

'Communication' in the eyes of the public

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MAT 259

Assumptions

- Dewey-classified items are generally non-fiction
 - Communication information is generally relayed in book form
 - Books with 'communication' in their title contain information related to communication topics
 - Checkout counts can viably measure public interest in a given topic
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Analysis Plan

Part I

Identify how Dewey categories of communication-related books performed over time

Part II

Extract the subtopics of communication that were checked out within the most popular Dewey categories

Query 1 (Part I)

```
1  SELECT
2  YEAR(cout) AS years,
3  COUNT(IF(deweyClass >= 000 AND deweyClass <= 099, 1, NULL)) AS "00",
4  COUNT(IF(deweyClass >= 100 AND deweyClass <= 199, 1, NULL)) AS "01",
5  COUNT(IF(deweyClass >= 200 AND deweyClass <= 299, 1, NULL)) AS "02",
6  COUNT(IF(deweyClass >= 300 AND deweyClass <= 399, 1, NULL)) AS "03",
7  COUNT(IF(deweyClass >= 400 AND deweyClass <= 499, 1, NULL)) AS "04",
8  COUNT(IF(deweyClass >= 500 AND deweyClass <= 599, 1, NULL)) AS "05",
9  COUNT(IF(deweyClass >= 600 AND deweyClass <= 699, 1, NULL)) AS "06",
10 COUNT(IF(deweyClass >= 700 AND deweyClass <= 799, 1, NULL)) AS "07",
11 COUNT(IF(deweyClass >= 800 AND deweyClass <= 899, 1, NULL)) AS "08",
12 COUNT(IF(deweyClass >= 900 AND deweyClass <= 999, 1, NULL)) AS "09"
13 FROM outraw
14 WHERE itemtype LIKE '%bk'
15 AND LOWER(title) LIKE '%communication%'
16 GROUP BY years
```

years	00	01	02	03	04	05	06	07	08	09
▶ 2006	67	236	42	255	171	35	412	44	30	1
2007	38	303	43	242	114	30	347	43	19	3
2008	45	355	71	258	137	19	395	96	21	1
2009	77	375	72	226	112	31	428	98	11	1
2010	50	366	44	201	128	31	462	51	17	2
2011	38	342	40	153	125	24	459	61	12	9
2012	31	312	38	150	77	76	386	41	4	2
2013	49	355	34	202	99	34	400	47	23	7
2014	97	382	24	210	138	28	406	37	8	4
2015	98	329	11	170	100	39	427	45	5	4
2016	50	332	11	147	66	18	362	51	7	6
2017	93	283	8	133	44	14	345	41	20	6
2018	119	181	4	76	28	7	280	34	20	1
2019	234	301	4	176	53	8	376	35	22	1
2020	47	114	1	51	6	2	118	10	5	0
2021	82	181	3	145	9	3	220	10	9	0
2022	75	230	1	110	12	17	223	11	7	1
2023	4	18	0	5	2	2	16	4	1	0

Query 2-5 (Part II)

Technology

```
1 • SELECT
2     title, count(title) as copies
3 FROM outraw
4 WHERE itemtype LIKE '%bk'
5     AND LOWER(title) LIKE '%communication%'
6     AND (deweyClass >= 600 AND deweyClass <= 699) #technology
7 GROUP BY title
8 ORDER BY copies DESC
```

Philosophy and Psychology

```
1 • SELECT
2     title, count(title) as copies
3 FROM outraw
4 WHERE itemtype LIKE '%bk'
5     AND LOWER(title) LIKE '%communication%'
6     AND (deweyClass >= 100 AND deweyClass <= 199) #psychology
7 GROUP BY title
8 ORDER BY copies DESC
```

Social Science

```
1 • SELECT
2     title, count(title) as copies
3 FROM outraw
4 WHERE itemtype LIKE '%bk'
5     AND LOWER(title) LIKE '%communication%'
6     AND (deweyClass >= 300 AND deweyClass <= 399) #social science
7 GROUP BY title
8 ORDER BY copies DESC
```

Language

```
1 • SELECT
2     title, count(title) as copies
3 FROM outraw
4 WHERE itemtype LIKE '%bk'
5     AND LOWER(title) LIKE '%communication%'
6     AND (deweyClass >= 400 AND deweyClass <= 499) #language
7 GROUP BY title
8 ORDER BY copies DESC
```

LDA Topic Modeling

title	copies
▶ Nonviolent communication a language of life	1669
▶ Emotions revealed recognizing faces and feelings to improve communication and emotional life	619
▶ Final gifts understanding the special awareness needs and communications of the dying	494
▶ Living nonviolent communication practical tools to connect and communicate skillfully in every situation	453
▶ What we say matters practicing nonviolent communication	231
▶ zen of listening mindful communication in the age of distraction	162
▶ Saying whats real 7 keys to authentic communication and relationship success	109
▶ Conscious communication how to establish healthy relationships and resolve conflict peacefully while maintaini...	108
▶ Say this not that a foolproof guide to effective interpersonal communication	98
▶ Messages from the Light true stories of near death experiences and communication from the other side	98
▶ Communication skills for dummies	90
▶ Love beyond life the healing power of after death communications	89
▶ Dont be so defensive taking the war out of our words with powerful non defensive communication	82
▶ Communication essentials for dummies	72
▶ Awakenng to animal voices a teen guide to telepathic communication with all life	59
▶ five keys to mindful communication using deep listening and mindful speech to strengthen relationships heal co...	51

Subtopic 1

Subtopic 2

Subtopic 3

Technology

communication	0.055
guide	0.032
business	0.027
work	0.020
practical	0.014

Communication technologies in **Workplace** Contexts

communication	0.031
system	0.019
radio	0.018
wireless	0.015
electronic	0.012

Communication technologies in **Broadcasting** Contexts

guide	0.024
child	0.023
skill	0.017
parent	0.016
system	0.012

Communication technologies in **Parenting** Contexts

Philosophy and Psychology

animal	0.028
life	0.015
teen	0.015
voice	0.015
connect	0.015

Communication in **Broader**
Contexts between **Animals**
and **People**

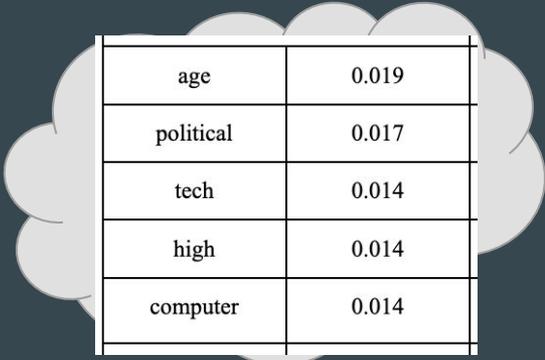
conflict	0.022
life	0.022
mindful	0.022
language	0.022
face	0.022

Conflict Communication

communication	0.021
say	0.021
defensive	0.021
information	0.021
medium	0.014

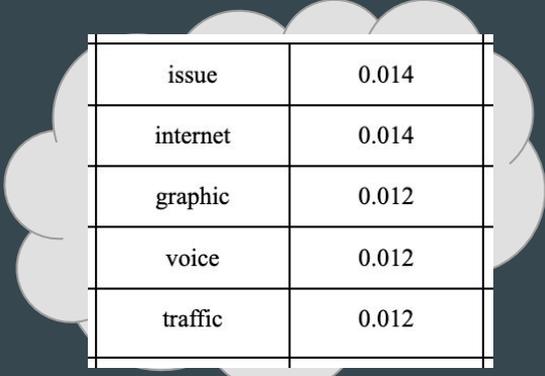
Defensive Communication

Social Science



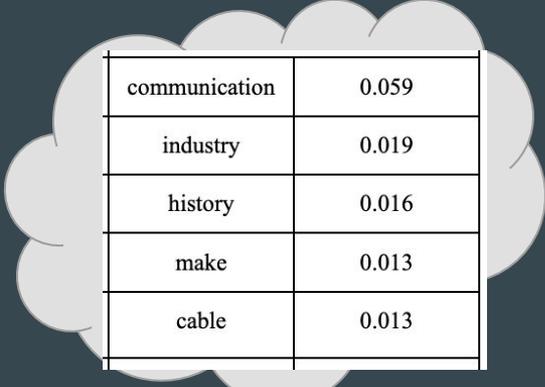
age	0.019
political	0.017
tech	0.014
high	0.014
computer	0.014

Political Communication



issue	0.014
internet	0.014
graphic	0.012
voice	0.012
traffic	0.012

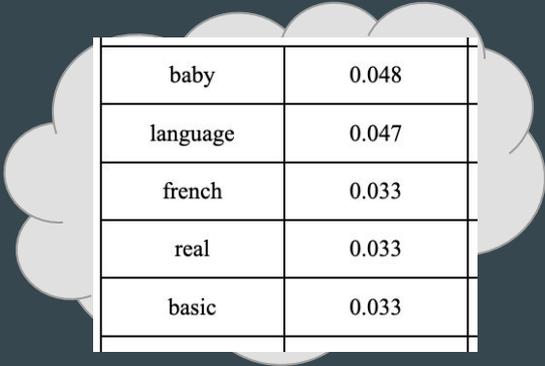
Internet Communication



communication	0.059
industry	0.019
history	0.016
make	0.013
cable	0.013

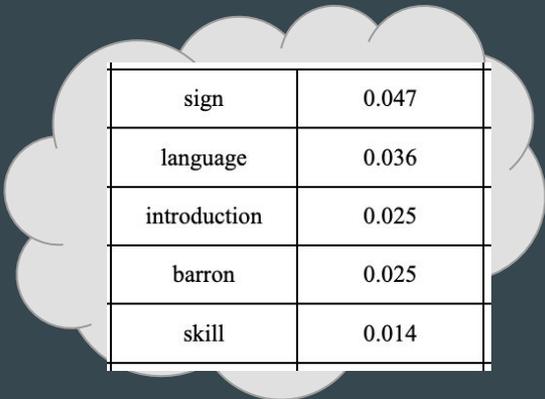
History of Communication
as an Industry

Language



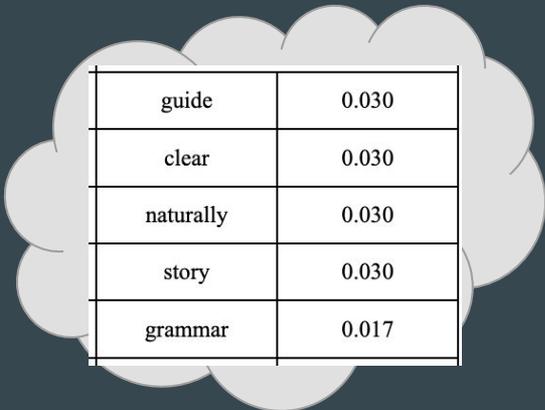
baby	0.048
language	0.047
french	0.033
real	0.033
basic	0.033

Infant Communication



sign	0.047
language	0.036
introduction	0.025
barron	0.025
skill	0.014

Sign Language
Communication



guide	0.030
clear	0.030
naturally	0.030
story	0.030
grammar	0.017

Guides to Speaking and
Storytelling