

- Social Media
Vs.
Artificial Intelligence

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The Approach

Let's start with the concepts!

● Development History

○ Social Media

Definition: Social media are interactive technologies that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks

During the early 21st century, social media platforms became popular, first with the emergence of Friendster and Myspace, and later with the launch and popularization of Facebook, YouTube, and TikTok, among others

Artificial Intelligence

Definition: Artificial intelligence (AI) is intelligence—perceiving, synthesizing, and inferring information—demonstrated by machines, as opposed to intelligence displayed by non-human animals and humans.

Artificial intelligence was founded as an academic discipline in 1956, and in the years since has experienced several waves of optimism, followed by disappointment and the loss of funding (known as an "AI winter"), followed by new approaches, success and renewed funding



THE QUERY

search for concept-related books
check-out records

Query: Yearly Record

```
SELECT
  YEAR(cout) AS years,
  COUNT(cout) AS counts
FROM
  spl_2016.outraw
WHERE
  ((LOWER(title) LIKE '%social media%')
   OR '%social networking site%'
   OR '%social networking sites%')

AND YEAR(cout) <= '2022'
GROUP BY years
ORDER BY years ASC;
```

```
SELECT
  YEAR(cout) AS years,
  COUNT(cout) AS counts
FROM
  spl_2016.outraw
WHERE
  (( LOWER(title) LIKE '%artificial intelligence%')
   OR '%ai%')
AND YEAR(cout) <= '2022'
GROUP BY years
ORDER BY years ASC;
```

Monthly Record

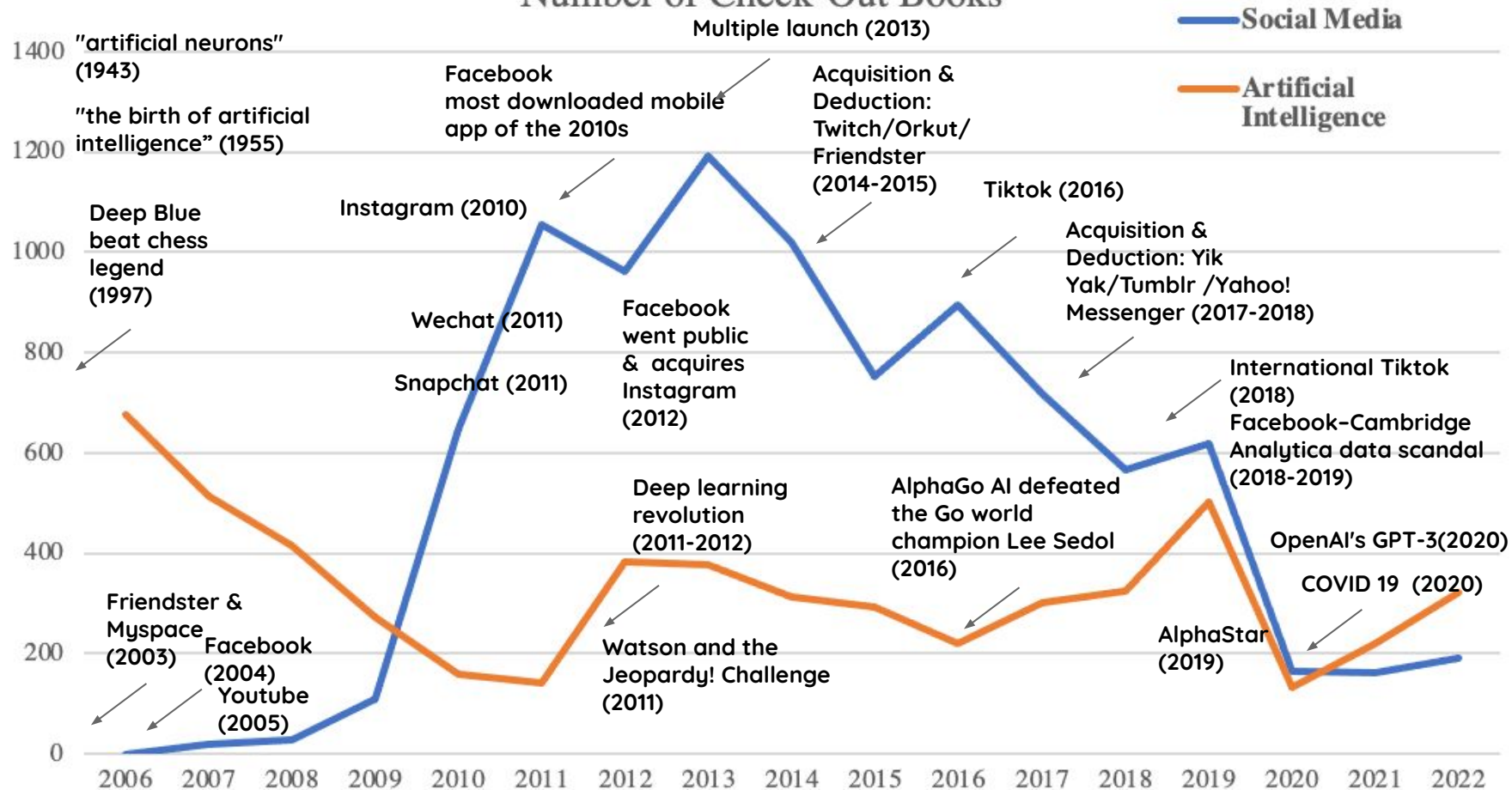
```
SELECT
YEAR(cout) AS years,
MONTH(cout) AS months,
COUNT(cout) AS counts
FROM
spl_2016.outraw
WHERE
((LOWER(title) LIKE '%social media%')
OR '%social networking site%'
OR '%social networking sites%')
AND YEAR(cout) <= '2022'
GROUP BY years, months;
```

```
SELECT
YEAR(cout) AS years,
MONTH(cout) AS months,
COUNT(cout) AS counts
FROM
spl_2016.outraw
WHERE
(( LOWER(title) LIKE '%artificial intelligence%'
OR '%ai%')
AND YEAR(cout) <= '2022'
GROUP BY years, months
```

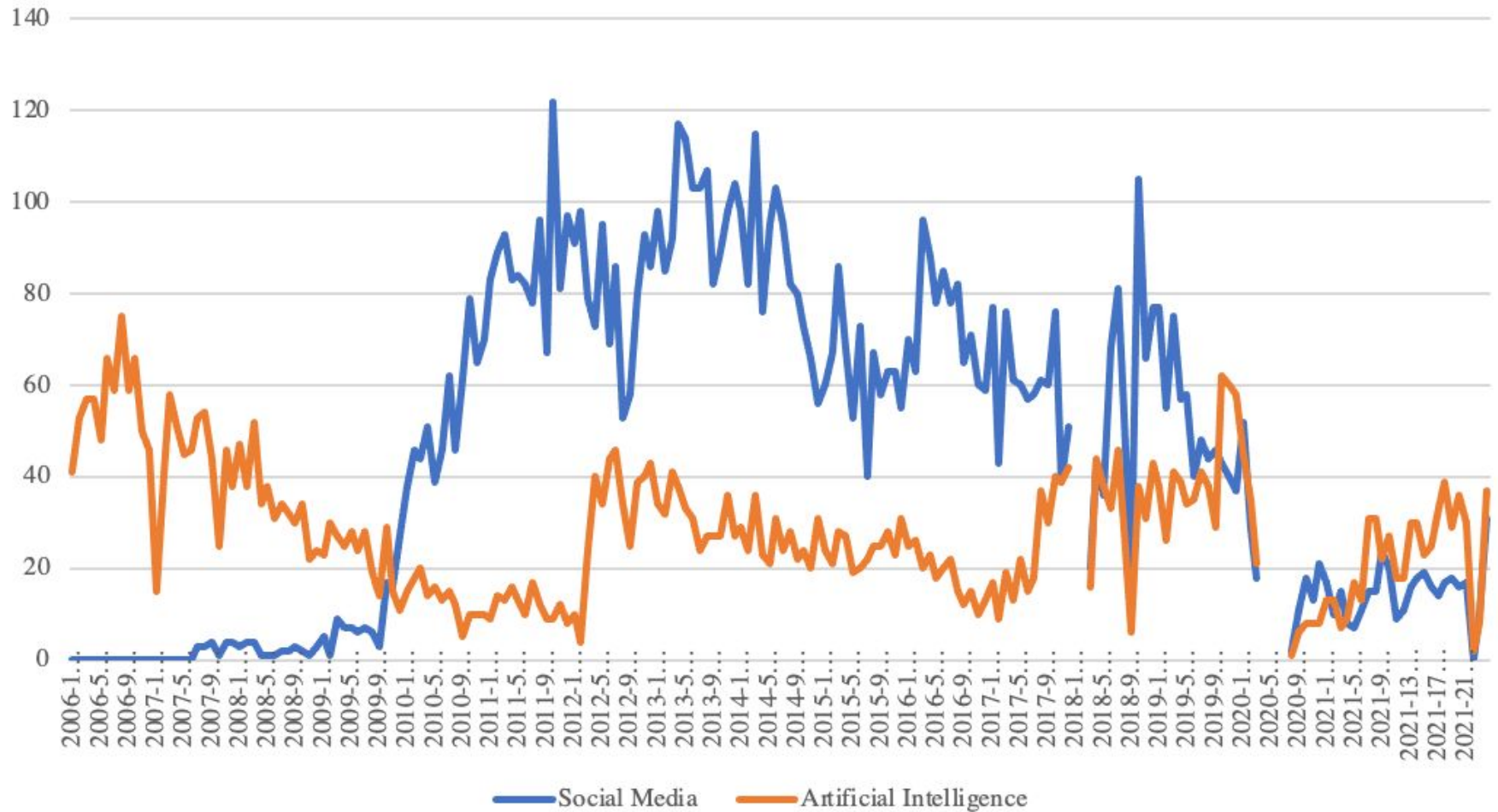


Graphs & Findings

Number of Check-Out Books



Monthly Check-Out Number



Thanks!

ANY QUESTIONS?

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