Popularity and Reading/Viewing Trends - A Series of Unfortunate Events

By Sarah Wells

First Goal: Choose the appropriate titles to examine.

Query 1

Preliminary search for “series of unfortunate events” related titles.

```
SELECT
    *
FROM
    spl_2016.inraw
WHERE
    title LIKE '%series of unfortunate events%';
```

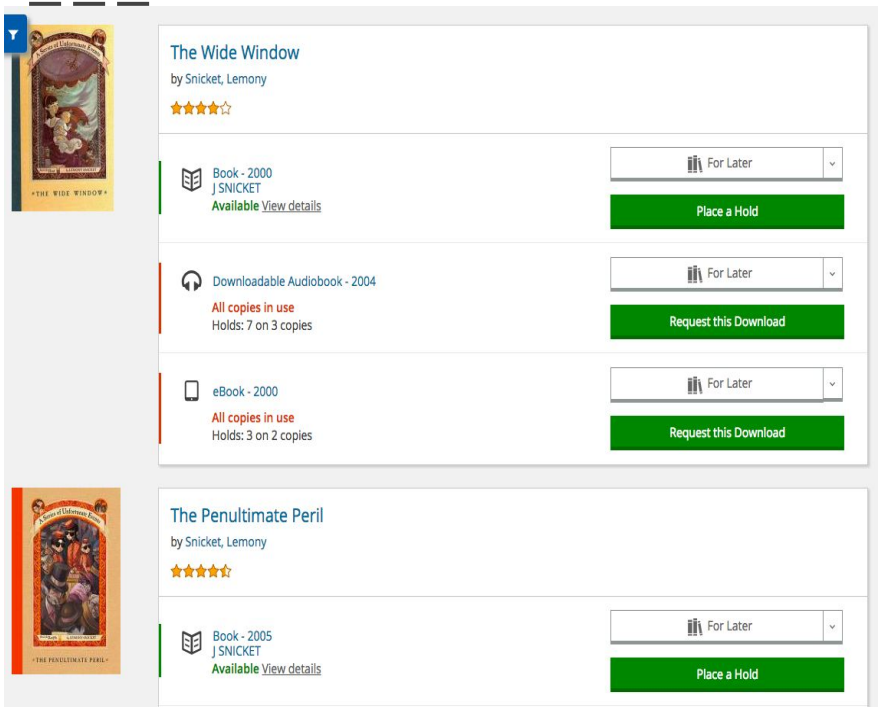
Query 1 Results:

id	itemNumber	bibNumber	cout	cin	collcode	itemtype	barcode	title	callNumber
2098	2266013	2288257	2005-12-14 17:28:00	2006-01-02 11:37:00	ncdvd	jcdvd	10053555693	Lemony Snickets A series of unfortunate events	DVD J LEMONY
12439	2266015	2288257	2005-12-14 10:53:00	2006-01-02 15:35:00	ncdvd	jcdvd	10053555669	Lemony Snickets A series of unfortunate events	DVD J LEMONY
24902	2282319	2288257	2005-12-12 13:28:00	2006-01-03 10:12:00	ncdvd	jcdvd	10046141262	Lemony Snickets A series of unfortunate events	DVD J LEMONY
28556	2211227	2288257	2005-11-15 15:26:00	2006-01-03 13:08:00	ncdvd	jcdvd	10053489117	Lemony Snickets A series of unfortunate events	DVD J LEMONY
35532	2282335	2288257	2005-12-19 18:38:00	2006-01-03 16:45:00	ncdvd	jcdvd	10046141502	Lemony Snickets A series of unfortunate events	DVD J LEMONY
54033	2293806	2315935	2005-12-13 15:12:00	2006-01-04 13:31:00	nccd	jccd	10053678982	Lemony Snickets A series of unfortunate events or	CDJ 781.542 N468L
54607	2282339	2288257	2005-12-14 10:19:00	2006-01-04 13:43:00	ncdvd	jcdvd	10046141551	Lemony Snickets A series of unfortunate events	DVD J LEMONY
58572	2266010	2288257	2005-12-28 19:06:00	2006-01-04 15:30:00	ncdvd	jcdvd	10053555727	Lemony Snickets A series of unfortunate events	DVD J LEMONY
67115	2266010	2288257	2005-12-28 19:06:00	2006-01-05 10:10:00	ncdvd	jcdvd	10053555727	Lemony Snickets A series of unfortunate events	DVD J LEMONY
73289	2211226	2288257	2005-12-17 16:31:00	2006-01-05 11:47:00	ncdvd	jcdvd	10053489091	Lemony Snickets A series of unfortunate events	DVD J LEMONY
74432	2266032	2288257	2005-12-26 17:28:00	2006-01-05 12:10:00	ccdvd	jcdvd	10053555719	Lemony Snickets A series of unfortunate events	DVD J LEMONY
80184	2266024	2288257	2005-12-31 16:19:00	2006-01-05 14:26:00	ncdvd	jcdvd	10053555883	Lemony Snickets A series of unfortunate events	DVD J LEMONY
84140	2211222	2288257	2005-12-30 15:48:00	2006-01-05 16:06:00	ncdvd	jcdvd	10053489059	Lemony Snickets A series of unfortunate events	DVD J LEMONY
88573	2266008	2288257	2005-12-21 14:19:00	2006-01-06 09:46:00	ncdvd	jcdvd	10053555743	Lemony Snickets A series of unfortunate events	DVD J LEMONY
88776	2266008	2288257	2005-12-21 14:19:00	2006-01-06 10:06:00	ncdvd	jcdvd	10053555743	Lemony Snickets A series of unfortunate events	DVD J LEMONY
93429	2266021	2288257	2005-12-11 16:00:00	2006-01-06 11:55:00	ncdvd	jcdvd	10053555891	Lemony Snickets A series of unfortunate events	DVD J LEMONY
94014	2266009	2288257	2005-12-13 18:03:00	2006-01-06 12:05:00	ncdvd	jcdvd	10053555735	Lemony Snickets A series of unfortunate events	DVD J LEMONY
95384	2211213	2288257	2005-11-30 19:13:00	2006-01-06 12:30:00	ncdvd	jcdvd	10053488952	Lemony Snickets A series of unfortunate events	DVD J LEMONY
100255	2282335	2288257	2005-12-19 18:38:00	2006-01-06 14:11:00	ncdvd	jcdvd	10046141502	Lemony Snickets A series of unfortunate events	DVD J LEMONY
107245	2266032	2288257	2006-01-06 17:02:00	2006-01-06 17:09:00	ccdvd	jcdvd	10053555719	Lemony Snickets A series of unfortunate events	DVD J LEMONY
108043	2282337	2288257	2006-01-02 19:01:00	2006-01-06 17:26:00	ncdvd	jcdvd	10046141510	Lemony Snickets A series of unfortunate events	DVD J LEMONY
109208	2211211	2288257	2005-12-21 17:45:00	2006-01-06 17:44:00	ncdvd	jcdvd	10053488937	Lemony Snickets A series of unfortunate events	DVD J LEMONY
109527	2266011	2288257	2005-12-08 15:39:00	2006-01-06 17:50:00	ncdvd	jcdvd	10053555701	Lemony Snickets A series of unfortunate events	DVD J LEMONY
110280	2282342	2288257	2005-12-19 19:08:00	2006-01-06 20:18:00	ncdvd	jcdvd	10046141569	Lemony Snickets A series of unfortunate events	DVD J LEMONY
115885	2211222	2288257	2005-12-30 15:48:00	2006-01-07 12:06:00	ncdvd	jcdvd	10053489059	Lemony Snickets A series of unfortunate events	DVD J LEMONY
116026	2282336	2288257	2005-12-12 16:01:00	2006-01-07 12:10:00	ncdvd	jcdvd	10046141494	Lemony Snickets A series of unfortunate events	DVD J LEMONY

Query 1 Analysis:

While I hoped to obtain all title related to “A Series of Unfortunate Events”, I found that the library only listed the 2004 DVD and did not include the books. I visited the Seattle Public Library Website to try to improve my query.

Forming Query 2:



From the website, I was able to locate the callnumber for the relevant titles and clean up my search for Query 2.

Query 2

Revised search using callnumber to find titles of interest

```
SELECT DISTINCT

    title, callnumber

FROM

    spl_2016.inraw

WHERE

    (callNumber LIKE '%J SNICKET%'

        OR '%J LEMONY%')

        OR (title LIKE '%Incomplete History of
Secret Organizations%'

        OR '%Series of Unfortunate%')

ORDER BY title;
```

Query 2 Results:

title	callnumber
academia muy austera quinto libro	SPANISH J SNICKET
ascensor artificioso sexto libro	SPANISH J SNICKET
aserradero lÃ‚Â£gubre cuarto libro	SPANISH J SNICKET
austere academy	J SNICKET
bad beginning	J SNICKET
Beatrice letters	J SNICKET
carnivorous carnival	J SNICKET
end	J SNICKET
ersatz elevator	J SNICKET
File under 13 suspicious incidents	J SNICKET
grim grotto	J SNICKET
habitaciÃƒÂ³n de los reptiles segundo libro	SPANISH J SNICKET
habitaciÃ‚Â¢n de los reptiles	SPANISH J SNICKET
habitaciÃ‚Â¢n de los reptiles segundo libro	SPANISH J SNICKET
hostile hospital	J SNICKET
incomplete history of secret organizations an utterly unreliable account of Netflixs A series of unfortunate events	791.4572 L5447T 2018
Lemony Snicket the unauthorized autobiography	J SNICKET
mal principio primer libro	SPANISH J SNICKET
miserable mill	J SNICKET
penultimate peril	J SNICKET
reptile room	J SNICKET
Shouldnt you be in school	J SNICKET
Skolzkii sklon	RUSSIAN J SNICKET A3427
slippery slope	J SNICKET
ventanal tercer libro	SPANISH J SNICKET
vile village	J SNICKET
When did you see her last	J SNICKET
Who could that be at this hour	J SNICKET
Why is this night different from all other nights	J SNICKET
wide window	J SNICKET

Query 2 Analysis:

The results gave me all the titles of the original series, a few other related titles, and some in different languages. Since the complete set was unavailable in languages other than English, I narrowed my analysis in the queries that follow to the English books and the 2004 DVD.

Second Goal: Examine the correlation between the Netflix series releases and the library activity.

Forming Query 3:

Netflix Release Dates:

January 13th, 2017: Books 1-4

March 30th, 2018: Books 5-9

January 1st, 2019: Books 10-13

Based on the Netflix release dates, I assumed I would see an increase in activity at the library starting in January 2017. To check this, I compounded all the Books and the DVD and examined the count each month from 2016 to today.

Query 3

Count of checkout of all selected titles by month and year using inraw

```
SELECT
    YEAR(cout), MONTH(cout), COUNT(month(cout))
FROM
    spl_2016.inraw
WHERE
    title IN ('austere academy' , 'bad
beginning',
        'carnivorous carnival',
        'end',
        'ersatz elevator',
        'grim grotto',
        'hostile hospital',
        'miserable mill',
        'penultimate peril',
        'reptile room',
        'slippery slope',
        'vile village',
        'wide window',
        'Lemony Snickets A series of unfortunate
events')
        and callnumber IN ('J SNICKET', 'DVD J
LEMONY')
        AND YEAR(cout) > 2015
GROUP BY YEAR(cout) , MONTH(cout);
```

Query 3 Results:

Year, Month, Checkouts		
2016	1	91
2016	2	76
2016	3	85
2016	4	84
2016	5	67
2016	6	109
2016	7	126
2016	8	128
2016	9	90
2016	10	112
2016	11	96
2016	12	92
2017	1	120
2017	2	132
2017	3	237
2017	4	205
2017	5	173
2017	6	183

Year, Month, Checkouts		
2017	7	189
2017	8	220
2017	9	122
2017	10	128
2017	11	120
2017	12	44
2018	1	5
2018	2	28
2018	3	102
2018	4	161
2018	5	163
2018	6	199
2018	7	181
2018	8	50
2018	9	118
2018	10	144
2018	11	126
2018	12	49
2019	1	18

Query 3 Analysis:

We see an increase from December 2016 to January 2017 as expected, but we also see higher number at the end of 2016 versus the beginning. This could suggest reading in anticipation of the Netflix releases. The checkout numbers are also generally slightly higher throughout 2017 than 2018, but there is again a notable increase in March 2018 - the second release date. We also notice 2019 has incomplete date, but even more so since not all checkouts will appear in inraw so we move our next queries to outraw.

Forming Query 4:

Based on the information from Query 3, I was interested in seeing an even broader picture. Thus in Query 4, I sort only by year not month including data all the way back to 2006. I also make sure to include the missing data from inraw by using outraw to include checkouts that have not yet been checked in.

Query 4

Count of checkout of all selected titles by year using outraw

```
SELECT
    YEAR(cout), COUNT(YEAR(cout))
FROM
    spl_2016.outraw
WHERE
    title IN ('austere academy' , 'bad
beginning',
        'carnivorous carnival',
        'end',
        'ersatz elevator',
        'grim grotto',
        'hostile hospital',
        'miserable mill',
        'penultimate peril',
        'reptile room',
        'slippery slope',
        'vile village',
        'wide window',
        'Lemony Snickets A series of unfortunate
events')
        AND callnumber IN ('J SNICKET' , 'DVD J
LEMONY')
        AND YEAR(cout) > 2005
GROUP BY YEAR(cout);
```

Query 4 Results:

YEAR(cout)	COUNT(year(cout))
2006	4801
2007	3385
2008	3466
2009	2930
2010	2371
2011	1772
2012	1398
2013	1526
2014	1691
2015	1611
2016	1538
2017	2699
2018	1768
2019	121

Query 4 Analysis:

Through the years, we can see there was a downward trend from 4801 checkouts in 2006 to 1398 in 2012. The total checkouts remained surprisingly consistent around 1500 2013-2016. Then, as hypothesized, we see a significant increase to 2699 in 2017 at the release of the Netflix series. It is also clearer to see that the overall numbers in 2017 far surpass 2018, about 50% more checkout in 2017 than 2018. Looking at the outraw data, we are also able to see more instances in this query than Query 3.

Forming Query 5:

Netflix Release Dates:

January 13th, 2017: Books 1-4
Bad Beginning
Reptile Room
Wide Window
Miserable Mill

March 30th, 2018: Books 5-9
Austere Academy
Ersatz Elevator
Vile Village
Hostile Hospital
Carnivorous Carnival

January 1st, 2019: Books 10-13
Slippery Slope
Grim Grotto
Penultimate Peril
End

My next question was whether I would see an increase in library checkouts related to which title was released on netflix at the time. In Query 5 I examine checkout per year sorted by title.

Query 5

Count of checkout of all selected titles by year grouped by title using outraw

```
SELECT
    title, COUNT(title), YEAR(cout)
FROM
    spl_2016.outraw
WHERE
    title IN ('austere academy' , 'bad
beginning',
        'carnivorous carnival',
        'end',
        'ersatz elevator',
        'grim grotto',
        'hostile hospital',
        'miserable mill',
        'penultimate peril',
        'reptile room',
        'slippery slope',
        'vile village',
        'wide window',
        'Lemony Snickets A series of unfortunate
events')
        AND callnumber IN ('J SNICKET' , 'DVD J
LEMONY')
        AND YEAR(cout) > 2005
GROUP BY title , YEAR(cout);
```

Query 5 Results:

YEAR(cout)	bad beginnir	reptile room	wide windov	miserable m	austere acac	ersatz elevat	vile village	hostile hosp	carnivorous	slippery slop	grim grotto	penultimate	end	Lemony Snic
2006	353	285	256	252	257	241	234	257	206	204	296	365	108	1487
2007	259	198	196	218	195	207	177	170	130	138	167	182	356	792
2008	306	219	211	208	223	190	175	190	155	164	188	204	247	786
2009	286	227	181	181	203	205	158	188	127	157	151	160	198	508
2010	273	209	160	165	180	144	138	158	125	131	128	130	134	296
2011	231	134	131	139	144	114	122	112	85	88	78	108	114	172
2012	197	98	109	118	117	106	91	101	77	75	65	76	76	92
2013	208	111	120	121	101	105	87	100	80	69	70	76	79	199
2014	266	131	136	111	96	94	98	103	82	84	73	73	96	248
2015	235	142	113	128	107	94	101	88	81	83	71	83	94	191
2016	251	148	124	112	94	88	91	82	74	72	86	77	80	159
2017	406	254	218	184	209	187	160	160	138	134	147	131	148	223
2018	257	162	143	110	121	93	112	106	89	125	114	106	113	117
2019	15	10	9	12	7	9	10	6	9	7	8	6	7	6

Query 5 Analysis:

I highlighted the closest year to checkouts red for the first release, yellow for the second, green for the last, and blue for the dvd released in 2004. We see a fairly similar increase across all titles from 2016 to 2017. Then there is a general decrease from 2017 to 2018, but the yellow and green titles do seem to decrease less than the yellow first releases.

Forming Query 6:

Since the data from Query 5 was a bit broad, I thought I would narrow the comparison to be more closely related to the release dates. In Query 6 I again examine checkout count not grouped by title to have a bigger data set since I am now looking at each day, in hopes to see pattern near the release dates.

Query 6

Count of checkout of all selected titles by day using outraw

```
SELECT
    YEAR(cout), MONTH(cout), DAY(cout),
COUNT(DAY(cout))
FROM
    spl_2016.outraw
WHERE
    title IN ('austere academy' , 'bad
beginning',
        'carnivorous carnival',
        'end',
        'ersatz elevator',
        'grim grotto',
        'hostile hospital',
        'miserable mill',
        'penultimate peril',
        'reptile room',
        'slippery slope',
        'vile village',
        'wide window',
        'Lemony Snickets A series of unfortunate
events')
        AND callnumber IN ('J SNICKET' , 'DVD J
LEMONY')
        AND YEAR(cout) > 2015
GROUP BY YEAR(cout) , MONTH(cout) , DAY(cout);
```

Query 6 Results:

First Release

2017	1	6	9
2017	1	7	4
2017	1	8	1
2017	1	9	3
2017	1	10	14
2017	1	11	4
2017	1	12	8
2017	1	13	2
2017	1	14	19
2017	1	15	5
2017	1	17	13
2017	1	18	5
2017	1	19	19
2017	1	20	4
2017	1	21	21

Second Release

2018	3	23	12
2018	3	24	4
2018	3	25	9
2018	3	26	10
2018	3	27	5
2018	3	28	17
2018	3	29	6
2018	3	30	5
2018	3	31	9
2018	4	1	4
2018	4	2	16
2018	4	3	6
2018	4	4	11
2018	4	5	10
2018	4	6	3

Third Release

2018	12	22	7
2018	12	23	3
2018	12	26	8
2018	12	27	6
2018	12	28	2
2018	12	29	9
2018	12	31	6
2019	1	2	10
2019	1	3	7
2019	1	4	15
2019	1	5	15
2019	1	7	13
2019	1	8	18
2019	1	9	10
2019	1	10	4

Query 6 Analysis:

In the results, I am able to examine the overall checkout of the relevant titles near release dates. I see a noticeable increase, with many days in double digits the days following each release date. To ensure this was statistically significant I also calculated the average checkouts per day each year:

AVG 2016	4.6047904191 6168
AVG 2017	8.0567164179 1045
AVG 2018	7.2459016393 4426
AVG 2019	11

This indicates that a large number of double digit checkout days is in fact significant.

Forming Query 7:

I was able to see trends looking at specific days using the overall data. My next step was to see if these increases were title specific and perhaps correlated to the titles released on those dates. Query 7 is thus very similar to Query 6 but also sorts the checkout count by title.

Query 7

Count of checkout of all selected titles by day grouped by title using outraw

```
SELECT
    title, YEAR(cout), MONTH(cout), DAY(cout),
COUNT(title)
FROM
    spl_2016.outraw
WHERE
    title IN ('austere academy' , 'bad
beginning',
        'carnivorous carnival',
        'end',
        'ersatz elevator',
        'grim grotto',
        'hostile hospital',
        'miserable mill',
        'penultimate peril',
        'reptile room',
        'slippery slope',
        'vile village',
        'wide window',
        'Lemony Snickets A series of unfortunate
events')
        AND callnumber IN ('J SNICKET' , 'DVD J
LEMONY')
        AND YEAR(cout) > 2015
GROUP BY title , YEAR(cout) , MONTH(cout) ,
DAY(cout);
```

Query 7 Results:

title	YEAR(cout)	MONTH(cout)	DAY(cout)	COUNT(title)
austere academy	2016	1	6	1
austere academy	2016	1	24	1
austere academy	2016	1	26	1
austere academy	2016	1	28	2
austere academy	2016	2	1	1
austere academy	2016	2	4	1
austere academy	2016	2	11	1
austere academy	2016	2	16	1
austere academy	2016	2	20	1
austere academy	2016	2	25	1
austere academy	2016	2	26	1
austere academy	2016	2	27	1
austere academy	2016	2	29	1
austere academy	2016	3	5	1
austere academy	2016	3	11	1
austere academy	2016	3	14	1
austere academy	2016	3	19	1
austere academy	2016	3	24	2
austere academy	2016	3	25	2
austere academy	2016	3	26	1
austere academy	2016	4	2	1
austere academy	2016	4	18	1
austere academy	2016	4	24	1
austere academy	2016	4	26	1
austere academy	2016	4	27	1

bad beginning	2016	1	2	1
bad beginning	2016	1	4	2
bad beginning	2016	1	6	1
bad beginning	2016	1	8	2
bad beginning	2016	1	9	2
bad beginning	2016	1	13	1
bad beginning	2016	1	19	3
bad beginning	2016	1	21	1
bad beginning	2016	1	23	2
bad beginning	2016	1	25	1
bad beginning	2016	1	26	1
bad beginning	2016	1	28	1
bad beginning	2016	1	31	1
bad beginning	2016	2	3	1
bad beginning	2016	2	5	1
bad beginning	2016	2	6	1

. . .

Query 7 Analysis:

Query 7 had far too much and too sparse data. The number of checkouts per day was generally one or two on any day with checkouts and a maximum of 6. It was therefore not enough data to draw any significant conclusions based on titular trends.

Forming Query 8:

Day was too specific to try to observe checkouts by title. In Query 8 I then decided to look at checkout by title based on month. I also focused in on the dates I was concerned with, namely the months surrounded each release date.

Query 8

Count of checkout of all selected titles by month near release date grouped by title using outraw

```
SELECT
    title, YEAR(cout), MONTH(cout), COUNT(title)
FROM
    spl_2016.outraw
WHERE
    title IN ('austere academy' , 'bad beginning',
        'carnivorous carnival',
        'end',
        'ersatz elevator',
        'grim grotto',
        'hostile hospital',
        'miserable mill',
        'penultimate peril',
        'reptile room',
        'slippery slope',
        'vile village',
        'wide window',
        'Lemony Snickets A series of unfortunate
events')
        AND callnumber IN ('J SNICKET' , 'DVD J
LEMONY')
        AND ((YEAR(cout) = 2016 AND MONTH(cout) = 12)
        OR (YEAR(cout) = 2017 AND MONTH(cout) = 1)
        OR (YEAR(cout) = 2018 AND MONTH(cout) = 3)
        OR (YEAR(cout) = 2018 AND MONTH(cout) = 4)
        OR (YEAR(cout) = 2018 AND MONTH(cout) = 12)
        OR (YEAR(cout) = 2019 AND MONTH(cout) = 1))
GROUP BY title , YEAR(cout) , MONTH(cout);
```

Query 8 Results:

title	YEAR(cout)	MONTH(cout)	COUNT(title)
austere academy	2016	12	5
austere academy	2017	1	22
austere academy	2018	3	8
austere academy	2018	4	17
austere academy	2018	12	7
austere academy	2019	1	7
bad beginning	2016	12	20
bad beginning	2017	1	34
bad beginning	2018	3	9
bad beginning	2018	4	34
bad beginning	2018	12	26
bad beginning	2019	1	15
carnivorous carnival	2016	12	6
carnivorous carnival	2017	1	12
carnivorous carnival	2018	3	7
carnivorous carnival	2018	4	10
carnivorous carnival	2018	12	2
carnivorous carnival	2019	1	9
end	2016	12	7
end	2017	1	14
end	2018	3	6
end	2018	4	15
end	2018	12	10
end	2019	1	7
ersatz elevator	2016	12	5
ersatz elevator	2017	1	14
ersatz elevator	2018	3	3
ersatz elevator	2018	4	15
ersatz elevator	2018	12	7
ersatz elevator	2019	1	9
grim grotto	2016	12	7
grim grotto	2017	1	12
grim grotto	2018	3	4
grim grotto	2018	4	15
grim grotto	2018	12	9
grim grotto	2019	1	8
hostile hospital	2016	12	5
hostile hospital	2017	1	13
hostile hospital	2018	3	9
hostile hospital	2018	4	16
hostile hospital	2018	12	1
hostile hospital	2019	1	6
Lemony Snickets A series of unfortunate events	2016	12	10
Lemony Snickets A series of unfortunate events	2017	1	13
Lemony Snickets A series of unfortunate events	2018	3	4
Lemony Snickets A series of unfortunate events	2018	4	15
Lemony Snickets A series of unfortunate events	2018	12	14
Lemony Snickets A series of unfortunate events	2019	1	6
miserable mill	2016	12	11
miserable mill	2017	1	18
miserable mill	2018	3	5
miserable mill	2018	4	16
miserable mill	2018	12	8
miserable mill	2019	1	12
penultimate peril	2016	12	8
penultimate peril	2017	1	11
penultimate peril	2018	3	4
penultimate peril	2018	4	16
penultimate peril	2018	12	6
penultimate peril	2019	1	6
reptile room	2016	12	15
reptile room	2017	1	20
reptile room	2018	3	10
reptile room	2018	4	16
reptile room	2018	12	12
reptile room	2019	1	10
slippery slope	2016	12	7
slippery slope	2017	1	13
slippery slope	2018	3	3
slippery slope	2018	4	21
slippery slope	2018	12	8
slippery slope	2019	1	7
vile village	2016	12	6
vile village	2017	1	15
vile village	2018	3	3
vile village	2018	4	17
vile village	2018	12	6
vile village	2019	1	10
wide window	2016	12	14
wide window	2017	1	24
wide window	2018	3	5
wide window	2018	4	16
wide window	2018	12	12
wide window	2019	1	9

Query 8 Analysis:

I again highlighted the release dates red (1st), yellow (2nd), green (3rd). It seemed that it is not necessarily notable by which title was released, as we see similar jumps each date regardless of title. There is less of an increase the later releases for all the title indicating perhaps people had gone through the entire series after the earlier release dates.

Key: January 13th, 2017 (Red), March 30th, 2018 (Yellow) , January 1st, 2019 (Green)

Last Goal: Examine reading trends over time

Forming Query 9:

My hypothesis that people reading the entire series explains the trends in Query 8 led me to think about reading habits. My last question is wondering whether checkout to checkin times vary depending on the year. For example, perhaps readers brought in by a show don’t actually read the book and then check it back in earler. In Query 9, I then examine time between check in an check out and much of course switch to the inraw table.

Query 9

Count of checkouts grouped by year and checkout length from inraw (4 queries)

```
SELECT
    YEAR(cout), COUNT(YEAR(cout))
FROM
    spl_2016.inraw
WHERE
    title IN ('austere academy' , 'bad beginning',
        'carnivorous carnival',
        'end',
        'ersatz elevator',
        'grim grotto',
        'hostile hospital',
        'miserable mill',
        'penultimate peril',
        'reptile room',
        'slippery slope',
        'vile village',
        'wide window',
        'Lemony Snickets A series of unfortunate
events')
        AND callnumber IN ('J SNICKET' , 'DVD J
LEMONY')
        AND YEAR(cout) > 2005
GROUP BY YEAR(cout);
```

Query 9 Continued

```
SELECT
    YEAR(cout), COUNT(year(cout))
FROM
    spl_2016.inraw
WHERE
    title IN ('austere academy' , 'bad
beginning',
        'carnivorous carnival',
        'end',
        'ersatz elevator',
        'grim grotto',
        'hostile hospital',
        'miserable mill',
        'penultimate peril',
        'reptile room',
        'slippery slope',
        'vile village',
        'wide window',
        'Lemony Snickets A series of unfortunate
events')
        AND callnumber IN ('J SNICKET' , 'DVD J
LEMONY')
        AND YEAR(cout) > 2005
        and timestampdiff(day, cout, cin) between
0 and 7
GROUP BY YEAR(cout);
```

```
SELECT
    YEAR(cout), COUNT(year(cout))
FROM
    spl_2016.inraw
WHERE
    title IN ('austere academy' , 'bad
beginning',
        'carnivorous carnival',
        'end',
        'ersatz elevator',
        'grim grotto',
        'hostile hospital',
        'miserable mill',
        'penultimate peril',
        'reptile room',
        'slippery slope',
        'vile village',
        'wide window',
        'Lemony Snickets A series of unfortunate
events')
        AND callnumber IN ('J SNICKET' , 'DVD J
LEMONY')
        AND YEAR(cout) > 2005
        and timestampdiff(day, cout, cin) between
8 and 15
GROUP BY YEAR(cout);
```

```
SELECT
    YEAR(cout), COUNT(year(cout))
FROM
    spl_2016.inraw
WHERE
    title IN ('austere academy' , 'bad
beginning',
        'carnivorous carnival',
        'end',
        'ersatz elevator',
        'grim grotto',
        'hostile hospital',
        'miserable mill',
        'penultimate peril',
        'reptile room',
        'slippery slope',
        'vile village',
        'wide window',
        'Lemony Snickets A series of unfortunate
events')
        AND callnumber IN ('J SNICKET' , 'DVD J
LEMONY')
        AND YEAR(cout) > 2005
        and timestampdiff(day, cout, cin) > 15
GROUP BY YEAR(cout);
```

Query 9 Results:

TimeStampDiff

YEAR(cout)	All
2006	4342
2007	3153
2008	3062
2009	2953
2010	2681
2011	1773
2012	1066
2013	1118
2014	1264
2015	1188
2016	1156
2017	1873
2018	1326
2019	18

0-7 TimeStampDiff

0-7 days	% of total
1175	0.270612620912022
712	0.22581668252458
708	0.231221423905944
574	0.194378598035896
521	0.194330473703842
340	0.191765369430344
241	0.226078799249531
312	0.27906976744186
269	0.212816455696203
249	0.20959595959596
241	0.208477508650519
460	0.245595301655099
293	0.220965309200603
16	0.888888888888889

8-15

8-15 days	% of total
979	0.225472132657761
793	0.25150650174437
813	0.265512736773351
690	0.233660684050119
606	0.2260350615442
424	0.239142695995488
285	0.267354596622889
318	0.284436493738819
317	0.250791139240506
331	0.278619528619529
333	0.288062283737024
462	0.246663107314469
328	0.2473604826546
2	0.111111111111111

>15

Over 15 days	% of total
2188	0.503915246430216
1648	0.52267681573105
1541	0.503265839320705
1689	0.571960717913986
1554	0.579634464751958
1009	0.569091934574168
540	0.50656660412758
488	0.43649373881932
678	0.536392405063291
608	0.511784511784512
582	0.503460207612457
951	0.507741591030432
705	0.531674208144796
0	0

Query 9 Analysis:

Contrary to the hypothesis, I found that reader trends seemed to remain fairly steady over time with 25%, 25%, 50% split between readers keeping the books for 0-7days, 8-15 days, and over 15 days respectively.

The general trends I was able to observe were:

- Checkouts of the series increased in total corresponding the year, month, and even specific Netflix date of releases as hypothesized.
- Checkouts did not seem to strongly correlate to which title was released on Netflix at that date
- The late of title correlation, but overall checkout increase suggest readers largely reading through the full series rather than lining up with the show
- Time between checkout and checkin seems to remain consistent over the years suggesting similar reading habits. Further analysis is needed here, though.