Weihao Qiu

// Concept/Question

Barack Obama, the 44th president of the United States, is going to end his tenure of presidency this year. As the first African American to hold the office, lots of attention and wonders was casted on him.

- What time during his term do people interest in him most?
- What aspect do people mostly care about him?
- How did the main events happened in his term affect affect people's attention and approval of his job?

In the light that reading books and looking over materials related to him is definitely a way to know him, I utilize the data queries about the checkout records of those books to explore those questions and wish to get the answers.

// Queries

1. Numbers of checkout records in each month from the very beginning of his first election until now.

    1) **Code**:

    ```
    SELECT
        YEAR(checkout) AS CheckoutYear,
        MONTH(checkout) AS CheckoutMonth,
        COUNT(checkout) AS CheckoutCount
    FROM
        spl3._rawXmlDataCheckIns
    WHERE
        title LIKE '%Obama%'
    GROUP BY CheckoutYear, CheckoutMonth

    (Duration: 37.68s)
    ```

    2) **Result** (*Not complete: only 2008.04 – 2009.11*):

CheckoutYear	CheckoutMonth	CheckoutCount
2008	4	88
2008	5	80
2008	6	102

2008	7	69
2008	8	263
2008	9	331
2008	10	422
2008	11	342
2008	12	352
2009	1	498
2009	2	528
2009	3	580
2009	4	547
2009	5	428
2009	6	371
2009	7	343
2009	8	326
2009	9	246
2009	10	343
2009	11	309

3) Analysis:

According to the query data above, I made this graph in Excel, which showing the changing trend of checkout times of Obama-related books as time going by.

Check-out Times of Oama-related Items by Month
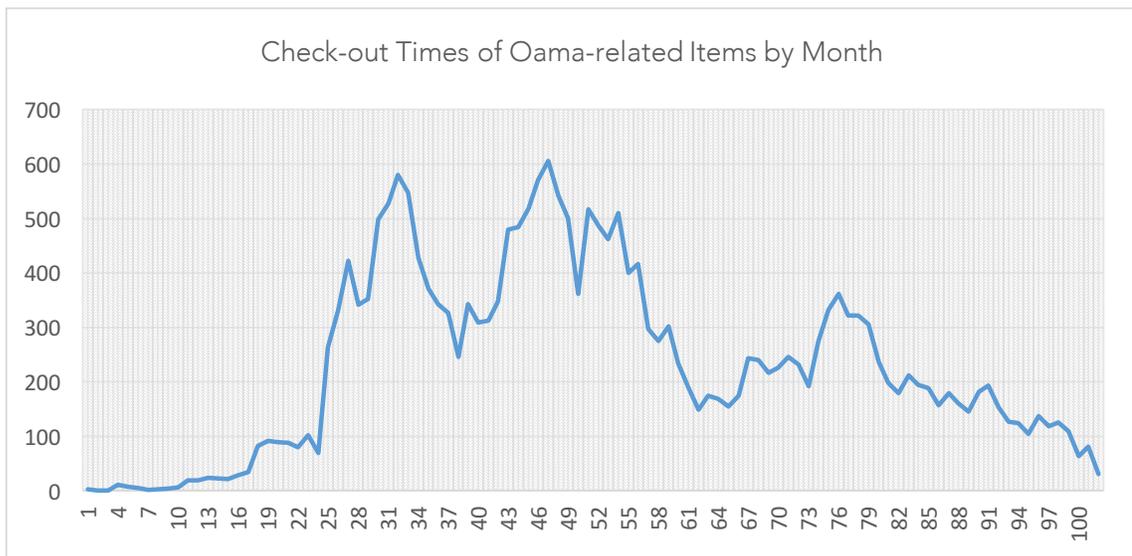
Undoubtedly, the more people checked out book related to president Obama, the more popular the president was among the citizens, the stronger interest people had in him. This graph actually from June 2006 and ends with Feb 2015, which covers most time of his term.

2. Numbers of checkout records of all Obama-related books.

   1) **Code**:

```
SELECT
    callNumber,
    title,
    COUNT(checkout) AS CheckoutCount,
    deweyClass,
    itemType
FROM
    spl3._rawXmlDataCheckIns
WHERE
    title LIKE '%Obama%'
GROUP BY callNumber
ORDER BY CheckoutCount DESC

(Duration: 58.77s)
```

   2) **Result** *(*Not complete, only top 10 borrowed items)*

callNumber	title	CheckoutCount	deweyClass	itemType
324.97309 H3635G 2010	Game change Obama and the Clintons McCain and Palin and the race of a lifetime	1644	324.97309	acbk
B Ob1R 2010	bridge the life and rise of Barack Obama	779		acbk
B D92S 2011	singular woman the untold story of Barack Obamas mother	477		acbk
973.93209 Ob1W 2010	Michelle Obama the first lady in photographs	475	973.93209	acbk
JB Ob1C 2009	Michelle Obama an American story	464		jcbk
DVD 973.0496 Ob1B 2008	Barack Obama	462	973.0496	acdvd
DVD 916.04092 Ob1S 2007	Senator Obama goes to Africa	436	916.04092	acdvd
DVD 324.97309 Ob1B 2008	Barack Obama the power of change	416	324.97309	acdvd
973.93209 Ob1A 2010	promise President Obama year one	409	973.93209	acbk
DVD 973.93209 Ob1D 2009	Dreams of Obama	392	973.93209	acdvd

   3) Analysis

This query shows the distribution of check out records. The content of those mostly checked out books indicates what aspect people mostly would like to know about the president. For example, the fact that the top one book is *Game change Obama and the Clintons McCain and Palin and the race of a lifetime* may reveal that people are most curious about how Obama beat his competitors.

3. In his three most popular periods, numbers of checkout records of popular Obama-related books.

1) Code:

```
SELECT
    YEAR(checkOut),
    MONTH(checkOut),
    callNumber,
    COUNT(checkout) AS CheckoutCount,
    title,
    deweyClass,
    itemType
FROM
    spl3._rawXmlDataCheckIns
WHERE
    title LIKE '%Obama%'
        AND checkOut > '2008-09-01'
        AND checkOut < '2009-08-30'
GROUP BY YEAR(checkOut) , MONTH(checkOut), callNumber
Order by CheckoutCount

(Duration: 64.22s)
```

2) Result *(*Not complete: only check out times more than 20; only several months in first popular period)*

Year	Month	callNumber	CheckoutCount	title	deweyClass	itemType
2008	9	320.973 M8318F 2008	48	Fleeced how Barack Obama media mockery of terrorist threats liberals who want to kill talk radio the do nothing Congress companies that help Iran and Washington lobbyists for foreign governments are scamming us and what to do about it	320.973	acbk
2008	9	328.73092 Ob1C 2008	39	Obama nation leftist politics and the cult of personality	328.73092	acbk
2008	9	DVD 973.0496 Ob1B 2008	39	Barack Obama	973.0496	acdvd
2008	10	320.973 M8318F 2008	32	Fleeced how Barack Obama media mockery of terrorist threats liberals who want to kill talk radio the do nothing Congress companies that help Iran and Washington lobbyists for foreign governments are scamming us and what to do about it	320.973	acbk
2008	10	328.73092 Ob1C 2008	35	Obama nation leftist politics and the cult of personality	328.73092	acbk
2008	10	328.73092 Ob1F 2008	30	case against Barack Obama the unlikely rise and unexamined agenda of the medias favorite candidate	328.73092	acbk
2008	10	973.93 Ob1C 2008	25	Change we can believe in Barack Obamas plan to renew Americas promise	973.93	acbk
2008	10	DVD 916.04092 Ob1S 2007	26	Senator Obama goes to Africa	916.04092	acdvd
2008	10	DVD 973.0496 Ob1B 2008	30	Barack Obama	973.0496	acdvd
2008	10	JB Ob1G 2008	32	Barack Obama son of promise child of hope		jcbk
2008	11	320.973 M8318F 2008	23	Fleeced how Barack Obama media mockery of terrorist threats liberals who want to kill talk radio the do nothing Congress companies that help Iran and Washington lobbyists for foreign governments are scamming us and what to do about it	320.973	acbk
2008	11	328.73092 Ob1C 2008	25	Obama nation leftist politics and the cult of personality	328.73092	acbk
2008	11	DVD 973.0496 Ob1B 2008	27	Barack Obama	973.0496	acdvd
2008	12	320.973 M8318F 2008	30	Fleeced how Barack Obama media mockery of terrorist threats liberals who want to kill talk radio the do nothing Congress companies that help Iran and Washington lobbyists for foreign governments are scamming us and what to do about it	320.973	acbk

2008	12	973.93 Ob1C 2008		23	Change we can believe in Barack Obamas plan to renew Americas promise	973.93	acbk
2008	12	B Ob1L 2008		21	American journey of Barack Obama		acbk
2008	12	DVD 324.97309 Ob1B 2008		38	Barack Obama the power of change	324.97309	acdvd

3) Analysis

The query shows what people borrowed during Obama's first popular period, one year around his first election, from Seattle Public Library to know about their new president. The trend of topics of popular books tells, as time goes by, how people's study of Obama changes, and which aspect of Obama people' attention goes to. Further analyses and conclusion will be done and given in following projects.

// Answering Questions

1. What time during his term do people interest in him most?

From Query 1, obviously, there are three main times when Obama's 'hotness' (check-out times) reaches peaks: the first one starts from about the 26th month (Sep. 2008) and ends at the 37th month (Aug. 2009); the second one is from the 42nd month (Jan. 2011) to 56th month (March 2012); the third one is from the 74th month (Sep. 2012) to the 80th month (March 2013). Based on the assumption that people check out items about Obama because people pay attention to him, those three times are the times people hold strongest interest in him.

2. What aspect do people mostly care about him?

From Query 2 and Query 3, the items that have been checked out most frequently during each and all three 'hot' times can be found. According to the topic of those items, which can be analyzed by their subject information, what aspect of Obama people were exploring from the materials can be figured out. For example, the fact that a DVD titled Barack Obama, which is Obama's biography, was frequently borrowed in certain time means people desire to know what kind of a person Obama is in general. Therefore, this question would be answered by analyzing all those books contents, in correlation to times. With more analyses in following projects, a clearer conclusion will be given.

3. How did the main events happened in his term affect affect people's attention and approval of his job?

According to Barack Obama Timeline: Presidential Timeline of Important Events, which is listed below, we can correlate the ups and downs of hotness with the main events happened during Obama's presidency term.

- 2009 Barack Obama is inaugurated as 44th President of the United States
- 2009 February 17 2009: $787 billion Economic Stimulus Bill is signed into Law
- 2009 October 9, 2009: Barack Obama is awarded the Nobel Peace Prize
- 2010 March 23, 2010: The Patient Protection and Affordable Care Act (Obama Care) is passed
- 2010 April 20, 2010: BP oil rig explosion in the Gulf of Mexico
- 2010 December 29, 2010: The Compromise tax plan is passed extending the tax cuts initiated by George W. Bush
- 2011 May 1, 2011: Osama bin Laden is killed in a US raid in Pakistan
- 2011 October 20, 2011 Libyan leader Colonel Qaddaffi is killed
- 2012 November 6, 2012: President Barack Obama is re-elected to a second term as President, beating Mitt Romney
- 2013 January 20, 2013: Barack Obama begins his second term as the current U.S. President
- 2013 February 4, 2013: The No Budget, No Pay Act of 2013 is signed into law 2013 March 8, 2013: The Violence Against Women Act is signed into law
- 2013 October 17, 2013: The Continuing Appropriations Act is signed into law containing a continuing resolution ending the US government shutdown of 2013 and the debt-ceiling crisis of 2013
- 2014 February 2014: The President meets with the Dalai Lama at the White House
- 2014 February 2014: Russian military intervention in Ukraine
- 2014 March 2014: Financial sanctions imposed against "'individuals and entities' responsible for the Russian intervention in Crimea
- 2014 April 2014: The Gabriella Miller Kids First Research Act signed into law
- 2014 May 2014: The President visits troops and military leaders at Bagram Airfield in Afghanistan

Compared the hot times with the events, which is Sep.2008 to Aug.2009, Jan.2010 to March.2011 and Sep.2012 to March.2013, the three main events that are underlined are likely to be the reason to cause the rise of check-out times Obama-related items.

Besides, by comparing Obama's job approval trend by month with the check-out times trend, some interesting pattern is found.

When intuitively putting these two trends together in one image as below, blue as check-out times and green as job approval, we found after May 2011, two trends are obviously correlated.
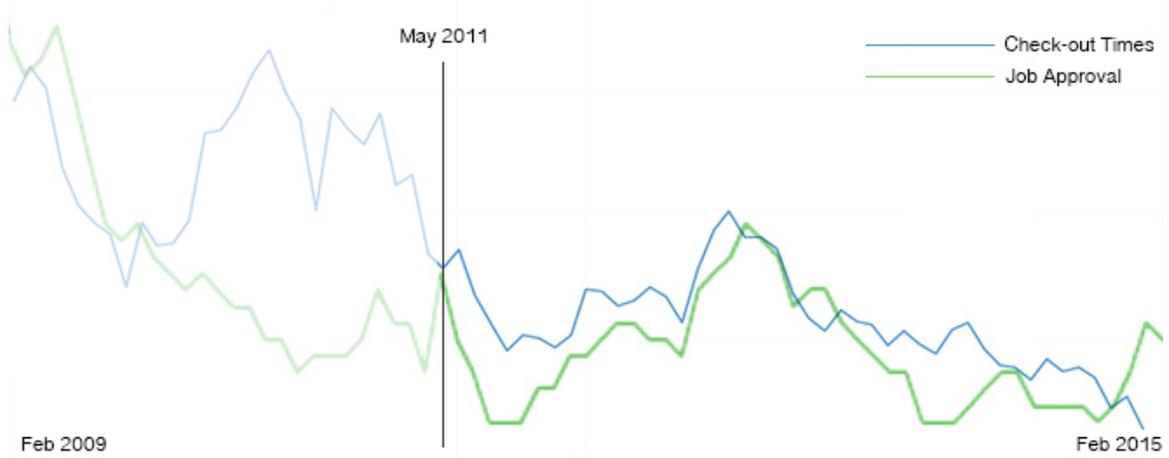
We possibly reach to a conclusion that people's job approval actually can be revealed from the check-out times. When people are satisfied with the president, people are more likely to look over those materials related to him. As to the abnormality before May 2011, I guess it was because people were curious about the newly elected president that no matter if they liked him, they will read things about him.