

The Art of the Deal: Bad Publicity is Good Publicity



I was interested in searching the Seattle Public Library's database for the check out history of Donald's eponymous book, *Trump: The Art of the Deal*, which I expected to have either a positive or negative spike before and after Trump's inauguration as US president. While I was hoping that I would see a harsh drop in interest of his book after the elections, I was sadly wrong....

The first query I conducted was to determine how many items the Seattle Public Library had that were similar to *The Art of the Deal*. This took 42.63 seconds.

```
SELECT
bibNumber, itemType, title, COUNT(bibNumber) AS Counts
FROM
spl_2016.inraw
WHERE
title like '%The Art of the Deal%'
GROUP BY bibNumber , itemType, title
ORDER BY Counts DESC
```

bibNumber	itemType	title	Counts	
▶ 473724	acbk	Trump the art of the deal	219	
3125483	acbk	Trump the art of the deal	74	
3247292	acbk	Trump the art of the deal	58	
3166860	acbk	Constantine the Hellblazer Volume 2 The art of t...	39	
3190791	accd	Trump the art of the deal	31	
1963296	acbk	Star Wars Jabba the Hutt the art of the deal	7	

The first two times I tried looking for the title “Trump: The Art of the Deal”, nothing came up, so I had to adjust my search methods to titles that were similar but not exact. Then I realized that the colon was messing me up, so I took that out and was able to search for the book as “trump art of the deal”. I found that there were 3 bibnumbers for one itemtype of this book.

Then, for my next query, I wanted to compare how many people checked out Trump’s book before and after the election. To do this, I took data from the most recent 2016 database (which I understand to essentially also include data from 2017 and all preceding years):

```

SELECT
  bibnumber, title, COUNT(bibnumber) AS Counts
FROM
  spl_2016.inraw
WHERE
  YEAR(cout) = 2017
  AND title = 'Trump the art of the deal'
  AND (itemtype = 'acbk' OR itemtype = 'arbk'
  OR itemtype = 'bcbk'
  OR itemtype = 'drbk'
  OR itemtype = 'jcbk'
  OR itemtype = 'jrbk')
GROUP BY bibnumber , title
ORDER BY Counts DESC

```

To find out that The Art of the Deal was checked out 71 many times in 2017. I also found that the only itemtype that was checked out was acbk, or Adult/YA book, so I no longer did searches for itemtype, and I removed the bibnumber from the query because it no longer felt as relevant to my search, which was more focused on checkout history.

bibnumber	title	Counts
3247292	Trump the art of the deal	58
3125483	Trump the art of the deal	13

I then compared it to a database from 2015:

```
SELECT
  bibnumber, title, COUNT(bibnumber) AS Counts
FROM
  spl_2016.inraw
WHERE
  YEAR(cout) = 2015
  AND title = 'Trump the art of the deal'
  AND (itemtype = 'acbk' OR itemtype = 'arbk'
  OR itemtype = 'bcbk'
  OR itemtype = 'drbk'
  OR itemtype = 'jcbk'
  OR itemtype = 'jrbk')
GROUP BY bibnumber , title
ORDER BY Counts DESC
```

▶ 3125483	Trump the art of the deal	12
473724	Trump the art of the deal	9

What I found out is that after Trump became president, the amount of people who checked out The Art of the Deal **TRIPLED** since before he was in office. I found that this book was checked out 71 times in 2017, while it was checked out 21 times in 2015.

I also checked 2016, to see if it went up when he was campaigning, and it did.

bibnumber	title	Counts
▶ 3125483	Trump the art of the deal	49

Overall, I think my queries suggest a narrative of rising popularity in Trump's ethos and philosophy of "deal making" and general business sense **AFTER** he solidified his position as president in 2017. Before his rise in publicity in 2016 when he began

campaigning for the election, it seems that not as many people were interested in his ideas as a businessman or author. This is suggested by the weak check out numbers in 2015 compared to a rising popularity in 2016 and even more so in 2017.

Total Popularity

