

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 nn (ZEW Mannheim, DE)	
09:15 – 10:30 Keynote Room Luxemburg	Feng ZHU (Harvard Business School, Boston, USA) Defending Platform Scale Chair: Irene BERTSCHEK (ZEW Mannheim, DE)	
10:30 – 11:00	Coffee Break	
11:00 – 12:30	Room Strassburg Parallel Session Ia: Online Labour Chair: 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:	Room Luxemburg Parallel Session Ib: Competition Chair: Yiquan GU* (University of Liverpool, UK) and Carlo REGGIANI (University of Manchester, UK) Customer Information, Price Competition and Market Leadership Discussant:
	Yuan GU* and Feng ZHU (Harvard University, USA) Trust and Disintermediation: Evidence from an Online Freelance Marketplace Discussant:	Itai ATER* (Tel Aviv University and CEPR, ISR) and Oren RIGBI (Ben Gurion University, ISR) The Effects of Mandatory Disclosure of Supermarket Prices Discussant:
	Chiara FARRONATO (Harvard Business School and NBER, USA), Andrey FRADKIN* (MIT, USA), Bradley LARSEN (Stanford University and NBER, USA) and Erik BRYNJOLFSSON (MIT and NBER, USA) Does Occupational Licensing Matter in an Online World? Discussant:	Nele LUEKER*, Jens FOERDERER and Armin HEINZL (University of Mannheim, DE) Superstar Complementors: Does High Status Discourage Innovation in Platform Ecosystems? Discussant:



12:30 – 13:30	Lunch Break	
13:30 – 14:30	Room Strassburg Parallel Session IIa: Media Chair:	Room Luxemburg IIb: INVITED SESSION I: organized by Florian STAHL (University of Mannheim, DE) Chair: Florian STAHL
	<p>Luis AGUIAR (DG Joint Research Center, EC, ES) and Joel WALDFOGEL* (University of Minnesota and NBER, USA)</p> <p>Platforms, Power, and Preferential Placement: Evidence from Spotify Playlists</p> <p>Discussant:</p>	<p>Anindya GHOSE</p> <p>nn</p>
14:30 – 15:30	Room Strassburg Parallel Session IIIa: Sharing Economy Chair:	Room Luxemburg Parallel Session IIIb: Advertising I Chair:
	<p>Jonathan HALL (Uber Technologies), John HORTON* (NY Stern, USA) and Daniel KNOEPFLE (Uber Technologies)</p> <p>Labor Market Equilibration: Evidence from Uber</p> <p>Discussant:</p>	<p>Michelle ANDREWS (Emory University, USA), Ting LI and Francesco BALOCCO* (Erasmus University, NL)</p> <p>Mobile Search Ads and Cross-device Conversion: A Geo Experiment</p> <p>Discussant:</p>
15:30 – 16:00	Room Strassburg Parallel Session IIIa: Sharing Economy Chair:	Room Luxemburg Parallel Session IIIb: Advertising I Chair:
	<p>Xueming LUO* (Temple University, USA), Zhijie LIN (Nanjing University CN) and Siliang TONG (Temple University, USA)</p> <p>Popularity-Based or Personalization-Based Algorithms for the Sharing Economy Platform?</p> <p>Discussant:</p>	<p>Anthony DUKES (University of Southern California, USA), Qihong LIU* (University of Oklahoma, USA) and Jie SHUAI (Zhongnan University of Economics and Law, CN)</p> <p>Interactive Advertising - The Case of Skippable Ads</p> <p>Discussant:</p>
15:30 – 16:00	Coffee Break	



16:00 – 17:30	Room Strassburg Parallel Session Va: Peer Knowledge Production Chair:	Room Luxemburg Parallel Session Vb: Platforms I Chair:
	Michael ZHANG (Chinese University of Hong Kong) What You See is Not What You Get: Perception Bias in Online Product Ratings Discussant:	Rodrigo BELO* and Ting LI (Erasmus University Rotterdam, NL) Referral Policies for Platform Growth: A Randomized Experiment in an Exclusive Online Dating Site Discussant:
	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:	Eric DARMON* (Université de Rennes 1, CNRS and CREM, FR), Nathalie ORIOL and Alexandra RUFINI (Université Cote d'Azur, CNRS and GREDEG, FR) Lending Robots and Human Crowds: Interest Rate Determination on a Reverse Auction Platform Discussant:
	Abishek NAGARAY (University of California, Berkeley, USA) Information Seeding and Knowledge Production in Online Communities: Evidence from OpenStreetMap Discussant	Grazia CECERE* (Institut Mines Telecom, TEM, FR), Fabrice LE GUEL (RITM-University of Paris Sud, FR), Vincent LEFRERE (Telecom Ecole de Management, RITM, University of Paris-Sud, University of Paris Sud, FR), Catherine TUCKER (MIT, USA) and Pai-ling YIN (University of Southern California, USA) Child Apps, Personal Data Regulation and Home-Country Compliance Discussant:
ca. 18:30 tbc	Meeting at ZEW, Departure by Bus Conference Dinner in Ruppertsberg	

09:00 – 10:00	Room Strassburg Parallel Session IVa: Machine Learning Chair:	Room Luxemburg Parallel Session IVb: Search Chair:
	David LENZ* and Peter WINKER (Justus-Liebig-University Giessen, DE) Measuring the Diffusion of Innovations with Paragraph Vector Topic Models Discussant: Steven LEHRER* (Queen's University, CA, NYU Shanghai and NBER), 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:	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 (University of Virginia, USA) Discrete Choices with (and without) Ordered Search Discussant:
10:00 – 10:30	Coffee Break	
10:30 – 11:30	Room Strassburg Parallel Session VIa: Advertising II Chair:	Room Luxemburg Vib: INVITED SESSION II organized by Martin PEITZ (University of Mannheim and ZEW, DE) Chair: Martin PEITZ
	Rex DU, Mingyu (Max) 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: 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:	Andrej HAGIU* (MIT, Cambridge, USA), Bruno JULLIEN (Toulouse School of Economics, FR) and Julian WRIGHT (National University of Singapore) Creating Platforms by Hosting Rivals Martin PEITZ (University of Mannheim and ZEW, DE) nn

11:30 – 12:30	<p>Room Strassburg</p> <p>Parallel Session VIa: Online User Behaviour</p> <p>Chair:</p>	<p>Room Luxemburg</p> <p>Parallel Session VIa: Social Media</p> <p>Chair:</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)</p> <p>The Impact of DNS Blocking on Digital Piracy Activity</p> <p>Discussant:</p> <p>Luis AGUIAR (Digital Economy Unit, JRC, European Commission)</p> <p>How does Browsing Behavior on Fixed and Mobile Devices Differ? Evidence from Clickstream Data</p> <p>Discussant:</p>	<p>Grazia CECERE (Institut Mines Telecom, TEM, FR), Clara JEAN, Fabrice Le GUEL and Matthieu MANANT* (RITM, University of Paris-Sud, University of Paris-Saclay)</p> <p>STEM and Teens: An Algorithm Bias on a Social Media</p> <p>Discussant:</p> <p>Kim Seon Tae KIM (University of Liverpool, UK), Joo Hee OH* (Erasmus University, NL) and Il-Horn HANN (University of Maryland, USA)</p> <p>Revenue Sharing and User Engagement in Social Media: Theory and Evidence from YouTube</p> <p>Discussant:</p>
12:30-13:30	Lunch Break	
13:30 - 14:45	<p>Room Luxemburg</p> <p>Keynote</p> <p>Room</p> <p>Luxemburg</p> <p>Chair: Martin PEITZ (University of Mannheim and ZEW, DE)</p>	
14:45 – 15:00	Coffee Break	

<p>15:00 – 16:30</p>	<p>Room Strassburg Parallel Session IVa: Internet and Society Chair:</p>	<p>Room Luxemburg Parallel Session IVb: Platforms II Chair:</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:</p>	<p>Siddhartha SHARMA* and Vibhanshu ABHISHEK (Carnegie Mellon University, USA) Effect of Sponsored Listings on Online Marketplaces: The role of Information Asymmetry Discussant:</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:</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:</p>
	<p>Ananya SEN* (MIT, USA) and Catherine Tucker (MIT and NBER, USA) Information Shocks and Internet Silos: Evidence from Creationist-Friendly Curriculum Discussant:</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:</p>
<p>16:30</p>	<p>End of Conference</p>	