

- 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

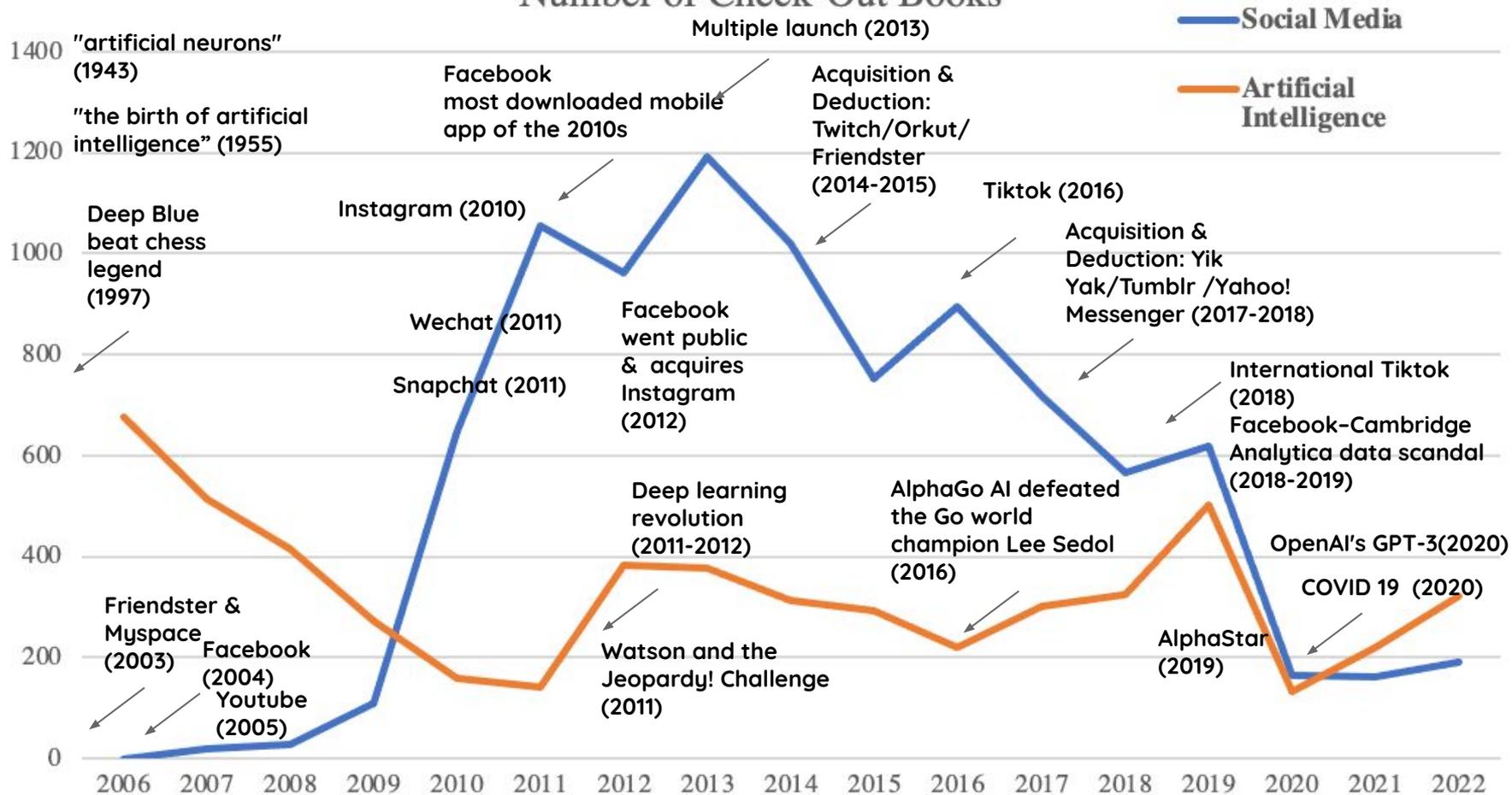
```
SELECT
YEAR(cout) AS years,
MONTH(cout) AS months,
COUNT(cout) AS counts
FROM
spl_2016.outraw
WHERE
((LOWER(title) LIKE '%social media%')
OR '%social networking site%'
OR '%social networking sites%')
AND YEAR(cout) <= '2022'
GROUP BY years, months;
```

```
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
```

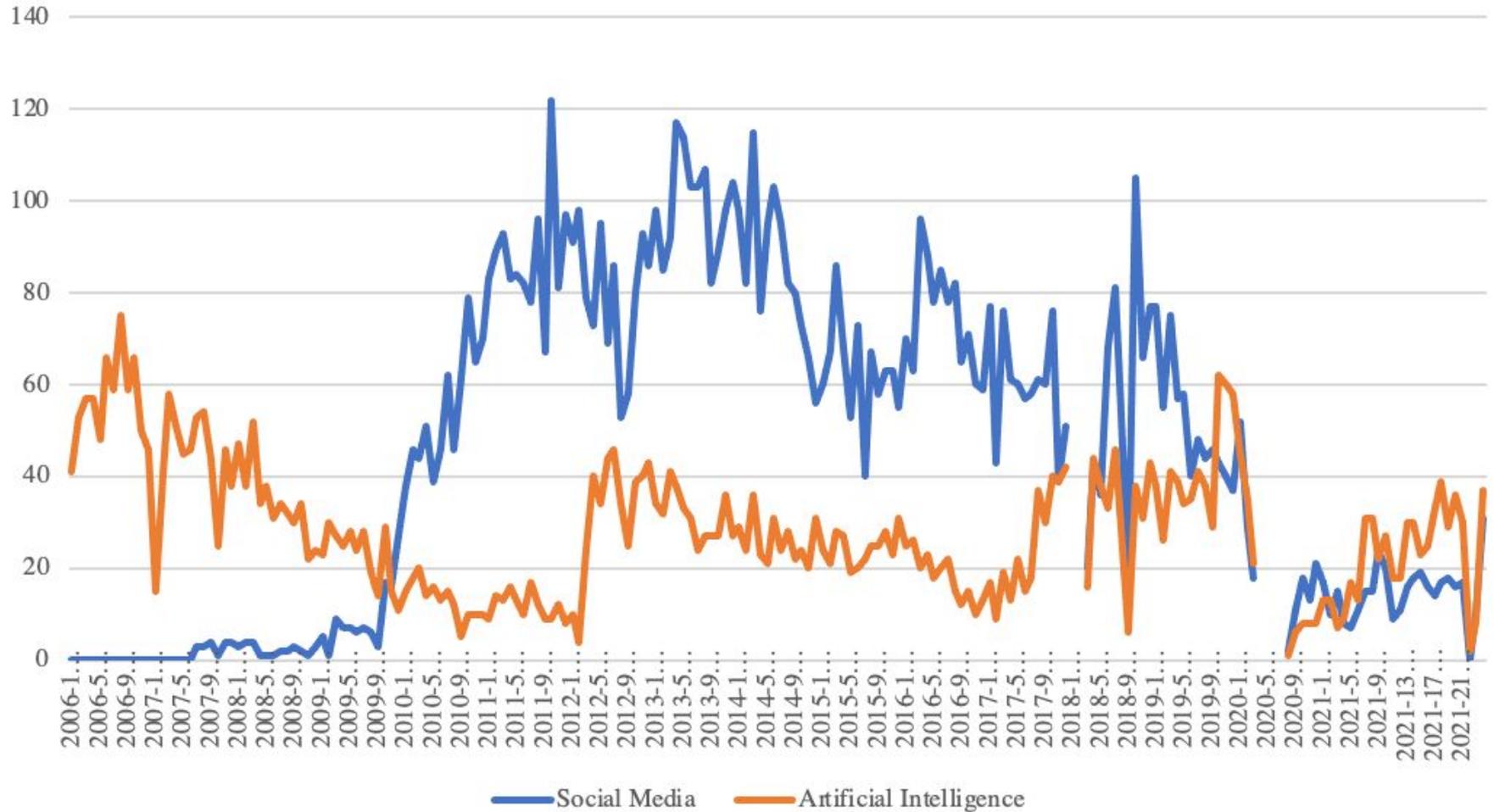


# Graphs & Findings

# Number of Check-Out Books



# Monthly Check-Out Number



Thanks!

**ANY QUESTIONS?**

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