1 WILLIAM SHAKESPEARE

NAME HASHTAGS ON INSTAGRAM

#shakespeare #williamshakespeare

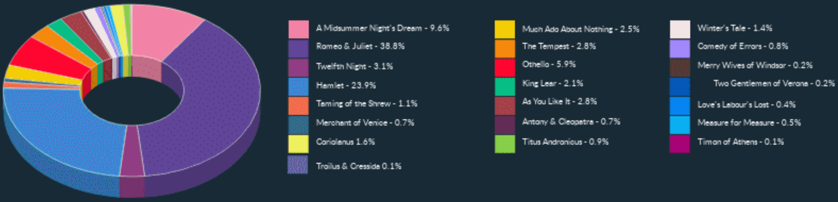
2,010,059

LITERATURE TITLE HASHTAGS

1,516,950

Hashtags by Play Title

Find out which of Shakespeare's plays are talked about most on Instagram.



MOST INSTAGRAMMED WORK:

ROMEO AND JULIET

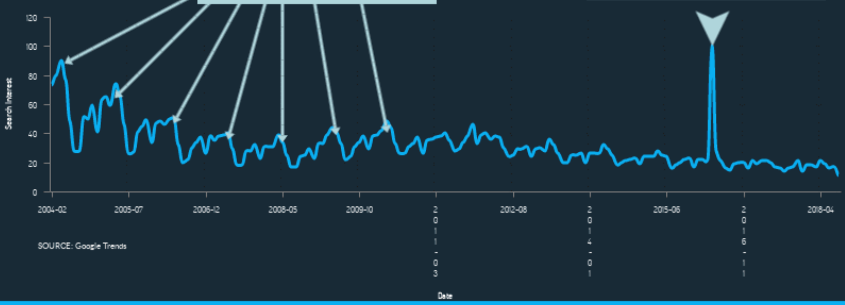
Google Search Trends Over Time

TRENDS

Small peaks in April of each year, coinciding with the anniversary of Shakespeare's birth and death.

PEAK INTEREST: APRIL 2016

The 400th anniversary of Shakespeare's death



SOURCE: Google Trends

> *"Death makes no conquest of this conqueror;*
> *For now he lives in fame, though not in life."*
>
> \- RICHARD III - WILLIAM SHAKESPEARE

2

J.R.R TOLKIEN

NAME HASHTAGS ON INSTAGRAM

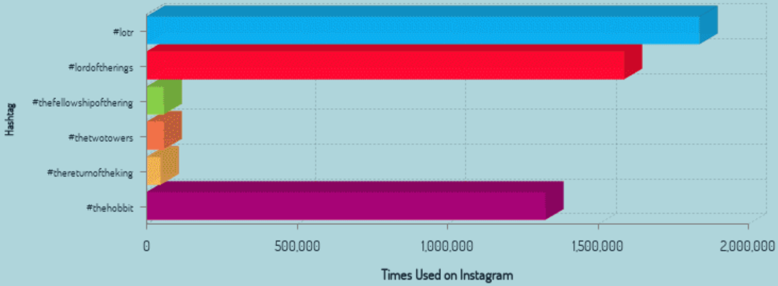
#tolkien #jrrtolkien

964,045

LITERATURE TITLE HASHTAGS ON INSTAGRAM

4,911,565

Hashtags by Title



MOST INSTAGRAMMED WORK:

LORD OF THE RINGS

Google Search Trends Over Time

PEAK INTEREST: JANUARY 2004

Return of the King film released December 2003.

DECEMBER 2012

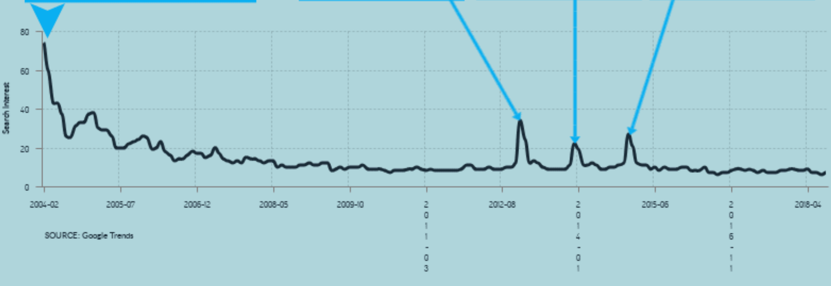
The Hobbit: An Unexpected Journey released

DECEMBER 2013

The Hobbit: The Desolation of Smaug released

DECEMBER 2014

The Hobbit: Battle of the Five Armies released



SOURCE: Google Trends

" In sorrow we must go, but not in despair. Behold! We are not bound forever to the circles of the world,

> and beyond them is more than a memory."

-LORD OF THE RINGS APPENDIX A - J.R.R TOLKIEN

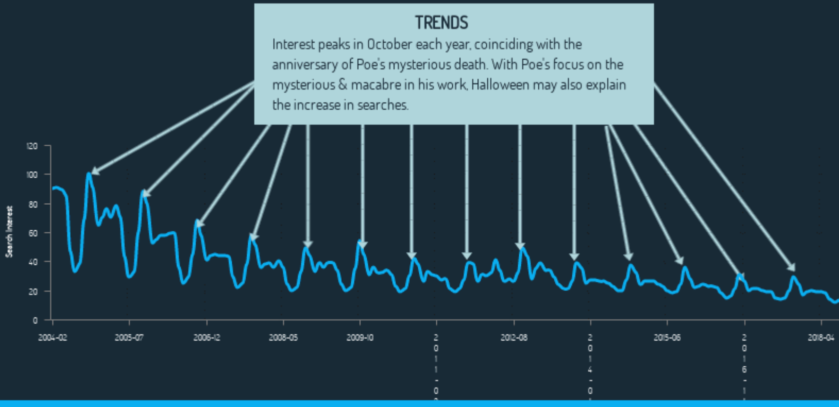
3 EDGAR ALLAN POE

NAME HASHTAGS ON INSTAGRAM

#edgarallanpoe #poe

789,022

Google Search Trends Over Time



TRENDS

Interest peaks in October each year, coinciding with the anniversary of Poe's mysterious death. With Poe's focus on the mysterious & macabre in his work, Halloween may also explain the increase in searches.

> *"Even in the grave all is not lost. Else there is no immortality for man."*
>
> -THE PIT AND THE PENDULUM - EDGAR ALLAN POE

4 MAYA ANGELOU

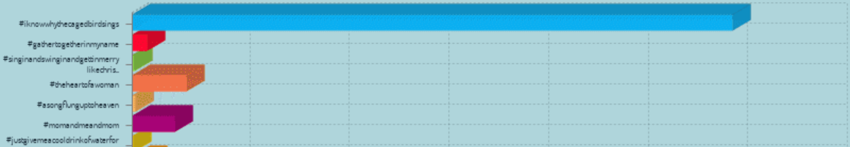
NAME HASHTAGS ON INSTAGRAM
#mayaangelou #angelou

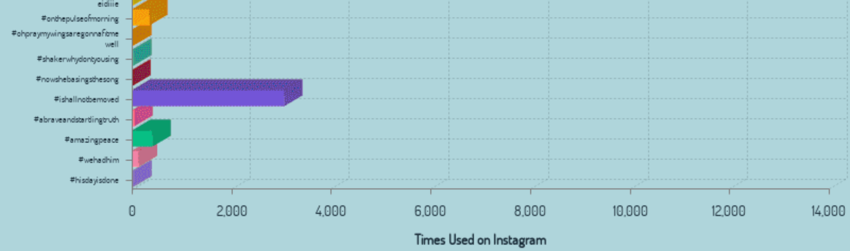
591,462

LITERATURE TITLE HASHTAGS ON INSTAGRAM

18,477

Hashtags by Title





MOST INSTAGRAMMED WORK:

I KNOW WHY THE CAGED BIRD SINGS

> *"My life has been one great big joke, a dance that's walked, a song that's spoke, I laugh so hard I almost choke when I think about it myself."*

-WHEN I THINK ABOUT MYSELF - MAYA ANGELOU

5 JANE AUSTEN

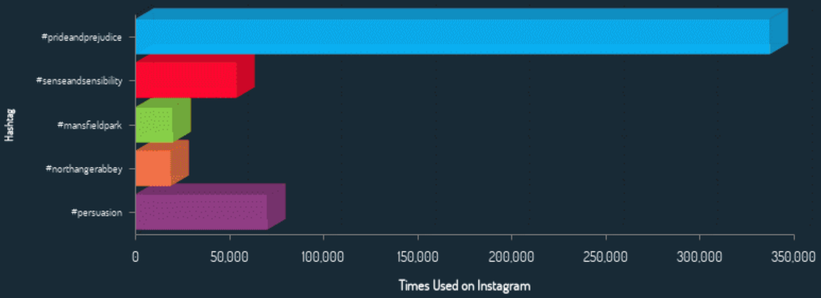
NAME HASHTAGS ON INSTAGRAM

#janeausten #austen

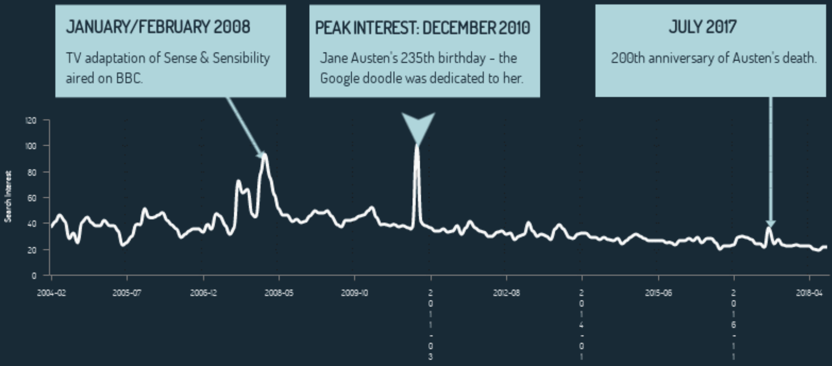
544,636

LITERATURE TITLE HASHTAGS ON INSTAGRAM

499,155



Google Search Trends Over Time



JANUARY/FEBRUARY 2008

TV adaptation of Sense & Sensibility aired on BBC.

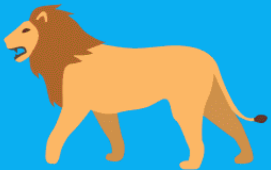
PEAK INTEREST: DECEMBER 2010

Jane Austen's 235th birthday - the Google doodle was dedicated to her.

JULY 2017

200th anniversary of Austen's death.

> "My courage always rises at every attempt to intimidate me."
>
> -PRIDE AND PREJUDICE - JANE AUSTEN



6 OSCAR WILDE

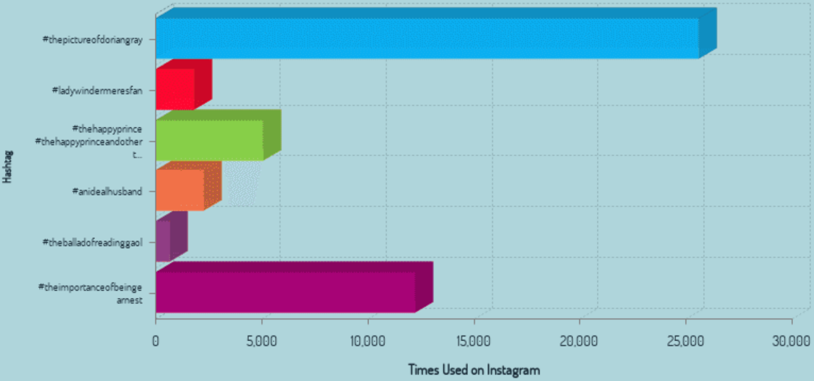
NAME HASHTAGS ON INSTAGRAM
#oscarwilde

521,451

LITERATURE TITLE HASHTAGS ON INSTAGRAM

47,591

Hashtags by Title



MOST INSTAGRAMMED WORK:

THE PICTURE OF DORIAN GRAY

Google Search Trends Over Time

PEAK INTEREST: OCTOBER 2004

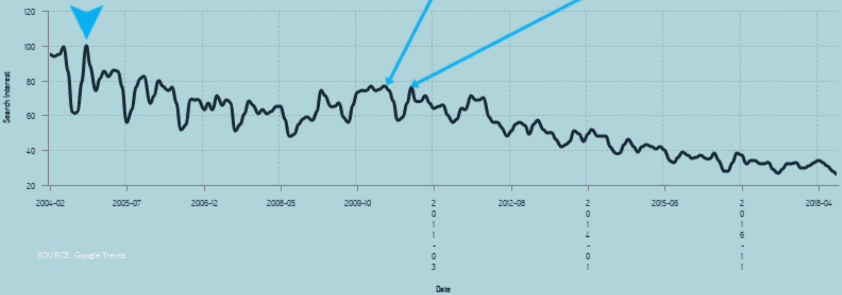
150th anniversary of Oscar Wilde's birth. A West End musical was released to celebrate - but only made the news because it was so terrible & closed after one night.

APRIL 2010

110th anniversary of Oscar Wilde's death. Dublin City Council announced 'Go Wilde in the City' encouraging everyone to read The Picture of Dorian Gray.

OCTOBER 2010

Oscar Wilde's 156th birthday celebrated with Google doodle.



SOURCE: Google Trends

" We are all in the gutter but some of us are looking at the stars."

-LADY WINDERMERE'S FAN - OSCAR WILDE

7 ERNEST HEMINGWAY

477,880 POSTS

#ernesthemingway #hemingway

8 F. SCOTT FITZGERALD

277,612 POSTS

#fscottfitzgerald #fitzgerald

9 MARK TWAIN

273,270 POSTS

#marktwain

MOST INSTAGRAMMED WORK
FOR WHOM THE BELL TOLLS
27,106 POSTS

MOST INSTAGRAMMED WORK
THE GREAT GATSBY
465,847 POSTS

MOST INSTAGRAMMED WORK
TOM SAWYER
44,741 POSTS

10 GEORGE ORWELL

258,547 POSTS
#georgeorwell #orwell #orwellian

MOST INSTAGRAMMED WORK
1984
746,061 POSTS

11 ROALD DAHL

250,646 POSTS
#roalddahl

MOST INSTAGRAMMED WORK
CHARLIE & THE CHOCOLATE FACTORY
130,269 POSTS

12 CHARLES DICKENS

235,375 POSTS
#dickens #charlesdickens

MOST INSTAGRAMMED WORK
A CHRISTMAS CAROL
91,458 POSTS

13 AGATHA CHRISTIE

219,607 POSTS
#agathachristie

MOST INSTAGRAMMED WORK
MURDER ON THE ORIENT EXPRESS
63,778 POSTS

14 LEWIS CARROLL

176,136 POSTS
#lewiscarroll #carroll

MOST INSTAGRAMMED WORK
ALICE IN WONDERLAND
4,313,910 POSTS

15 VIRGINIA WOOLF

159,543 POSTS
#virginiawoolf

MOST INSTAGRAMMED WORK
MRS DALLOWAY
15,122 POSTS

16 LEO TOLSTOY

143,590 POSTS

#leotolstoy #tolstoy

MOST INSTAGRAMMED WORK

ANNA KARENINA

90,407 POSTS

17 SYLVIA PLATH

135,581 POSTS

#sylviaplath #plath

MOST INSTAGRAMMED WORK

THE BELL JAR

28,752 POSTS

18 KURT VONNEGUT

123,389 POSTS

#kurtvonnegut #vonnegut

MOST INSTAGRAMMED WORK

SLAUGHTERHOUSE FIVE

16,655 POSTS

19 BEATRIX POTTER

123,245 POSTS

#beatrixpotter

MOST INSTAGRAMMED WORK

PETER RABBIT

316,616 POSTS

20 JACK KEROUAC

121,607 POSTS

#jackerouac #kerouac

MOST INSTAGRAMMED WORK

THE DHARMA BUMS

3,778 POSTS

21 JOHN STEINBECK

105,592 POSTS

#johnsteinbeck #steinbeck

MOST INSTAGRAMMED WORK

EAST OF EDEN

39,163 POSTS

22 JAMES JOYCE

74,131 POSTS

#jamesjoyce

MOST INSTAGRAMMED WORK

ULYSSES

89,463 POSTS

23 ALDOUS HUXLEY

51,304 POSTS

#aldoushuxley

MOST INSTAGRAMMED WORK

BRAVE NEW WORLD

65,206 POSTS

24 EMILY BRONTË

51,083 POSTS

#emilybronte

MOST INSTAGRAMMED WORK

WUTHERING HEIGHTS

95,937 POSTS

25 CHARLOTTE BRONTË

46,398 POSTS

#charlottebronte

MOST INSTAGRAMMED WORK

JANE EYRE

104,369 POSTS

26 FYODOR DOSTOEVSKY

40,898 POSTS

#fyodordostoevsky #dostoevsky

MOST INSTAGRAMMED WORK

CRIME AND PUNISHMENT

26,007 POSTS

27 ANTHONY BURGESS

25,702 POSTS

#anthonyburgess

MOST INSTAGRAMMED WORK

A CLOCKWORK ORANGE

121,774 POSTS

SOURCES

http://instagram.com/

https://trends.google.com

McGowan Transcriptions