

Fifth Annual Conference on Internet Search and Innovation

Thursday, June 5, 2014 — Friday, June 6, 2014

Northwestern University School of Law
Wieboldt Hall #147
340 E. Superior Street, Chicago, IL, 60611

This conference is organized by Daniel F. Spulber.

Thursday, June 5

12:00-12:55 **Registration** (1st Floor of Wieboldt Hall)
Lunch (WB #540)

12:55 **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 Kellogg School of Management, Northwestern University

1:00-3:00 **Session One – Economics of Internet Search**
Session Chair: **Justus Baron**, Searle Center on Law, Regulation, and Economic
Growth, Northwestern University School of Law

*Spillovers in Networks of User Generated Content – Evidence from 23 Natural
Experiments on Wikipedia*

Michael E. Kummer, University of Mannheim and Centre for European
Economic Research

Discussant: **Jin-Hyuk Kim**, Department of Economics, University of Colorado,
Boulder

Market Transparency, Adverse Selection, and Moral Hazard

Tobias J. Klein, Tilburg University*

Christian Lambertz, University of Mannheim

Konrad O. Stahl, University of Mannheim

Discussant: **Jin-Hyuk Kim**, Department of Economics, University of Colorado,
Boulder

Entry and Welfare in Search Markets

Yongmin Chen, University of Colorado, Boulder*

Tianle Zhang, Lingnan University, Hong Kong

Discussant: **Andres Hervas-Drane**, Universitat Pompeu Fabra

Search and Categorization

Chaim Fershtman, Department of Economics, Tel Aviv University*

Arthur Fishman, Department of Economics, Bar-Ilan University

Jidong Zhou, Stern School of Business, New York University

Discussant: **Andres Hervás-Drane**, Universitat Pompeu Fabra

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

3:15-5:15 **Session Two – Internet Market Mechanisms**

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

Usage-Based Pricing and Demand for Residential Broadband

Aviv Nevo, Department of Economics, Northwestern University

John L. Turner, Department of Economics, University of Georgia*

Jonathan W. Williams, Department of Economics, University of Georgia

Discussant: **Justus Baron**, Searle Center on Law, Regulation, and Economic Growth, Northwestern University School of Law

Auction vs. Posted-Price: Market Mechanism, Lender Behaviors, and Transaction Outcomes in Online Crowdfunding

Zaiyan Wei, Department of Economics, University of Arizona*

Mingfeng Lin, Department of Management Information Systems, University of Arizona

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

Marketplace or Reseller?

Andrei Hagiu, Harvard Business School*

Julian Wright, Department of Economics, National University of Singapore

Discussant: **Thomas D. Jeitschko**, Michigan State University

The Agency Model and MFN Clauses

Justin P. Johnson, Johnson Graduate School of Management, Cornell University

Discussant: **Thomas D. Jeitschko**, Michigan State University

5:15-6:15 **Cocktail Reception** (WB #440)

6:15 **Dinner** (WB #540)

Friday, June 6

8:00-9:00 **Breakfast** (WB #540)

9:00-10:30 **Session Three – Online Platform Competition**

Session Chair: **Andrei Hagiu**, Harvard Business School

Platform Choice by Mobile Apps Developers

Tim Bresnahan, Stanford University

Joe Orsini, Stanford University

Pai-Ling Yin, Stanford University*

Discussant: **Christian Peukert**, University of Zurich

Value of a Platform to a Seller: Case of American Airlines and Online Travel Agencies

Volodymyr Bilotkach, Newcastle University*

Nicholas Rupp, East Carolina University

Vivek Pai, University of California, Irvine

Discussant: **Christian Peukert**, University of Zurich

Homogeneous Platform Competition with Heterogeneous Consumers

Thomas D. Jeitschko, Michigan State University

Mark J. Tremblay, Michigan State University*

Discussant: **Irina Baye**, Düsseldorf Institute for Competition Economics (DICE), Heinrich Heine University of Düsseldorf

10:30-10:45 **Break**

10:45-12:45 **Session Four – Online Content**

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

Pricing Online Content: Fee or Free?

Anja Lambrecht, London Business School

Kanishka Misra, Ross School of Business, University of Michigan*

Discussant: **Rahul Telang**, The Heinz College, Carnegie Mellon University

Quantifying the Impacts of Digital Rights Management and E-Book Pricing on the E-Book Reader Market

Jin-Hyuk Kim, Department of Economics, University of Colorado, Boulder

Tin Cheuk (Tommy) Leung, Department of Economics, Chinese University of Hong Kong*

Discussant: **Rahul Telang**, The Heinz College, Carnegie Mellon University

Video Killed the Radio Star? Online Music Videos and Digital Music Sales
Tobias Kretschmer, LMU Munich*
Christian Peukert, LMU Munich
Discussant: **Gianvito Lanzolla**, Cass Business School, City University London

Online Music, Sales Displacement, and Internet Search: Evidence from YouTube
Scott Hiller, Department of Economics, Fairfield University*
Jin-Hyuk Kim, Department of Economics, University of Colorado, Boulder
Discussant: **Nicholas Rupp**, East Carolina University

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

1:30-3:30 **Session Five – Internet Search and Social Networks**
Session Chair: **Rahul Telang**, Carnegie Mellon University

Social Media and News Consumption
Susan Athey, Stanford University
Markus Mobius, Microsoft Research*
Jeno Pal, Central European University
Discussant: **Pinar Yildirim**, The Wharton School, University of Pennsylvania

Life Is But an Online Shopping Journey? Exploring the Dynamic Interactions between Targeted and Paid Search Advertisement Mix
Dan Breznitz, University of Toronto
Vincenzo Palermo, University of Toronto*
Discussant: **Pinar Yildirim**, The Wharton School, University of Pennsylvania

Good News or Bad News? Information Acquisition and Applicant Screening in Competitive Labor Markets
Liad Wagman, Kellogg School of Management, Northwestern University
Discussant: **Hanna Halaburda**, Bank of Canada

Do Online Social Networks Increase Welfare?
Manuel Mueller-Frank, IESE Business School
Mallesh M. Pai, Department of Economics, University of Pennsylvania*
Discussant: **Hanna Halaburda**, Bank of Canada

3:30 **Adjourn**

*Presenters are indicated with an **

Acknowledgments

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