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'Analisi Economica CSIC and Barcelona GSE
**Ramon Caminal**, Institut d'Analisi Economica CSIC and Barcelona GSE
**Matthew Ellman**, Institut d'Analisi Economica 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 *