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 Hervas-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 Bilokach, 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

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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 *

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