

Data Research on *Crazy Rich Asians* Bandwagoning

MAT259A; Assignment 1

Yoko Ebata

Data Sourced from Seattle Public Library
January 17th, 2019

In my eagerness to discover how SPL visitors behave in accordance to the major release dates of *Crazy Rich Asians* (book publication release, movie trailer release, & movie premiere date), I will be analyzing the checkout behaviors influenced by society's habits of **bandwagoning**, based on the monthly total checkouts of the book, *Crazy Rich Asians*.

bandwagon

/ˈbændˌwæɡən/

noun

1. used in reference to an activity, cause, etc. that is currently fashionable or popular and attracting increasing support.

(source: Google)

Assuming the common behaviors that take place in **bandwagoning** culture, I can predict that the concentrated check-out clusters of *Crazy Rich Asians* will take place in major **release dates**, moreso the [movie trailer release](#) and the [movie premiere](#). I do not include the publication date simply because book releases are not marketed largely enough, since broadcast media (TV Commercials, YouTube ads, billboards, etc.) offer higher coverage of exposure and mostly advertise films and movies.

Hypothesis 1: Higher check-out behavior in SPL post-movie trailer release

Assumption: Individuals of society are bound to bandwagon

The movie trailer release also gives another inkling of an increase in people grabbing the books off the shelves, in order to catch up with the movie release that was to follow four months later. I have heard from a few others advocating the book even before the release, so there is a high possibility of an increase in check-outs due to the pre-bandwagon individuals who have already read the book and recommended it to friends who learned about the movie trailer release.

Data Collection

Before organizing all the data, here is the query I used to see how many *Crazy Rich Asians* checkouts there are ever since they were put on the shelf.

QUERY ONE:

```
SELECT
title, bibNumber, cout, COUNT(bibNumber) AS Counts
FROM
spl_2016.outraw
WHERE
title = 'Crazy Rich Asians'
GROUP BY title, cout, bibNumber
ORDER BY cout ASC
```

title	bibNumb...	cout	Counts
Crazy rich Asians	2865847	2013-06-12 15:4...	1
► Crazy rich Asians	2865847	2013-06-13 17:1...	1
Crazy rich Asians	2865847	2013-06-14 11:2...	1
Crazy rich Asians	2865847	2013-06-14 15:4...	1
Crazy rich Asians	2865847	2013-06-16 14:0...	1
Crazy rich Asians	2865847	2013-06-18 19:5...	1
Crazy rich Asians	2865847	2013-06-24 17:5...	1
Crazy rich Asians	2916339	2013-06-26 13:4...	1
Crazy rich Asians	2916339	2013-06-27 16:5...	1
Crazy rich Asians	2916339	2013-06-28 10:5...	1
Crazy rich Asians	2865847	2013-06-29 16:1...	1
Crazy rich Asians	2865847	2013-07-02 15:4...	1
Crazy rich Asians	2865847	2013-07-02 15:4...	1

✓ 16 01:14:21 SELECT title, bibNumber, cout, COUNT(bibNumb... 5074 row(s) returned

All title entries looked the same, of course with different bibNumbers. 5074 check-outs have been made since the publishing date (June 11, 2013). 6 people checked them out within the first week of it being published.

Because I'd like to see more of a monthly/yearly view in observing the data, I will use this query to organize our data on a monthly basis:

QUERY 2:

```

SELECT
  YEAR(c.cout) as year, MONTH(c.cout) as month, COUNT(*) as count
FROM
  (SELECT
    bibNumber,
    cout,
    itemType,
    title
  FROM
    spl_2016.outraw
  WHERE
    title = "Crazy Rich Asians") as c
GROUP BY MONTH(c.cout), YEAR(c.cout) ORDER BY month, year DESC

```

	2016	1	17
	2016	2	15
	2016	3	16
	2016	4	17
	2016	5	11
	2016	6	26
	2016	7	22
	2016	8	22
	2016	9	10
	2016	10	13
	2016	11	12
	2016	12	10
	2017	1	13
	2017	2	14
	2017	3	13
	2017	4	26
	2017	5	21
	2017	6	23
	2017	7	79
	2017	8	71
	2017	9	56
	2017	10	61
	2017	11	47
	2017	12	35
	2018	3	10
	2018	4	52
	2018	5	114
	2018	6	474
	2018	7	481
	2018	8	317
	2018	9	110
	2018	10	465
	2018	11	588
	2018	12	583
	2019	1	313

year ^	month	count
2013	6	11
2013	7	56
2013	8	56
2013	9	56
2013	10	60
2013	11	44
2013	12	44
2014	1	39
2014	2	26
2014	3	28
2014	4	29
2014	5	38
2014	6	31
2014	7	47
2014	8	29
2014	9	38
2014	10	19
2014	11	17
2014	12	17
2015	1	16
2015	2	16
2015	3	10
2015	4	19
2015	5	24
2015	6	33
2015	7	38
2015	8	38
2015	9	36
2015	10	25
2015	11	20
2015	12	16

2017	12	35
2018	3	10
2018	4	52
2018	5	114
2018	6	474
2018	7	481
2018	8	317
2018	9	110
2018	10	465
2018	11	588
2018	12	583
2019	1	313

june 2013 - book publication
 april 2018 - movie trailer release
 august 2018 - movie premiere

It can be noticed that ever since the official publishing of the book and it being available on the shelves of SPL a day after, checkouts have been quite active. The checkouts mainly danced around double digits on a monthly basis, with a relatively remarkable high checkout number in the 50-60s in the first few months (**June 2013 - Oct 2013**) and oddly the few months a little before the trailer release (**July 2017 - Nov 2017**).

A strange gap of time had **no checkouts** in **January & February of 2018**, following the peaking checkout months pre-trailer release.

In the month of the movie trailer release, as predicted, there is a strong increase in checkouts, immediately going from 52 to 114, flying higher into 474 checkouts only a month after. Even to this day, Crazy Rich Asians is still a popular item after its movie releases, with a consistent 3-digit checkout count.


Considering ItemTypes

Also with the curiosity to see what itemTypes were checked out, I ran another query, adding emphases of itemType) to see if DVDs were often checked out even after the movie finished its time in theaters.


```
SELECT
  title, itemType, YEAR(c.cout) as year, MONTH(c.cout) as month, COUNT(*) as count
FROM
  (SELECT
    bibNumber,
    cout,
    itemType,
    title
  FROM
    spl_2016.outraw
  WHERE
    title = "Crazy Rich Asians") as c
GROUP BY c.itemtype, MONTH(c.cout), YEAR(c.cout) ORDER BY month, year ASC
```


A remarkable snippet of the data:

Crazy rich Asians	acbk	2018	12	167
Crazy rich Asians	accd	2018	3	1
Crazy rich Asians	accd	2018	4	4
Crazy rich Asians	accd	2018	5	3
Crazy rich Asians	accd	2018	6	3
Crazy rich Asians	accd	2018	7	4
Crazy rich Asians	accd	2018	8	1
Crazy rich Asians	accd	2018	9	1
Crazy rich Asians	accd	2018	10	9
Crazy rich Asians	accd	2018	11	24
Crazy rich Asians	accd	2018	12	20
Crazy rich Asians	acdvd	2018	11	194
Crazy rich Asians	acdvd	2018	12	328
Crazy rich Asians	pkbknh	2018	5	70
Crazy rich Asians	pkbknh	2018	6	409
Crazy rich Asians	pkbknh	2018	7	389
Crazy rich Asians	pkbknh	2018	8	239
Crazy rich Asians	pkbknh	2018	9	73
Crazy rich Asians	pkbknh	2018	10	283
Crazy rich Asians	pkbknh	2018	11	217
Crazy rich Asians	pkbknh	2018	12	68
Crazy rich Asians	acbk	2019	1	128
Crazy rich Asians	accd	2019	1	11
Crazy rich Asians	acdvd	2019	1	170
Crazy rich Asians	pkbknh	2019	1	4




Crazy rich Asians
original motion picture soundtrack

 **Music CD - 2018 | Chinese**
CD 781.542 C8597
Available [View details](#)



Crazy Rich Asians
by Kwan, Kevin
★★★★☆

 **Audiobook CD - 2013**
CD FIC KWAN
All copies in use [View details](#)
Holds: 10 on 17 copies

With the checkouts majority consisting of books and cd's (audiobooks), I wanted to see if there is a possible variety in later checkouts after the movie. "**Pkbknh**" and "**acdvd**" are the main new categories that are added, with some occasional "accd"s. I checked to see if there are soundtracks that could be identified as the later accd's, which I found on the online library catalog (see above).

PKBKNH is an itemType standing for "Peak Picks book, no holds", "*used for our new program of "lucky day" items, where patrons can find some popular new titles on the shelf at the branch instead of waiting in the holds queue. These items circulate for only 2 weeks and cannot be placed on hold.*"

(Source: https://www.mat.ucsb.edu/~g.legrady/academic/courses/18w259/SPL_notes.pdf)

The high number of checkouts, 1465 out of the 5074 checkouts (29%) of *Crazy Rich Asians* was sourced from these **pkbknh** itemTypes. This is a large contributor to the high escalation of checkouts for this novel. Because of the high exposure SPL contributed to in placing this book on a special section of the library, it has **impacted another form of influence outside of public advertisements and broadcast media.**

CONCLUSION

The power of advertising via broadcast media can create immense change in the interests of individuals. People mainly grow interest in things they begin to learn about, as a result of exposure. When *Crazy Rich Asians* first published, there were certainly many people interested, but not as many as within the timeframe in which the movie was announced and released to the public. It is not to forget that the data observed here is only limited to the activity occurring in the Seattle Public Library. However, in the frame of relativity, it is shown that even in this smaller form of society, the release dates of the movie heavily impact the numbers of checkouts related to *Crazy Rich Asians*.

In addition, the special itemType “Peak Picks book, no holds” in the copies of *Crazy Rich Asians* provided another factor in the success of high checkout rates in SPL. Not only did this program / system create a form of exclusivity in a new placement in the library, but it generated a speedier checkout system where readers were only allowed to hold onto these items for two weeks.

Even with the satisfaction of discovering data in favor of my hypothesis, I was pleased to find other remarkable findings within the smaller details of the data, highlighting the itemType classification. The efficient system which takes place in this “pkbknh” category led to realizations of higher checkouts that are enforced and perhaps sometimes rushed for individuals who need more time to finish a book.

The subconscious movement of bandwagoning can easily be seen in the performance of this data. It is also important to note that the act of bandwagoning is almost never intentional within the individual, but more so an action people naturally do without awareness. People often turn down the existent effects of media to prove that they make their own independent choices. As unfortunate as it is to realize, these media effects and societal influence will always contribute to our decision-making. This discomfort is to be alleviated to some extent with the conscientious knowledge of our awareness in this effect.