

Project1

1. Introduction

I have always been interested in Culture Exposure from various countries, especially my country, China. Therefore, through the analysis of the data in Seattle Public Library, I want to find out the Chinese cultural impact on the people in the United States from 2006 till today. With the continuous development of culture and technology in China, the main content and symbols of Chinese culture exposure have also kept pace with times and made corresponding changes. Setting books as the object of analysis, I first collected statistics on the types of books people borrowed the most. Taking 2006-2010\2011-2015\2016-2020 as the time boundary, I planned to analyze the trend of Chinese cultural exposure through changes in the number of times people borrowed related books in three time periods.

2. Query

First, I selected the top 10 popular books borrowed from locals and listed their number of times people borrowed from 01/2006 to 12/2010.

```
SELECT
    title, bibNumber, COUNT(bibNumber) AS counts, itemtype
FROM
    spl_2016.outraw
WHERE
    (itemtype like '%bk')
    AND (title LIKE '%Chinese%'
    OR title LIKE '%China%')
    AND(Year(cout) >= 2006 and Year(cout) <= 2010)
GROUP BY bibNumber , itemtype , title
ORDER BY counts DESC
```

	title	bibNumber	counts	itemtype
▶	American born Chinese	2381540	983	acbk
	last Chinese chef	2404748	976	acbk
	fortune cookie chronicles adventures in the worl...	2471718	673	acbk
	Orade bones a journey between Chinas past a...	2347391	593	acbk
	China study the most comprehensive study of n...	2280147	581	acbk
	seven Chinese sisters	2174575	554	jcbk
	Lon Po Po a Red Riding Hood story from China	1100731	537	jcbk
	Balzac and the little Chinese seamstress	2067046	499	acbk
	man who loved China the fantastic story of the ...	2484700	468	acbk
	Factory girls from village to city in a changing C...	2530375	440	acbk

Result_2006_2010

```
SELECT
    title,
    bibNumber,
    COUNT(bibNumber) AS counts,
    SUM(CASE
```

```

    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 1) THEN 1
    ELSE 0
END) AS '2006-1',
SUM(CASE
    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 2) THEN 1
    ELSE 0
END) AS '2006-2',
SUM(CASE
    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 3) THEN 1
    ELSE 0
END) AS '2006-3',
SUM(CASE
    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 4) THEN 1
    ELSE 0
END) AS '2006-4',
SUM(CASE
    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 5) THEN 1
    ELSE 0
END) AS '2006-5',
SUM(CASE
    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 6) THEN 1
    ELSE 0
END) AS '2006-6',
SUM(CASE
    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 7) THEN 1
    ELSE 0
END) AS '2006-7',
SUM(CASE
    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 8) THEN 1
    ELSE 0
END) AS '2006-8',
SUM(CASE
    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 9) THEN 1
    ELSE 0
END) AS '2006-9',
SUM(CASE
    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 10) THEN 1
    ELSE 0
END) AS '2006-10',
SUM(CASE
    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 11) THEN 1
    ELSE 0
END) AS '2006-11',
SUM(CASE
    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 12) THEN 1
    ELSE 0
END) AS '2006-12',
FROM
spl_2016.outraw
WHERE
(bibNumber = '2381540')
OR (bibNumber = '2404748')
OR (bibNumber = '2471718')
OR (bibNumber = '2347391')
OR (bibNumber = '2280147')
OR (bibNumber = '2174575')
OR (bibNumber = '1100731')
OR (bibNumber = '2067046')
OR (bibNumber = '2484700')
OR (bibNumber = '2530375')
GROUP BY bibNumber , itemtype , title
ORDER BY counts DESC

```

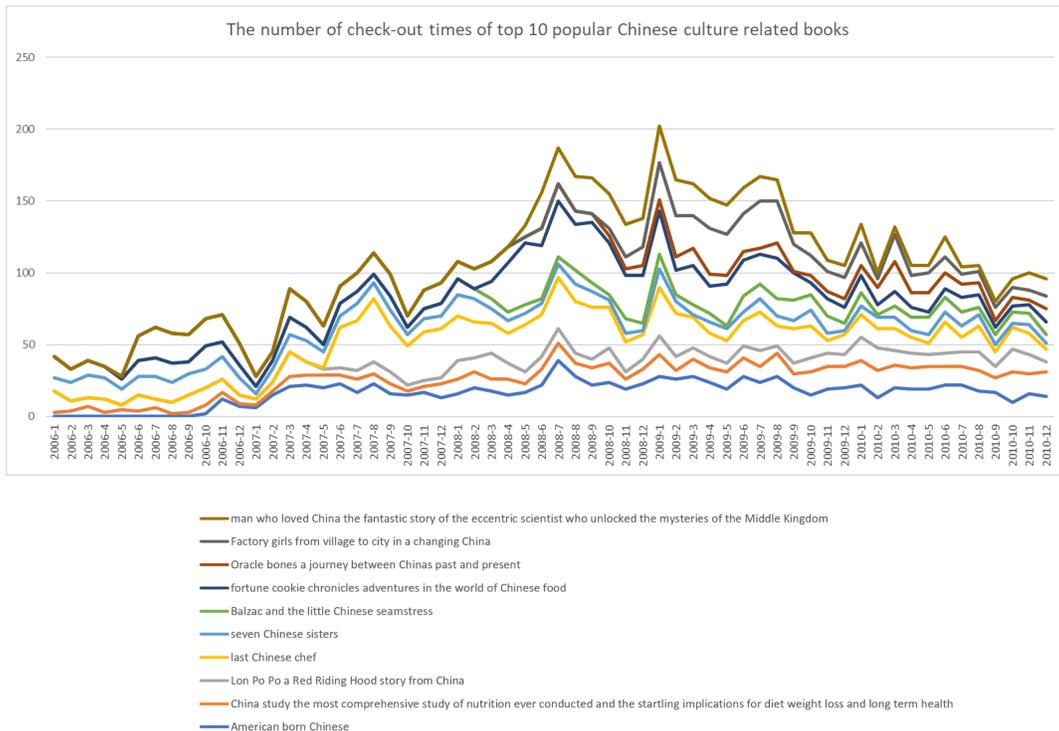
Then I changed the year to “2011-2015”, “2016-2020” and ran the same code.

*The code is too long so I will upload another code document.

3. Result & Analysis

From 2006 to 2010, the top 10 popular books related to Chinese culture are:

- American born Chinese
- China study the most comprehensive study of nutrition ever conducted and the startling implications for diet weight loss and long term health
- Lon Po Po a Red Riding Hood story from China
- last Chinese chef
- seven Chinese sisters
- Balzac and the little Chinese seamstress
- fortune cookie chronicles adventures in the world of Chinese food
- Oracle bones a journey between China's past and present
- Factory girls from village to city in a changing China
- man who loved China the fantastic story of the eccentric scientist who unlocked the mysteries of the Middle Kingdom

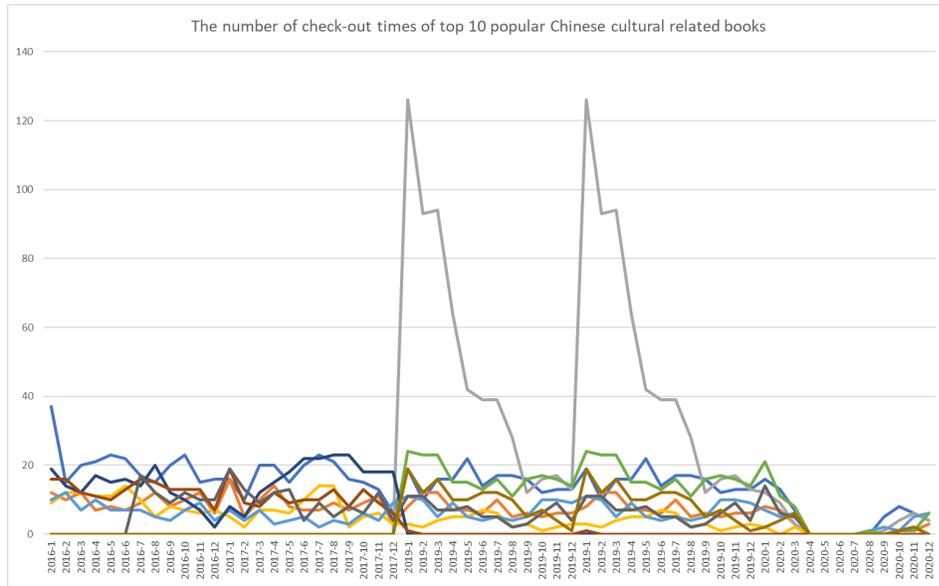


As we can see from the above, *man who loved China the fantastic story of the eccentric scientist who unlocked the mysteries of the Middle Kingdom*, is the most popular Chinese

As we can see from the above, *China study the most comprehensive study of nutrition ever conducted and the startling implications for diet weight loss and long term health and American born Chinese*, are the most popular Chinese cultural books of all time. And the top 3 topics of Chinese culture in books are documentary, health and novel.

From 2016 to 2020, the top 10 popular books related to Chinese culture are:

- American born Chinese
- Lon Po Po a Red Riding Hood story from China
- China rich girlfriend a novel
- China Dolls a novel
- Every grain of rice simple Chinese home cooking
- Chinese soul food a friendly guide for homemade dumplings stir fries soups and more
- China rich girlfriend II a novel
- Garfield show 4 Little trouble in big China
- China
- Number one Chinese restaurant a novel



- American born Chinese
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- China
- Number one Chinese restaurant a novel

As we can see from the above, *China rich girlfriend a novel*, has two peaks in a series of sluggish curves, which is irregular and anomaly. And the top 3 topics of Chinese culture in books are novel, documentary and cookbook.

Above all, we can see that the time when the local people were most enthusiastic about borrowing Chinese cultural books was from 2006 to 2010, and the topics they were most interested in were food, novel and documentary. Therefore, based on the above data, it can be inferred that China's current cultural exposure is mainly focused on history, literature and food. However, it has not achieved the publicity of the technology, Chinese tradition and other precious culture and wealth that belong to China's historical precipitation and modern development. This is likely to cause local residents to stereotype or not have a comprehensive understanding of Chinese culture.