

How Politics Influence People's Reading Consumption

Home Work 1, MAT 259

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Based on data from Seattle Public Library

Keywords: Politics, Donald Trump, Book, CD, DVD

I'm curious to see how politics influence people on their reading materials. If we search the name of the current president Donald Trump on Amazon books, we can find as many as six pages of results. He co-authored most of these books. I believe that if people are curious about their presidential candidate, frequent library visitors might be interested in book by him or about him.

Trump's campaign started in June 2015 and since then he has been a frequent visitor of media headlines. I assume that a correlation between major milestones during his campaign and the checked-in/out records of his books in the Seattle Public Library.

Data Analysis Queries

```
SELECT
    title, bibNumber, COUNT(bibNumber) AS Counts
FROM
    spl_2016.inraw
WHERE
    title LIKE '%Trump%'
GROUP BY title , bibNumber
ORDER BY Counts DESC
LIMIT 1000
```

I started with the above code to check what are the most borrowed materials that are related to the word Trump. Many of the results came back irrelevant but still I found some of his best selling book / audio-book like *Trump: The Art of the Deal*, *Trump: Think Like a Billionaire*, and a documentary named *You've Been Trumped*

from 2012.

title	bibNumber	Counts
▶ Listen to my trumpet	2771397	3462
trumpet of the swan	1999760	902
Gideons trumpet	2466644	440
So good they cant ignore you why skills trump passi...	2811030	363
trumpet of the swan	2026618	349
trumpet of the swan	62391	272
Youve been trumped	2872889	259
Trump the art of the deal	473724	219
When trumpets fade	2969586	219
Works for trumpet	2398563	214
Baroque trumpet concertos	2034627	207
Trump think like a billionaire	2275098	197

Each **bibNumber** represents an edition / type of media of each title.

One issue of the results from this query is that the total number of samples is not very big. But putting the results from these three different materials (one book, one CD and one DVD) should be enough to represent a trend in general.

Next I modified the query to show how many times each of the titles been checked-in.

Title	Counts	bibNumber	Itemtype
Youve been trumped	259	2872889	acdvd
Trump the art of the deal	219	473724	acbk
Trump think like a billionaire	197	2275098	accd
Trump the art of the deal	74	3125483	acbk
Trump the art of the deal	58	3247292	acbk
Trump the art of the deal	31	3190791	accd

From ItemType we can find the title *Trump: The Art of the Deal* have three different editions of book and one version of CD in Seattle Public Library. *Trump: Think Like a Billionaire* is also CD and *You've Been Trumped* is DVD.

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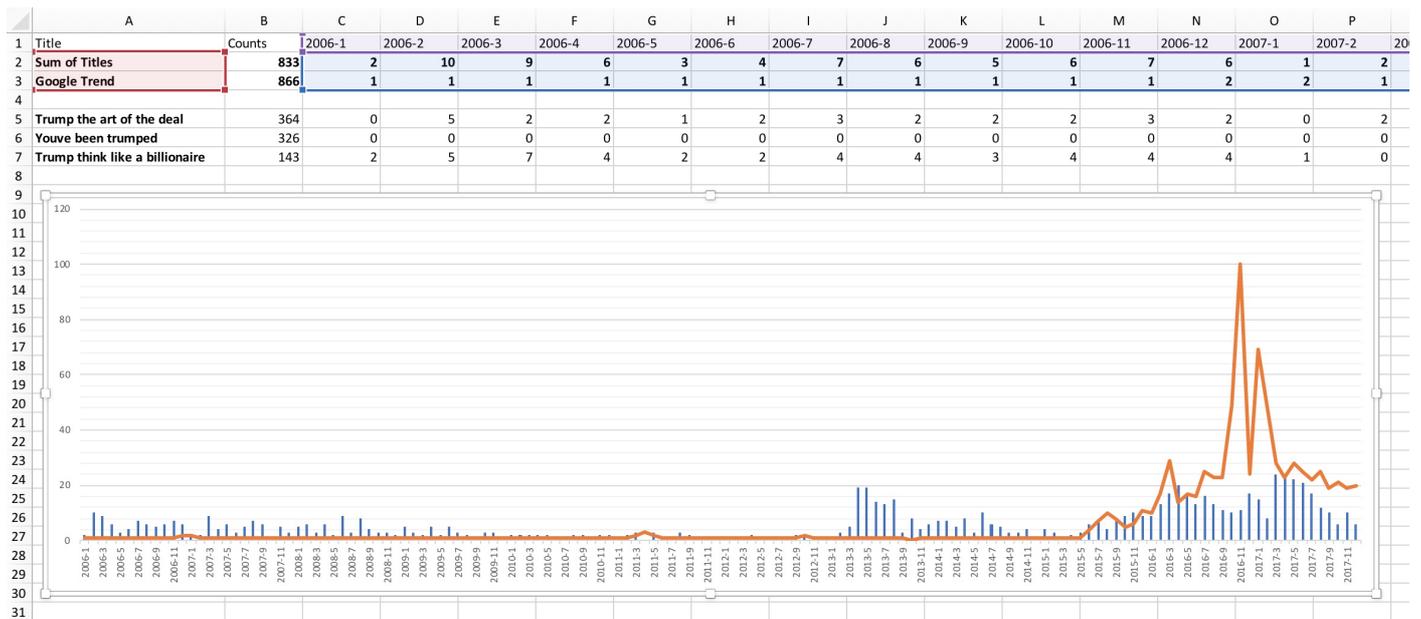
SELECT
    Title, COUNT(bibNumber) AS Counts, bibNumber, Itemtype
FROM
    spl_2016.inraw
WHERE
    title = 'Trump The Art of the Deal'
    OR title = 'Trump Think Like a Billionaire'
    OR title = 'Youve Been Trumped'
GROUP BY title , bibNumber , itemtype
ORDER BY Counts DESC
LIMIT 1000

```

Since we only care consider the correlation between Trump's campaign and related titles, there is no need to count the same title *Trump: The Art of the Deal* in with four different bibNumbers. Even though they are different media, three books and one CD.

The modified query combines different bibNumbers of the same title into one entry. Referenced the monthly analysis code from Rodger Luo's Blade Runner report, the data exported as a .csv file from MySQL for further processing.

When we laid the internet search trending date of from Google Trend over the titles' data we extracted from Seattle Public Library, we can find a matching trend from two different sources.



Blue Bars are checking records from the library for each month from January 2006 to December 2017. **Orange Line** is the searching trend from Google, of

the same period of time.

Assumptions & Analysis

1. **March 2013** - We noticed an quick rise in the library's data yet it is not reflected in Google's search data. That is because the library purchased the DVD of documentary *You've Been Trumped* in February 2013. Meanwhile the other two older titles showed very few checking records, which match the trend on internet.
2. **July 2015** - Trump officially announced his candidacy for president of the United States. We saw an obvious rise of attention on the internet, based on Google and that trend can be noticed on library's checking records as well.
3. **March 2016** - Trump won seven of the 11 states that vote on so-called Super Tuesday. Meanwhile he continues to draw huge crowds to sometimes volatile rallies, where protesters and Trump supporters would sometimes come to blows.
4. **September & October 2016** - Two presidential debates took place and the national attention reached all time peak. On the contrary, the library's checking records showed a decline. I believe an plausible explanation for this opposite trend is because readers who borrowed the book/DVD decided to hold on to the titles a little longer. They could either read the book seriously or share the DVD with friends, rather than returning the most popular title of the time back to the library, thus the decline in records.

Query of the monthly records

```
SELECT
  Title,
  COUNT(title) AS Counts,
  SUM(CASE
    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 1) THEN 1
    ELSE 0
  END) AS '2006-1',
  SUM(CASE
    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 2) THEN 1
    ELSE 0
  END) AS '2006-2',
  SUM(CASE
    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 3) THEN 1
```

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    ELSE 0
END) AS '2006-3',
SUM(CASE
    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 4) THEN 1
    ELSE 0
END) AS '2006-4',
SUM(CASE
    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 5) THEN 1
    ELSE 0
END) AS '2006-5',
SUM(CASE
    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 6) THEN 1
    ELSE 0
END) AS '2006-6',
SUM(CASE
    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 7) THEN 1
    ELSE 0
END) AS '2006-7',
SUM(CASE
    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 8) THEN 1
    ELSE 0
END) AS '2006-8',
SUM(CASE
    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 9) THEN 1
    ELSE 0
END) AS '2006-9',
SUM(CASE
    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 10) THEN 1
    ELSE 0
END) AS '2006-10',
SUM(CASE
    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 11) THEN 1
    ELSE 0
END) AS '2006-11',
SUM(CASE
    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 12) THEN 1
    ELSE 0
END) AS '2006-12',
SUM(CASE
    WHEN (YEAR(cout) = 2007 AND MONTH(cout) = 1) THEN 1
    ELSE 0
END) AS '2007-1',
SUM(CASE
    WHEN (YEAR(cout) = 2007 AND MONTH(cout) = 2) THEN 1
    ELSE 0
END) AS '2007-2',
SUM(CASE
    WHEN (YEAR(cout) = 2007 AND MONTH(cout) = 3) THEN 1
    ELSE 0

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```
END) AS '2007-3',
SUM(CASE
    WHEN (YEAR(cout) = 2007 AND MONTH(cout) = 4) THEN 1
    ELSE 0
END) AS '2007-4',
SUM(CASE
    WHEN (YEAR(cout) = 2007 AND MONTH(cout) = 5) THEN 1
    ELSE 0
END) AS '2007-5',
SUM(CASE
    WHEN (YEAR(cout) = 2007 AND MONTH(cout) = 6) THEN 1
    ELSE 0
END) AS '2007-6',
SUM(CASE
    WHEN (YEAR(cout) = 2007 AND MONTH(cout) = 7) THEN 1
    ELSE 0
END) AS '2007-7',
SUM(CASE
    WHEN (YEAR(cout) = 2007 AND MONTH(cout) = 8) THEN 1
    ELSE 0
END) AS '2007-8',
SUM(CASE
    WHEN (YEAR(cout) = 2007 AND MONTH(cout) = 9) THEN 1
    ELSE 0
END) AS '2007-9',
SUM(CASE
    WHEN (YEAR(cout) = 2007 AND MONTH(cout) = 10) THEN 1
    ELSE 0
END) AS '2007-10',
SUM(CASE
    WHEN (YEAR(cout) = 2007 AND MONTH(cout) = 11) THEN 1
    ELSE 0
END) AS '2007-11',
SUM(CASE
    WHEN (YEAR(cout) = 2007 AND MONTH(cout) = 12) THEN 1
    ELSE 0
END) AS '2007-12',
SUM(CASE
    WHEN (YEAR(cout) = 2008 AND MONTH(cout) = 1) THEN 1
    ELSE 0
END) AS '2008-1',
SUM(CASE
    WHEN (YEAR(cout) = 2008 AND MONTH(cout) = 2) THEN 1
    ELSE 0
END) AS '2008-2',
SUM(CASE
    WHEN (YEAR(cout) = 2008 AND MONTH(cout) = 3) THEN 1
    ELSE 0
END) AS '2008-3',
```

```
SUM(CASE
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    ELSE 0
END) AS '2008-4',
SUM(CASE
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END) AS '2008-5',
SUM(CASE
    WHEN (YEAR(cout) = 2008 AND MONTH(cout) = 6) THEN 1
    ELSE 0
END) AS '2008-6',
SUM(CASE
    WHEN (YEAR(cout) = 2008 AND MONTH(cout) = 7) THEN 1
    ELSE 0
END) AS '2008-7',
SUM(CASE
    WHEN (YEAR(cout) = 2008 AND MONTH(cout) = 8) THEN 1
    ELSE 0
END) AS '2008-8',
SUM(CASE
    WHEN (YEAR(cout) = 2008 AND MONTH(cout) = 9) THEN 1
    ELSE 0
END) AS '2008-9',
SUM(CASE
    WHEN (YEAR(cout) = 2008 AND MONTH(cout) = 10) THEN 1
    ELSE 0
END) AS '2008-10',
SUM(CASE
    WHEN (YEAR(cout) = 2008 AND MONTH(cout) = 11) THEN 1
    ELSE 0
END) AS '2008-11',
SUM(CASE
    WHEN (YEAR(cout) = 2008 AND MONTH(cout) = 12) THEN 1
    ELSE 0
END) AS '2008-12',
SUM(CASE
    WHEN (YEAR(cout) = 2009 AND MONTH(cout) = 1) THEN 1
    ELSE 0
END) AS '2009-1',
SUM(CASE
    WHEN (YEAR(cout) = 2009 AND MONTH(cout) = 2) THEN 1
    ELSE 0
END) AS '2009-2',
SUM(CASE
    WHEN (YEAR(cout) = 2009 AND MONTH(cout) = 3) THEN 1
    ELSE 0
END) AS '2009-3',
SUM(CASE
```

```

        WHEN (YEAR(cout) = 2009 AND MONTH(cout) = 4) THEN 1
        ELSE 0
    END) AS '2009-4',
SUM(CASE
    WHEN (YEAR(cout) = 2009 AND MONTH(cout) = 5) THEN 1
    ELSE 0
    END) AS '2009-5',
SUM(CASE
    WHEN (YEAR(cout) = 2009 AND MONTH(cout) = 6) THEN 1
    ELSE 0
    END) AS '2009-6',
SUM(CASE
    WHEN (YEAR(cout) = 2009 AND MONTH(cout) = 7) THEN 1
    ELSE 0
    END) AS '2009-7',
SUM(CASE
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    ELSE 0
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SUM(CASE
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    ELSE 0
    END) AS '2009-9',
SUM(CASE
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    ELSE 0
    END) AS '2009-10',
SUM(CASE
    WHEN (YEAR(cout) = 2009 AND MONTH(cout) = 11) THEN 1
    ELSE 0
    END) AS '2009-11',
SUM(CASE
    WHEN (YEAR(cout) = 2009 AND MONTH(cout) = 12) THEN 1
    ELSE 0
    END) AS '2009-12',
SUM(CASE
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    ELSE 0
    END) AS '2010-1',
SUM(CASE
    WHEN (YEAR(cout) = 2010 AND MONTH(cout) = 2) THEN 1
    ELSE 0
    END) AS '2010-2',
SUM(CASE
    WHEN (YEAR(cout) = 2010 AND MONTH(cout) = 3) THEN 1
    ELSE 0
    END) AS '2010-3',
SUM(CASE
    WHEN (YEAR(cout) = 2010 AND MONTH(cout) = 4) THEN 1

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    ELSE 0
END) AS '2010-4',
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END) AS '2010-5',
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    ELSE 0
END) AS '2010-6',
SUM(CASE
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END) AS '2010-7',
SUM(CASE
    WHEN (YEAR(cout) = 2010 AND MONTH(cout) = 8) THEN 1
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END) AS '2010-8',
SUM(CASE
    WHEN (YEAR(cout) = 2010 AND MONTH(cout) = 9) THEN 1
    ELSE 0
END) AS '2010-9',
SUM(CASE
    WHEN (YEAR(cout) = 2010 AND MONTH(cout) = 10) THEN 1
    ELSE 0
END) AS '2010-10',
SUM(CASE
    WHEN (YEAR(cout) = 2010 AND MONTH(cout) = 11) THEN 1
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END) AS '2010-11',
SUM(CASE
    WHEN (YEAR(cout) = 2010 AND MONTH(cout) = 12) THEN 1
    ELSE 0
END) AS '2010-12',
SUM(CASE
    WHEN (YEAR(cout) = 2011 AND MONTH(cout) = 1) THEN 1
    ELSE 0
END) AS '2011-1',
SUM(CASE
    WHEN (YEAR(cout) = 2011 AND MONTH(cout) = 2) THEN 1
    ELSE 0
END) AS '2011-2',
SUM(CASE
    WHEN (YEAR(cout) = 2011 AND MONTH(cout) = 3) THEN 1
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END) AS '2011-3',
SUM(CASE
    WHEN (YEAR(cout) = 2011 AND MONTH(cout) = 4) THEN 1
    ELSE 0

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END) AS '2011-4',
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    ELSE 0
END) AS '2011-6',
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END) AS '2011-11',
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    ELSE 0
END) AS '2011-12',
SUM(CASE
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    ELSE 0
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SUM(CASE
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END) AS '2012-2',
SUM(CASE
    WHEN (YEAR(cout) = 2012 AND MONTH(cout) = 3) THEN 1
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END) AS '2012-3',
SUM(CASE
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    ELSE 0
END) AS '2012-4',
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SUM(CASE
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    ELSE 0
END) AS '2012-5',
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    ELSE 0
END) AS '2012-6',
SUM(CASE
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END) AS '2012-7',
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END) AS '2012-11',
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END) AS '2012-12',
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SUM(CASE
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    ELSE 0
END) AS '2013-4',
SUM(CASE
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        WHEN (YEAR(cout) = 2013 AND MONTH(cout) = 5) THEN 1
        ELSE 0
END) AS '2013-5',
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END) AS '2013-6',
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SUM(CASE
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END) AS '2013-12',
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END) AS '2014-2',
SUM(CASE
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END) AS '2014-3',
SUM(CASE
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        ELSE 0
END) AS '2014-4',
SUM(CASE
        WHEN (YEAR(cout) = 2014 AND MONTH(cout) = 5) THEN 1
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        ELSE 0
    END) AS '2014-5',
SUM(CASE
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    ELSE 0
END) AS '2014-6',
SUM(CASE
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    ELSE 0
END) AS '2014-7',
SUM(CASE
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END) AS '2014-8',
SUM(CASE
    WHEN (YEAR(cout) = 2014 AND MONTH(cout) = 9) THEN 1
    ELSE 0
END) AS '2014-9',
SUM(CASE
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    ELSE 0
END) AS '2014-10',
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    WHEN (YEAR(cout) = 2014 AND MONTH(cout) = 11) THEN 1
    ELSE 0
END) AS '2014-11',
SUM(CASE
    WHEN (YEAR(cout) = 2014 AND MONTH(cout) = 12) THEN 1
    ELSE 0
END) AS '2014-12',
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    ELSE 0
END) AS '2015-1',
SUM(CASE
    WHEN (YEAR(cout) = 2015 AND MONTH(cout) = 2) THEN 1
    ELSE 0
END) AS '2015-2',
SUM(CASE
    WHEN (YEAR(cout) = 2015 AND MONTH(cout) = 3) THEN 1
    ELSE 0
END) AS '2015-3',
SUM(CASE
    WHEN (YEAR(cout) = 2015 AND MONTH(cout) = 4) THEN 1
    ELSE 0
END) AS '2015-4',
SUM(CASE
    WHEN (YEAR(cout) = 2015 AND MONTH(cout) = 5) THEN 1
    ELSE 0
```

```
END) AS '2015-5',
SUM(CASE
    WHEN (YEAR(cout) = 2015 AND MONTH(cout) = 6) THEN 1
    ELSE 0
END) AS '2015-6',
SUM(CASE
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    ELSE 0
END) AS '2015-7',
SUM(CASE
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END) AS '2015-8',
SUM(CASE
    WHEN (YEAR(cout) = 2015 AND MONTH(cout) = 9) THEN 1
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END) AS '2015-9',
SUM(CASE
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END) AS '2015-10',
SUM(CASE
    WHEN (YEAR(cout) = 2015 AND MONTH(cout) = 11) THEN 1
    ELSE 0
END) AS '2015-11',
SUM(CASE
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    ELSE 0
END) AS '2015-12',
SUM(CASE
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    ELSE 0
END) AS '2016-1',
SUM(CASE
    WHEN (YEAR(cout) = 2016 AND MONTH(cout) = 2) THEN 1
    ELSE 0
END) AS '2016-2',
SUM(CASE
    WHEN (YEAR(cout) = 2016 AND MONTH(cout) = 3) THEN 1
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END) AS '2016-3',
SUM(CASE
    WHEN (YEAR(cout) = 2016 AND MONTH(cout) = 4) THEN 1
    ELSE 0
END) AS '2016-4',
SUM(CASE
    WHEN (YEAR(cout) = 2016 AND MONTH(cout) = 5) THEN 1
    ELSE 0
END) AS '2016-5',
```

```
SUM(CASE
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    ELSE 0
END) AS '2016-6',
SUM(CASE
    WHEN (YEAR(cout) = 2016 AND MONTH(cout) = 7) THEN 1
    ELSE 0
END) AS '2016-7',
SUM(CASE
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    ELSE 0
END) AS '2016-8',
SUM(CASE
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    ELSE 0
END) AS '2016-9',
SUM(CASE
    WHEN (YEAR(cout) = 2016 AND MONTH(cout) = 10) THEN 1
    ELSE 0
END) AS '2016-10',
SUM(CASE
    WHEN (YEAR(cout) = 2016 AND MONTH(cout) = 11) THEN 1
    ELSE 0
END) AS '2016-11',
SUM(CASE
    WHEN (YEAR(cout) = 2016 AND MONTH(cout) = 12) THEN 1
    ELSE 0
END) AS '2016-12',
SUM(CASE
    WHEN (YEAR(cout) = 2017 AND MONTH(cout) = 1) THEN 1
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END) AS '2017-1',
SUM(CASE
    WHEN (YEAR(cout) = 2017 AND MONTH(cout) = 2) THEN 1
    ELSE 0
END) AS '2017-2',
SUM(CASE
    WHEN (YEAR(cout) = 2017 AND MONTH(cout) = 3) THEN 1
    ELSE 0
END) AS '2017-3',
SUM(CASE
    WHEN (YEAR(cout) = 2017 AND MONTH(cout) = 4) THEN 1
    ELSE 0
END) AS '2017-4',
SUM(CASE
    WHEN (YEAR(cout) = 2017 AND MONTH(cout) = 5) THEN 1
    ELSE 0
END) AS '2017-5',
SUM(CASE
```

```

        WHEN (YEAR(cout) = 2017 AND MONTH(cout) = 6) THEN 1
        ELSE 0
    END) AS '2017-6',
    SUM(CASE
        WHEN (YEAR(cout) = 2017 AND MONTH(cout) = 7) THEN 1
        ELSE 0
    END) AS '2017-7',
    SUM(CASE
        WHEN (YEAR(cout) = 2017 AND MONTH(cout) = 8) THEN 1
        ELSE 0
    END) AS '2017-8',
    SUM(CASE
        WHEN (YEAR(cout) = 2017 AND MONTH(cout) = 9) THEN 1
        ELSE 0
    END) AS '2017-9',
    SUM(CASE
        WHEN (YEAR(cout) = 2017 AND MONTH(cout) = 10) THEN 1
        ELSE 0
    END) AS '2017-10',
    SUM(CASE
        WHEN (YEAR(cout) = 2017 AND MONTH(cout) = 11) THEN 1
        ELSE 0
    END) AS '2017-11',
    SUM(CASE
        WHEN (YEAR(cout) = 2017 AND MONTH(cout) = 12) THEN 1
        ELSE 0
    END) AS '2017-12'
FROM
    spl_2016.outraw
WHERE
    title = 'Trump The Art of the Deal'
        OR title = 'Trump Think Like a Billionaire'
        OR title = 'Youve Been Trumped'
GROUP BY title
ORDER BY Counts DESC

```