



# Banned Book Rating and Review Analysis: Amazon vs. Barnes & Noble

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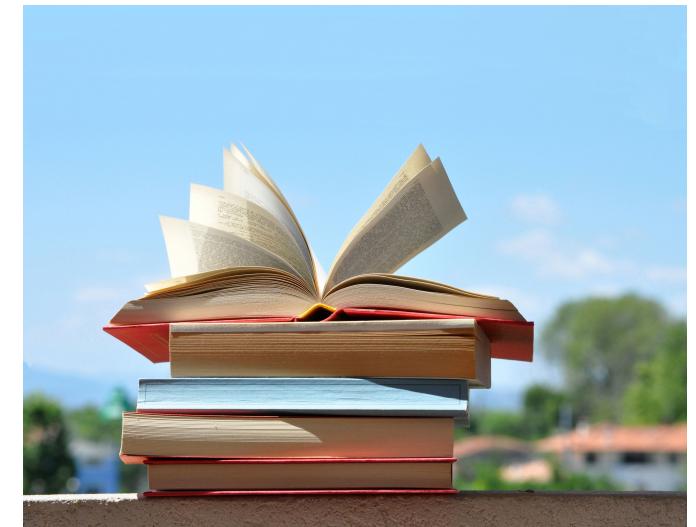
# Agenda

- Overview
- Data Description
- Research Questions
- Q&A

# Overview

## Banned & Challenged Books

- Mainly books which touch upon subjects such as violence, sexuality, abuse, racism, and extreme political views (communism/fascism)
- Increasing controversy throughout recent years
- Books disappearing off library shelves at rapid rate
- Librarians and teachers in some states could potentially face criminal charges for providing access to certain challenged books



# Description

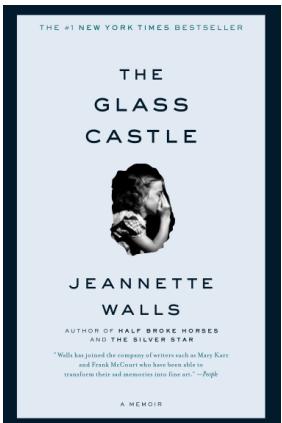
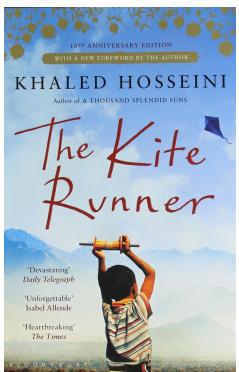
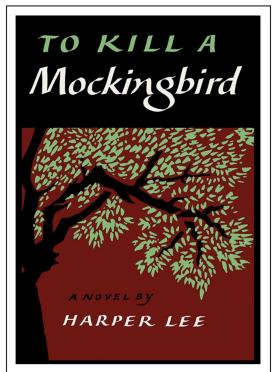
## About the Data

- Ideas for banned books were obtained from Davenport University's Banned Books Week Library Guide\*
- 20 books were selected at random
- In addition to title and author, the following information was collected from both Amazon and Barnes & Noble:
  - Year Published
  - Genre
  - Average Rating
  - Number of 5, 4, 3, 2, and 1 stars
  - Excerpts from 5, 4, 3, 2, and 1 star comments
  - Reason for ban
  - Movie or TV show adaptation

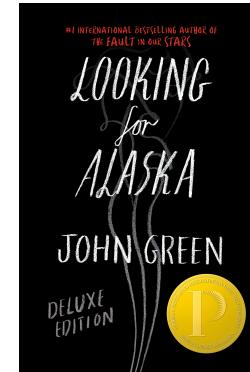
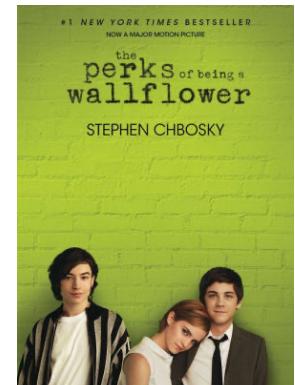
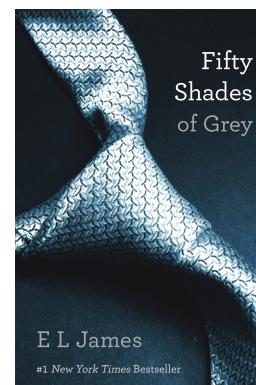


\*Source: <https://davenport.libguides.com/bannedbooks/top10>

# Banned book examples



The Absolutely True Diary of a Part-Time Indian  
Captain Underpants (book 1)  
Thirteen Reasons Why  
Looking for Alaska  
George  
And Tango Makes Three  
Drama  
Fifty Shades of Grey  
Internet Girls (series)  
The Bluest Eye  
The Kite Runner  
Hunger Games (Trilogy)  
I Am Jazz  
The Perks of Being a Wallflower  
To Kill a Mockingbird  
Bone (series)  
The Glass Castle  
Two Boys Kissing  
A Day in the Life of Marlon Bundo  
Sex is a Funny Word



# Research Questions

**Do users rate books differently on the different websites? (Amazon vs. B&N)**

Average rating for our selection of books was incredibly similar!

- Amazon: 4.64 out of 5
- Barnes & Noble: 4.6 out of 5



# Research Questions

**Are there any predominant banned book genres in our data set?**

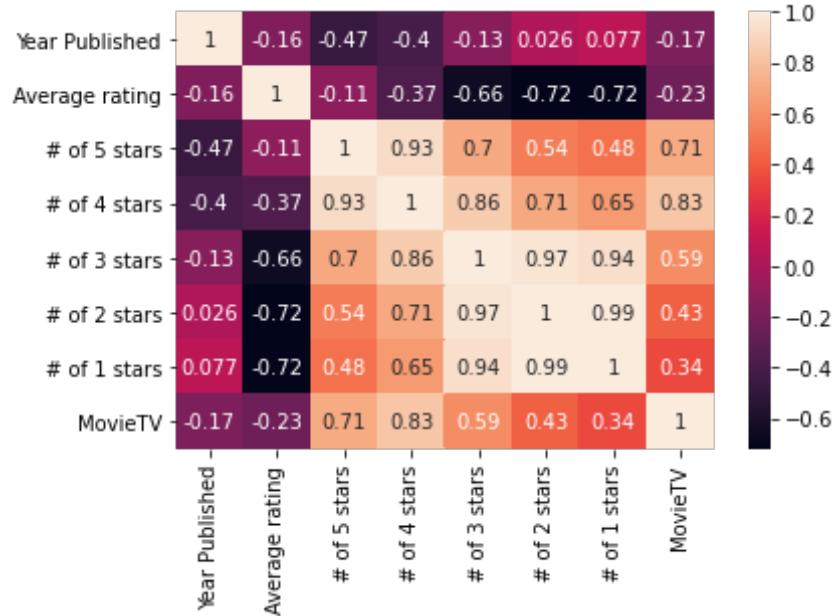
Some genres appear more than others:

- Young Adult Fiction: 6 out of 20 books
- Children's Literature: 3 out of 20 books
- Graphic Novel: 3 out of 20 books

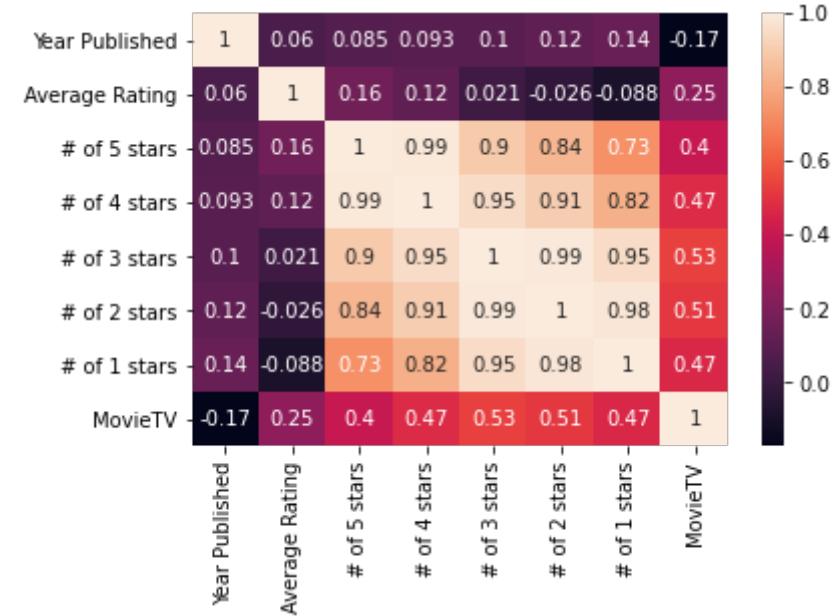


# Correlation Matrices

What are the strong correlations and how do they compare to each other in the two data sets?



Amazon Matrix

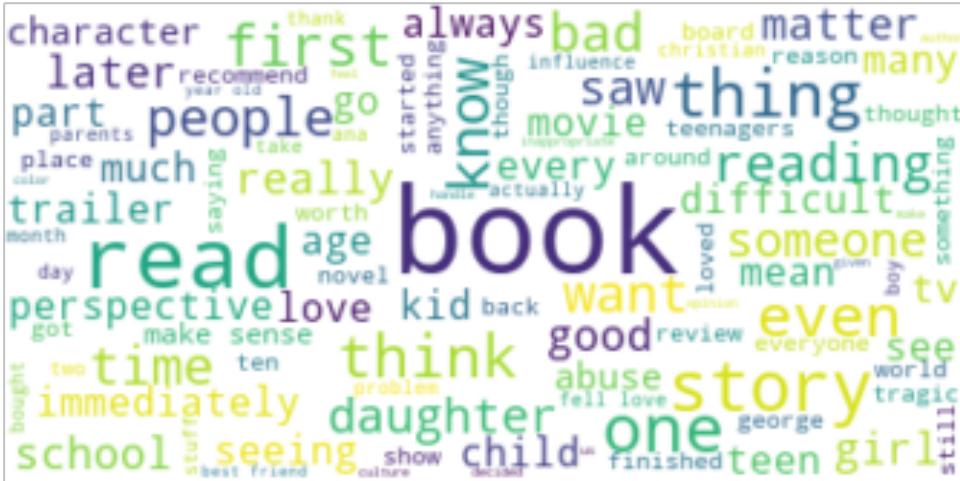


Barnes and Noble Matrix

# Research Questions

**What are the differences between the Amazon reviews and the Barnes and Noble reviews?**

# 5 Star Word Clouds

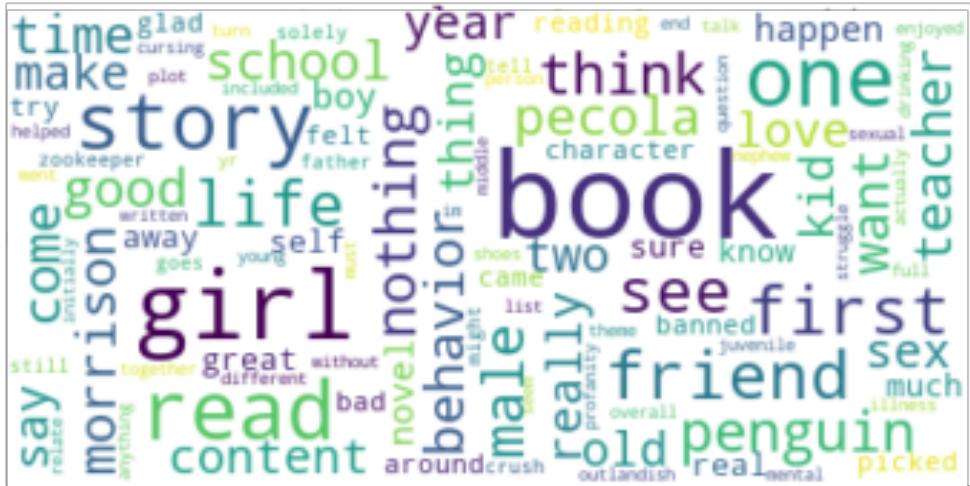


## Amazon 5 Star Comments

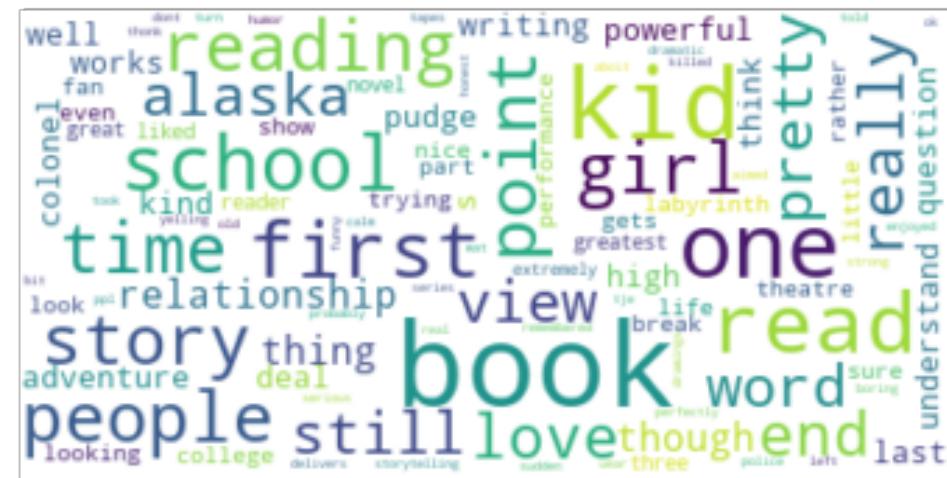


## Barnes and Noble 5 Star Comments

# 3 Star Word Clouds

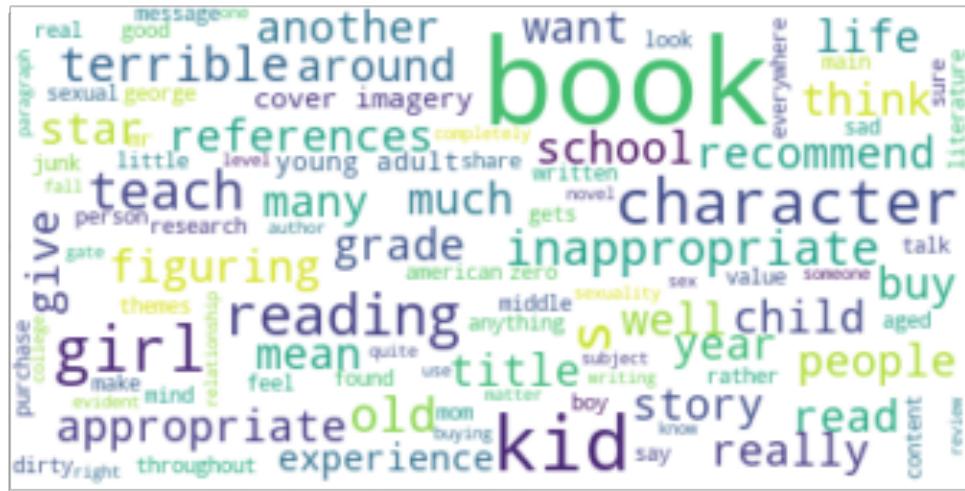


## Amazon 3 Star Comments

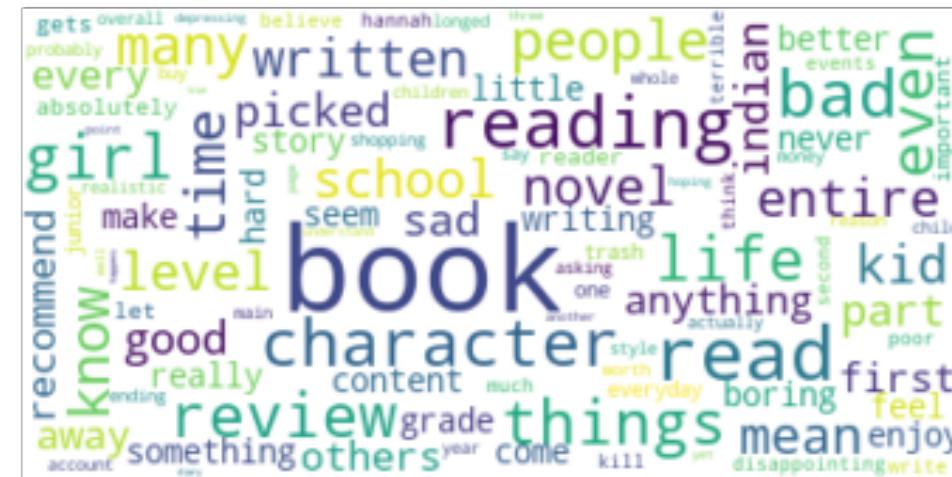


## Barnes and Noble 3 Star Comments

# 1 Star Word Clouds



## Amazon 1 Star Comments

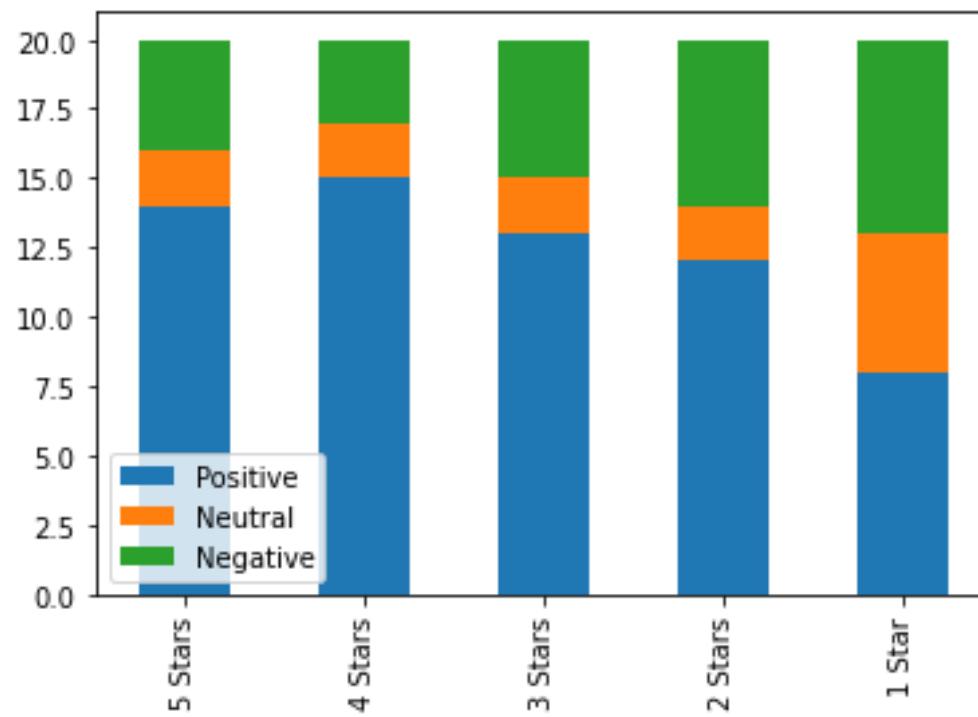


## Barnes and Noble 1 Star Comments

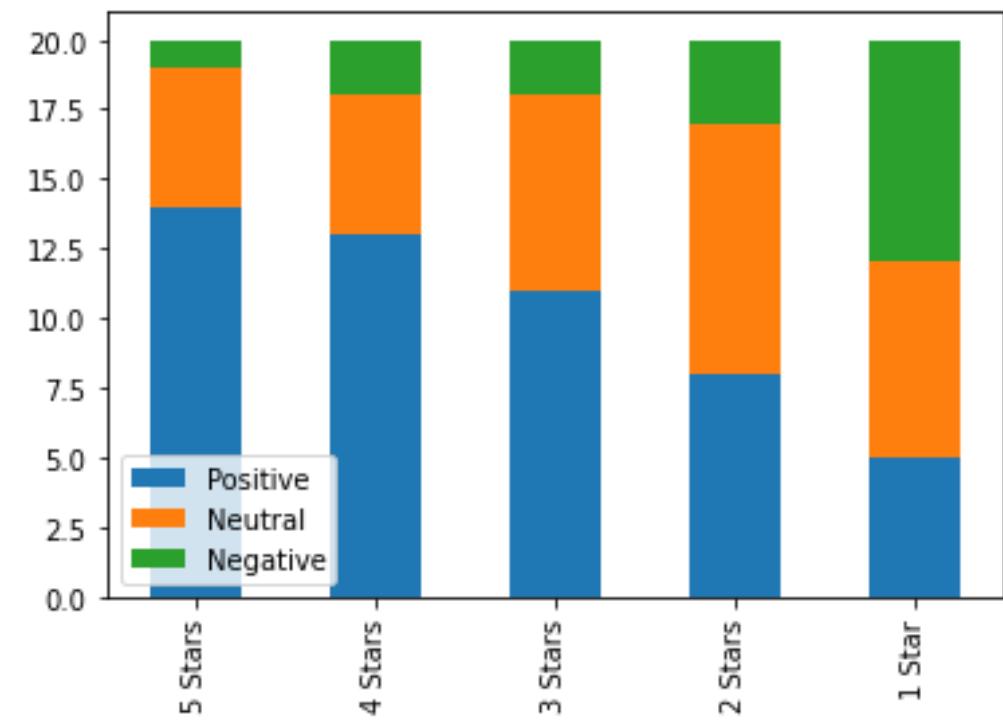
# Reason for Ban Word Clouds



# Sentiment Analysis Histograms



Amazon Dataframe



Barnes and Nobles Dataframe

# Q&A

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# Thank you!

Presentation by Natalia Uruska and Alison Reikher