Judging a Book by Its Author’s Gender (or lack thereof)

# Thesis: This paper uses a natural field experiment to examine the relationship between the gender of an author’s name and evaluations of a book’s interest, quality, and market value.

# Literature Review: Previous Experiments Related to Author Gender

## Male vs. Female

## Ambiguous Names

## Gender and Genre

## Previous settings and applications

### Blinded experiments with teachers

### Psych lab experiments

### Grades and tenure

# Paper Contributions and Hypotheses

## Contributions

### Fiction genres, instead of non-fiction

### Amazon Turk and its ability to run NFEs in sociology

### Consumer behavior rather than evaluation

## Assessments based in likelihood of book consumption (reading and buying)

### Interest: Readers will assess books as having greater interest when author name gender matches the author gender norms of the genre. (y= cover\_interest or description\_interest)

### Quality: Readers will assess books as having a higher quality of writing when author name gender matches the author gender norms of the genre. (y = rate\_book)

### Market Value: Readers will assess books as meriting higher retail prices when author name gender matches the author gender norms of the genre. (y = expected price)

# Methods

## Experiment

### Two books in different genres by the same author, book blurbs written by same person, and covers designed by same graphic artist

### 30 author names selected using most popular baby names in 2000

### Survey about reading preferences and evaluation distributed on mTurk

#### Compensation

#### Randomization

#### Sample Size

## Variables

### Author Gender: Male, Female, Androgynous (Initials)

### Book Genre: Thriller or Erotica

### Assessments Related to Consumer Behavior

#### Interest based on cover alone

#### Interest based on book blurb

#### Quality of writing based on book blurb

#### Expected retail value

#### Interest in purchasing the book

### Control Variables

## Models

# Findings

## Descriptive Statistics

### Table of Variables

### Means and Medians of Dependent Variables by Gender and Genre

## Hypothesis Testing

### Interest

#### Based on book cover

#### Based on blurb

### Quality of Writing

### Market Value

#### Pricing

#### Interest in purchasing

# Conclusion

## Summary of Findings

## Contributions

## Limitations

## Areas for Future Research

## Implications