

Table X: Association between Episode Release of *16 and Pregnant* and the Log Tweet Rate for Birth Control and Abortion

	Birth control		Abortion		Birth control		Abortion	
	KL in-season		KL in-season		KL in-season		KL in-season	
	days only	All data	days only	All data	days only	All data	days only	All data
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Day of new episode	0.044 (0.057)	-0.163*** (0.055)	0.093** (0.040)	-0.102** (0.044)				
Day after new episode	0.206*** (0.056)	-0.010 (0.054)	0.166*** (0.046)	-0.039 (0.045)				
Log (Tweets about 16 P)					0.077** (0.034)	0.035* (0.018)	0.064** (0.025)	-0.020 (0.018)
Pre 16 P indicator		0.207*** (0.066)		0.130 (0.084)		0.196*** (0.068)		0.467*** (0.155)
Observations	336	1455	336	1455	336	1322	336	1322
R-squared	0.267		0.091	0.038	0.048	0.038	0.238	0.038

Notes: Each column is from a separate regression. The dependent variable is the natural logarithm of the daily tweet rate for birth control and abortion from January 1, 2009-December 31, 2012. Estimates from columns (1) and (3) are from KL Table 3 after correcting the dates of 11 episodes that were off by one day. The results in columns (5) and (7) are from KL Table 4. The odd-numbered columns only include days in which a new season of *16 and Pregnant* was being broadcast. The even-numbered columns use all available data posted by KL. The reference category is days after June 10, 2009 besides the day of and the day after a new episode. The variable "Pre 16 P Indicator" is one for all days from January, 2009 to June 10, 2009 before *16 and Pregnant* debuted. Following KL, we weight all regressions by number of daily tweets. *p<.1, **p<.05, ***p<.01