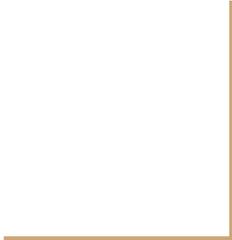




# Popularity of Harry Potter Series and Related books

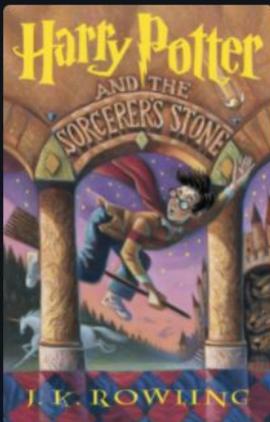
Yifei Liu

Jan 13, 2022

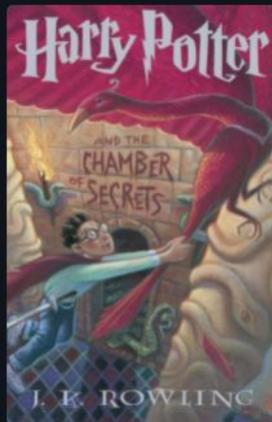


# Purpose

- Whether Harry Potter Series is still popular
- Whether the release of films may have a positive impact on its book popularity
- Whether the related books and films have positive impacts on the popularity of the book series



Harry Potter and the Sorcerer's Stone



Harry Potter and the Chamber of Secrets



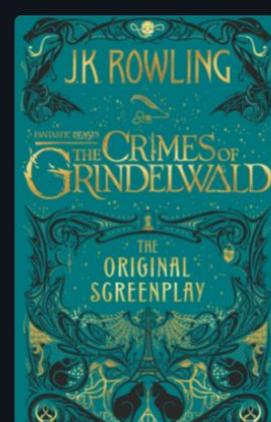
Harry Potter and the Prisoner of Azkaban



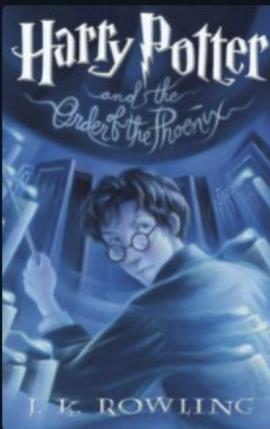
Harry Potter and the Goblet of Fire



Fantastic Beasts and Where to Find Them



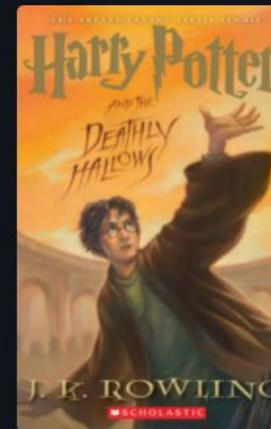
Fantastic Beasts: The Crimes of Grindelwald



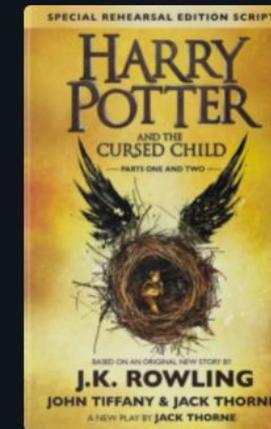
Harry Potter and the Order of the Phoenix



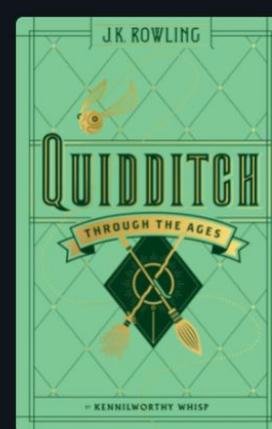
Harry Potter and the Half-Blood Prince



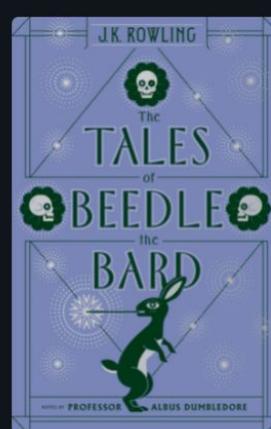
Harry Potter and the Deathly Hallows



Harry Potter and the Cursed Child - Parts One and Two



Quidditch Through the Ages



The Tales of Beedle the Bard

# Timelines

Series	Name of Book/Film	Year of book published	Year of film released
<b>HP Series</b>	Harry Potter and the Sorcerer's Stone (HP-1)	1997	2001
	Harry Potter and the Chamber of Secrets (HP-2)	1998	2002
	Harry Potter and the Prisoner of Azkaban (HP-3)	1999	2004
	Harry Potter and the Goblet of Fire (HP-4)	2000	2005
	Harry Potter and the Order of the Phoenix (HP-5)	2003	2007
	Harry Potter and the Half-Blood Prince (HP-6)	2005	2009
	Harry Potter and the Deathly Hallows (HP-7)	2007	2010 (Part 1) & 2011 (Part 2)
<b>HP related books</b>	Fantastic Beasts and Where to Find Them (FBWTF)	2001 & 2016 (original screenplays)	2016
	Quidditch Through the Ages (Quid)	2001	
	The Tales of Beedle the Bard (TBB)	2008	
	Harry Potter and the Cursed Child (CChild)	2016	
	Fantastic Beasts: The Crimes of Grindelwald (FBCG)	2018	2018

# MySQL Query for HP-1

```
1 • SELECT
2     DATE_FORMAT(cout, '%Y-%m') AS years,
3     #itemType,
4     #title,
5     COUNT(bibNumber) AS Counts,
6     SUM(CASE
7         WHEN itemType = 'jcbk' THEN 1
8         ELSE 0
9     END) AS juvbook,
10    SUM(CASE
11        WHEN itemType = 'acbkc' THEN 1
12        ELSE 0
13    END) AS adultbook,
14    SUM(CASE
15        WHEN
16            itemType = 'jccas' OR itemType = 'jccd'
17            OR itemType = 'jccdrom'
18            OR itemType = 'jcvhs'
19        THEN
20            1
21        ELSE 0
22    END) AS juvmedia,
```

```
23    SUM(CASE
24        WHEN
25            itemType = 'accd' OR itemType = 'acdvd'
26            OR itemType = 'acvhs'
27        THEN
28            1
29        ELSE 0
30    END) AS adultmedia
31 FROM
32     spl_2016.inraw
33 WHERE
34     title LIKE '%Harry Potter%'
35     AND title LIKE '%Sorcerers stone%'
36 GROUP BY DATE_FORMAT(cout, '%Y-%m') #, itemType, title
37 ORDER BY DATE_FORMAT(cout, '%Y-%m')
```

# Monthly check-in book number of HP-1

years	Counts	juvbook	adultbook	juvmedia	adultmedia
1970-01	146	57	0	24	65
2005-01	2	2	0	0	0
2005-06	4	0	2	0	2
2005-07	1	0	0	1	0
2005-08	4	4	0	0	0
2005-10	3	0	0	3	0
2005-11	17	4	0	10	3
2005-12	104	23	2	34	45
2006-01	139	29	4	41	65
2006-02	143	18	4	58	63
2006-03	159	33	3	60	63
2006-04	150	14	1	60	75
2006-05	135	27	0	46	62
2006-06	168	28	0	62	78
2006-07	156	34	0	60	62
2006-08	175	36	1	58	80
2006-09	166	30	0	61	75
2006-10	171	25	1	51	94
2006-11	150	18	1	47	84
2006-12	91	8	4	34	45
2007-01	49	14	0	17	18
2007-02	133	28	0	45	60
2007-03	139	29	0	52	58
2007-04	131	35	2	40	54

# Modified Query for HP-7

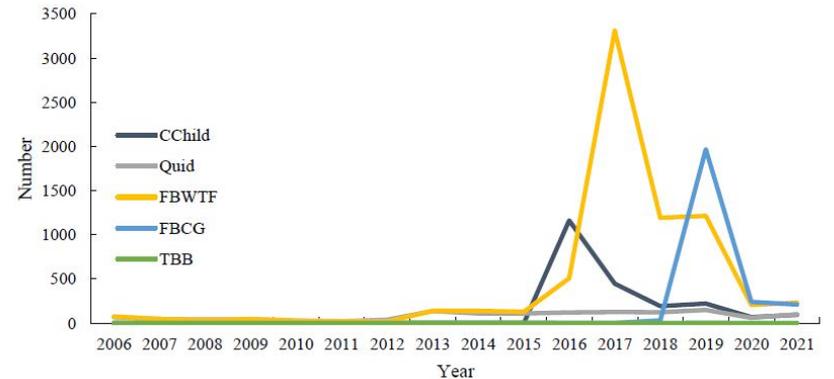
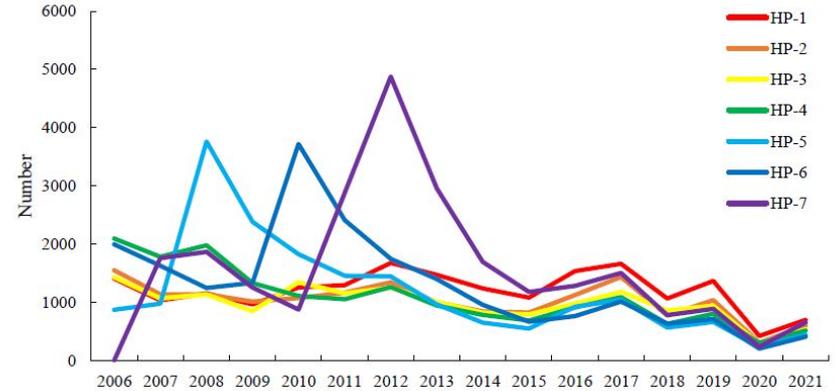
```
22 SUM(CASE
23     WHEN
24         (itemType = 'accd' OR itemType = 'acdvd'
25          OR itemType = 'acvhs')
26         AND title LIKE '%Part 1%'
27     THEN
28         1
29     ELSE 0
30 END) AS adultmediaP1,
31 SUM(CASE
32     WHEN
33         (itemType = 'accd' OR itemType = 'acdvd'
34          OR itemType = 'acvhs')
35         AND title LIKE '%Part 2%'
36     THEN
37         1
38     ELSE 0
39 END) AS adultmediaP2
```

# Yearly check-out number

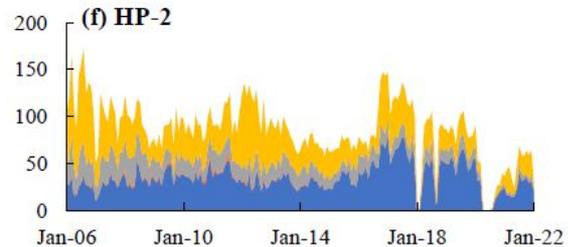
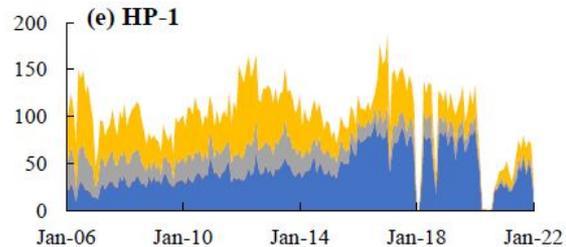
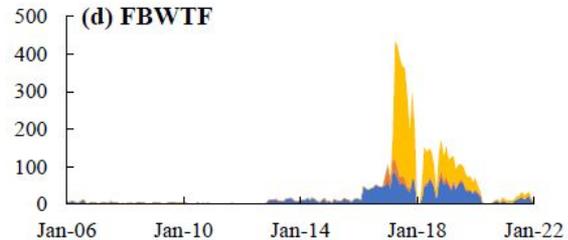
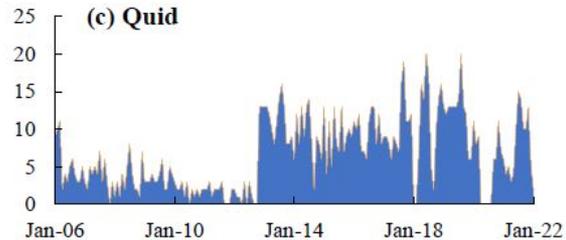
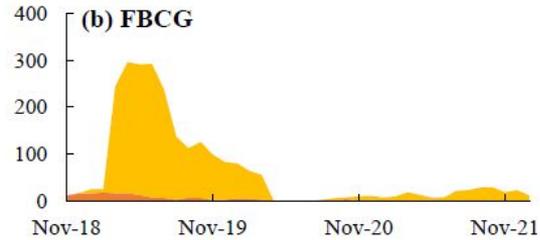
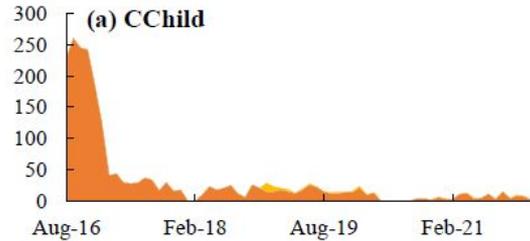
- Still popular!
- Related films increase popularity

**Table 2.** Comparison of HP 4-7 series and three related books published and films released to time with years of peak check-out number, as well as years remain popular.

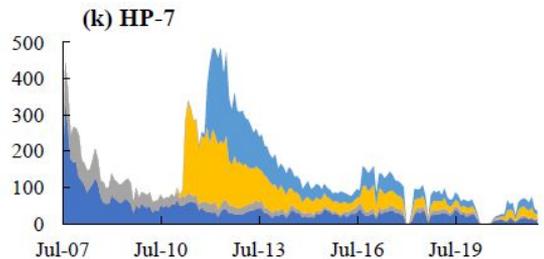
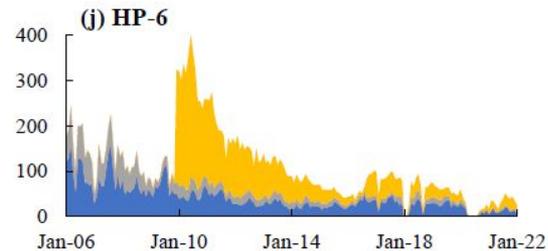
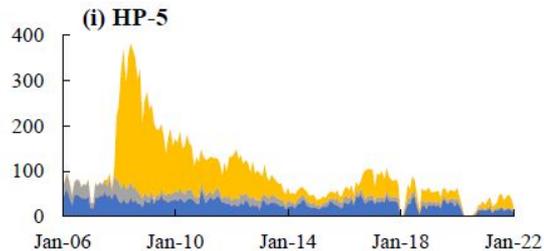
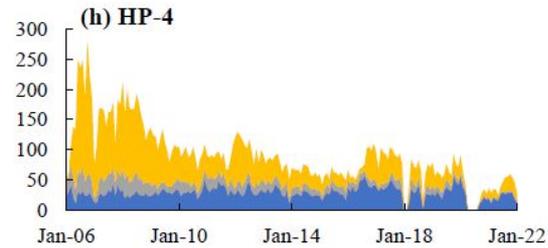
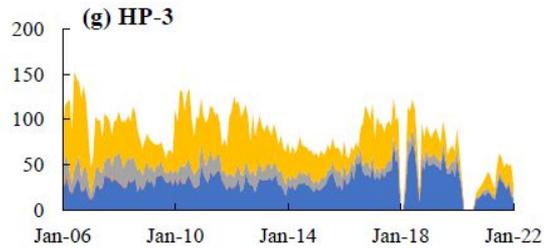
	Book	Film	Peak	Years remain popular
HP-4	2000	2005	2006	2006-2009, 4 years
HP-5	2003	2007	2008	2008-2012, 5 years
HP-6	2005	2009	2010	2010-2013, 4 years
HP-7	2007	2010&2011	2012	2012-2014, 3 years
CChild	2016	/	2016	2016-2017, 2 years
FBWTF	2001	2016	2017	2017-2019, 3 years
FBCC	2018	2018	2019	2019, 1 year



# Monthly check-out number



# Monthly check-out number



# Conclusions

- HP series is still popular these days.
- The releases of HP films do not have much impact on the book alone, but affecting the related book positively.
- Besides, the related Fantasy Beast series promoted the popularity of the whole series a lot.
- As HP official are good at arousing the emotional memories of fans, I predict that the HP series can still be popular for several decades.