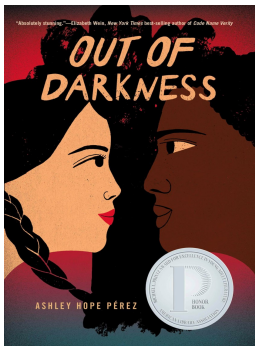
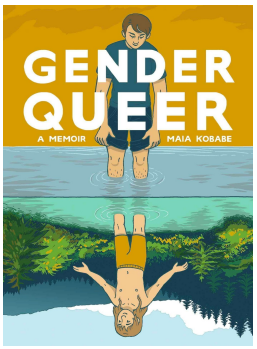
Appendix

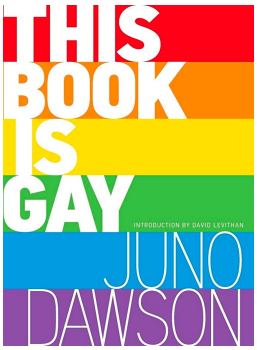
Figure A1: Sample of Banned Books



a) Dealing with Race



b) Dealing with Gender



c) Dealing with Sexuality

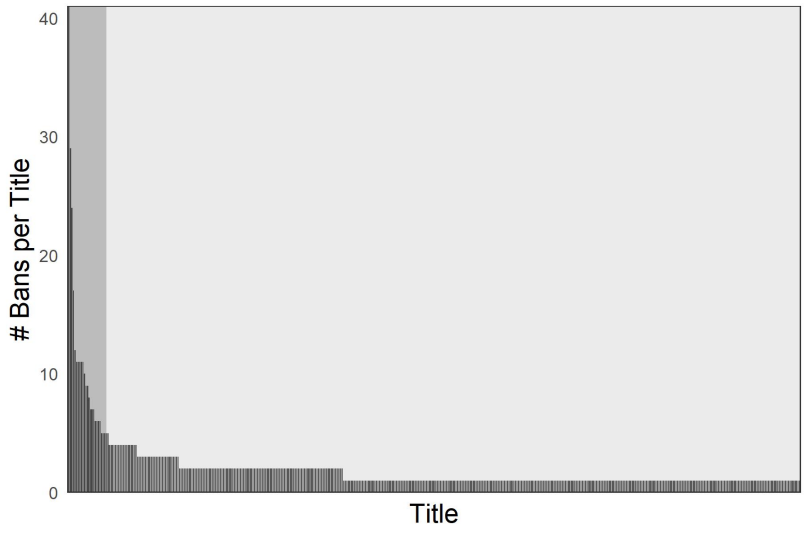
Note: The figure shows examples of banned books dealing with Race, Gender, and Sexuality respectively.

Table A1: List of Top-25 Banned Book Titles

Title	Genre	Primary Author	Author Gender	Author Race
All American Boys	Young Adult Fiction	Jason Reynolds	Male	Black
All Boys aren't Blue	Young Adult Non-Fiction	George M. Johnson	Non-Binary	Black
Almost Perfect	Young Adult Fiction	Brian Katcher	Male	White
Being Jazz	Young Adult Non-Fiction	Jazz Jennings	Transgender	White
Beyond Magenta	Young Adult Non-Fiction	Susan Kuklin	Female	White
Dear Martin	Young Adult Fiction	Nic Stone	Female	Black
Drama	Juvenile Fiction	Raina Telgemeier	Female	White
Flamer	Young Adult Fiction	Mike Curato	Male	Mixed-Race
Gender Queer	Comics & Graphic Novels	Maia Kobabe	Non-Binary	White
I Am Jazz	Juvenile Non-Fiction	Jazz Jennings	Transgender	White
l8r, g8r	Young Adult Fiction	Lauren Myracle	Female	White
Lawn Boy	Fiction	Jonathan Evison	Male	White
Melissa	Juvenile Fiction	Alex Gino	Genderqueer	White
Monday's Not Coming	Young Adult Fiction	Tiffany D. Jackson	Female	Black
More Happy Than Not	Young Adult Fiction	Adam Silvera	Male	Hispanic
Out of Darkness	Young Adult Fiction	Ashley Hope Perez	Female	White
Real Live Boyfriends	Young Adult Fiction	E. Lockhart	Female	White
The 57 Bus	Young Adult Non-Fiction	Dashka Slater	Female	White
The Breakaways	Juvenile Fiction	Cathy G. Johnson	Non-Binary	White
The Infinite Moment of Us	Young Adult Fiction	Lauren Myracle	Female	White
The Truth About Alice	Young Adult Fiction	Jennifer Mathieu	Female	Hispanic
This Book is Gay	Young Adult Non-Fiction	Juno Dawson	Trans Woman	White
This One Summer	Young Adult Fiction	Mariko Tamaki	Female	Asian
Two Boys Kissing	Young Adult Fiction	David Levithan	Male	Wihte
We Are the Ants	Young Adult Fiction	Shaun David Hutchinson	Male	White

Note: List of all the 25 banned book titles included in our study along with genre, name of the primary author, their gender and race.

Figure A2: Histogram of Number of Bans per Title

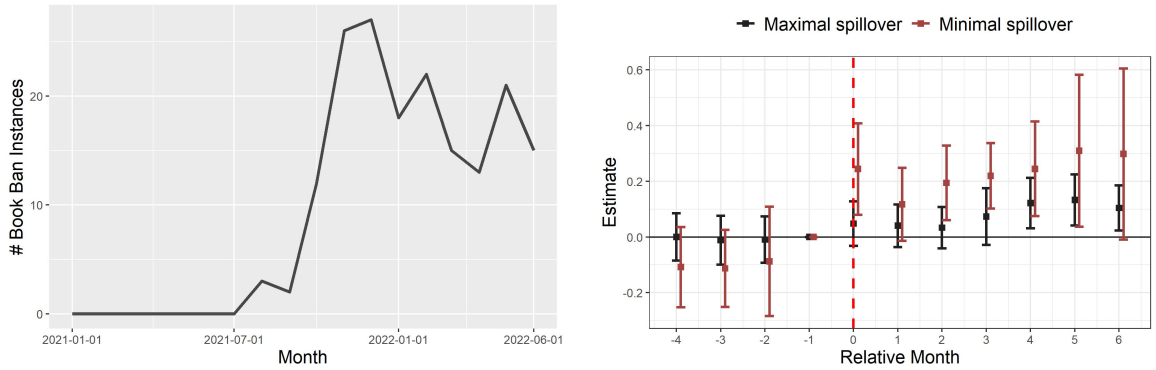


Note: The figure shows the distribution of the number of total ban events per title arranged by the decreasing count of ban events. The area marked represents the sample of banned books considered in our analyses.

Additional Details on Book Bans

Figure A2 demonstrates the number of times each title is banned in different school districts, with the X axis denoting each title and the Y axis denoting the number of bans. We observe that the distribution is heavily skewed to the left and has a significant long tail of titles that are banned only once. This indicates that some titles are banned more frequently than others. In fact, only 25 banned books contribute to more than 300 of the 940 challenges (30%) and are banned at least five times by different school districts. Books that are banned more than four times each contribute to 38% while books that are banned over three times contribute to 46.5% of the distribution. In summary, only 71 titles are banned at least three times. In our analysis, we focus primarily on the 25 books that face the most challenges from school districts and are shown in the shaded part in Figure A2. Our results remain qualitatively similar to this baseline if we consider all 71 titles that are banned at least three times.

Figure A3: Event Study Estimates using Alternate Event Definitions



a) Number of Unique Bans

b) Event Study Estimates

Note: The figure in panel a) shows the total number of unique bans per calendar month. The figure in panel b) shows event study estimates using the TWFE estimator with the log of circulation as the dependent variable. It plots the estimates along with the 95% confidence intervals using two alternate ban event definitions - a single ban event for all the banned books occurring during October 2021 and a separate ban event for each title in each state the title gets banned.

Additional Measure of Social Chatter: Goodreads Data

We use Goodreads data as an additional measure of social chatter. On Goodreads, an avid community of readers interact by reading, shelving, sharing, and reviewing books. Activity on Goodreads pre vs. post book ban events could help add credence to our results. We run the regression from Equation 1, but since the Goodreads data do not have state-level information, the subscript j would not apply to this analysis. We use the total number of monthly reviews as an alternative measure of demand.[36] As shown in column (1) of Table A6, there is a positive and statistically significant increase in the number of reviews written for banned books. Next, we analyze the total number of reviews that refer to words related to book bans[37] to find that there is a positive and statistically significant (in column (2)) suggesting that the readers were influenced by news related to book ban. We also look at the average monthly rating for each banned book on Goodreads relative to the control group. In

[36]There is an established relationship between the number of reviews and book demand (Chevalier and Mayzlin 2006, Archak et al. 2011))

[37]We perform a keyword search on the reviews for the terms related to book bans such as "ban", "banned", "bans", "censorship", "censor", "library", "libraries", "profanity", "sexual", "classroom", "challenge", "challenges", "porn", "pornography" to identify reviews related to book bans.

Table A2: Impact of Ban Events on Circulation of Other Books

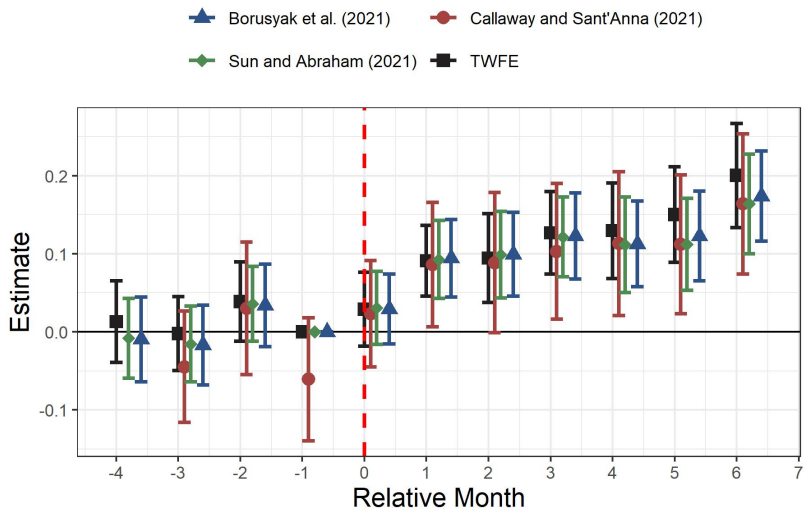
Dependent Variable:	Log(Circulation)		
	Genre	BISAC	Author
	(1)	(2)	(3)
Variables			
PostBan × Banned	-0.024	-0.0005	-0.056
	(0.060)	(0.091)	(0.035)
PostBan × Banned × SameGenre	-0.028		
	(0.089)		
PostBan × Banned × SameBISAC		-0.034	
		(0.110)	
PostBan × Banned × SameAuthor			0.021
			(0.055)
State Fixed Effect	Yes	Yes	Yes
Title Fixed Effect	Yes	Yes	Yes
Year Month Fixed Effect	Yes	Yes	Yes
R^2	0.60122	0.54188	0.60145
Observations	481,418	1,046,670	200,298

Note: Robust standard errors clustered at the level of the state in parentheses. The unit of observation is state-title-month. The dependent variable is the log of circulation. All the banned books are excluded from the sample. SameGenre indicates if a book is of the same genre as banned books. SameBISAC indicates if a book has the same BISAC as the banned book BISACs. SameAuthor indicates if a book is authored by an author of banned books.
$^{***}p < 0.01$; $^{**}p < 0.05$; $^{*}p < 0.1$.

column (3), we find an increase in the ratings for the book post-ban. Based on an alternative dataset, these results increase confidence in the overall takeaways of the paper.

It might be that some of the reviews written were motivated in the contentiousness of the issue (for example, reviews written "in solidarity" with the author or completely against the books) — some reviewers are perhaps not reading the book, but are either rating and reviewing the books positively or negatively depending on their viewpoint of the ban. If this is the case, there should be less information in reviews that are written after the first ban. However, we find that there is no change in the number of words in reviews after the ban (b=2.07, p=0.82). There is also no change in the number of days it takes for the reviewers

Figure A4: Event Study Estimates using Matched Controls



Note: The figure shows event study estimates using four different estimation methods and control book titles derived using matching. The dependent variable is the log of circulation. The unit of observation is at the title-state-month level. 95% confidence intervals are shown.

to start and finish a book (mean is 8 days while median is 3, both pre and post ban). Both analyses provide descriptive evidence that the review information is not biased one way or another by readers who are not actually reading the book.

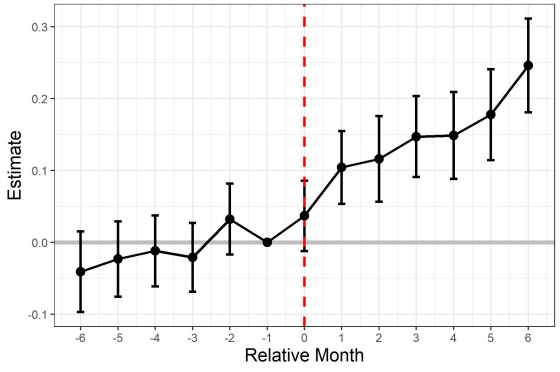
In terms of magnitudes, given that the number of reviews increased by 13%, with the mean number of reviews per banned book in a month was 47.2, indicating that six additional reviews were written. This effect is economically significant, as only a small fraction (less than 5% based on publicly available estimates) leave reviews on Goodreads and online platforms, more generally. Further, in column (3), we find that the average rating increases by 0.29 for the banned books after the ban event. This magnitude is economically meaningful according to the literature (Luca 2016). The change in average ratings could result from a change in the type of reader who reads the book in the aftermath of a book ban. As the composition of readers changes, the average star rating can also change, as has been pointed out in related studies by Zhu et al. (2023) and Kovács and Sharkey (2014).

Table A3: Matched Controls: Impact of Ban Events on Circulation

Dependent Variable:	Log(Circulation)						
	All States (1)	Banned States (2)	Non-banned States (3)	Author Experience (4)	Twitter Visibility (5)	Blue States (6)	Red States (7)
Variables							
PostBan × Banned	0.092***	0.103***	0.077***	-0.028	-0.008	0.096***	0.089***
	(0.016)	(0.023)	(0.022)	(0.022)	(0.021)	(0.020)	(0.027)
PostBan × Banned × Less-experienced Author				0.231***			
				(0.032)			
PostBan × Banned × High Visibility					0.211***		
					(0.037)		
State Fixed Effect	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Title Fixed Effect	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Year Month Fixed Effect	Yes	Yes	Yes	Yes	Yes	Yes	Yes
R^2	0.68425	0.67711	0.70149	0.68485	0.68475	0.70462	0.67899
Observations	28,044	16,974	11,070	28,044	28,044	14,760	13,284

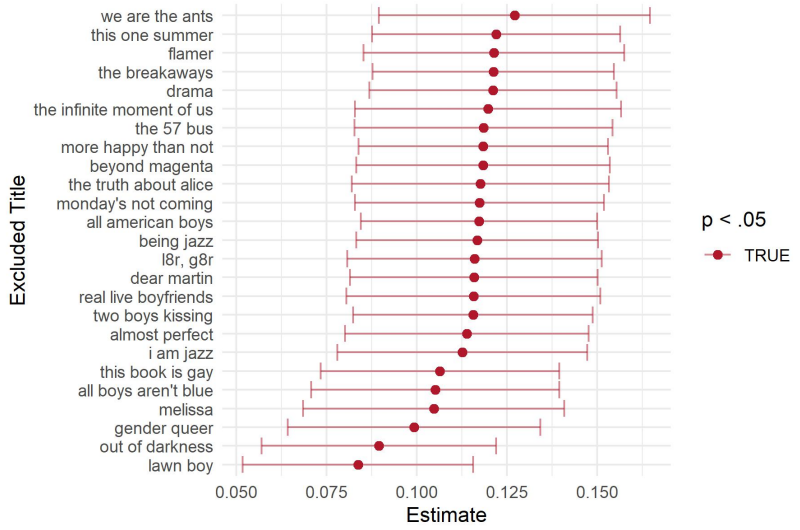
Note: Robust standard errors clustered at the level of the state in parentheses. The unit of observation is state-title-month. The dependent variable is log of circulation. PostBan is an indicator variable which denotes if the time period is after the month following the first time the title is banned in any state. PostBan is 0 for all control titles. Banned indicates whether the title belongs to the banned or control group. Column (1) includes all the states, column (2) includes only those states with at least one ban event, column (3) includes only those states without any ban events, column (6) includes only Red states, and column (7) includes only Blue states. Column (4) includes author experience as interaction variable and column (5) includes Twitter visibility as interaction variable.
$^{***}p < 0.01$; $^{**}p < 0.05$; $^{*}p < 0.1$.

Figure A5: Event Study Estimates using Alternate Time Window



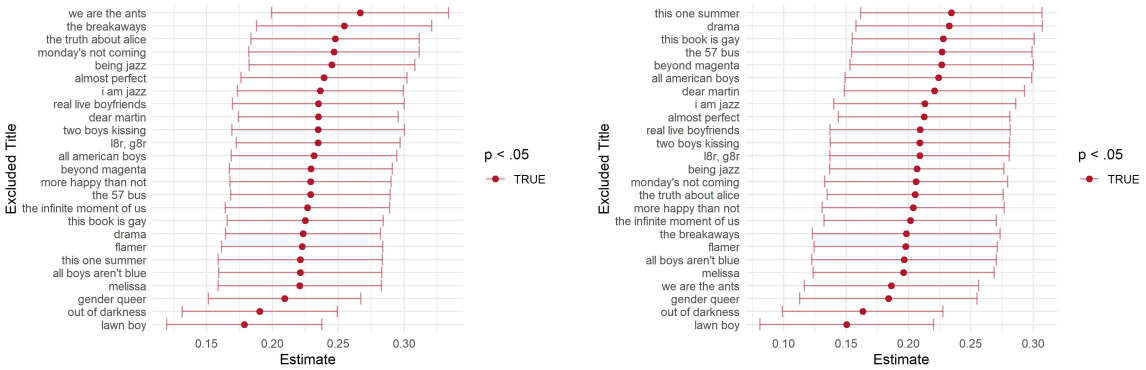
Note: The figure shows the event study estimates using the TWFE estimator with the log of circulation as the dependent variable. It plots the estimates along with the 95% confidence intervals using time window of 6 months before the first ban and 6 months after the first ban.

Figure A6: Leave One Out TWFE Estimates



Note: The figure shows estimates using leave one out TWFE estimates. Each dot represents the TWFE estimates after leaving the title on the y axis out of the analyses. 95% confidence intervals are shown.

Figure A7: Leave One Out TWFE Estimates - Heterogeneity



a) Author Experience

b) Twitter Visibility

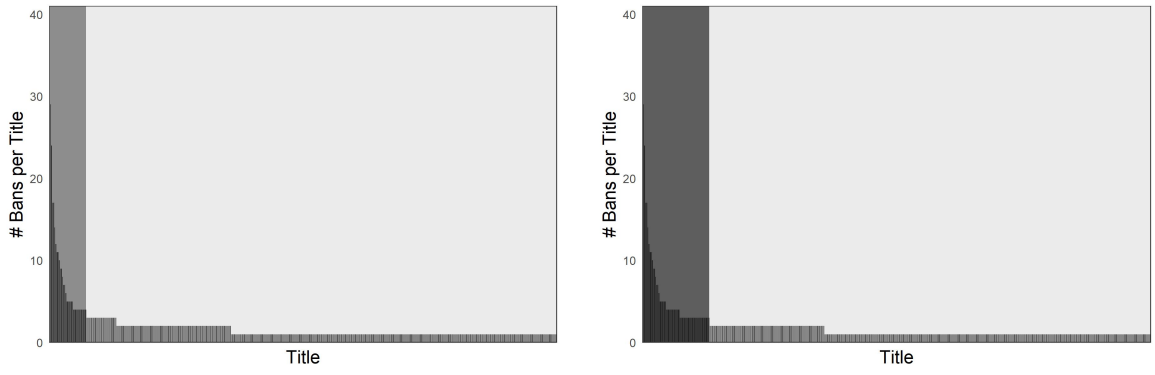
Note: The figure in panel a) shows the estimates from leave-one-out analyses moderated by author experience. The figure in panel b) shows the estimates from leave-one-out analyses moderated by twitter visibility. 95% confidence intervals are shown.

Table A4: Impact of Ban Events on Circulation

Dependent Variables:	Circulation		Lift		Log(Circulation)		
	IHS	Negative Binomial	Category Lift	Mean Lift	Organic Growth	False Treatment	Alternate Pre-period
	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Variables							
PostBan × Banned	0.139***	0.211***	0.315**	0.462***	0.127***	0.023	0.123***
	(0.020)	(0.067)	(0.135)	(0.145)	(0.029)	(0.019)	(0.018)
State Fixed Effect	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Title Fixed Effect	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Year Month Fixed Effect	Yes	Yes	Yes	Yes		Yes	Yes
Quarter-State Fixed Effect					Yes		
Quarter Fixed Effect					Yes		
R^2	0.57200		0.32475	0.30993	0.58110	0.53950	0.57821
Observations	249,660	243,090	249,660	249,660	249,660	249,850	251,560

Note: Robust standard errors clustered at the level of the state in parentheses. The unit of observation is state-title-month. The dependent variable is log of circulation. Columns (1) and (2) test for alternate model specification using inverse hyperbolic sine transformation and negative binomial models respectively. Columns (3) and (4) use category lift and mean lift in circulation as the dependent variable. Column (5) tests for organic growth assumption. Column (6) tests for falsification of treatment timing. Column (7) tests for the alternate pre-period window.
$^{***}p < 0.01$; $^{**}p < 0.05$; $^{*}p < 0.1$.

Figure A8: Histogram of Number of Bans per Title



a) More than four bans b) More than three bans

Note: The figure shows the distribution of the number of total ban events per title arranged by the decreasing count of ban events. The marked area in panel a) shows books that are banned four or more times. The marked area in panel b) shows books that are banned three or more times.

Table A5: Additional Robustness: Impact of Ban Events on Circulation

Dependent Variable:	Log(Circulation)					
	At least Four Bans	At least Three Bans	At least Four Bans	At least Three Bans	Impact Per Ban	More vs. Less Bans
	(1)	(2)	(3)	(4)	(5)	(6)
Variables						
PostBan × Banned	0.049**	0.031**	0.203**	0.155**	-0.011	0.010
	(0.018)	(0.014)	(0.072)	(0.068)	(0.018)	(0.009)
PostBan × Banned × Intensity of Ban					0.021***	
					(0.002)	
PostBan × Banned × >= Five Bans						0.097***
						(0.015)
State Fixed Effect	Yes	Yes	Yes	Yes	Yes	Yes
Title Fixed Effect	Yes	Yes	Yes	Yes	Yes	Yes
Year Month Fixed Effect	Yes	Yes	Yes	Yes	Yes	Yes
R^2	0.59327	0.59922	0.55316	0.55587	0.57659	0.62823
Observations	257,602	268,242	146,712	147,214	249,660	421,382

Note: Robust standard errors clustered at the level of the state in parentheses. The unit of observation is state-title-month. The dependent variable is the log of circulation. Columns (1) and (3) use all the books that were banned at least four times. Columns (2) and (4) use all the books that were banned at least three times. Columns (1) - (2) show the average estimates using the main event identification assumption. Columns (3) and (4) show the average estimates using an alternate event identification assumption. Column (5) uses monthly cumulative count of bans as explanatory variable. Column (6) uses all the banned books with split of ban counts as interaction variable.
$^{***}p < 0.01$; $^{**}p < 0.05$; $^{*}p < 0.1$.

Table A6: Impact of Ban Events on Goodreads reviews

Dependent Variables:	Reviews	Reviews with Bans	Ratings
	(1)	(2)	(3)
Variables			
PostBan × Banned	0.131**	0.183**	0.298**
	(0.054)	(0.073)	(0.116)
Title Fixed Effect	Yes	Yes	Yes
Year Month Fixed Effect	Yes	Yes	Yes
R^2	0.87292	0.79331	0.32797
Observations	2,738	2,738	2,738

Note: Heteroskedasticity-robust standard errors in parentheses. The unit of observation is title-month. Columns (1) and (2) use log count of reviews as the dependent variable. Column (1) includes all the reviews, and column (2) includes only those reviews with reference to book bans. Column (3) uses numerical rating as the dependent variable and includes all the reviews.
$^{***}p < 0.01$; $^{**}p < 0.05$; $^{*}p < 0.1$.