ZEW

MANNHEIM CENTRE FOR COMPETITION AND INNOVATION

17th ZEW Conference on

The Economics of Information and Communication Technologies

with financial support from

DFG Deutsche Forschungsgemeinschaft

Mannheim, June 27/28, 2019

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

08:30	Arrival and Registration	
09:00 Room 1	Welcome Address *Irene BERTSCHEK (ZEW Mannheim, DE)*	
09:15 – 10:45	Room 1 **INVITED SESSION I: organized by Florian Stahl (University of Mannheim, DE)** Chair: Florian STAHL	Room 2 **Parallel Session Ia: Pricing and Consumer Behaviour** Chair: Daniel SAVELLE
	John HOWELL (Pennsylvania State University, US), Peter EBBES* (HEC Paris, FR), John LICHTY and Porter JENKINS (Pennsylvania State University, US) **Gremlins in the Data: Identifying the Information Content of Research Subjects**	*William ALLENDER (Mc Master University, CA), Jura LIAUKONYOTE (Cornell University, US), Sherif NASSER* (Cornell University, US) and Timothy RICHARDS (Arizona State University, US)* **Price Fairness and Strategic Obfuscation** Discussant: Henrik ORZEN (University of Mannheim, DE)

Verena SCHOENMUELLER* (Bocconi University, IT) and Oded NETZER (Columbia Business School, US)

Polarized America: Going Beyond Political Partisanship to Preference Partisanship

Vibhanshu ABHISHEK (University of California, US), Kinshuk JERATH* (Columbia University, Irvine, US), Siddharth SHARMA (Carnegie Mellon University, US)

Information Asymmetry and Relevance of Sponsored Listings in Online Marketplaces

Heiko KARLE* and Markus REISINGER (Frankfurt School of Finance and Management, DE)

Excessive Targeting

Discussant: Madhav KUMAR

Madhav KUMAR*, Dean ECKLES and Sinan ARAL (MIT, Cambridge, US)

Discount Bundling via Dense Product Embeddings

Discussant: Daniel SAVELLE (University of Mannheim, DE)

10:45 – 11:15	Coffee Break (Room Europe)

	Room 1	Room 2	Room Luxemburg
11:15 – 12:15	**Parallel Session IIa: Social Networks** Chair: Anna KERKHOF	**Parallel Session IIb: Digital Media and Advertising I** Chair: Leonardo MADIO	**Parallel Session IIc: Platform Governance** Chair: Heiko KARLE

Felix RUSCHE (Center of Evaluation and Development, DE) and Olga SLIVKO* (ZEW Mannheim, DE)

The Role of Emotions for Information Diffusion: Evidence from German Political Twitter

Discussant: Marcel GARZ

Leonardo MADIO* (CORE, Université Catholique de Louvain, BE) and Martin QUINN (Telecom Paris and CVPIP, FR)

User-Generated Content, Strategic Moderation, and Advertising

Discussant: Gokhan GECER

Tat-How TEH* (National University of Singapore)

Platform Governance

Discussant: Heiko KARLE

Marcel GARZ* (Jönköping International Business School, SWE), Jil SÖRENSEN (Hamburg Media School and University of Hamburg, DE) and Daniel F. STONE (Bowdoin College, US)

Partisan Selective Engagement: Evidence from Facebook

Discussant: Anna KERKHOF

Gokhan GECER* (University of Mannheim, DE), Florian KRAUS (University of Mannheim, DE) and Pinar YILDIRIM (University of Pennsylvania, US)

Allow or Block: Optimal Strategies Against Ad-Blockers in Competitive Markets

Discussant: Leonardo MADIO

Otto KÄSSI* and Vili Lehdonvirta (Oxford Internet Institute, UK)

Do Digital Skill Cerficates Help New Workers Enter the Market? Evidence from an Online Labour Platform

Discussant: Steffen VIETE (ZEW Mannheim, DE)

12:15 – 13:15	Lunch Break (Room Europe and Foyer)

13:15 – 14:30 Room Luxemburg	Catherine TUCKER (MIT, Cambridge, USA) **Keynote: Algorithmic Bias: The Role of Economics** Chair: Irene BERTSCHEK (ZEW Mannheim, DE)		
14:30 – 15:00	Coffee Break (Room Europe)		

15:00 – 16:30	Room 1 **Parallel Session IIIa: Sharing Economy** Chair: Meng LIU	Room 2 **Parallel Session IIIb: Artificial Intelligence** Chair: Michael WARD	Room Luxemburg **Parallel Session IIIc: Digitization and Market Structure** Chair: Ulrich LAITENBERGER
	Meng LIU* (Washington University in St. Louis and MIT, US), Erik BRYNJOLFSSON (MIT and NBER, US) and Jason DOWLATABADI (Uber Technologies, US) **Do Digital Platforms Reduce Moral Hazard? The Case of Uber and Taxis** Discussant: Apostolos FILIPPAS	Emilio CALVANO* (Bocconi University, IT, and Toulouse School of Economics, FR), Giacomo CALZOLARI (European University Institute, IT, Toulouse School of Economics, FR, and CEPR), Vincenzo DENICOLO (Bologna University and CEPR, IT) and Sergio PASTORELLO (Bologna University, IT) **Artificial Intelligence, Algorithmic Pricing and Collusion** Discussant: Nicolas SCHUTZ (University of Mannheim, DE)	Ryan HAWTHRONE (University of Cape Town, South Africa) and Lukasz GRZYBOWSKI* (Télécom Paris FR) **Benefits of Regulation vs. Competition Where Inequality is High: The Case of Mobile Telephony in South Africa** Discussant: Lorien SABATINO
	Apostolos FILIPPAS* (Fordham University, US) John J. HORTON (MIT, US) and Richard ZECKHAUSER (Harvard University, US) **Owning, Using and Renting: Some Simple Economics on the "Sharing Economy"** Discussant: Davide PROSERPIO	Grazia CECERE* (Institut Mines-Telecom Business School, FR), Clara JEAN (Epitech, FR), Matthieu MANANT (University of Paris-Sud, FR) and Catherine TUCKER (MIT, US) **Computer Algorithms Prefer Headless Women** Discussant: Xiang HUI	Joe LAMESCH* and Axel GAUTIER (University of Liege, BE) **Mergers in the Digital Economy** Discussant: Niklas DÜRR (ZEW Mannheim, DE)

Kyle BARRON (NBER), Edward KUNG (UCLA) and Davide PROSERPIO* (University of Southern California, US)

The Sharing Economy and Housing Affordability: Evidence form Airbnb

Discussant: Meng LIU

Erik BRYNJOLFSSON (MIT and NBER, US), Xiang HUI* (Washington University in St. Louis and MIT, US) and Meng LIU (Washington University and MIT, US)

Does Machine Translation Affect International Trade? Evidence from a Large Digital Platform

Discussant: Michael WARD

Lorien SABATINO* (Politecnico di Torino, IT) and Geza SAPI (DICE, DE)

Online Privacy and Market Structure: Theory and Evidence

Discussant: Ulrich LAITENBERGER (Télécom Paris, FR)

16:30 – 17:00	Coffee Break (Room Europe)	
17:00 – 18:00	Room 1 **Parallel Session IVa: shifted to Session IIc** Chair:	Room 2 **Parallel Session IVb: shifted on Friday Session VIIa** Chair:

Shifted to Parallel Session IIc 11:15 to 12:15 Room Luxemburg Presenter Otto KÄSSI and Tat-How TEH

Shifted to Parallel Session VIIa on Friday15:15 to 16:30 Room 2 Presenter Michael WARD, Joel WALDFOGEL and Xiaomeng CHEN

ca. 18:15	Meeting at ZEW, Departure by Bus Conference Dinner in Weinheim / Wachenburg

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	Room 1	Room 2
09:00 – 10:30	**Parallel Session Va: Digital Media and Advertising II** Chair: Dominik REHSE	**Parallel Session Vb: Incentives and Contributions on Digital Platforms** Chair: Joel WALDFOGEL
	Shunyao YAN*, Klaus MILLER and Bernd SKIERA (Goethe University of Frankfurt, DE) Do Ads Harm News Consumption? Discussant: Dainis ZEGNERS	*Nico NEUMANN* (Melbourne Business School), Catherine TUCKER (MIT) and Timothy WHITFIELD (GroupM)* How Effective Is Third-Party Consumer Profiling And Audience Delivery? Evidence from Field Studies Discussant: Idris ADJERID
	Anna KERKHOF* (University of Cologne, DE) Advertising and Content Differentiation: Evidence from YouTube Discussant: Shunyao YAN	*Christos GENAKOS* (University of Cambridge, UK), Costas Roumanias (Athens University) and Tommaso Valletti (Imperial College, London, UK)* Is Having an Expert "Friend" Enough? An Analysis of Consumer Switching Behaviour in Mobile Telephony Discussant: Chris FORMAN
	Markus DERTWINKEL-KALT (Frankfurt School of Finance and Management, DE), Johannes MUENSTER (University of Cologne, DE) and Dainis ZEGNERS* (Erasmus University, NL) If it Bleeds, it Leads: Attention and Negativity in Online News Discussant: Dominik REHSE (ZEW Mannheim, DE)	*Miguel GODINHO de MATOS (Catolica Lisbon PT) and Idris Adjerid* (Virginia Tech)* Consumer Behavior and Firm Targeting after GDPR Discussant: Joel WALDFOGEL
10:30 – 11:00	Coffee Break (Room Europe)	

11:00 – 12:30	**Room 1** **Parallel Session VIa: Digitization and Innovation** Chair: Christian PEUKERT	**Room 2** **Parallel Session VIb: Crowdsourcing** Chair: Grazia CECERE	**Room Luxemburg** **Parallel Session VIc: Firms and Digital Transformation** Chair: Mary O'MAHONY
	Esma KOCA*, Tommaso VALLETTI and Wolfram WIESEMANN (Imperial College Business School, London, UK) Designing Digital Rollovers: Managing Obsolescence with Release Time Discussant: Benjamin LEYDEN	*Jens FOERDERER* and Armin HEINZL (University of Mannheim, DE)* Leadership as an Incentive to Contribute to Online Community Projects: Regression Discontinuity Evidence Discussant: Marit HINNOSAAR	*Jacques BUGHIN (McKinsey & Company, BE), Tobias KRETSCHMER (ISTO, LMU Munich, DE) and Nicolas van ZEEBROECK* (Université Libre de Bruxelles, BE)* Experimentation, Learning and Stress. The Role of Digital Technologies in Strategy Change Discussant: Richard KNELLER
	Jan KRÄMER (University of Passau) and Oliver ZIERKE* (University of Passau, DE) Platform Neutrality and Content Quality: The Impact of App Stores' Ranking Policies on App Quality Discussant: Esma KOCA	*Marit HINNOSAAR*, Toomas HINNOSAAR (Collegio Carlo Alberto, IT), Michael KUMMER (University of East Anglia, UK)and Olga SLIVKO (ZEW Mannheim, DE)* Externalities in Knowledge Production: Evidence from a Randomized Field Experiment Discussant: Aniko OERY	*Timothy DeSTEFANO*, (OECD), Nick JOHNSTONE (International Energy Agency, FR), Richard KNELLER and Jonathan TIMMIS (University of Nottingham, UK)* Are Traditional Policy Tools Conducive to Cloud Adoption? Discussant: Thomas NIEBEL (ZEW Mannheim, DE)
	Benjamin LEYDEN* (Cornell University, US) There's an App (Update) for That: Understanding Product Updating Under Digitization Discussant: Christian PEUKERT (Catolica Lisbon, PT)	*Joyee DEB, Aniko OERY* and Kevin R. WILLIAMS (Yale University, US)* Aiming for the Goal: Contribution Dynamics of Crowdfunding Discussant: Grazia CECERE	*Timothy DeSTEFANO (OECD), Richard KNELLER* and Jonathan TIMMIS (University of Nottingham, UK)* ICT and Capital Saving Technical Change Discussant: Mary O'MAHONY (King's College, UK)
12:30 – 13:30	Lunch Break (Room Europe and Foyer)		

13:30 – 14:45 Room Luxemburg	*Liran EINAV (Stanford University, USA)* **Keynote II: Learning about Consumers and Markets using Internet Data** Chair: Martin PEITZ (University of Mannheim and ZEW, DE)	
14:45 – 15:15	Coffee Break (Room Europe)	
15:15 – 16:30	Room 1 **Invited Session II: Platforms organized by Martin PEITZ (University of Mannheim and ZEW, DE)** Chair: Martin PEITZ	Room 2 **Parallel Session VIIa: Digital Media** Chair: Christian HELMERS
	Julian WRIGHT (National University of Singapore) and Andrei Hagiu (Boston University, US)* **Competition with Data-Enabled Learning**	*Michael WARD* (University of Texas at Arlington, US and ZEW)* **The Long Tail in Online Books: Evidence from the Closing of Borders Bookstores** Discussant: Imke REIMERS (Northeastern University, US)
	Simon ANDERSON (University of Virginia, US) and Martin PEITZ (University of Mannheim and ZEW, DE)* **Media See-saws: Winners and Losers in Platform Markets**	*Imke Reimers (Northeastern University) and Joel Waldfogel* (University of Minnesota, US and ZEW)* **Wisdom or the Crowd: Digitization and the Impacts of Elite and Crowd Reviews on Product Sales** Discussant: Christian HELMERS (Santa Clara University, US)
		Xiaomeng CHEN (Cornell University, US), Chris FORMAN (Cornell University, US) and Michael KUMMER (University of East Anglia, UK)* **Chat More and Contribute Better: An Empirical Study on Knowledge-based Community** Discussant: nn
16:30	End of Conference	