodontal Disease	260	66	34	100	54.38	.377	6.075
Valid N (listwise)	260						

Table 4. Geo-Mapping: Paired Samples Correlation (top) and Paired Sample Student’s t-test (bottom).

	N	Correlation	Sig.
Pair 1 Schneiderian Membrane & Maxillary Sinus	47	.	.
Pair 2 Schneiderian Membrane & Sinus Lift	47	.	.
Pair 3 Schneiderian Membrane & Endodontics	47	.	.
Pair 4 Schneiderian Membrane & Periodontal Disease	47	.	.
Pair 5 Maxillary Sinus & Sinus Lift	47	-.100	.506
Pair 6 Maxillary Sinus & Endodontics	47	.293	.046
Pair 7 Maxillary Sinus & Periodontal Disease	47	-.445	.002
Pair 8 Sinus Lift & Endodontics	47	.330	.023
Pair 9 Sinus Lift & Periodontal Disease	47	-.398	.006
Pair 10 Endodontics & Periodontal Disease	47	-.979	.000

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Schneiderian Membrane - Maxillary Sinus	-2.809	4.297	.627	-4.070	-1.547	-4.481	46	.000
Pair 2	Schneiderian Membrane - Sinus Lift	-1.468	2.733	.399	-2.271	-.666	-3.682	46	.001
Pair 3	Schneiderian Membrane - Endodontics	-27.426	18.884	2.754	-32.970	-21.881	-9.957	46	.000
Pair 4	Schneiderian Membrane - Periodontal Disease	-68.298	21.490	3.135	-74.608	-61.988	-21.788	46	.000
Pair 5	Maxillary Sinus - Sinus Lift	1.340	5.317	.776	-.221	2.902	1.728	46	.091
Pair 6	Maxillary Sinus - Endodontics	-24.617	18.098	2.640	-29.931	-19.303	-9.325	46	.000
Pair 7	Maxillary Sinus - Periodontal Disease	-65.489	23.715	3.459	-72.452	-58.526	-18.932	46	.000
Pair 8	Sinus Lift - Endodontics	-25.957	18.165	2.650	-31.291	-20.624	-9.797	46	.000
Pair 9	Sinus Lift - Periodontal Disease	-66.830	22.716	3.313	-73.499	-60.160	-20.169	46	.000
Pair 10	Endodontics - Periodontal Disease	-40.872	40.165	5.859	-52.665	-29.079	-6.976	46	.000

- Schneiderian membrane
- maxillary sinus
- Sinus lift
- Endodontics
- Periodontal disease



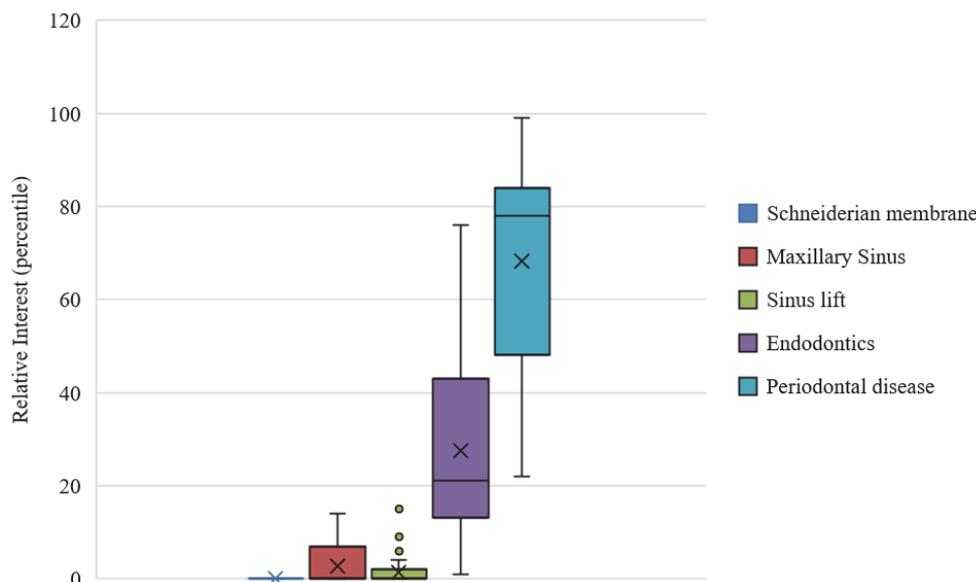
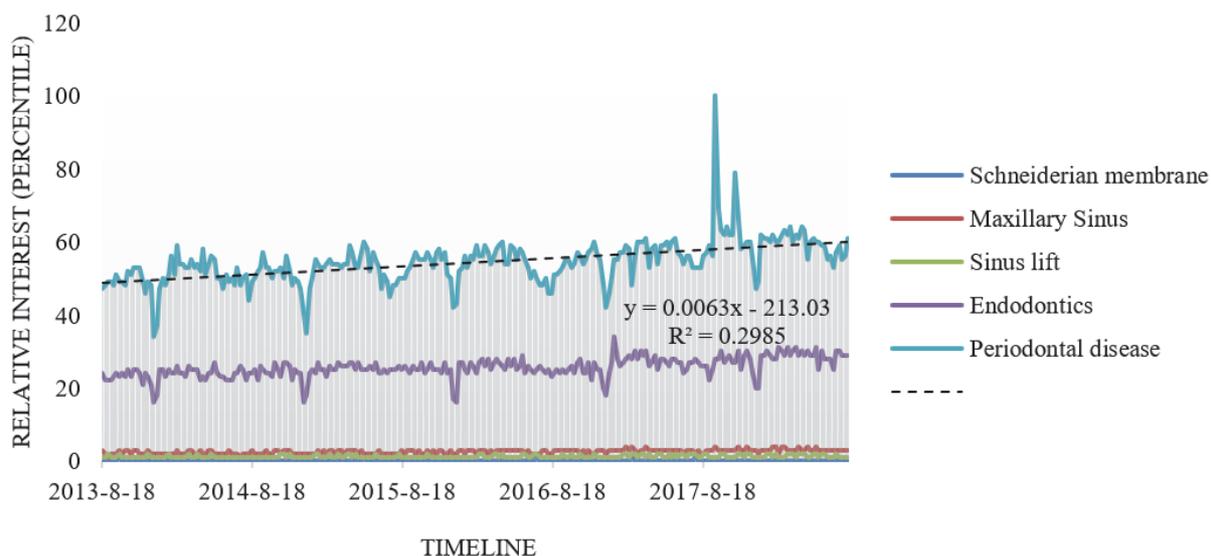


Figure 3. Geographic Mapping: Map Chart (top) and Boxplot Presentation (bottom).

The temporal trends were variable for the past five years (2013-) (Figure 4), and they averaged 0.02 +/- 0.01 (Schneiderian Membrane), 2.64 +/- 0.04 (Maxillary sinus), 1.27 +/- 0.03 (Sinus lift), 25.59 +/- 0.17 (Endodontics), and 54.38 +/- 0.38 (Periodontal Disease) (Table 3). Statistical outliers co-existed for only two keywords, “Endodontics” and “Periodontal disease”, during December of each year as well as lately during September and October in 2017. Scattered correlation and regression analysis confirmed a strong positive correlation between the two keywords “Endodontics” and “Periodontal disease” ( $R\ score=0.669, p\text{-value}<0.001$ ). Besides, other keywords also had a significant moderate-to-strong positive linear correlation including “Schneiderian Membrane” and “Sinus Lift” ( $R=0.166$ ), “Maxillary Sinus” and “Sinus Lift” (0.226), “Maxillary Sinus” and “Endodontics” (0.516), “Maxillary Sinus” and “Periodontal Disease” (0.495), “Sinus Lift” and “Endodontics” (0.330), and “Sinus Lift” and “Periodontal Disease” (0.218). Besides, Student’s t-test calculations confirmed the existence of statistically significant differences ( $p\text{-value}<0.001$ ) among all keywords (Table 5). Hence, the summative statistical inference validates that the web users are most interested in endodontics and periodontal diseases.



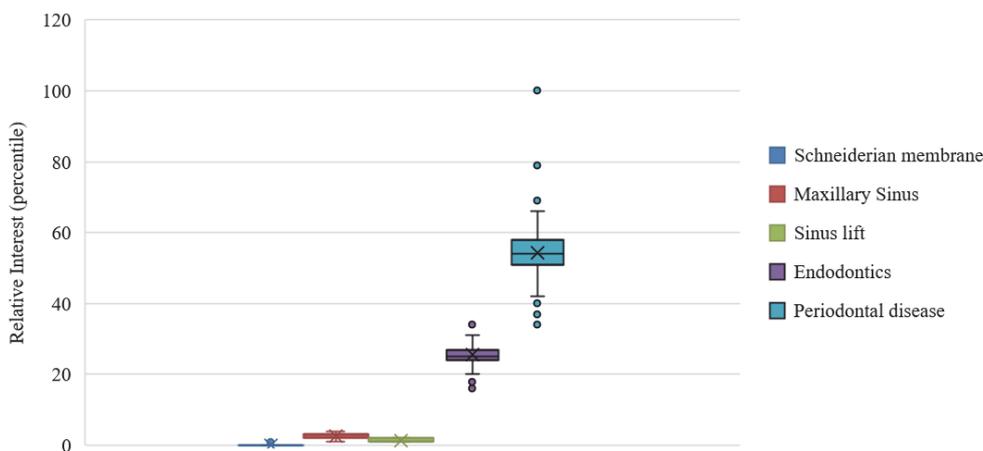


Figure 4. Temporal Trends: Trends (top) and Boxplot Presentation (bottom)

Table 5. Temporal Trends: Paired Samples Correlation (top) and Paired Sample Student’s t-test (bottom).

	N	Correlation	Sig.
Pair 1 Schneiderian Membrane & Maxillary Sinus	260	-.010	.871
Pair 2 Schneiderian Membrane & Sinus Lift	260	.166	.007
Pair 3 Schneiderian Membrane & Endodontics	260	.011	.861
Pair 4 Schneiderian Membrane & Periodontal Disease	260	-.055	.377
Pair 5 Maxillary Sinus & Sinus Lift	260	.226	.000
Pair 6 Maxillary Sinus & Endodontics	260	.516	.000
Pair 7 Maxillary Sinus & Periodontal Disease	260	.495	.000
Pair 8 Sinus Lift & Endodontics	260	.330	.000
Pair 9 Sinus Lift & Periodontal Disease	260	.218	.000
Pair 10 Endodontics & Periodontal Disease	260	.669	.000

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Schneiderian Membrane - Maxillary Sinus	-2.623	.606	.038	-2.697	-2.549	-69.814	259	.000
Pair 2	Schneiderian Membrane - Sinus Lift	-1.254	.445	.028	-1.308	-1.200	-45.452	259	.000
Pair 3	Schneiderian Membrane - Endodontics	-25.569	2.731	.169	-25.903	-25.236	-150.966	259	.000
Pair 4	Schneiderian Membrane - Periodontal Disease	-54.362	6.084	.377	-55.104	-53.619	-144.082	259	.000
Pair 5	Maxillary Sinus - Sinus Lift	1.369	.653	.041	1.289	1.449	33.793	259	.000
Pair 6	Maxillary Sinus - Endodontics	-22.946	2.477	.154	-23.249	-22.644	-149.366	259	.000
Pair 7	Maxillary Sinus - Periodontal Disease	-51.738	5.806	.360	-52.447	-51.029	-143.694	259	.000
Pair 8	Sinus Lift - Endodontics	-24.315	2.616	.162	-24.635	-23.996	-149.889	259	.000
Pair 9	Sinus Lift - Periodontal Disease	-53.108	5.993	.372	-53.840	-52.376	-142.884	259	.000
Pair 10	Endodontics - Periodontal Disease	-28.792	4.707	.292	-29.367	-28.217	-98.629	259	.000

### 3.3 Real-Time Analysis of Google Trends

Python’s programming script (Figure 5) enables an automatic retrieval of data from Google Trends based on

keywords of interest (up to five). The retrieval process is in real-time, and at a regular interval (weekly, bi-weekly, monthly, etc.) that can be customised according to the research requirement. The data were self-regulated to be transferred to an Excel spreadsheet template (Microsoft Excel 2016, 64-bits) that had built-in formulas for statistical analysis and multiple hypothesis testing for statistical inference and in real-time. Complimentary statistical analysis was carried out via SPSS. Eventually, we succeeded in generating a real-time stream of inferential analytics.

```

                                                    gttrends.py
import pytrends
from pytrends.request import TrendReq
from openpyxl import load_workbook
import time

#Usama_Khalid

def items(wordslist):
    wb = load_workbook('session trends.xlsx')
    ws = wb.active
    mxs=str(1)
    wordslistlen=len(wordslist)
    err=1
    while err==1:
        try:
            ws['A'+mxs] = "Number of day"
            if(wordslistlen>=1):
                ws['B'+mxs] = wordslist[0]
                ws['C'+mxs] = " "
                ws['D'+mxs] = " "
                ws['E'+mxs] = " "
                ws['F'+mxs] = " "
            if(wordslistlen>=2):
                ws['C'+mxs] = wordslist[1]
                ws['D'+mxs] = " "
                ws['E'+mxs] = " "
                ws['F'+mxs] = " "
            if(wordslistlen>=3):
                ws['D'+mxs] = wordslist[2]
                ws['E'+mxs] = " "
                ws['F'+mxs] = " "
            if(wordslistlen>=4):
                ws['E'+mxs] = wordslist[3]
                ws['F'+mxs] = " "
            if(wordslistlen==5):
                ws['F'+mxs] = wordslist[4]
            wb.save("session trends.xlsx")
            err=0
        except:
            print("Close the file please to add the new data")
            time.sleep(5)
def wrexcel(date,values):
    wb = load_workbook('session trends.xlsx')
    ws = wb.active
    mx=date+1
    mxs=str(mx)
    values_len=len(values)
    err=1

```

Figure 5. The Programming Script (Python's): Page-1

## 4. Discussion

### 4.1 The Concept of Real-Time Analysis

The concept of real-time analysis was never explored before not only within the field of dental anatomy and dental pathology but also in connection with the entire discipline of Medicine and Dentistry (Al-Imam, 2016). We used keywords that are specific to the proposed research questions on the maxillary sinus, maxillary teeth and related

oral pathologies (Table 1B). The total number of hits, representing published papers was 346146, most of which (342841) were indexed via PubMed-NCBI, and much less (3305) were found on the Cochrane Library, while none existed on Elsevier database. Nevertheless, there was no single study attempting real-time analytic. Hence, there is a full deficit within the existing body of literature about the objectives of this study. Our study is the first of its kind according to which an automated real-time stream of data accompanied by a statistical analysis was applicable based on data extrapolated from Google Trends.

#### 4.2 Limitations of the Real-Time Analysis

The digital epidemiological analysis can be applied via online databases of trends. Geographic mapping of the top contributing countries originated mainly from the developed world, as well as few countries from the Middle East, some Latin countries, and others from Eastern Europe. This study may have some limitations due to the sole reliance on Google Trends as a representative of the databases of trends existing on the surface web. Besides, the retrospective analytic part of the study was specific for a restricted period (2013-2017). Data collected from Google Trends might be occasionally faulty or misleading as some web users might be deploying the use of an incognito (hidden) mode of web browsing or dedicated incognito web browsers including Tor Browser, virtual private networks and internet protocol masking. Subsequent studies should incorporate more than one trends database for cross-validation. Additionally, ventures into the deep web and the darknet should be attempted to recover any relevant data including those on the geographic mapping and temporal trends whenever feasible.

#### 4.3 Literature Review of Relevance to the Maxillary Sinus and Posterior Maxillary Teeth

Lozano-Carrascal (2014) confirmed, by means of a cross-sectional analytic study, that CBCT scanning has been shown to be a useful tool for evaluating maxillary sinus variations of anatomical parameters including the residual ridge height and width, ridge bone density, maxillary sinus angle, maxillary sinus lateral wall thickness, Schneiderian membrane thickness, maxillary sinus septa, and the posterior superior alveolar artery. CBCT represents the gold standard tool for evaluating the maxillary sinus area (Lozano-Carrascal et al., 2017). Concerning the maxillary septa, Bornstein and co-workers (2016) studied the of frequency, morphology, and locations of septa using CBCT. Septa are common anatomical structures that often exist in the region of the first or second molar on the floor of the maxillary sinus. Proper pre-operative assessment of the septa, via three-dimensional radiographic examination, is mandatory to avoid potential complications during sinus floor elevation procedures (Bornstein et al., 2016).

In 2015, Goller-Bulut and teammates studied the relationship between periapical and marginal bone loss and the mucosal thickness of the maxillary sinus in connection with maxillary premolars and molars. Retrospective analysis showed that mucosal thickening (MT) of the maxillary sinus was common among patients with the periodontal bone loss (PBL), and it was significantly associated with apical lesions and PBL (Bulut, Sekerci, Köse, & Sisman, 2015). Bayrak and colleagues (2018) conducted another retrospective evaluation and found no statistically significant relationship between nasal septum deviation (NSD) and Schneiderian membrane thickness (SMT). The deviation of the nasal septum was found in 50.6% of patients without gender bias. However, the average SMT was found to be higher in males for all the examined tooth areas ( $p\text{-value}\leq 0.05$ ). The average thickness of the membrane was highest in the first molar region and least in the third molar region (Bayrak, Ustaoglu, Demiralp, & Çakmak, 2018). Earlier in 2017, Khorramdel and fellows published similar data confirming that periapical lesions and periodontal infections in the posterior maxilla were associated with Schneiderian membrane thickening. Besides, there was a significant relationship between the location of the posterior maxillary teeth and the thickness of the Schneiderian membrane (Khorramdel et al., 2017).

In 2014, a study by Acharya and co-workers revealed that the incidence of advanced periodontal disease was common among Hong Kong Chinese and Asian Indian subjects who sought tooth replacement. Ethnicity, sex, and sinus membrane thickening affected the available bone height in the region below the maxillary sinus (Acharya et al., 2014). Lu and colleagues (2012) validated, via CBCT imaging, that the prevalence and extent (magnitude) of the maxillary sinus mucosal thickening were positively associated with the severity of apical periodontitis. CBCT imaging is invaluable for the assessment of the maxillary sinuses and related teeth primarily molars and premolars. Patients in their 7<sup>th</sup> decade of life had the highest prevalence of mucosal thickening (Lu et al., 2012). During the same year, Bornstein and co-authors explored the characteristics and dimensions of the Schneiderian membrane and apical bone in maxillary molars in patients referred for apical surgery. The thickness of the apical bone and the Schneiderian membrane were generally higher in patients with periapical pathoses (Bornstein et al., 2012).

For single-tooth implant replacement in the posterior maxilla, it is often necessary to do an augmentation of the alveolar process to overcome the post-extraction bone resorption. In 2011, Kahnberg presented a technique for a local sinus lift with autogenous bone in a one-stage procedure. The researchers validated that local sinus lift with

simultaneous bone augmentation and single-tooth replacement in the posterior maxilla is a predictable method although some bone volume reduction around the implant was evident at the 2-year follow-up (Kahnberg, Wallström, & Rasmusson, 2011). On the other hand, Taschieri and co-researchers (2014) validated via their experimental trial, that the use of platelet concentrates can be useful in reducing the pain, swelling, and surgery-related side effects (Taschieri, Corbella, Tsesis, & Del Fabbro, 2014).

In 2017, Eggmann and colleagues concluded, based on a systematic review of studies implementing CBCT scans, that periapical lesions in the posterior maxilla are likely to be associated with Schneiderian membrane thickening. On the other hand, the current evidence regarding the relation between periodontal diseases and the appearance of the Schneiderian membrane in CBCT is inconclusive (Eggmann et al., 2017). Monje and co-workers (2016), based on their systematic review and meta-regression analytic of thirty-one studies, reported that the overall mean  $\pm$  SE maxillary Schneiderian membrane thickness (SMT) was  $1.17 \pm 0.1$  mm. The mean SMT for the three-dimensional radiography (3DR) group was 1.33 mm, and 0.48 mm for the histology group. Three-dimensional technologies overestimate the SMT by approximately 2.5 folds in comparison with histologic analysis, yet the difference between the two measurement methods was not statistically significant. Regression analyses, though statistically insignificant, demonstrated that patient with periodontitis and smoking had thicker SMT. The thicker SMT might be more vulnerable to perforation ( $p$ -value=0.14). On average, SMT is 1 mm in patients seeking sinus augmentation (Monje et al., 2018).

Several other pathologies can affect the maxillary sinus and the subjacent alveolar ridge as documented by Evrard, Jham, and Kessler (Evrard et al., 1997; Kessler & Unterman, 2004; Jham, Duraes, & Rocha. 2006). Evrard reported a tumour attached to the cemento-enamel junction of an impacted third molar at the region of the maxillary tuberosity. The lesion represented an unusual presentation for an odontogenic myxoma in which an aggressive squamous epithelial component existed, altogether with a mucus-secreting component (Evrard et al., 1997). Jham published a report of a case of an extensive central ossifying fibroma (COF) affecting the maxilla of a 62-year-old patient. The lesion had undefined limits on the right side of the upper alveolar ridge and extending towards the palate. The considerable growth potential of COF manifested in this case by the invasion of the maxillary sinus, nasal cavity and the orbit (Jham, Duraes, & Rocha. 2006). Kessler reported a case of respiratory epithelial adenomatoid hamartoma of the maxillary sinus. Those hamartomas are rare lesions occurring primarily in the nasal cavity, nasopharynx, and the paranasal sinuses (Kessler & Unterman, 2004).

#### **Availability of Data**

All data, including the raw data and supplementary materials, are available upon request from the corresponding author.

#### **Acknowledgements**

None

#### **Conflicts of Interest**

The authors have nothing to be declared.

#### **Source of Funding**

This study is entirely self-funded.

#### **Contribution of Authors**

Ahmed Al-Imam: Study concept and design, reviewing the literature, conducting the statistical analysis and hypothesis testing, writing the first draft of the manuscript, and proofreading and editing of the manuscript. Usama Khalid: Developing the study concept, writing the code using Python programming language and Microsoft Excel 2016. Nawfal Al-Hadithi: Reviewing the first draft of the manuscript. Dawoude Kaouche: Sketching the concept art in Figure 1.

#### **References**

- Acharya, A., Hao, J., Mattheos, N., Chau, A., Shirke, P., & Lang, N. P. (2014). Residual ridge dimensions at edentulous maxillary first molar sites and periodontal bone loss among two ethnic cohorts seeking tooth replacement. *Clinical Oral Implants Research*, 25(12), 1386-1394.
- Adawi, M., Bragazzi, N. L., Watad, A., Sharif, K., Amital, H., & Mahroum, N. (2017). Discrepancies between classic and digital epidemiology in searching for the Mayaro virus: preliminary qualitative and quantitative analysis of Google trends. *JMIR Public Health and Surveillance*, 3(4).
- Al-Imam, A. (2017). Could Hallucinogens Induce Permanent Pupillary Changes in (Ab) users? A Case Report

- from New Zealand. *Case Reports in Neurological Medicine*, 2017.
- Al-Imam, A. (2017). Monitoring and Analysis of Novel Psychoactive Substances in Trends Databases, Surface Web and the Deep Web, with Special Interest and Geo-Mapping of the Middle East. info:eu-repo/semantics/masterThesis [dissertation on the Internet]. United Kingdom: University of Hertfordshire; 2017. <https://doi.org/10.13140/RG.2.2.27636.24961>
- Al-Imam, A. (2018). Real-time Analytics for Big Data: Potentials in Data Science and Medical Research. [https://www.researchgate.net/publication/328415500\\_Real-time\\_Analytics\\_for\\_Big\\_Data\\_Potentials\\_in\\_Data\\_Science\\_and\\_Medical\\_Research](https://www.researchgate.net/publication/328415500_Real-time_Analytics_for_Big_Data_Potentials_in_Data_Science_and_Medical_Research) (accessed 23 October 2018). <https://doi.org/10.13140/RG.2.2.29925.45280>
- Bayrak, S., Ustaoglu, G., Demiralp, K. Ö., & Çakmak, E. S. K. (2018). Evaluation of the Characteristics and Association Between Schneiderian Membrane Thickness and Nasal Septum Deviation. *Journal of Craniofacial Surgery*, 29(3), 683-687.
- Block, M. S. (2015). Sinus augmentation at the time of molar tooth removal: Modification of Jensen technique. *Journal of Oral and Maxillofacial Surgery*, 73(6), 1078-1083.
- Bornstein, M. M., Seiffert, C., Maestre-Ferrín, L., Fodich, I., Jacobs, R., Buser, D., & von Arx, T. (2016). An analysis of frequency, morphology, and locations of maxillary sinus septa using cone beam computed tomography. *Int J Oral Maxillofac Implants*, 31(2), 280-287.
- Bornstein, M. M., Wasmer, J., Sendi, P., Janner, S. F., Buser, D., & Von Arx, T. (2012). Characteristics and dimensions of the Schneiderian membrane and apical bone in maxillary molars referred for apical surgery: A comparative radiographic analysis using limited cone beam computed tomography. *Journal of endodontics*, 38(1), 51-57.
- Carneiro, H. A., & Mylonakis, E. (2009). Google trends: a web-based tool for real-time surveillance of disease outbreaks. *Clinical Infectious Diseases*, 49(10), 1557-1564.
- Cervellin, G., Comelli, I., & Lippi, G. (2017). Is Google Trends a reliable tool for digital epidemiology? Insights from different clinical settings. *Journal of Epidemiology and Global Health*, 7(3), 185-189.
- Chai, O. H., & Song, C. H. (2016). Anatomical Achievement and Thought of Leonardo da Vinci. *Korean Journal of Physical Anthropology*, 29(2), 35-46.
- Chan, S. S. (2001). Critical Appraisal of Medical Literature. *Hong Kong Journal of Psychiatry*, 11(4), 26.
- Choi, H., & Varian, H. (2012). Predicting the present with Google Trends. *Economic Record*, 88, 2-9.
- Dagassan-Berndt, D. C., Zitzmann, N. U., Lambrecht, J. T., Weiger, R., & Walter, C. (2013). Is the Schneiderian membrane thickness affected by periodontal disease? A cone beam computed tomography-based extended case series. *Journal of the International Academy of Periodontology*, 15(3), 75-82.
- Eggmann, F., Connert, T., Bühler, J., Dagassan-Berndt, D., Weiger, R., & Walter, C. (2017). Do periapical and periodontal pathologies affect Schneiderian membrane appearance? Systematic review of studies using cone-beam computed tomography. *Clinical Oral Investigations*, 21(5), 1611-1630.
- Evrard, L., Daelemans, P., Glineur, R., Vanmuylder, N., Louryan, S., & Dourov, N. (1997). Myxomatous odontogenic tumor of the maxilla. An unusual case with squamous and mucoproducing epithelial component. *Acta stomatologica Belgica*, 94(2), 59-62.
- Gazoni, E., & Clark, C. O. (2016). Retrieved August 8, 2016, from <https://openpyxl.readthedocs.io/en/stable/>
- Goller-Bulut, D., Sekerci, A. E., Köse, E., & Sisman, Y. (2015). Cone beam computed tomographic analysis of maxillary premolars and molars to detect the relationship between periapical and marginal bone loss and mucosal thickness of maxillary sinus. *Medicina Oral, Patologia Oral y Cirugia Bucal*, 20(5), e572.
- Jham, B. C., Duraes, G. V., & Rocha, C. S. (2006). Extensive central ossifying fibroma of the maxilla: a case report with description of an alternative surgical technique. *Minerva Stomatologica*, 55(10), 593-597.
- Kahnberg, K. E., Wallström, M., & Rasmusson, L. (2011). Local sinus lift for single-tooth implant. I. Clinical and radiographic follow-up. *Clinical Implant Dentistry and Related Research*, 13(3), 231-237.
- Kessler, H. P., & Unterman, B. (2004). Respiratory epithelial adenomatoid hamartoma of the maxillary sinus presenting as a periapical radiolucency: a case report and review of the literature. *Oral Surgery, Oral Medicine, Oral Pathology, Oral Radiology, and Endodontology*, 97(5), 607-612.
- Khalidm, U. Python with Excel. Retrieved 13 July 2018, from

<https://www.youtube.com/watch?v=F2KSsalTx1k&feature=youtu.be>

- Khorramdel, A., Shirmohammadi, A., Sadighi, A., Faramarzi, M., Babaloo, A. R., Shamami, M. S., ... Adhami, Z. E. (2017). Association between demographic and radiographic characteristics of the schneiderian membrane and periapical and periodontal diseases using cone-beam computed tomography scanning: A retrospective study. *Journal of Dental Research, Dental Clinics, Dental Prospects, 11*(3), 170.
- Lozano-Carrascal, N., Salomó-Coll, O., Gehrke, S. A., Calvo-Guirado, J. L., Hernández-Alfaro, F., & Gargallo-Albiol, J. (2017). Radiological evaluation of maxillary sinus anatomy: A cross-sectional study of 300 patients. *Annals of Anatomy-Anatomischer Anzeiger, 214*, 1-8.
- Lu, Y., Liu, Z., Zhang, L., Zhou, X., Zheng, Q., Duan, X., ... Huang, D. (2012). Associations between maxillary sinus mucosal thickening and apical periodontitis using cone-beam computed tomography scanning: a retrospective study. *Journal of Endodontics, 38*(8), 1069-1074.
- Lutz, M. (2013). *Learning Python: Powerful Object-Oriented Programming*. " O'Reilly Media, Inc."
- Microsoft. GitHub. (2018). Retrieved 8 August 2016 from <https://github.com/GeneralMills/pytrends>
- Microsoft. Google Trends. (2018). Retrieved 8 August 2018 from [https://trends.google.com/trends/explore?date=today%205-y&q=Schneiderian%20membrane,maxillary%20sinus,%2Fm%2F0d0kxy,%2Fm%2F03\\_mvvt,%2Fm%2F0jt43fl](https://trends.google.com/trends/explore?date=today%205-y&q=Schneiderian%20membrane,maxillary%20sinus,%2Fm%2F0d0kxy,%2Fm%2F03_mvvt,%2Fm%2F0jt43fl)
- Mion, M., Zanon, A., & Marchese-Ragona, R. (2018). The history of paranasal sinus surgery. *Medicina Historica, 1*(3), 139-146.
- Mittelstadt, B., Benzler, J., Engelmann, L., Prainsack, B., & Vayena, E. (2018). Is there a duty to participate in digital epidemiology? *Life Sciences, Society and Policy, 14*(1), 9.
- Monje, A., Diaz, K. T., Aranda, L., Insua, A., Garcia-Nogales, A., & Wang, H. L. (2016). Schneiderian Membrane Thickness and Clinical Implications for Sinus Augmentation: A Systematic Review and Meta-Regression Analyses. *Journal of Periodontology, 87*(8), 888-899.
- Munhoz, L., Júnior, R. A., Abdala, R., & Arita, E. S. (2018). Diffusion-weighted magnetic resonance imaging of the paranasal sinuses: A systematic review. *Oral surgery, oral medicine, oral pathology and oral radiology*.
- Nuti, S. V., Wayda, B., Ranasinghe, I., Wang, S., Dreyer, R. P., Chen, S. I., & Murugiah, K. (2014). The use of google trends in health care research: A systematic review. *PLoS one, 9*(10), e109583.
- Oberli, K., Bornstein, M. M., & von Arx, T. (2007). Periapical surgery and the maxillary sinus: radiographic parameters for clinical outcome. *Oral Surgery, Oral Medicine, Oral Pathology, Oral Radiology, and Endodontology, 103*(6), 848-853.
- Rudmik, L., & Soler, Z. M. (2015). Medical therapies for adult chronic sinusitis: A systematic review. *Jama, 314*(9), 926-939.
- Salton, G. (1991). Developments in automatic text retrieval. *science, 253*(5023), 974-980.
- Scott, M. L. (2000). *Programming language pragmatics*. Morgan Kaufmann.
- Taschieri, S., Corbella, S., Tsesis, I., & Del Fabbro, M. (2014). Impact of the use of plasma rich in growth factors (PRGF) on the quality of life of patients treated with endodontic surgery when a perforation of sinus membrane occurred. *Oral and Maxillofacial Surgery, 18*(1), 43-52.
- Umesh, G., Karippacheril, J. G., & Magazine, R. (2016). Critical appraisal of published literature. *Indian Journal of Anaesthesia, 60*(9), 670.
- University of Oxford. OCEBM Levels of Evidence. (2018). Retrieved 8 August 2018 from <https://www.cebm.net/2016/05/ocebmllevels-of-evidence/>

## Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>).