

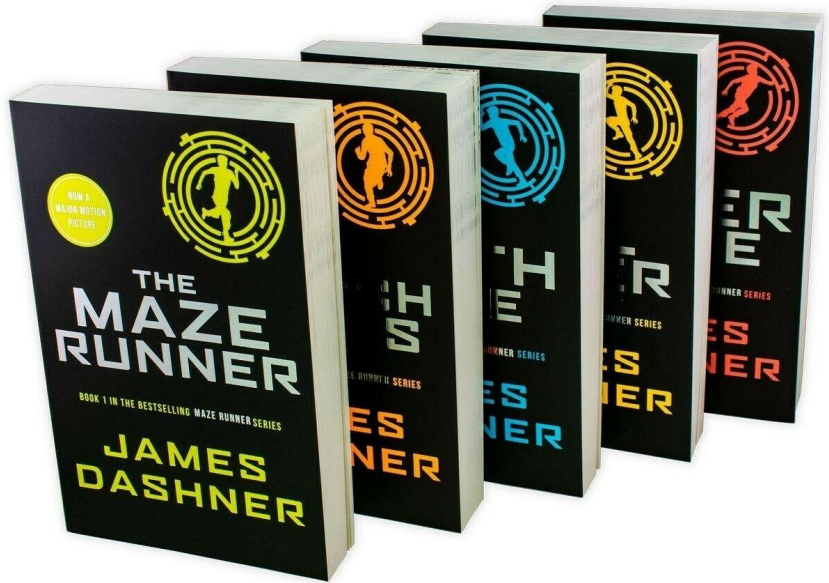
How movie release affects the book counterpart in a series

Ashley Bruce

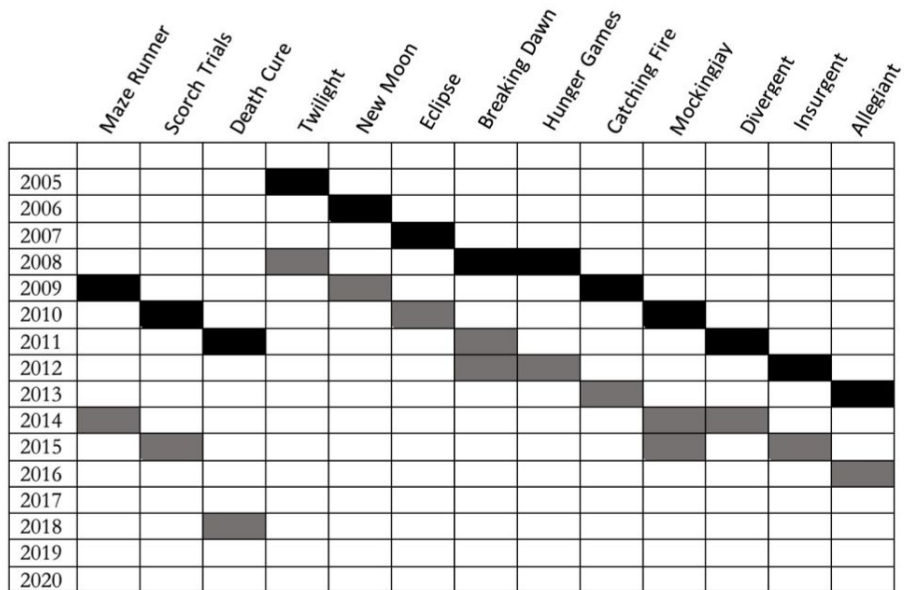
A dark blue diagonal gradient bar that starts from the bottom left and extends towards the top right, covering the lower half of the slide.

Purpose

- To investigate the correlation between the popularity of books in a series and their respective movie counterpart
- Does interest in a book from a series spike after its respective movie comes out?
- Need to consider books / movies that were released during the time period of this database



Timeline



Book Published
Movie Release Date

Query to get callNumber

```
1 * select *
2   from spl_2016.inraw
3  where (
4    LOWER (title) like '%maze runner%'
5  )
6  limit 100
```

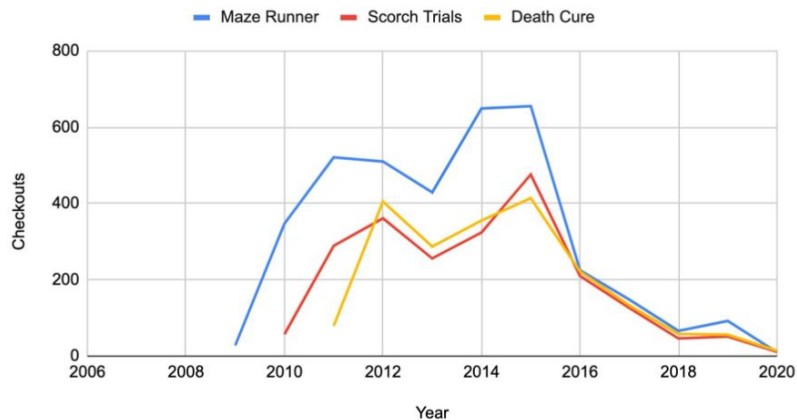
Series	CallNumber
Maze Runner	YA DASHNER
Twilight	YA MEYER
Hunger Games	YA COLLINS
Divergent	YA ROTH

Query to get checkouts per year

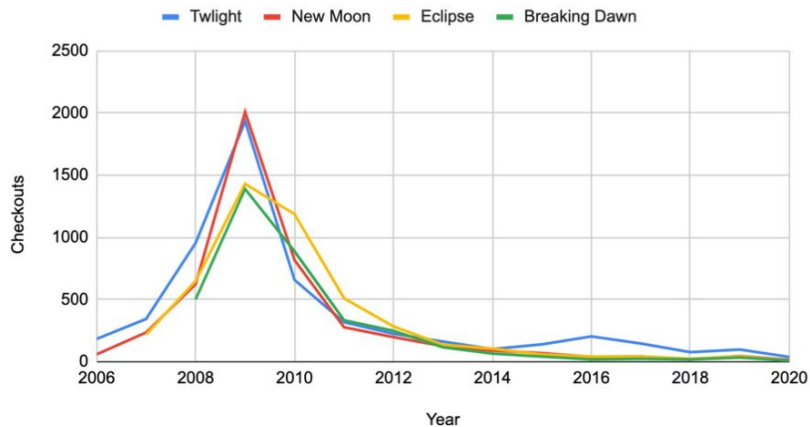
```
1  * select
2      count(title) as checkouts,
3      year(cout) as years
4  from spl_2016.outraw
5  where (
6      LOWER (title) like '%maze runner%'
7      and callNumber like '%YA DASHNER%'
8  )
9      GROUP BY year(COUT)
10
```

	checkouts	years	
▶	28	2009	
	347	2010	
	521	2011	
	510	2012	
	429	2013	
	649	2014	
	655	2015	
	225	2016	
	148	2017	
	66	2018	
	92	2019	
	10	2020	

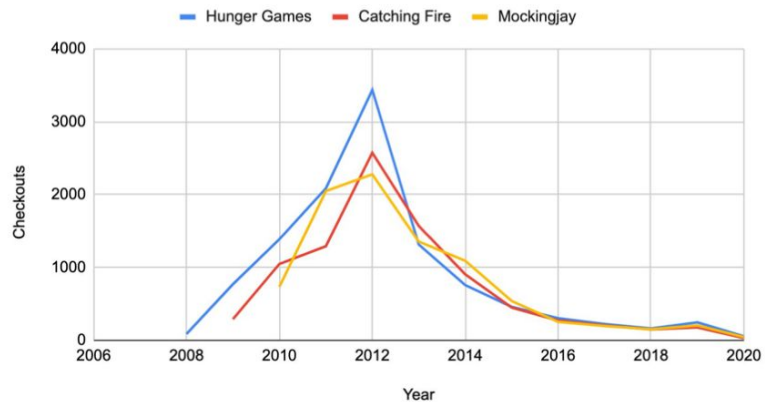
Maze Runner Series



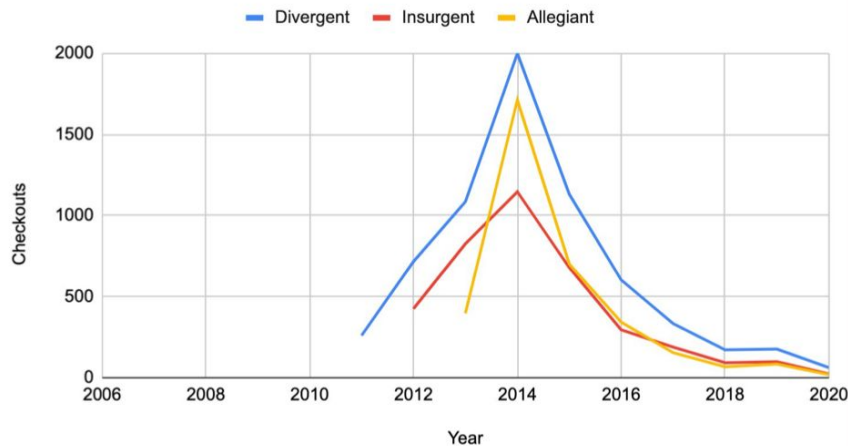
Twilight Series



Hunger Games Series



Divergent Series



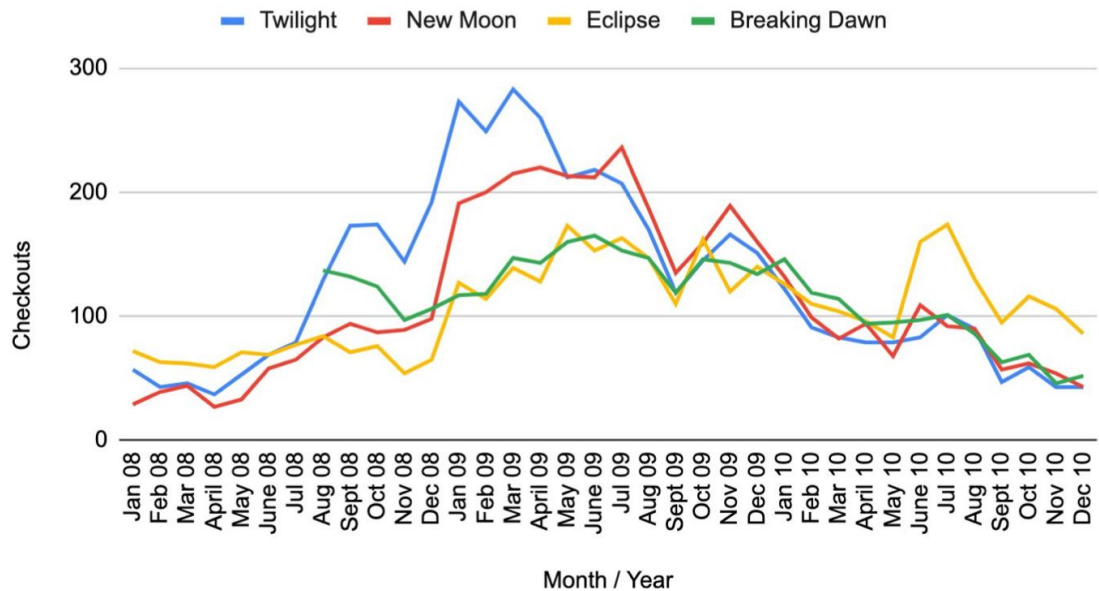
Query for checkouts a month

```
1  * select
2      count(title) as checkouts,
3      month(cout) as month
4  from spl_2016.outraw
5  where (
6      LOWER (title) like '%twilight%'
7      and callNumber like '%YA MEYER%'
8      and year (cout) = 2010 )
9  GROUP BY month(COUT)
```

	checkouts	month	
▶	122	1	
	91	2	
	83	3	
	79	4	
	79	5	
	83	6	
	101	7	
	90	8	
	47	9	
	59	10	
	43	11	
	43	12	

Checkouts on a Monthly Timeline

Twilight Series



Movie Release Dates:

Twilight - November 21, 2008

New Moon - November 20, 2009

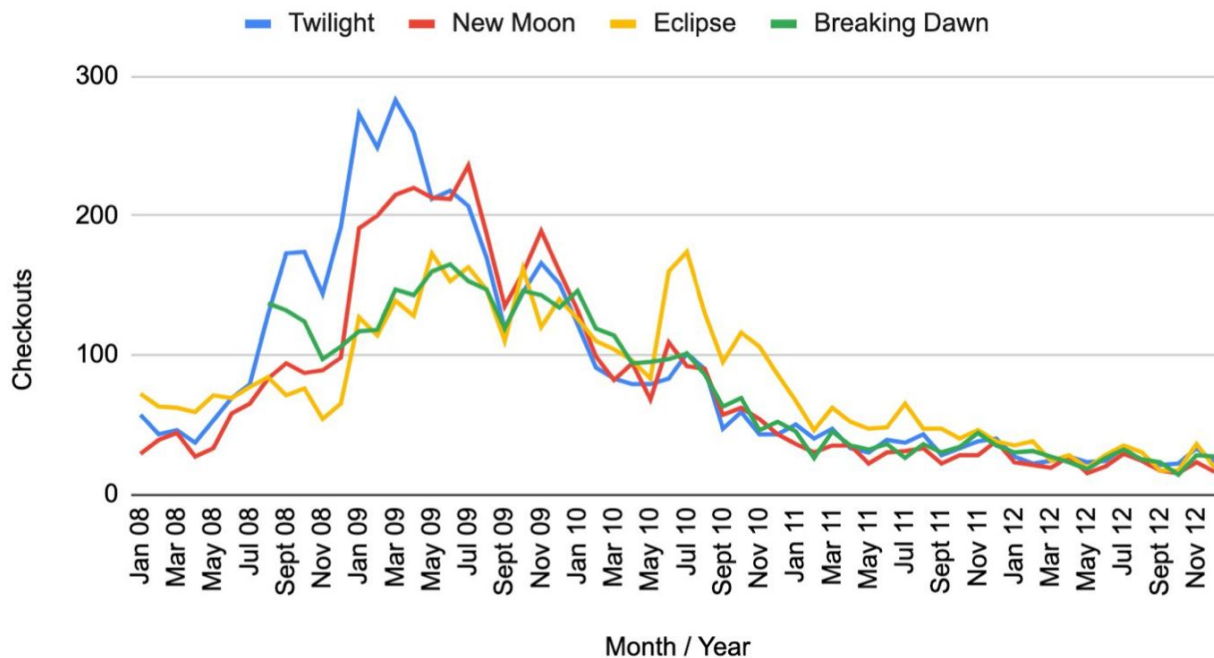
Eclipse - June 24, 2010

Breaking Dawn Part 1 -
November 18, 2011

Breaking Dawn Part 2 -
November 12, 2012

Checkouts on a Monthly Timeline

Twilight Series



Conclusions

- Series checkout appears to be most correlated with the release of the first movie in the series
- For Twilight, there was a small increase in checkouts of the book after its respective movie came out (for most of the books in the series), but this trend could only be seen on a monthly timescale
 - This trend was not investigated in the other series due to time constraints