SPL RESEARCH REPORT

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20 YEARS AFTER NIRVANA'S NEVERMIND, DOES SEATTLE STILL ROCK?

QUESTIONS – ASSUMPTION

QUERY – RESULT – ANALYSIS I

QUERY II – RESULT – ANALYSIS II

QUERY III – RESULT – ANALYSIS III

CONCLUSION

QUESTIONS?

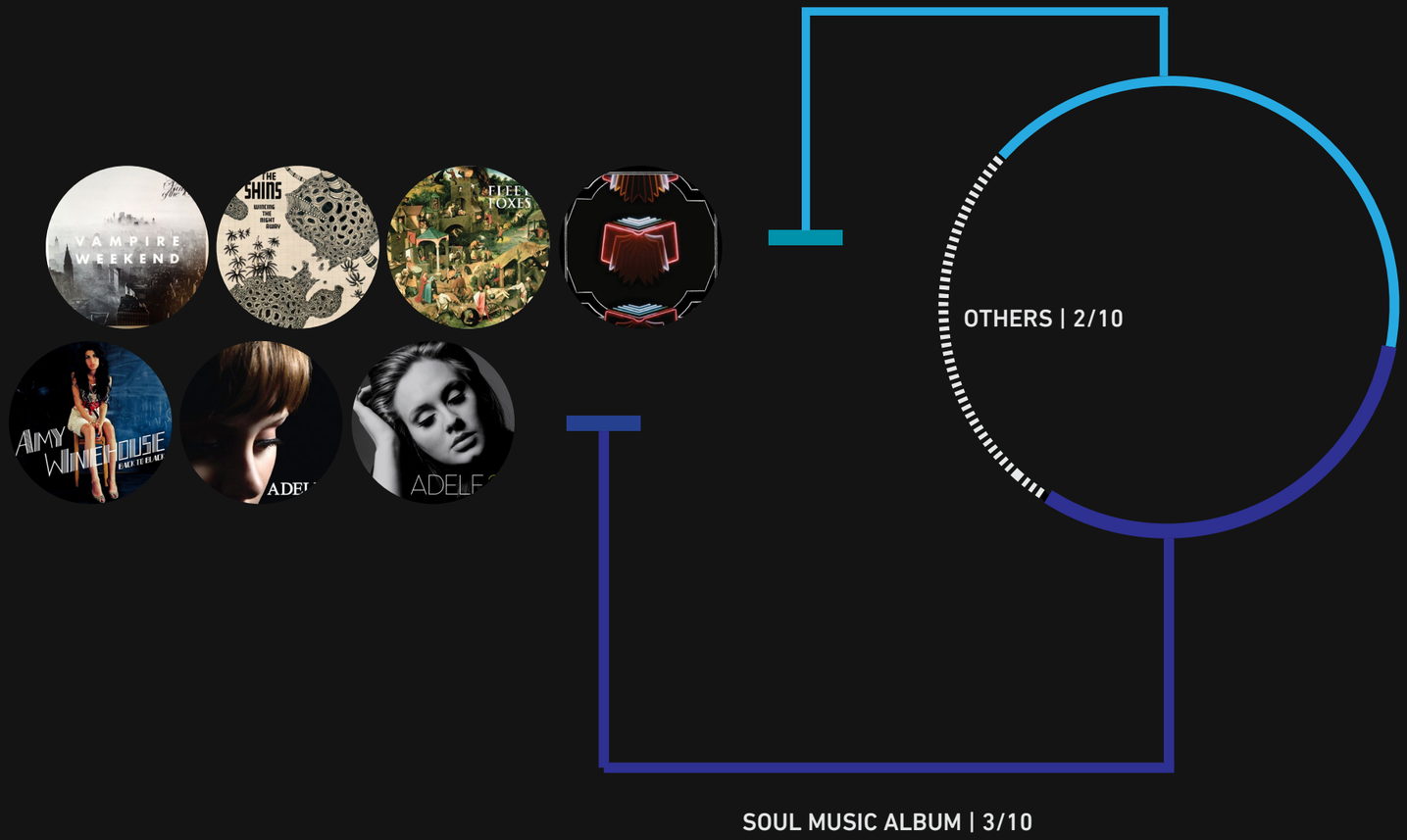
I was living in Seattle for four years. When I was walking along the street, I was always amazed by how well the street musicians performed, and their passion for music. This rainy city was the center where alternative rock and subculture emerged during the mid-1980s. Indie rock was commercially successful in the early–mid 1990s in Seattle, due to releases such as Nirvana's Nevermind, Pearl Jam's Ten, Soundgarden's Superunknown, Alice in Chains' Dirt and Stone Temple Pilots' Core.

> I AM WONDERING IF SEATTLE PEOPLE STILL EMBRACE INDIE ROCK IN THE RECENT YEARS?
>
> ARE THEY STILL ENTHUSIASTIC ABOUT LISTENING TO INDIE ROCK? OR ARE THEY INTERESTED IN OTHER PARTICULAR KIND OF MUSIC?

ASSUMPTION

INDIE MUSIC IS POPULAR IN SEATTLE. CDS OF INDIE MUSIC MIGHT HAVE AN OUTSTANDING CHECKOUT NUMBERS COMPARE TO OTHER CDS.

I CHOOSE CD AS THE MAIN MEDIA TO EXAMINE IN SEATTLE PUBLIC LIBRARY (SPL) DATABASE.



ANALYSIS I

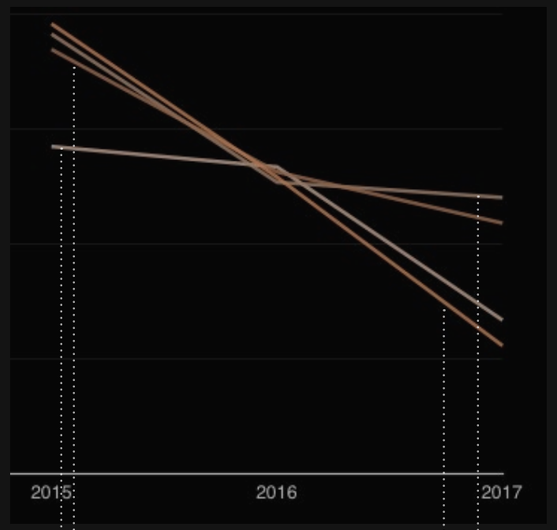
It can be seen from the result, in the top 10 counts of checkout albums, there are 7 music CDs. They are back to black, Vampire Weekend, Fleet Foxes, Wincing the night away, 19, 21 and Neon bible. It is noticeable that 4 out those 8 CDs are INDIE ROCK ALBUMS while the rest of the CDs are SOUL albums. This interesting outcome proves my assumption that indie rock still play a significant role in Seattle's music culture.

THE MYSQL QUERY

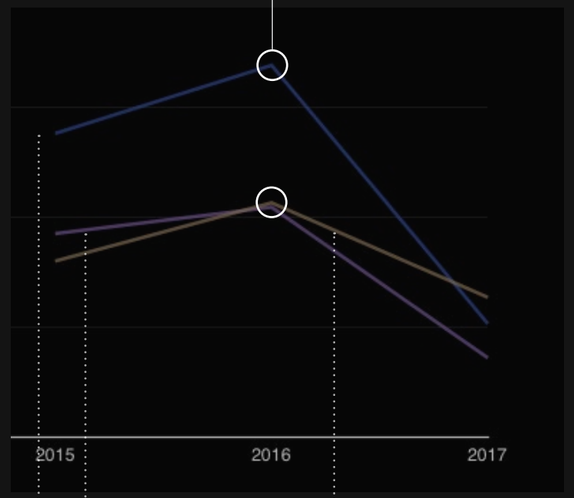
```
SELECT
bibNumber, title, callNumber,
COUNT(bibNumber) AS Counts

FROM spl_2016.outraw
WHERE
SUBSTRING(itemType, 3, 4) = 'cd'
GROUP BY bibNumber , title, callNumber ORDER BY Counts DESC
```

RESULT

bibNumber	title	callNumber	Counts
2127084	Pimsleur language programs Spanish 1 A the co…	CD 468.3421 Sp242P 1998 pt.IA	6153
2407581	Back to black	CD 782.42166 W725B	4912
2483414	Vampire Weekend	CD 782.42166 V257V	4352
2513800	Fleet Foxes	CD 782.42166 F624F	4332
2406458	Wincing the night away	CD 782.42166 Sh638W	4281
2138346	Pimsleur language programs Spanish 1 B the c…	CD 468.3421 Sp242P 1998 pt.IB	4210
2468996	Frank	CD 782.42166 W725F	4109
2499977	19	CD 782.42166 Ad32N	4107
2698605	21	CD 782.42166 Ad32T	3982
2411561	Neon bible	CD 782.42166 Ar21N	3963



INDIE ROCK ALBUM



SOUL ALBUM

VAMPIRE WEEKEND

FLEET FOXES

WINCING THE NIGHT AWAY

NEON BIBLE

21

19

BACK TO BLACK

ANALYSIS II

In the top 8 popular music CDs, there are 4 CDs are indie rock and 3 CDs are soul. It is interesting to do a comparison of checkout times between the music albums in those two categories from 2015 to 2017.

Comparison between Result I & Result II

In 2016, there's a boost in soul album check out. From 2015 to 2017, the checkout times of indie rock decreased gradually and this is reflected in all four indie rock albums. Neon bible have a slight rise in 2016 but drop afterwards.

THE MYSQL QUERY FOR **SOUL** ALBUMS

```
SELECT
bibNumber, title, callNumber,
COUNT(bibNumber) AS Counts,

SUM(CASE
WHEN (YEAR(cout) = 2015 ) THEN 1
ELSE 0
END) AS '2015',

SUM(CASE
WHEN (YEAR(cout) = 2016 ) THEN 1
ELSE 0
END) AS '2016',

SUM(CASE
WHEN (YEAR(cout) = 2017 ) THEN 1
ELSE 0
END) AS '2017'


FROM spl_2016.outraw
WHERE
SUBSTRING(itemType, 3, 4) = 'cd' and
title = '19' or
title = '21' or
title = 'back to black'

GROUP BY bibNumber , title, callNumber ORDER BY Counts DESC
```

THE MYSQL QUERY FOR **INDIE ROCK** ALBUMS

```
SELECT
bibNumber, title, callNumber,
COUNT(bibNumber) AS Counts,

SUM(CASE
WHEN (YEAR(cout) = 2015 ) THEN 1
ELSE 0
END) AS '2015',

SUM(CASE
WHEN (YEAR(cout) = 2016 ) THEN 1
ELSE 0
END) AS '2016',

SUM(CASE
WHEN (YEAR(cout) = 2017 ) THEN 1
ELSE 0
END) AS '2017'


FROM spl_2016.outraw
WHERE
SUBSTRING(itemType, 3, 4) = 'cd' and
title = 'Vampire Weekend' or
title = 'fleet foxes' or
title = 'wincing the night away' or
```

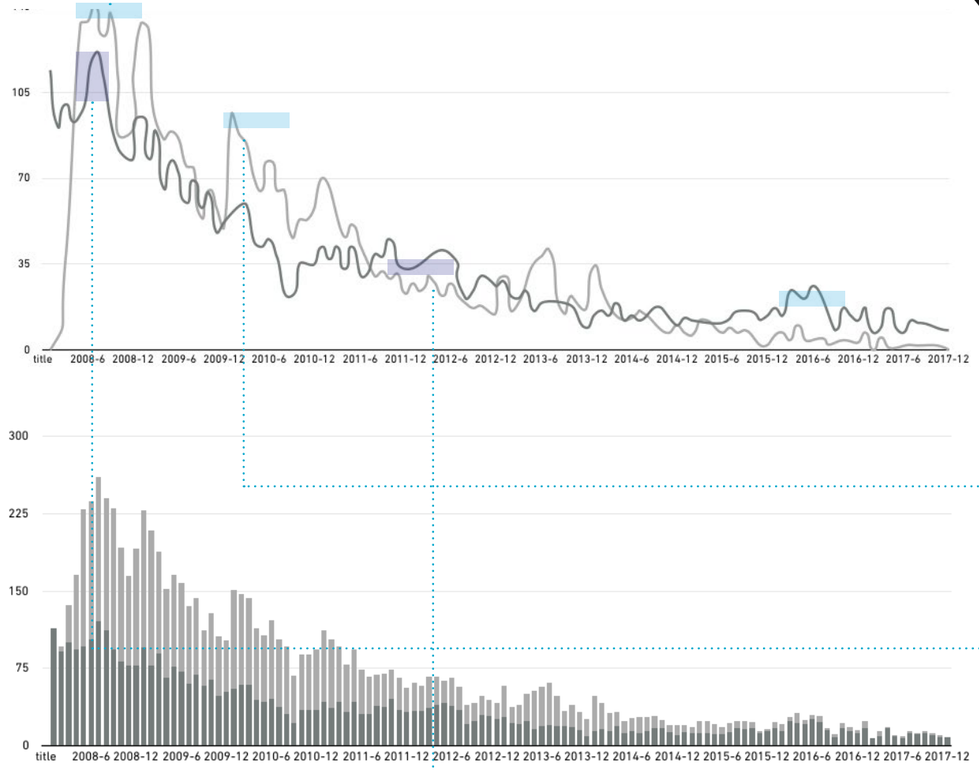
RESULT I & II

SOUL ALBUM

2407581	Back to black	CD 782.42166 W725B	4912	160	213	127
2499977	19	CD 782.42166 Ad32N	4107	185	209	72
2698605	21	CD 782.42166 Ad32T	3982	276	338	103

INDIE ROCK ALBUM

2483414	Vampire Weekend	CD 782.42166 V257V	4352	88	58	25
2513800	Fleet Foxes	CD 782.42166 F624F	4332	83	59	49
2406458	Wincing the night away	CD 782.42166 Sh638W	4281	86	57	54
2411561	Neon bible	CD 782.42166 Ar21N	3963	64	60	30



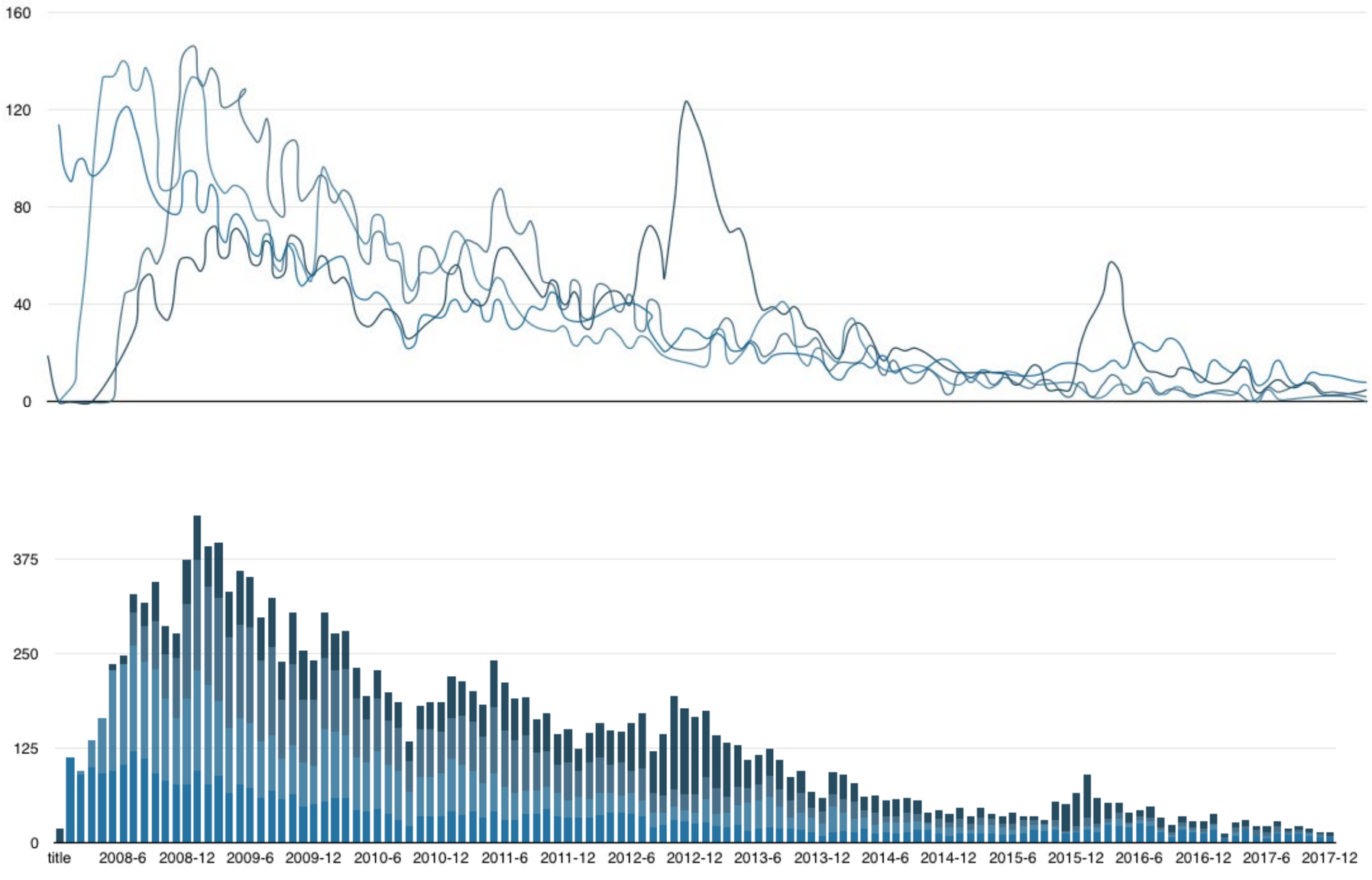
ANALYSIS III

I expand the duration to 2008 to 2017 in order to see more details, while narrow down the CD options to be more specific.

From the last comparison, it is noticeable that different albums in the same category share similar path of decreasing and increasing. So I choose 'back to black' as the representation for soul album, while 'Vampire Weekend' as the example for indie album.

As we can see from the Graph, in 2008 indie album 'Vampire Weekend' reach a peak. The reason I guess is 2008 is the releasing year of this album and people were curious to enjoy the music. Although the checkout numbers decreased slowly in the early 2009, it increased rapidly on december 2009. The reason could be the high reputation on this album while it is also featured in a TV show from 2008-2010.

In 2008, 'back to black' check out numbers increased fast because it is very popular at that time. The album is released in 2007 and winned best pop vocal album in 50th Grammy. It was nominated for the 'Album of the Year' in Grammy as well which happened in 2008 Februrary. That explains why 'back to black' catch Seattle people's attention at that time. It is also noticeable that the checkout numbers increased in 2011 after it's drop in 2010. One explaination is the artist of this album, Amy Winehouse suicide in 2011 and this drove people to revisit this album.

CONCLUSION

I found it will be interesting to compare the check out counts of two soul albums with two indie rock albums, which are ‘back to black’, ‘19’, ‘vampire weekend’ and ‘fleetfoxes’. Examining the pattern of change of those four albums from 2008 - 2016 brings up analysis of correlation between soul album and indie rock, and push and pull between culture events and album checkout numbers.