

Second Annual Conference on Internet Search and Innovation

Tuesday, June 7, 2011—Wednesday, June 8, 2011

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.

Tuesday, June 7th

- 12:00 **Registration and Lunch** (Atrium)
- 1:00 **Welcome** (RB 175)
Max Schanzenbach, Director, Searle Center on Law, Regulation, and Economic Growth,
and Professor of Law, Northwestern University School of Law
- Introduction to the Conference**
Daniel F. Spulber, Research Director, Searle Center on Law, Regulation, and Economic
Growth, and Kellogg School of Management
- 1:10-3:10 **Session One—Network Innovations and Internet Search** (RB 175)
- Session Chair: **James B. Speta**, Northwestern University School of Law
- Social Networks, Personalized Advertising, and Privacy Controls*
Catherine Tucker, MIT
- How is the Mobile Internet Different? Search Costs and Local Activities*
Anindya Ghose, New York University
Avi Goldfarb, University of Toronto
Sang-Pil Han*, New York University
- The Effect of Content on Global Internet Adoption*
V. Brian Viard*, Cheung Kong Graduate School of Business
Nicholas Economides, New York University
- User-generated Content in News Media*
Esther Gal-Or, University of Pittsburgh
Tansev Geylani, University of Pittsburgh
Tuba Pinar Yildirim*, University of Pittsburgh
- 3:10-3:30 **Break**

3:30-5:30 **Session Two—Market Outcomes and Effects of Internet Search (RB 175)**

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

When Does a Platform Create Value by Limiting Choice?

Ramon Casadesus-Masanell*, Harvard Business School

Hanna Halaburda, Harvard Business School

Landing the First Job: The Value of Intermediaries in Online Hiring

Christopher Stanton, Stanford Graduate School of Business

Catherine Thomas*, Columbia Business School

An Empirical Study of Pricing Strategies in an Online Market with High-Frequency Price Information

Sara Fisher Ellison*, MIT

Christopher M. Snyder, Dartmouth College

Search Costs and Risky Investment in Quality

Arthur Fishman*, Bar-Ilan University

Nadav Levy, Interdisciplinary Center (IDC) Herzliya

5:30-6:30 **Cocktail Reception (Atrium)**

6:30 **Dinner (Atrium)**

7:30 **Keynote Address:**

Introduction: **Bernard S. Black**, Northwestern University School of Law

Searching and Accessing the Right Content, in the Right Place at the Right Time

Gregg Gordon, Social Science Research Network (SSRN)

Wednesday, June 8th

8:00 a.m. **Breakfast (Atrium)**

8:30-10:15 **Session Three—Platform Competition and Internet Search (RB 175)**

Session Chair: **Ramon Casadesus-Masanell**, Harvard Business School

Language, Internet and Platform Competition: The Case of Search Engine

Doh-Shin Jeon*, Toulouse School of Economics

Bruno Jullien, Toulouse School of Economics

Mikhail Klimenko, Georgia Institute of Technology

Platform Competition under Asymmetric Information

Hanna Halaburda*, Harvard Business School

Yaron Yehezkel, Tel Aviv University

First-Party Content, Commitment and Coordination in Two-Sided Markets

Andrei Hagiu*, Harvard Business School

Daniel F. Spulber, Northwestern University

Search Engine Competition with Network Externalities

Cédric Argenton*, Tilburg University

Jens Prüfer, Tilburg University

10:15-10:30 **Break**

10:30-12:15 **Session Four—Internet Search and Advertising** (RB 175)

Session Chair: **Gene Burrus**, Microsoft

Sponsored Search: Do Organic Results Help or Hurt the Performance and under What Conditions?

Ashish Agarwal*, University of Texas, Austin

Kartik Hosanagar, University of Pennsylvania

Michael D. Smith, Heinz College and Carnegie Mellon University

Firm Strategy in Contextual Advertising Auctions

Charlie Gibbons, University of California, Berkeley

Search Advertising

Alexandre de Cornière, Paris School of Economics and ENSAE-ParisTech

Net Neutrality and Innovation at the Core and at the Edge

Carlo Reggiani*, University of Manchester

Tommaso Valletti, Imperial College London, Telecom ParisTech, and CEPR

12:15-1:15 **Lunch** (Atrium)

1:15-3:00 **Session Five—Antitrust and Internet Search** (RB 175)

Session Chair: **Geoffrey A. Manne**, International Center for Law & Economics

On the Optimality of Clickthrough Fees in Online Markets

Michael Baye, Indiana University

Damien Geradin, Covington & Burling LLP

Hal Varian, University of California, Berkeley, and Google

3:00 **Adjourn**

*Presenters are indicated with an **