

Data Appendix for “Something to Talk About: Social Spillovers in Movie Consumption”

Instructions

All analyses founded in the paper can be replicated using the code and data found in this Appendix. Stata users should set Stata’s base directory to be the directory in which you find this file and then run the .do file RUN_ALL.do.

The code and data are organized as follows:

1. The `main` folder contains our national-level analyses.
2. The `local` folder contains our local-level analyses.
3. The `matlab` folder contains Matlab scripts and programs that run Chernozhukov et al.’s LASSO variable selection methods.
4. The `moretti_comparison` directory compares our results to those of Moretti (2011).
5. Tabular output is written to the `tab` folder and figures are written to the `graphics` directory.

List of Tables

Main Paper

1. Table 1: LASSO-Chosen and Hand-Selected First Stages
2. Table 2: Momentum from Viewership Shocks
3. Table 3: Momentum per Opening Screen from Exogenous Viewership Shocks
4. Table 4: Local Momentum from Network Externalities
5. Table 5: Momentum by Movie Quality and Information about Movie Quality
6. Table 6: Substitution across Movies and Activities
7. Table 7: Network Externalities by Age Suitability

Online Appendix

1. Table A.1: Momentum from Viewership Shocks, Robustness Checks
2. Table A.2: LASSO and Instrument Robustness Checks
3. Table A.3: Additional First Stages
4. Table A.4: Opening Weekend Viewership Shocks and Ratings
5. Table A.5: Local First Stages
6. Table A.6: OLS Estimates of Momentum by Movie Quality and Information about Movie Quality
7. Table A.7: OLS Estimates of Local Momentum
8. Table D.1: Supply-Side Adjustments
9. Table F.1: Our Framework, Moretti’s Instruments
10. Table F.2: Robustness of Moretti’s Test for Network Externalities

List of Figures

Main Paper

1. Figure 1: Average Audience Sizes by Week in Theater
2. Figure 2: The Effect of Weather Shocks on Viewership
3. Figure 3: Histogram of the Instrument
4. Figure 4: First Stage Binscatter

5. Figure 5: Reduced-Form Binscatters
6. Figure 6: The Effect of Local Weather Shocks on Local Viewership
7. Figure 7: Local First Stage Binscatters
8. Figure 8: Local Reduced-Form Binscatters

Online Appendix

1. Figure B.1: Ticket Sales, National Searches, and the Weather
2. Figure B.2: Uncertainty by Production Budget
3. Figure B.3: The Effect of Weather Shocks Elsewhere on Local Viewership
4. Figure B.4: Network Externalities by Movie Age Suitability