Popularity of Harry Potter Series and Related Books

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Since the card RPG mobile game "Harry Potter: Magic Awaken" released in September 2021, and "Harry Potter 20th Anniversary: Return to Hogwarts" reunited the main cast members across all eight Harry Potter films to share their memorable moment in December 2021, which aroused my emotional memory of childhood, waiting for the owl to deliver my acceptance letter to Hogwarts on 11th birthday. Being the same age as the young cast members, I feel like I grew up with "Harry Potter". It is so overwhelming to see them sitting together after two decades, so I watched the Harry Potter film cut again during the new year.

Taking this opportunity, I would like to explore **whether Harry Potter (HP) Series is still popular**. **Whether the release of films may have a positive impact on the book popularity**. As the eight films of HP series have been released for a long time and HP is known for its related products, **whether the related books and films, like the Fantasy Beast series, have positive impacts on the popularity of the book series**. In order to investigate the popular trend, I collected **12 books** in total, including 7 HP Series books and the 5 most popular HP official related books that can be found in Seattle Public Library (**table 1**).

Table 1. Year of HP series and related books were published and films were released.

Series	Name of Book/Film	Year of book published	Year of film released
HP Series	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)
HP related books	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

Firstly, I looked up all the entries that with "Harry Potter" in titles. Based on the results, I added more filter requirements (itemType, detailed title) to the query, and calculated the monthly check-in and check-out number of books and media respectively according to item types to juvenile book (juvbook, item type = "jcbk"), adult book (adultbook, item type = "acbk"), juvenile media (juvmedia, item type = "jccas" OR "jccd" OR "jccdrom" OR "jcvhs"), and adult media (adultmedia, item type = "accd" OR "acdvd" OR "acvhs") for 12 books. The query and screenshot of the first result are shown in Figure 1 and 2, respectively.

```
 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 = 'acbk' 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')
```

Figure 1. MySQL query to the monthly check-in book number of "Harry Potter and the Sorcerer's Stone".

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

Figure 2. Screenshot of the first 24 entries of monthly check-in book number of "Harry Potter and the Sorcerer's Stone". The first row with the year 1970-01 was abandoned in further analysis.

As "Harry Potter and the Deathly Hallows" films are split into Part 1 and Part 2, the modified adult media query is listed in Figure 3.

```
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
```

Figure 3. Modified MySQL query of monthly check-in adult media number of "Harry Potter and the Deathly Hallows" film Part 1 and Part 2.

We used check-out numbers to indicate the popularity of a book. As the check-out dataset started in January 2006, after the book was published of HP-6 and film released of HP-4 (**Figure 4**). Although the impact of HP 1-3 films was unknown, we can still explore the last 4 films.

Besides the sudden decrease in 2020 due to COVID-19, the check-out number of HP 1-3 remained quite stable, with small peaks appearing in 2012, 2017, and 2019, which is the year after HP-7 Film and Fantastic Beast film was released. To compare the time that each book reaches the peak check-out number with the newly published books and released films, the year of the book was published and the film was released, the year of peak check-out number during 2006-2021, and the years between the peak number and decreasing till average number (years remain popular) within 16 years were calculated in **Table 2**.
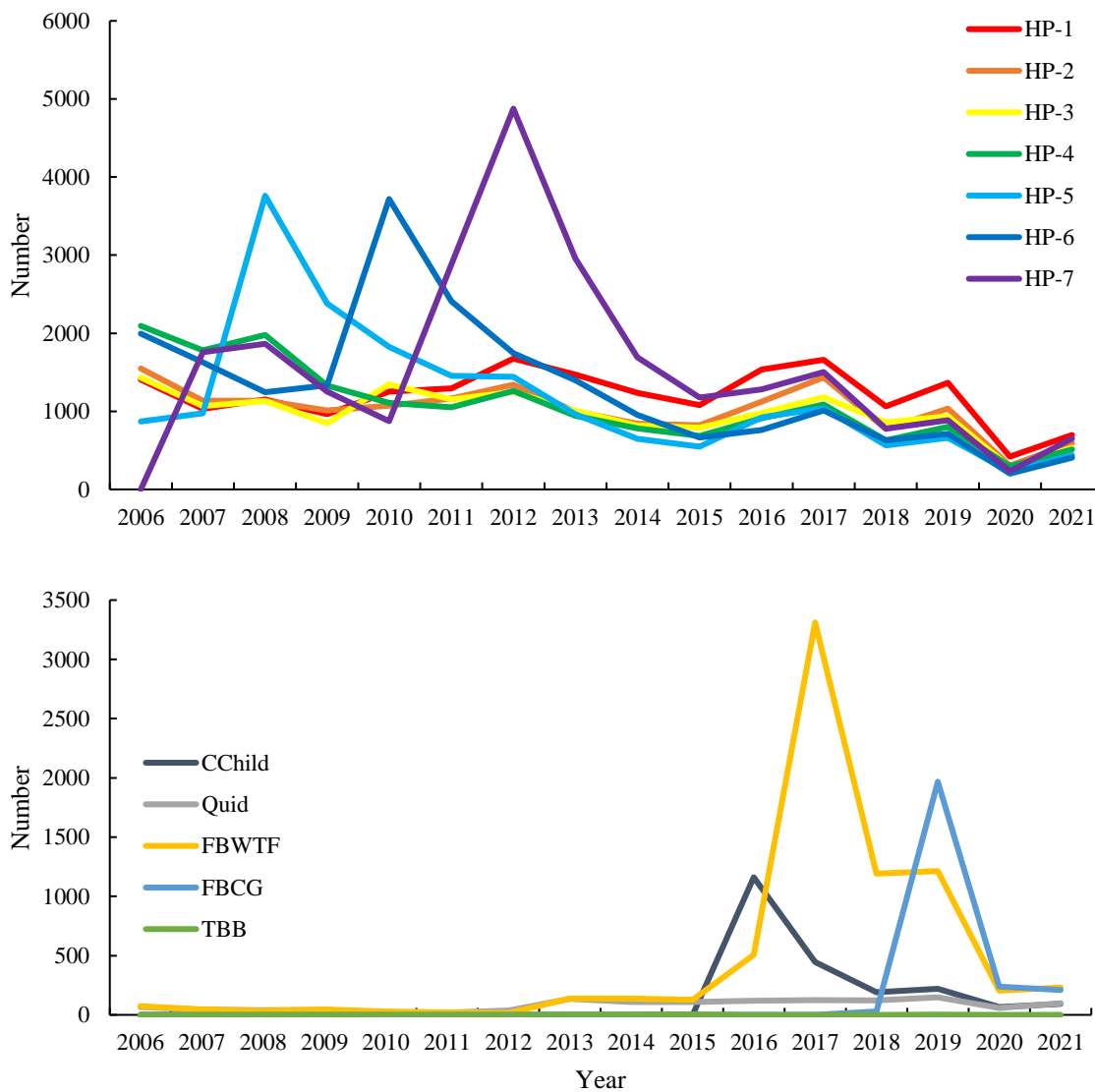

Figure 4. Charts of check-out numbers of each book and film in a year.

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

We can see that before the popular trend of the previous book decrease to a normal level, the publication of the next book or the release of the next film will turn public attention to the new series. **Every time there is a new release, the check-out number of the whole series will increase a little at that year**, and the window period is never longer than 1 year. Even though the HP series ended, **the new related Fantastic Beasts series promoted the check-out number of the whole series**. That is, if only the good-quality HP-related film continues to be released, the popularity of the HP series will never end.

To further analyze the juvenile books and media, and adult books and media separately in detail, the check-out numbers for each month are shown in **Figure 5**. Compare to popular book series like Twilight series and Fifty Shades of Grey series, the peak monthly check-out number of newly published books (HP-7 and CChild) can exceed 200. So, **the HP series is still popular nowadays**.

Compared to books, media like CD and DVD are much more popular. The majority of the check-out numbers of the Fantastic Beasts series are contributed by the media. It is interesting to find that **the release of HP-6 and HP-7 films didn't have much positive impact on the check-out numbers of HP book series**, but have a positive impact on the related book like Quid. Furthermore, the release of the Fantastic Beasts series has a huge positive impact on earlier book check-out numbers, like HP-1 and HP-2, but has just a little impact on the latter book check-out number, like HP-6 and HP-7. The possible reason may be the related films attract new HP fans and they borrowed the book series from the first one, while the old fans who have already read the whole series may choose to rewatch the films rather than reread the books.

In conclusions, HP series is still popular these days as if new related books and films keep popping up. 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.
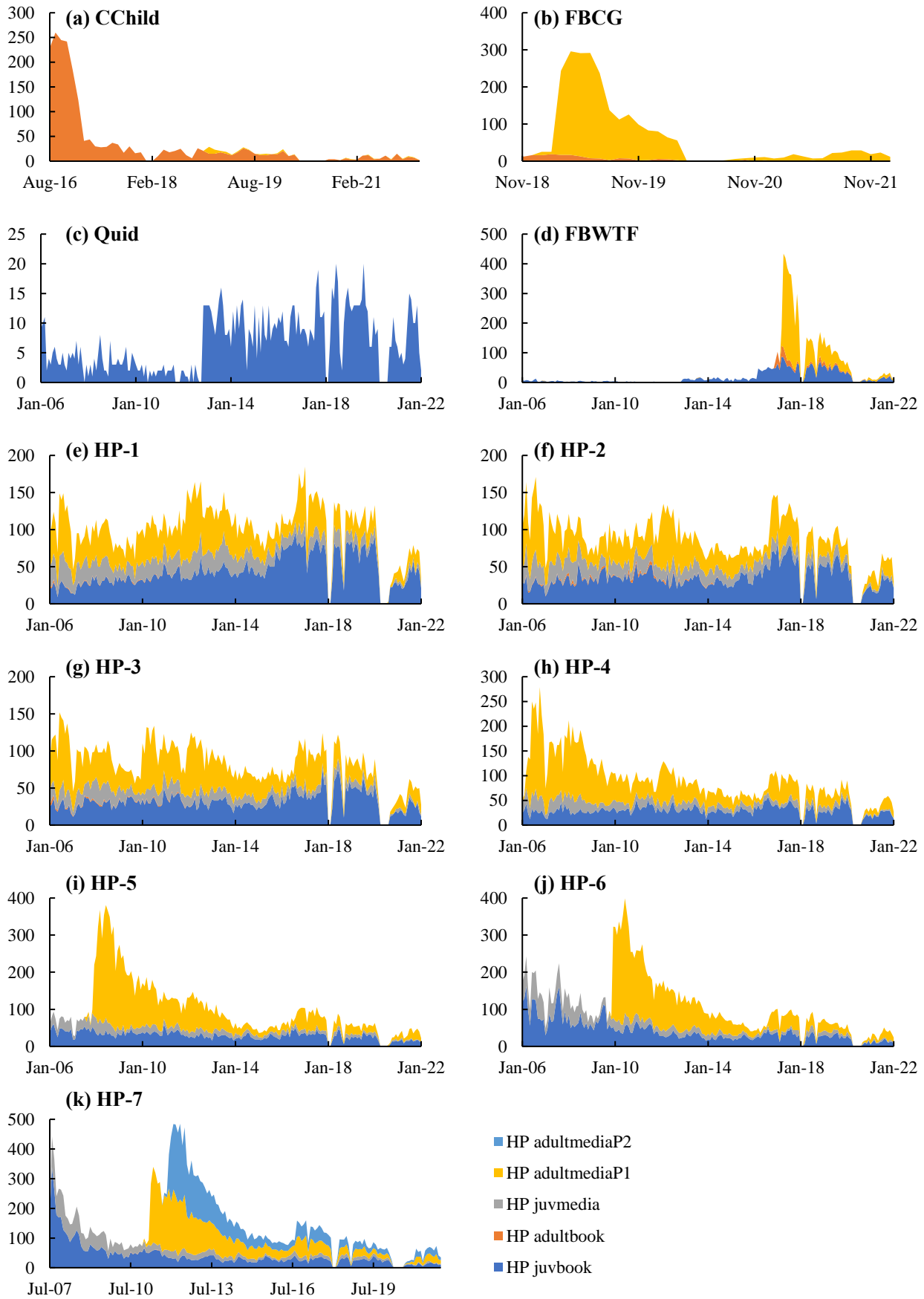
Figure 5. Charts of check-out numbers of each book and film per month. There was data loss in Jan – Feb 2018 and Apr – Jul 2020. The monthly check-out number of TBB was too few and ignored.