

ZEW Workshop

“Web 2.0 and its Implications for Firms and Private Users”

December 11th and 12th, 2008

Program as of December 8, 2008

** please ask at the ZEW reception

Thursday, 11.12.2008

12:00-13:30	Lunch (Verfügungsgebäude **, 1 st floor, next to the ZEW)
13:30-14:00	Registration (Verfügungsgebäude)
14:00-15:30	Session I Chair: Irene Bertschek (ZEW) Claudia KESER, Irina SULEYMANOVA and Christian WEY* (DIW Berlin, GERMANY) <u><i>Technology Adoption in Critical Mass Games: Theory and Experimental Evidence</i></u> Marina FIEDLER (Ludwig Maximilians University of Munich, GERMANY) <u><i>Choice between Investments – A Virtual World Experiment</i></u>
15:30-16:00	Coffee Break
16:00-18:00	Session II Chair: Gal Oestreicher-Singer (University of Tel Aviv) Andreas SCHMITZ (University of Bamberg, GERMANY) <u><i>E-Dating – Theoretical & Empirical Approaches</i></u> Johannes KOENEN* and Steffen REIK (University of Mannheim and ZEW, GERMANY) <u><i>An Empirical Analysis of an Emerging Social Network with Additional Utility Generating Functions</i></u> Jenny MEYER (ZEW, Mannheim, GERMANY) <u><i>Does Social Software Support Service Innovation?</i></u>
19:00	Dinner (La Piazza close to the Delta Park Hotel)

Friday, 12.12.2008

9:30-11:00	Session III Chair: Alessandro Acquisti (Carnegie Mellon University) Gal OESTREICHER-SINGER (University of Tel Aviv, ISRAEL) <u><i>Network Structure and the Long Tail of Electronic Commerce</i></u> Arnd LAYER (IBM, Stuttgart, GERMANY) <i>IBM: A Globally Integrated Company - Powered by Web 2.0</i>
11:00-11:30	Coffee Break
11:30-13:00	Session IV Chair: Brett Danaher (University of Pennsylvania) Friedrich HESSE and Katrin Wodzicki and Ulrike CRESS (University of Tübingen, GERMANY) <u><i>Learning in a Cross-Linked Knowledge Society</i></u> Alessandro ACQUISTI (Carnegie Mellon University, USA) <u><i>Online Social Networks and the Behavioral Economics of Privacy</i></u>
13:00-14:00	Lunch (Zwischengeschoss ZEW)
14:00-15:30	Session V Chair: Martin Peitz (University of Mannheim and ZEW) Brett DANAHER (University of Pennsylvania, USA) <u><i>The Effect of Digital Distribution on Online Media Piracy</i></u> Stefan BECHTOLD (ETH Zürich, SWITZERLAND) <u><i>Web 2.0 and Intellectual Property Law</i></u>
	<i>Final Discussion</i>