Sixth Annual Conference on Internet Search and Innovation
Thursday, June 4, 2015 — Friday, June 5, 2015
Northwestern University School of Law
Wieboldt Hall #147
340 E. Superior Street, Chicago, IL, 60611

This conference is organized by Daniel F. Spulber with the help of Pere Arqué-Castells and Justus Baron

Thursday, June 4

9:30 a.m.  Registration (1st Floor of Wieboldt Hall)
Continental Breakfast

10:25  Welcome and Introduction to the Conference
Matthew L. Spitzer, Howard and Elizabeth Chapman Professor and Director, Searle Center on Law, Regulation, and Economic Growth at Northwestern University School of Law
Daniel F. Spulber, Research Director, Searle Center on Law, Regulation, and Economic Growth, and Elinor Hobbs Distinguished Professor of International Business and Professor of Strategy, Kellogg School of Management, Northwestern University

10:30-12:00  Session One – Privacy and the Internet
Session Chair: Justus Baron, Searle Center on Law, Regulation, and Economic Growth, Northwestern University School of Law

Money and Privacy - Android Market Evidence
Michael Kummer, Centre for European Economic Research (ZEW), Mannheim
Patrick Schulte*, Centre for European Economic Research (ZEW), Mannheim
Discussant: Fernando Luco, Department of Economics, Texas A&M University

What is a Cookie Worth?
Arslan Aziz, Carnegie Mellon University
Rahul Telang*, Carnegie Mellon University
Discussant: Fernando Luco, Department of Economics, Texas A&M University

Privacy in Online Markets: A Welfare Analysis Using Demand Rotations
Daniel P. O’Brien*, Kelley School of Business, Indiana University
Doug Smith, U.S. Federal Trade Commission
Discussant: Alexei Alexandrov, Consumer Financial Protection Bureau
12:00-1:00  Lunch (WB #540)

1:00-3:00  **Session Two – The Internet Market for Books**  
Session Chair: Peter C. DiCola, Northwestern University School of Law

*Match Quality, Search, and the Internet Market for Used Books*  
**Sara Fisher Ellison**, MIT Department of Economics  
Discussant: Jeff Prince, Kelley School of Business, Indiana University

*E-Book Pricing and Vertical Restraints*  
**Babur De los Santos**, Indiana University, Kelley School of Business  
**Matthijs R. Wildenbeest**, Indiana University, Kelley School of Business  
Discussant: Jeff Prince, Kelley School of Business, Indiana University

*Consumer Experience and the Value of Search in the Online Textbook Market*  
**Forrest Spence**, University of Notre Dame, Department of Economics  
Discussant: Scott Hiller, Fairfield University

*On the Antitrust Economics of the Electronic Books Industry*  
**Germain Gaudin**, Düsseldorf Institute for Competition Economics, Heinrich Heine University, Germany  
**Alexander White***, Tsinghua University School of Economics and Management, China  
Discussant: Simonetta Vezzoso, Department of Economics and Management, University of Trento

3:00-3:15  Break

3:15-5:15  **Session Three – Internet Platforms and Pricing**  
Session Chair: Pere Arqué-Castells, Searle Center on Law, Regulation, and Economic Growth, Northwestern University School of Law

*Multi-Sided Platforms*  
**Andrei Hagiu***, Harvard Business School  
**Julian Wright**, Department of Economics, National University of Singapore  
Discussant: Liad Wagman, Stuart School of Business, Illinois Institute of Technology

*Game of Platforms: Strategic Expansion into Rival (Online) Territory*  
**Sagit Bar-Gill**, MIT Sloan School of Management  
Discussant: Keke Sun, Universitat Autonoma de Barcelona and Barcelona Graduate School of Economics
Platform Pricing in Mixed Two-Sided Markets
Ming Gao, School of Economics and Management, Tsinghua University, China
Discussant: Alexei Alexandrov, Consumer Financial Protection Bureau

Price Competition in Two-Sided Markets with Heterogeneous Consumers and Network Effects
Lapo Filistrucchi, CentER, TILEC, Tilburg University and Department of Economics
Tobias Klein*, CentER, TILEC, Tilburg University
Discussant: Zaiyan Wei, Eller College of Management, University of Arizona

5:15-6:15 Cocktail Reception (WB #440)
6:15 Dinner (WB #540)
7:00 Keynote Address: The Economic Future of Online Video
David Waterman, Chief Economist, Federal Communications Commission

Friday, June 5
8:00-9:00 Breakfast (WB #540)
9:00-11:00 Session Four – Internet Search and Advertising
Session Chair: Hanna Halaburda, Bank of Canada, CESifo and INE PAN

The Power of a Ranking: Quantifying the Effects of Rankings on Online Consumer Search and Choice
Raluca M. Ursu, University of Chicago
Discussant: Matthew Backus, Cornell University

Advertiser Prominence Effects in Search Advertising
Przemyslaw Jeziorski*, University of California, Berkeley
Sridhar Moorthy, Rotman School of Management, University of Toronto
Discussant: Matthew Backus, Cornell University

Profiting from Targeted Advertising: Exploring Synergies among Media Channels
Dan Breznitz, University of Toronto
Vincenzo Palermo*, University of Toronto
Discussant: Christian Helmers, Santa Clara University, Leavey School of Business, Economics Department

Price Salience and Product Choice
Tom Blake, eBay Research Labs
Dominic Coey, eBay Research Labs
11:00-11:15  Break

11:15-12:45  Session Five – Pricing and the Internet
Session Chair: Oliver M. Richard, Director, Center for Economics, ARM, U.S. Government Accountability Office (U.S. GAO)

Net Neutrality, Network Capacity, and Innovation at the Edges
Jay Pil Choi, University of New South Wales, Sydney, Australia, and Department of Economics; Michigan State University
Doh-Shin Jeon, Toulouse School of Economics and CEPR, Manufacture de Tabacs
Byung-Cheol Kim*, Georgia Institute of Technology
Discussant: Vahagn Jerbashian, University of Barcelona and CERGE-EI

A Theory of Bidding Dynamics and Deadlines in Online Retail
Dominic Coey, eBay Research Labs
Bradley Larsen, Stanford University, Department of Economics
Brennan C. Platt*, Brigham Young University
Discussant: Thomas D. Jeitschko, Michigan State University

Competing with Complementors: An Empirical Look at Amazon.com
Feng Zhu*, Harvard University
Qihong Liu, University of Oklahoma
Discussant: Michael Kummer, Centre for European Economic Research (ZEW)

12:45-1:30  Lunch (WB #540)

1:30-3:30  Session Six – Network Effects and Social Networks
Session Chair: Beth Farmer, Penn State Law School

Nonlinear pricing with local network effects
Arne Rogde Gramstad, University of Oslo
Discussant: Liad Wagman, Stuart School of Business, Illinois Institute of Technology

Competition in the Cryptocurrency Market
Neil Gandal, Tel Aviv University and CEPR
Hanna Halaburda*, Bank of Canada, CESifo and INE PAN
Discussant: Michael Kummer, Centre for European Economic Research (ZEW)
Social Networks and the Demand for News
Lisa M. George, Department of Economics, Hunter College
Christian Peukert*, Department of Business Administration, University of Zurich
Discussant: Brett Gordon, Kellogg School of Management, Northwestern University

Can Social Networks Help Content Websites Predict Traffic and Engagement?
Catarina Sismeiro, Imperial College Business School, Imperial College, London
Ammara Mahmood*, Cass University Business School, City University, London
Discussant: Brett Gordon, Kellogg School of Management, Northwestern University

3:30 Adjourn

Presenters are indicated with an *

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