

## **Fourth Annual Conference on Internet Search and Innovation**

Thursday, June 20, 2013 — Friday, June 21, 2013

**Northwestern University School of Law**  
Rubloff Building Room #175  
375 E. Chicago Avenue, Chicago, IL

**The conference organizers gratefully acknowledge the support of Microsoft, Google, and the Searle Center on Law, Regulation, and Economic Growth.**

### **Thursday, June 20**

12:00-1:00     **Registration and Lunch** (Law School Atrium)

1:00            **Welcome** (RB 175)

#### **Introduction to the Conference**

**Matthew L. Spitzer**, Incoming 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 Kellogg School of Management, Northwestern University

1:00-3:00     **Session One – Internet Search and Consumer Choice** (RB 175)

Session Chair: **Catherine Tucker**, MIT Sloan School of Management, MIT

*Being in the Right Place: A Natural Field Experiment on List Position and Consumer Choice*

**Marco Novarese**, Center for Cognitive Economics, Universit del Piemonte Orientale

**Chris M. Wilson**, School of Business and Economics, Loughborough University\*

Discussant: **Ryan C. McDevitt**, University of Rochester, Simon Graduate School of Business

*Consumer Uncertainty and Price Discrimination through Online Coupons: An Empirical Study of Restaurants in Shanghai*

**Jie Zhang**, Fudan University, School of Management

**Scott J. Savage**, University of Colorado at Boulder, Department of Economics\*

**Yongmin Chen**, University of Colorado at Boulder, Department of Economics

Discussant: **Ryan C. McDevitt**, University of Rochester, Simon Graduate School of Business

*What's in a Name? Measuring Prominence, and Its Impact on Organic Traffic from Search Engines*

**Michael R. Baye**, Kelley School of Business, Indiana University\*

**Babur De los Santos**, Kelley School of Business, Indiana University

**Matthijs R. Wildenbeest**, Kelley School of Business, Indiana University

Discussant: **Elizabeth Lyons**, University of Toronto, Rotman School of Management

*Market Structure, Reputation, and the Value of Quality Certification*

**Daniel W. Elfenbein**, Olin Business School, Washington University in St. Louis

**Raymond Fisman**, Columbia Business School, Columbia University

**Brian McManus**, University of North Carolina, Department of Economics\*

Discussant: **Elizabeth Lyons**, University of Toronto, Rotman School of Management

3:00-3:15 **Break**

3:15-5:15 **Session Two – Privacy Versus Trust** (RB 175)

Session Chair: **Michael R. Baye**, Kelley School of Business, Indiana University

*Selling Cookies*

**Dirk Bergemann**, Department of Economics, Yale University

**Alessandro Bonatti**, MIT Sloan School of Management, MIT\*

Discussant: **Liad Wagman**, Stuart School of Business, Illinois Institute of Technology

*Customer Privacy and Competition*

**Oz Shy**, Federal Reserve Bank Boston\*

**Rune Stenbacka**, Hanken School of Economics

Discussant: **Liad Wagman**, Stuart School of Business, Illinois Institute of Technology

*Trademarks, Triggers and Online Search*

**Stefan Bechtold**, Center for Law & Economics, ETH Zurich\*

**Catherine Tucker**, MIT Sloan School of Management, MIT

Discussant: **Amit Gandhi**, Department of Economics, University of Wisconsin-Madison

*More Trusting, Less Trust? An Investigation of Early E-commerce in China*

**Hongbin Cai**, Guanghua School of Management and IEPR, Peking University

**Ginger Z. Jin**, University of Maryland, Department of Economics\*

**Chong Liu**, Guanghua School of Management and IEPR, Peking University

**Li-An Zhou**, Guanghua School of Management and IEPR, Peking University

Discussant: **Amit Gandhi**, Department of Economics, University of Wisconsin-Madison

5:15-6:15 **Cocktail Reception** (Law School Courtyard, weather permitting)

6:15 **Dinner** (Law School Atrium)

7:00 **Keynote Address: *The Role for Economic Analysis in the FTC's Google Investigation***

**Michael A. Salinger**, Boston University School of Management\*

**Robert J. Levinson**, Charles River Associates

Discussant: **Michael R. Baye**, Kelley School of Business, Indiana University

## **Friday, June 21**

8:00-9:00      **Breakfast** (Law School Atrium)

9:00-10:30    **Session Three – Internet Search and Antitrust** (RB 175)

Session Chair: **Matthew L. Spitzer**, Incoming Director, Searle Center on Law, Regulation, and Economic Growth at Northwestern University School of Law

*Search, Essential Facilities, and the Antitrust Duty to Deal*

**Marina Lao**, Seton Hall University School of Law

Discussant: **Randal C. Picker**, University of Chicago Law School

*Integration and Search Engine Bias*

**Alexandre de Corniere**, Department of Economics and Nuffield College, University of Oxford

**Greg Taylor**, Oxford Internet Institute, University of Oxford\*

Discussant: **Andrei Hagiu**, Harvard Business School, Harvard University

*In Google we Trust?*

**Roberto Burguet**, Institut d'Anàlisi Econòmica CSIC and Barcelona GSE

**Ramon Caminal**, Institut d'Anàlisi Econòmica CSIC and Barcelona GSE

**Matthew Ellman**, Institut d'Anàlisi Econòmica CSIC and Barcelona GSE\*

Discussant: **Andrei Hagiu**, Harvard Business School, Harvard University

10:30-10:45    **Break**

10:45-12:45   **Session Four – Competition in Two-Sided Markets** (RB 175)

Session Chair: **Daniel F. Spulber**, Kellogg School of Management, Northwestern University

*Changes in Market Leadership and Dynamic Platform Competition*

**Hanna Halaburda**, Bank of Canada

**Bruno Jullien**, Université de Toulouse, Toulouse School of Economics\*

**Yaron Yehezkel**, Tel Aviv University, Recanati Graduate School of Business Administration

Discussant: **Alexander White**, Tsinghua University School of Economics and Management

*Expectations and Two-Sided Platform Profits*

**Andrei Hagiu**, Harvard Business School, Harvard University\*

**Hanna Halaburda**, Bank of Canada

Discussant: **Alexander White**, Tsinghua University School of Economics and Management

*Price Competition between Platforms: Equilibrium Coexistence on Competing Online Auction Sites Revisited*

**Stefan Behringer**, Universität Heidelberg

Discussant: **Jingfeng Lu**, Department of Economics, National University of Singapore

*Dynamic Platform Competition in a Two-Sided Market: Evidence from the Online Daily Deals Promotion Industry*

**Byung-Cheol Kim**, Georgia Institute of Technology, School of Economics\*

**Jeongsik Lee**, Georgia Institute of Technology, Scheller College of Business

**Hyunwoo Park**, Georgia Institute of Technology, School of Industrial & Systems Engineering

Discussant: **Yi Qian**, Kellogg School of Management, Northwestern University

12:45-1:30 **Lunch** (Law School Atrium)

1:30-3:30 **Session Five – Targeted Content and Advertising in Internet Search** (RB 175)

Session Chair: **Peter C. DiCola**, Northwestern University School of Law

*When Does Retargeting Work? Information Specificity in Online Advertising*

**Anja Lambrecht**, London Business School

**Catherine Tucker**, MIT Sloan School of Management, MIT\*

Discussant: **Jeffrey Prince**, Kelley School of Business, Indiana University

*Local News Online: Aggregators, Geo-Targeting and the Market for Local News*

**Lisa M. George**, Hunter College and the Graduate Center, CUNY

Discussant: **Jeffrey Prince**, Kelley School of Business, Indiana University

*How Relevant are Experts in the Internet Age? Evidence from the Motion Pictures Industry?*

**Suman Basuroy**, Price College of Business, The University of Oklahoma

**S. Abraham (Avri) Ravid**, Syms School of Business, Yeshiva University\*

Discussant: **Daniel F. Spulber**, Kellogg School of Management, Northwestern University

*Social Advertising: Does Social Influence Work?*

**Ashish Agarwal**, McCombs School of Business, University of Texas, Austin\*

**Kartik Hosanagar**, The Wharton School, University of Pennsylvania

Discussant: **Daniel F. Spulber**, Kellogg School of Management, Northwestern University

3:30 **Adjourn**

*Presenters are indicated with an \**