

16th ZEW Conference on
**The Economics of Information
 and Communication Technologies**

with financial support from **DFG** Deutsche
 Forschungsgemeinschaft

Mannheim, June 21/22, 2018

Conference venue: ZEW, L 7, 1, 68161 Mannheim

Preliminary PROGRAMME

Thursday, June 21, 2018

08:30	Arrival and Registration	
09:00	Room Luxemburg Welcome Address Irene BERTSCHEK (ZEW Mannheim, DE)	
09:15 – 10:30 Keynote I Room Luxemburg	Feng ZHU (Harvard Business School, Boston, USA) Defending Platform Scale Chair: Irene BERTSCHEK	
10:30 – 11:00	Coffee Break	
11:00 – 12:30	Room Strassburg Parallel Session Ia: Online Labour Chair: Andrey FRADKIN Estrella GOMEZ-HERRERA* and Frank MUELLER-LANGE (JRC, ES) Competition and Negotiation in Online Labour Markets: Empirical Evidence From Bid and Project Level Data Discussant: Ulrich LAITENBERGER (Telecom ParisTech, FR)	Room Luxemburg Parallel Session Ib: Competition Chair: Michael KUMMER Yiquan GU* (University of Liverpool, UK) and Carlo REGGIANI (University of Manchester, UK) Customer Information, Price Competition and Market Leadership Discussant: Yossi SPIEGEL (Tel Aviv University, ISR)
	Grace GU* and Feng ZHU (Harvard Business School, Boston, USA) Trust and Disintermediation: Evidence from an Online Freelance Marketplace Discussant: Andrey FRADKIN	Itai ATER* (Tel Aviv University, ISR) and Oren RIGBI (Ben Gurion University, ISR) The Effects of Mandatory Disclosure of Supermarket Prices Discussant: Yiquan GU

Chiara FARRONATO (Harvard Business School, USA), Andrey FRADKIN* (MIT, USA), Bradley LARSEN (Stanford University, USA) and Erik BRYNJOLFSSON (MIT, USA)

[Does Occupational Licensing Matter in an Online World?](#)

Discussant: Estrella GOMEZ-HERRERA

Nele LUEKER*, Jens FOERDERER and Armin HEINZL (University of Mannheim, DE)

[Superstar Complementors: Does High Status Discourage Innovation in Platform Ecosystems?](#)

Discussant: Olga SLIVKO (ZEW Mannheim, DE)

12:30 – 13:30

Lunch Break

Room Luxemburg

13:30 – 14:30

IIb: INVITED SESSION I: organized by Florian STAHL (University of Mannheim, DE)
Chair: Florian STAHL

Anindya GHOSE (New York University, USA)

[Using AI and Blockchain to Monetize the Mobile Economy](#)

Leif BRANDES (Luzern University, CH), David GODES (University of Maryland, USA) and Dina MAYZLIN* (University of Southern California, USA)

[Extremity Bias in Online Reviews: A Field Experiment](#)

14:30 – 15:30

Room Strassburg

Parallel Session IIIa: Media

Chair: Luis AGUIAR

Luis AGUIAR (DG Joint Research Center, EC, ES) and Joel WALDFOGEL* (University of Minnesota, USA)

[Platforms, Power, and Preferential Placement: Evidence from Spotify Playlists](#)

Discussant: Jiekai ZHANG (KU Leuven, BE)

Room Luxemburg

Parallel Session IIIb: Advertising I

Chair: Heiko KARLE

Anthony DUKES (University of Southern California, USA), Qihong LIU* (University of Oklahoma, USA) and Jie SHUAI (Zhongnan University of Economics and Law, CN)

[Interactive Advertising - The Case of Skippable Ads](#)

Discussant: Heiko KARLE (Frankfurt School of Finance and Management, DE)

Jura LIAUKONYTE* (Cornell University, USA) and Alminas ZALDOKAS (Hong-Kong University of Science and Technology, Hong-Kong)

[Background Noise? TV Advertising Affects Real Time Investor Behavior](#)

Discussant: Joel WALDFOGEL

Michelle ANDREWS (Emory University, USA), Ting LI and Francesco BALOCCO* (Erasmus University, NL)

[Mobile Search Ads and Cross-device Conversion: A Geo Experiment](#)

Discussant: Qihong LIU

15:30 – 16:00

Coffee Break



16:00 – 17:30	Room Strassburg Parallel Session IVa: Peer Knowledge Production Chair: Jens FÖRDERER	Room Luxemburg Parallel Session IVb: Platforms I Chair: Rodrigo BELO
	Yu LIU, Lihong ZHANG (Tsinghua University, Beijing, CN) and Michael ZHANG* (Chinese University of Hong Kong) Statistical Inference with Ambiguity Discussant: Leif BRANDES	Rodrigo BELO* and Ting LI (Erasmus University Rotterdam, NL) Referral Policies for Platform Growth: A Randomized Experiment in an Exclusive Online Dating Site Discussant: Matthieu MANANT
	Leif BRANDES* (Luzern University, CH) and Yaniv DOVER (Hebrew University of Jerusalem, ISR) After-Consumption Susceptibility of Online Reviewers to Random Weather-Related Events Discussant: Grace GU	Eric DARMON* (Université de Rennes 1, FR), Nathalie ORIOL and Alexandra RUFINI (Université Cote d'Azur, FR) Lending Robots and Human Crowds: Interest Rate Determination on a Reverse Auction Platform Discussant: Rodrigo BELO
	Abhishek NAGARAJ (University of California, Berkeley, USA) Information Seeding and Knowledge Production in Online Communities: Evidence from OpenStreetMap Discussant: Jens FÖRDERER (University of Mannheim, DE)	Grazia CECERE* (Institut Mines Telecom, FR), Fabrice LE GUEL (Université Paris Sud, FR), Vincent LEFRERE (Institut Mines Telecom, FR), Catherine TUCKER (MIT, USA) and Pai-ling YIN (University of Southern California, USA) Child Apps, Personal Data Regulation and Home-Country Compliance Discussant: Eric DARMON
18:45	Meeting at ZEW, Departure by Bus Conference Dinner in Ruppertsberg	

09:00 – 10:00	Room Strassburg Parallel Session Va: Machine Learning Chair: Steven LEHRER	Room Luxemburg Parallel Session Vb: Search Chair: Daniel SAVELLE
	David LENZ* and Peter WINKER (Justus-Liebig-University Giessen, DE) Measuring the Diffusion of Innovations with Paragraph Vector Topic Models Discussant: Steven LEHRER Steven LEHRER* (Queen's University, CA, NYU Shanghai), Tian XIE (Xiamen University, CN) and Xinyu ZHANG (Chinese Academy of Sciences, CN) Twits Versus Tweets: Does Adding Social Media Wisdom Trump Admitting Ignorance when Forecasting the CBOE VIX? Discussant: Michael ZHANG	Christian DOPPLER (McKinsey and Company, DE), Gabriela Alves WERB* and Bernd Skiera (Goethe-University Frankfurt, DE) Visibility-at-Risk: An Approach to Measure a Firm's Risk of Losing Visibility in Organic Search Discussant: Daniel SAVELLE Daniel SAVELLE (University of Virginia, USA) Discrete Choices with (and without) Ordered Search Discussant: Nicolas SCHUTZ (University of Mannheim, DE)
10:00 – 10:30	Coffee Break	
10:30 – 11:30	Room Strassburg Parallel Session VIa: Advertising II Chair: Mingyu JOO	Room Luxemburg Vib: INVITED SESSION II organized by Martin PEITZ (University of Mannheim and ZEW, DE) Chair: Martin PEITZ
	Rex DU, Mingyu JOO* (Ohio State University, USA) and Kenneth C. WILBUR (University of California, San Diego, USA) Advertising and Brand Attitudes: Evidence from 575 Brands over Five Years Discussant: Dainis ZEGNERS (University of Cologne, DE) Thomas FRICK* (Erasmus University Rotterdam, NL), Rahul TELANG (Carnegie Mellon University, USA) and Rodrigo BELO (Erasmus University Rotterdam, NL) Pay For What You Get - Incentive Misalignments in Programmatic Advertising: Evidence from a Randomized Field Experiment Discussant: Mingyu JOO	Andrej HAGIU* (MIT, Cambridge, USA), Bruno JULLIEN (Toulouse School of Economics, FR) and Julian WRIGHT (National University of Singapore) Creating Platforms by Hosting Rivals Paul BELLEFLAMME (Aix-Marseille School of Economics, FR) and Martin PEITZ* (University of Mannheim and ZEW, DE) Platform Competition: Who Benefits from Multihoming?

11:30 – 12:30	<p>Room Strassburg Parallel Session VIIa: Online User Behaviour Chair: Jura LIAUKONYTE</p> <p>Filipa REIS* (Católica Lisbon School of Business and Economics, PT, and Carnegie Mellon University, USA), Miguel GODINHO DE MATOS (Católica Lisbon School of Business and Economics, PT) and Pedro FERREIRA (Carnegie Mellon University, USA) The Impact of DNS Blocking on Digital Piracy Activity Discussant: Jura LIAUKONYTE</p> <p>Luis AGUIAR (Digital Economy Unit, JRC, European Commission) How Does Browsing Behavior on Fixed and Mobile Devices Differ? Evidence from Clickstream Data Discussant: Olga SLIVKO (ZEW Mannheim, DE)</p>	<p>Room Luxemburg Parallel Session VIIa: Social Media Chair: Grazia CECERE</p> <p>Grazia CECERE (Institut Mines Telecom, FR), Clara JEAN, Fabrice Le GUEL and Matthieu MANANT* (Université Paris Sud, FR) STEM and Teens: An Algorithm Bias on a Social Media Discussant: Joo Hee OH</p> <p>Kim Seon Tae KIM (University of Liverpool, UK), Joo Hee OH* (Erasmus University, NL) and Il-Horn HANN (University of Maryland, USA) Revenue Sharing and User Engagement in Social Media: Theory and Evidence from YouTube Discussant: Grazia CECERE</p>
	12:30-13:30	Lunch Break
13:30 - 14:45	<p>Keynote II Room Luxemburg</p> <p>Ginger Zhe JIN* (University of Maryland, USA) and Liad WAGMAN (Illinois Institute of Technology, USA) Big Data at the Crossroads of Antitrust and Consumer Protection Chair: Martin PEITZ (University of Mannheim and ZEW, DE)</p>	
14:45 – 15:00	Coffee Break	

15:00 – 16:30	<p>Room Strassburg Parallel Session VIIIa: Internet and Society Chair: Klaus ACKERMANN</p>	<p>Room Luxemburg Parallel Session VIIIb: Platforms II Chair: Siddhartha SHARMA</p>
	<p>Klaus ACKERMANN* (University of Chicago, USA), Simon ANGUS (Monash University, AUS), Roland HODLER (University of St. Gallen, CH) and Paul RASCHKY (Monash University, AUS) The Effect of Internet on Political Mobilization Discussant: Luis AGUIAR</p>	<p>Anuj KUMAR* (University of Florida, USA) and Kartik HOSANAGAR (University of Pennsylvania, USA) Measuring the Value of Recommendation Links on Product Demand Discussant: Daniel BLASEG</p>
	<p>Hanno LORENZ* and Fabian STEPHANY (Agenda Austria and Vienna University, AT) Back to the Future - Changing Job Profiles in the Digital Age Discussant: Klaus ACKERMANN</p>	<p>Daniel BLASEG* (Goethe-University Frankfurt, DE), Christian SCHULZE (Frankfurt School of Finance, DE) and Bernd SKIERA (Goethe-University Frankfurt, DE) Consumer Protection Under Laissez-Faire Regulation Discussant: Siddhartha SHARMA</p>
	<p>Ananya SEN* (MIT, USA) and Catherine Tucker (MIT, USA) Information Shocks and Internet Silos: Evidence from Creationist-Friendly Curriculum Discussant: Hanno LORENZ</p>	<p>Siddhartha SHARMA* and Vibhanshu ABHISHEK (Carnegie Mellon University, USA) Effect of Sponsored Listings on Online Marketplaces: The role of Information Asymmetry Discussant: Abhishek NAGARAJ</p>
16:30	End of Conference	