

15th ZEW Conference on

The Economics of Information and Communication Technologies

with financial support from  **Deutsche
Forschungsgemeinschaft**

Mannheim, June 23/24, 2017

PROGRAMME Friday, June 23, 2017

08:30	Arrival and Registration	
09:00	Room Luxemburg Welcome Address Achim WAMBACH (ZEW Mannheim, DE)	
09:15-10:30	Room Luxemburg Keynote Lecture I Chair: Irene BERTSCHEK (ZEW Mannheim, DE) Hal VARIAN (Google and University of California, Berkeley, USA) Use and Abuse of Network Effects	
10:30-11:00	Coffee Break	
11:00-12:30	Room Strassburg Parallel Session Ia: TV and Video Chair: Joel WALDFOGEL (University of Minnesota, USA) Rex DU (University of Houston, USA), Linli XU (University of Minnesota, USA) and Kenneth WILBUR* (University of California, San Diego, USA) TV Ads and Search Spikes: Toward a Deeper Understanding Discussant: Jiekai ZHANG	Room Luxemburg Parallel Session Ib: Reputation and Monitoring Chair: Konrad STAHL (University of Mannheim, DE) Xiang HUI* (MIT, USA), Maryam SAEEDI (CMU), Giancarlo SPAGNOLO (SITE, Tor Vergata, Eief & CEPR) and Steve TADELIS (Amazon and University of California, Berkeley, USA) Certification, Reputation and Entry: An Empirical Analysis Discussant: Konrad STAHL

Michael WARD (University of Texas at Arlington, USA)
[Homophily and Social Network Engagement: Evidence from a Video Gaming Network](#)
Discussant: Christian PEUKERT

Emilio CALVANO * (University of Bologna, IT) and Bruno JULLIEN (Toulouse School of Economics, FR)
[Can we Trust the Algorithms that Recommend Products Online? Theory and Lab Evidence](#)
Discussant: Christoph SCHOTTMÜLLER

Jiekai ZHANG (PSL Research University and CREST-Ensaie, FR)
[Regulating Advertising Quantity: Evidence from French TV](#)
Discussant: Joel WALDFOGEL

Imke REIMERS* (Northeastern University, USA) and Benjamin SHILLER (Brandeis University, USA)
[Does Big Data Undermine Competition? Application to Telematics in Car Insurance Markets](#)
Discussant: Xiang HUI

12:30-13:30 Lunch Break

13:30-14:30

Room Strassburg
Parallel Session IIa: Crowdfunding
Chair: Olga SLIVKO (ZEW Mannheim, DE)

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

Keongtae KIM* (City University of Hong Kong), Jooyoung PARK (Peking University), Yang PAN and Kunpeng ZHANG (University of Maryland, USA)
[Information Disclosure and Crowdfunding: An Empirical Analysis of the Disclosure of Project Risk](#)
Discussant: Olga SLIVKO

Brett GORDON* (Northwestern University, USA), Florian ZETTELMAYER (Northwestern University and NBER, USA), Neha BHARGAVA and Dan CHAPSKY (Facebook, USA)
[A Comparison of Approaches to Advertising Measurement: Evidence from Big Field Experiments at Facebook](#)

Fabian GAESSLER and Zhaoxin PU* (Max Planck Institute for Innovation and Competition, Munich, DE)
[Taking the Crowd by the Hand - The Intermediary Role of Crowdfunding Platforms](#)
Discussant: Keongtae KIM

Brian BOLLINGER (Duke University, USA) and Wesley R. HARTMANN* (Stanford Graduate School of Business, USA)
[Information vs. Automation and the Implications for Dynamic](#)

14:30-16:00

Room Strassburg
Parallel Session IIIa: Sharing Economy
Chair: Ulrich LAITENBERGER (Télécom-Paristech, FR and ZEW)

Room Luxemburg
Parallel Session IIIb: Innovation
Chair: Michela VECCHI (Middlesex University, UK)

Apostolos FILIPPAS* and John J. HORTON (NYU, USA)
[The Tragedy of your Upstairs Neighbors: When is the Home-Sharing Externality Internalized?](#)
Discussant: Andrey FRADKIN

Jacques BUGHIN (McKinsey & Company, BE) and Nicolas van ZEEBROECK* (Université Libre de Bruxelles, BE)
[The Case for Offensive Strategies in Response to Digital Disruption](#)
Discussant: Anna ROSSO

Matthias HUNOLD* (Düsseldorf Institute for
Competition Economics, DE), Reinhold KESLER
and Ulrich LAITENBERGER (ZEW, DE)
[Hotel Rankings of Online Travel Agents and
Pricing across Distribution Channels](#)
 Discussant: Apostolos FILIPPAS

Pierre MOHNEN (Maastricht University,
NL), George van Leeuwen and Michael
POLDER* (Statistics Netherlands)
[ICT and Innovation](#)
 Discussant: Nicolas van ZEEBROECK

Chiara FARRONATO (Harvard Business School,
US), Andrey FRADKIN* (MIT Sloan School of
Management, US)
[Market Structure with the Entry of Peer-to-Peer
Platforms: The Case of Hotels and Airbnb](#)
 Discussant: Ulrich LAITENBERGER

Max NATHAN (University of Birmingham,
UK) and Anna ROSSO* (University of
Milan, IT)
[Innovative Events](#)
 Discussant: Michela VECCHI

16:00-16:30

Coffee Break

16:30-17:30

Room Strassburg
 Parallel Session IVa: Advertising I
 Chair: Martin QUINN (Télécom ParisTech, FR)

Room Luxemburg
 IVb: INVITED SESSION II
 organized by Michael ZHANG (Hong Kong
University of Science and Technology)
 Chair: Michael ZHANG

Mingyu JOO* (Ohio State University, USA),
Wendy LIU and Kenneth WILBUR (UC San
Diego, USA)
[Serial Position Effects in Advertising
Communication](#)
 Discussant: Andreas LANZ (University of
Mannheim, DE)

Marit HINNOSAAR*, Toomas HINNOSAAR
(Collegio Carlo Alberto, IT), Michael
KUMMER (Georgia Institute of
Technology, USA and ZEW Mannheim,
DE) and Olga SLIVKO (ZEW Mannheim,
DE)
[Does Wikipedia Matter? The Effect of
Wikipedia on Tourist Choices](#)

Elham MALEKI, Daniel RINGEL and Bernd
SKIERA *(Goethe University Frankfurt, DE)
[Competitive Evolution Analysis for Consumer
Attention](#)
 Discussant: Martin QUINN

Michael ZHANG (Hong Kong University of
Science and Technology)
[Collusion or Naivety? On the Strange
Bidding Behavior of Keyword Advertisers](#)

17:45-19:00

*The Data Economy: Threats and Opportunities
Roundtable Discussion with Hal Varian, Steve Tadelis and Achim Wambach*

19:10

Meeting at ZEW, Departure by Bus
 Conference Dinner in Ruppertsberg

PROGRAMME Saturday, June 24, 2017

09:00-10:30	<p>Room Strassburg Parallel Session Va: Platforms Chair: Timothy WYNDHAM (NHH Norwegian School of Economics)</p>	<p>Room Luxemburg Parallel Session Vb: Welfare and Growth Chair: Mary O'Mahony (King's College London, UK)</p>
	<p>Andrew RHODES* (Toulouse School of Economics, FR), Makoto WATANABE (VU University of Amsterdam, NL) and Jidong ZHOU (Yale University, USA) Multiproduct Intermediaries Discussant: Greg TAYLOR</p>	<p>Kathrin BORCHERT, Matthias HIRTH (University of Würzburg, DE), Michael KUMMER (Georgia Institute of Technology, USA and ZEW Mannheim, DE), Ulrich LAITENBERGER, Olga SLIVKO* and Steffen VIETE (ZEW Mannheim, DE) Unemployment and Online Labor Discussant: Avinash GANNAMANENI</p>
	<p>Marcel PREUSS (University of Mannheim, DE) Online Search Tracking and Consumer Privacy Discussant: Andrew RHODES</p>	<p>Fabio PIERI (University of Trento, IT), Ana RINCON-AZNAR(NIESR, UK), Michela VECCHI* (Middlesex University, UK) and Francesco VENTURINI (University of Perugia, IT) Does it Take Two to Tango? The Impact of ICT and R&D on Efficiency Discussant: Michael POLDER</p>
	<p>Heiko KARLE (Frankfurt School of Finance and Management, DE), Martin PEITZ(University of Mannheim, DE), Markus REISINGER* (Frankfurt School of Finance and Management, DE) Segmentation versus Agglomeration: Competition between Platforms with Competitive Sellers Discussant: Timothy WYNDHAM</p>	<p>Erik BRYNJOLFSSON (MIT, USA), Felix EGGERS (University of Groningen, BE) and Avinash GANNAMANENI* (MIT, USA) Using Massive Online Choice Experiments to Measure Changes in Well-being Discussant: Mary O'MAHONY</p>
10:30-11:00	Coffee Break	
11:00-12:30	<p>Room Strassburg Parallel Session VIa: Apps Chair: Michael KUMMER</p>	<p>Room Luxemburg Parallel Session VIb: Advertising II Chair: Ken WILBUR</p>
	<p>Grazia CECERE*, Fabrice LE GUEL and Vincent LEFRERE (Telecom Ecole de Management, FR) Personal Data and Free Applications Discussant: Patrick SCHULTE (ZEW Mannheim, DE)</p>	<p>David BOUNIE (Télécom ParisTech, FR), Valerie MORRISSON (Center for the Study of Advertising Media, FR) and Martin QUINN* (Télécom ParisTech, FR) Do you See What I See? Ad Viewability and the Economics of Online Advertising Discussant: Mingyu JOO</p>

Reinhold KESLER (ZEW Mannheim DE),
Michael KUMMER* (Georgia Institute of
Technology, USA and ZEW, DE) and Patrick
SCHULTE (ZEW Mannheim, DE)

[User Data, Market Power and Innovation
in Online Markets: Evidence from the
Mobile App Industry](#)

Discussant: Imke REIMERS

Joel WALDFOGEL

[Does Digitization Threaten Local Culture?
Music in the Transition from iTunes to
Spotify](#)

Discussant: Marcel PREUSS

Jens FÖRDERER and Armin HEINZL
(University of Mannheim, DE)

[Third-Party Governance: Evidence from
Apple's Worldwide Developer Conference](#)

Discussant: Michael KUMMER

Benjamin SHILLER* (Brandeis University),
Joel WALDFOGEL (University of Minnesota
and NBER, USA) and Johnny RYAN
(PageFair)

[Will Ad Blocking Break the Internet?](#)

Discussant: Kenneth WILBUR

12:30-13:30

Lunch Break

13:30-14:45

Room Luxemburg

Keynote Lecture II

Chair: Martin PEITZ (University of Mannheim and ZEW, DE)

Steven TADELIS (Amazon and University of California, Berkeley, USA)

[Bilateral Bargaining in Online Markets: What Can the Data Teach us?](#)

14:45-15:15

Coffee Break

15:15-16:45

Room Strassburg

Parallel Session VIIa: Digital News

Chair: Emilio CALVANO (University of
Bologna, IT)

Graham BEATTIE (University of Pittsburgh,
USA), Ruben DURANTE (Universitat
Pompeu Fabra, ES), Brian KNIGHT (Brown
University and NBER) and Ananya SEN*
(MIT, USA)

[Advertising Spending and Media Bias:
Evidence from News Coverage of Car
Safety Recalls](#)

Discussant: Benjamin SHILLER

Christian PEUKERT* (University of Zurich,
CH) and Imke REIMERS (Northeastern
University USA)

[Digital Disintermediation and the Market
for Ideas](#)

Discussant: Ananya SEN

Oystein FOROS, Hans Jarle KIND and
Timothy WYNDHAM* (NHH Norwegian
School of Economics)

[Tax-free Digital News?](#)

Discussant: Emilio CALVANO

Room Luxemburg

Parallel Session VIIb: Competition Theory

Chair: Martin PEITZ (University of
Mannheim and ZEW, DE)

Jens PRÜFER (Tilburg University, NL) and
Christoph SCHOTTMÜLLER* (University of
Copenhagen, DK)

[Competing with Big Data](#)

Discussant: Yossi SPIEGEL (Tel Aviv
University, ISRAEL)

Alexandre de CORNIERE (University of
Toulouse, FR) and Greg TAYLOR*
(University of Oxford, UK)

[Application Bundling in System Markets](#)

Discussant: Markus REISINGER

Robert SOMOGYI (CORE, Université
Catholique de Louvain, BE)

[The Economics of Zero-Rating and Net
Neutrality](#)

Discussant: Martin PEITZ

16:45

End of Conference