

11th ZEW Conference 2013: The Economics of Information and Communication Technologies

Preliminary Program as of June 17, 2013

Friday, June 21, 2013

The asterisk "*" indicates the presenting author.

09:00-09:20 Registration	
09:20-09:30 Welcome (Room: Luxembourg):	
09:30-10:45 Keynote Lecture Chair: Irene BERTSCHEK (ZEW and University of Mannheim, GERMANY)	
Eric BARTELSMAN (Vrije Universiteit Amsterdam, NL): <i>ICT and Reallocation</i>	
10:45-11:15 Coffee Break	
11:15-13:00 Parallel sessions I:	
<p>Ia (Room: Strasbourg); Chair: Jörg CLAUSSEN</p> <p>Digital Networks</p> <p>Tobias KLEIN* (Tilburg University, NL), Christian LAMBERTZ and Konrad STAHL (University of Mannheim GERMANY): <i><u>Adverse Selection and Moral Hazard in Anonymous Markets</u></i></p> <p>Discussant: Xiaoqing DONG (Santa Clara University, USA)</p> <p>Michael KUMMER (ZEW, GERMANY): <i><u>Spillovers in Networks of User Generated Content</u></i></p> <p>Discussant: Pinar YILDIRIM (Wharton, University of Pennsylvania, USA)</p> <p>Frank NAGLE (Harvard Business School, USA): <i>Stock Market Prediction via Social Media: The Importance of Competitors</i></p> <p>Discussant: Jörg CLAUSSEN (Copenhagen Business School, DK)</p>	<p>Ib (Room Luxembourg); Chair: Joel WALDFOGEL</p> <p>Invited Session organized by Joel WALDFOGEL</p> <p>Michael BAYE, Babur Ivan DE LOS SANTOS* (Indiana University, USA) and Matthijs WILDENBEEST: <i>What's in a Name? Measuring Prominence and its Impact on Organic Traffic from Search Engines</i></p> <p>Rahul TELANG (Carnegie Mellon University, USA)</p> <p><i>Release Windows, Piracy and DVD Sales: Making Sense of the Data</i></p> <p>Joel WALDFOGEL (University of Minnesota, USA)</p> <p><i><u>And the Bands Played On: Digital Disintermediation and the Quality of Recorded Music</u></i></p>
13:00-14:00 Lunch Break	

14:00-15:45 Parallel sessions II:	
Ila (Room Strasbourg); Chair: Michael POLDER ICT Use	Ilb (Room Luxembourg); Chair: Nicolas SCHUTZ Networks and Two-Sided Markets
Bertin MARTENS* and Smaranda PANTEA (JRC European Commission and IPTS, SPAIN): <u><i>Has the Digital Divide Been Reversed? Evidence from Five EU Countries</i></u> Discussant: Michael WARD (University of Texas at Arlington, USA) George van LEEUWEN and Michael POLDER* (Statistics Netherlands, NL): <u><i>Linking ICT-Related Innovation Adoption and Productivity: Results from Micro-Aggregated versus Firm-Level Data</i></u> Discussant: Benjamin ENGELSTÄTTER (ZEW, GERMANY) Grazia CECERE* (Telecom Ecole de Management, FRANCE) and Fabrice ROCHELANDET (Université Sorbonne Nouvelle, FRANCE): <i>Privacy Intrusiveness and Web Audiences: Empirical Evidence</i> Discussant: Michael POLDER (Statistics Netherlands, NL)	Gary BIGLAISER* (University of North Carolina, USA) and Jaques CREMER (Toulouse School of Economics, FRANCE): <i>The Value of Incumbency in Heterogenous Networks</i> Discussant: Yossi SPIEGEL (Tel Aviv University, ISRAEL) Yutec SUN (University of Toronto, CANADA): <u><i>The Value of Branding in Two-Sided Platforms</i></u> Discussant: Babur Ivan DE LOS SANTOS (Indiana University, USA) Simon ANDERSON* (University of Virginia, USA), Oystein FOROS and Hans Jarle KIND (Norwegian School of Economics, NORWAY): <u><i>Competition for Advertising and for Viewers in Media Markets</i></u> Discussant: Nicolas SCHUTZ (University of Mannheim and MaCCI, GERMANY)
15:45-16:15 Coffee Break	
16:15-18:00 Parallel sessions III:	
IIla (Room Strasbourg); Chair: Chengsi WANG Net Neutrality and Privacy	IIlb (Room Luxembourg); Chair: Rahul TELANG Social Media and Social Interaction
Frago KOURANDI (University of Ioannina and National & Kapodistrian University, GREECE), Jan KRÄMER* (Karlsruhe Institut of Technology, GERMANY) and Tommaso VALLETTI (Imperial College London, UK): <u><i>Net Neutrality, Exclusivity Contracts and Internet Fragmentation</i></u> Discussant: Tobias KLEIN (Tilburg University, NL) Martin PEITZ* (University of Mannheim and MaCCI, GERMANY and CERRE) and Florian SCHUETT (Tilburg University): <i>Net Neutrality and Inflation of Traffic</i> Discussant: Jan KRÄMER (Karlsruhe Institut of Technology, GERMANY) Ramon CASADESUS-MASANELL (Harvard Business School, USA) and Andres HERVAS-DRANE* (Universitat Pompeu Fabra, SPAIN): <u><i>Competing with Privacy</i></u> Discussant: Chengsi WANG (University of Mannheim GERMANY)	Yacheng SUN (University of Colorado at Boulder, USA), Xiaojing DONG* (Santa Clara University, USA) and Junli DU (Huadong Normal University, CHINA): <u><i>An Empirical Investigation of Intrinsic and Monetary Incentives for Product Review Contribution in a Connected Community</i></u> Discussant: Marc BOURREAU (Telecom ParisTech, FRANCE) Olga SLIVKO (ZEW, GERMANY): <u><i>The Effect of Peer Activity on Individual Contributions in Online Communities</i></u> Discussant: Frank NAGLE (Harvard Business School, USA) Jörg CLAUSSEN* (Copenhagen Business School, DK), Benjamin ENGELSTÄTTER (ZEW, GERMANY) and Michael WARD (University of Texas at Arlington, USA): <i>Dynamic Creation of Social Ties: The Evolution of Social and Preference Closeness</i> Discussant: Rahul TELANG (Carnegie Mellon University, USA)
18:00 Conference Dinner	

Saturday, June 22, 2013

09:00-10:45 Parallel sessions IV:	
IVa (Room Strasbourg); Chair: Yutec SUN Pricing and participation	IVb (Room Luxembourg); Chair: Kenneth WILBUR Invited Session organized by Kenneth WILBUR
Marc BOURREAU* (Telecom ParisTech, FRANCE), Pinar DOGAN and Sounman HONG (Harvard University, USA): <u>Making Money by Giving it for Free: Radiohead's Pre-Release Strategy for In Rainbows</u> Discussant: Ting LI (Erasmus University, NL) Tobias KRETSCHMER* (LMU, Munich - ISTO, GERMANY) and Christian PEUKERT (IfU, University of Munich, GERMANY): <i>The Effect of Free Sampling on Digital Sales: Evidence from YouTube in Germany</i> Discussant: Christiaan HOGENDORN (Weslyan University, USA) Ting LI* (Erasmus University, NL) and Paul PAVLOU (Temple University, USA): <i>What Drives Users' Website Registration?</i> Discussant: Yutec SUN (University of Toronto, CANADA)	Pinar YILDIRIM (Wharton, University of Pennsylvania, USA) <i>Selling Consumer Data and Privacy</i> Randall LEWIS (Google) and Justin RAO* (Microsoft Research) <u>On the Near-Impossibility of Measuring the Returns to Advertising</u> Garrett JOHNSON (Simon School of Business, University of Rochester, USA), Randall LEWIS (Google, USA) and David REILEY* (Google, USA) <i>Add More Ads? Experimentally Measuring Incremental Purchases Due To Increased Frequency of Online Display Advertising</i>
10:45-11:15 Coffee Break	
11:15-12:30 Parallel sessions V:	
Va (Room Strasbourg); Chair: Levent CELIK Public Goods and Fairness	Vb (Room Luxembourg); Chair: David REILEY Advertising
Gavin CLARKSON (University of Houston, USA) and Marshall VAN ALSTYNE* (Boston University and MIT, USA): <u>The Social Efficiency of Fairness</u> Discussant: Andres HERVAS-DRANE (Universitat Pompeu Fabra, SPAIN) Chengsi WANG* and Galina ZUDENKOVA (University of Mannheim, GERMANY): <u>A Simple Model of Dynamic Public Goods Contribution</u> Discussant: Levent CELIK (CERGE-EI; CZ)	Kenneth WILBUR (Duke University, USA): <i>Television Advertising Content and Internet Traffic</i> Discussant: Florian STAHL (University of Zurich, SWITZERLAND) Anindya GHOSE (New York University, USA), Sang Pil HAN* (City University Hongkong, HONGKONG) and Sunghyuk PARK (New York University, USA): <u>An Empirical Analysis of Digital Advertising</u> Discussant: David REILEY (Google)
12:30-13:30 Lunch	

13:30-14:45 [Keynote Lecture II](#) (Room Luxembourg); Chair: Martin PEITZ

Juanjuan ZHANG (MIT Sloan School of Management, USA)

[Social Media Marketing and Consumer Demand](#)

14:45-15:15 Coffee Break

15:15-16:30 Parallel sessions VI:

VIa (Room Strasbourg); Chair: Lily SAMKHARADZE

[Content and Disclosure Strategies](#)

Daniel HALBHERR, Florian STAHL* (University of Zurich, SWITZERLAND), Oded KOENIGSBERG (London Business School, UK) and Donald LEHMANN (Columbia Business School, USA):

[Digital Content Strategies](#)

Discussant:

Simon ANDERSON (University of Virginia, USA)

Levent CELIK (CERGE-EI; CZ): [Strategic Information Disclosure under Common Private Information](#)

Discussant:

Lily SAMKHARADZE (University of Mannheim and MaCCI, GERMANY)

VIb (Room Luxembourg); Chair:

[Digital News](#)

Jason ROOS* (Erasmus University, NL), Carl MELA (Duke University, USA) and Roni SHACHAR (Arison School of Business, ISRAEL): [Hyper Media Search and Consumption](#)

Discussant:

Marshall VAN ALSTYNE (Boston University and MIT, USA)

Lisa GEORGE (Hunter College, USA) and Christiaan HOGENDORN* (Weslyan University, USA): [Local News Online: Aggregators, Geo-Targeting and the Market for Local News](#)

Discussant:

Jason ROOS (Erasmus University, NL)

16:30 Farewell Coffee