14th Digital Economics Conference

January 7-8, 2021

Online conference

The conference will take place online from 15.00-19.00 CET on both days.

Organizing committee:
Alexandre de Cornière, Jacques Crémer, Daniel Ershov and Paul Seabright

Conference secretariat:
digitconf@tse-fr.eu

Thursday, January 7, 2021

	Welcome

15:00 – 16:00 **KEYNOTE LECTURE 1**: **SCOTCHMER MEMORIAL LECTURE**
Moderator: Jean Tirole **(TSE)**

John VICKERS (University of Oxford)
Patterns of Competition, Information and Price Dispersion

16:00 – 16:15	**Break**

16:15 – 17:30 **PARALLEL SESSION 1: Data Sharing**

(15mn introduction – 8mn speaker – questions and answers)
Moderator: Yassine LEFOUILI (TSE)
Introduction: Alessandro BONATTI (MIT)

Alessandro BONATTI (MIT), Dirk Bergemann (Yale University) and Tan Gan (Yale University)
The Economics of Social Data

Antoine DUBUS (Université Libre de Bruxelles, ECARES), David Bounie (CNRS, Télécom Paris, Institut Polytechnique de Paris) and Patrick Waelbroeck (CNRS, Télécom Paris, Institut Polytechnique de Paris)
Market for Information and Selling Mechanisms

Tesary LIN (Boston University, Questrom School of Business)
Valuing Intrinsic and Instrumental Preferences for Privacy

Alexander GUEMBEL (TSE) and Ulrich Hege (TSE)
Data, Product Targeting and Competition

Daniele CONDORELLI (University of Warwick) and Jorge Padilla (Compass Lexecon)
Data-driven Envelopment with Privacy-Policy Tying

Rishabh KIRPALANI (University of Wisconsin-Madison) and Thomas Philippon (New York University, CEPR and NBER)
Data Sharing and Market Power with Two-Sided Platforms

16:15 – 17:30 **PARALLEL SESSION 2: Media and Social Media**
(15mn introduction – 8mn speaker – questions and answers)
Moderator: Patrick REY (TSE)
Introduction: Diane COYLE (University of Cambridge and CEPR)

Xintong HAN (Concordia University and CIREQ) and Mandy Mantian Hu (Chinese University of Hong Kong)
Intensified Ideological Online Clashes with Group Political Bias

Julia CAGE (Sciences PO Paris and CEPR), Nicolas Hervé (Institut National de l'Audiovisuel) and Béatrice Mazoyer (CentraleSupélec)
Social Media and Newsroom Production Decisions

David NGUYEN (National Institute of Economic and Social Research and ESCoE) and Diane Coyle (University of Cambridge and ESCoE)
Free goods and economic welfare

Seth BENZELL (Argyros School of Business and Economics, Chapman University, Digital Fellow of the MIT IDE and Stanford DEL) and Avinash Collis (McCombs School of Business, The University of Texas, Austin)
How to Govern Facebook: A Structural Model for Taxing and Regulating Big Tech

Marc IVALDI (TSE) and Jiekai Zhang (Hanken School of Economics and Helsinki Graduate School of Economics)
Platform Mergers: Lessons from a Case in the Digital TV Market

17:30 – 17:45	**Break**

17:45 – 19:00

PARALLEL SESSION 3: Session on Competition on and between Platforms
(15mn introduction – 8mn speaker – questions and answers)
Moderator: Renato GOMES (TSE)
Introduction: Yossi SPIEGEL (Tel Aviv University)

Matthew BACKUS (Columbia University), Thomas Blake (eBay Research Labs), Jett Pettus (Columbia) and Steven Tadelis (UC Berkeley)
Communication and Bargaining Breakdown: An Empirical Analysis

Doh-Shin JEON (TSE) and Patrick Rey (TSE)
Platform Competition, Ad-valorem Commissions and App Development

Meng LIU (Washington University), Xiang Hui (Washington University) and Tat Chan (Washington University)
Targeted Incentives, Broad Impacts: Evidence from and E-commerce Platform

Robert SOMOGYI (Budapest University of Technology and Economics) and Johannes Johnen (Université Catholique de Louvain)
Deceptive Products on Platforms

Ron BERMAN (The Wharton School, University of Pennsylvania) and Yuval Heller (Bar-Ilan University)
Naive Analytics Equilibrium

Frank SCHLUTTER (Heinrich-Heine-Universität Dusseldorf)
Managing Seller Conduct in Online Marketplaces and Platform Most-Favored Nation Clauses

17:45 – 19:00

PARALLEL SESSION 4: Pitfalls of Reputation Mechanisms
(15mn introduction – 8mn speaker – questions and answers)
Moderator: Paul SEABRIGHT (TSE)
Introduction: Hal VARIAN (Google)

Benjamin LEYDEN (Cornell University)
Platform: Design and Innovation Incentives: Evidence from the Product Ratings System on Apple's App Store

Konrad STAHL (Mannheim University), Xiang Hui (Washington University in St. Louis) and Tobias Klein (Tilburg University and CEPR)
When and Why Do Buyers Rate in Online Markets?

Isamar TRONCOSO (University of Southern California), Davide Proserpio (University of Southern California) and Francesca Valsesia (University of Washington)
Does Gender Matter? The Effect of Management Responses on Reviewing Behavior

Apostolos FILIPPAS (Fordham University), Joe Golden (Collage) and John Horton (MIT and NBER)
Reputation Inflation

Sherry HE (UCLA), David Proserpio (University of Southern California),) and Brett Hollenbeck (UCLA)
The Market for Fake Reviews

Friday, January 8, 2021

15:00 – 16:15   **PARALLEL SESSION 5: Consumer Search and Platform Recommendations**
(15mn introduction – 8mn speaker – questions and answers)
Moderator: Daniel ERSHOV (TSE)
Introduction: Heski BAR-ISAAC (University of Toronto*)*

Stephan SEILER (Imperial College London), Tomomichi Amano (Harvard Business School) and Andrew Rhodes (TSE)
Large Scale Demand Estimation with Search Data

Charles HODGSON (Yale University) and Gregory Lewis (Microsoft Research)
You Can Lead a Horse to Water: Spatial Learning and Path Dependence in Consumer Search

Tat-How TEH (National University of Singapore)
Platform Governance

Andrei HAGIU (Boston University) and Julian Wright (National University of Singapore)
Platform Leakage

Heski BAR-ISAAC (University of Toronto and UPF) and Sandro Shelegia (Universitat Pompeu Fabra and CEPR)
Search, Showrooming, and Retailer Variety

15:00 – 16:15   **PARALLEL SESSION 6: Own Dealing & Self-preferencing**
(15mn introduction – 8mn speaker – questions and answers)
Moderator: Alexandre DE CORNIERE (TSE)
Introduction: Greg TAYLOR (University of Oxford)

Ulrich LAITENBERGER (Telecom ParisTech), Morgane Cure (CREST, ESAE Paris, Institut Polytechnique de Paris), Matthias Hunold (University of Siegen), Reinhold Kesler (University of Zurich) and Thomas Larrieu (CREST, Ecole Polytechnique, Institut Polytechnique de Paris)
Vertical Integration of Platforms and Product Prominence

Hsin-Tien TSAI (National University of Singapore) and Nan Chen(National University of Singapore)
Steering via Algorithmic Recommendations

Özlem BEDRE DEFOLIE (ESMT Berlin, University of Bergen and CEPR) and Simon ANDERSON (University of Virginia)
Hybrid Platform Model

Leonardo MADIO (University of Padova), Axel Gautier (Université de Liège) and Shiva Shekhar (University of Passau and Compass Lexecon)
Platform Duality and Network Externalities

Joe PERKINS (Compass Lexecon), Jorge Padilla (Compass Lexecon) and Salvatore Piccolo (University of Bergamo)
Self-Preferencing in Market with Vertically-Integrated Gatekeeper Platforms

Wynne LAM (University of East Anglia) and Xingyi Liu (Aston University)
Data Usage and Strategic Pricing: Does Platform Entry Benefit Independent Traders?

16:15 – 16:30	**Break**

16:30 – 17:30 **KEYNOTE LECTURE 2**
Moderator: Paul SEABRIGHT (TSE)

Ekaterina ZHURAVSKAYA (Paris School of Economics), Sergei Guriev (Sciences Po,CEPR) and Nikita Melnikov (Princeton University)
3G and Confidence in Government

17:30 – 17:45	**Break**

17:45 – 19:00 **ROUND TABLE: What Engineers Wish Economists Knew about Digital Technology**
Moderator: Jacques CREMER (TSE)

- **Yves-Alexandre DE MONTJOYE** (Imperial College)
- **Chris RILEY** (R Street Institute)
- **Boris OTTO** (Fraunhofer ISST)
- **Onno ZOETER** (Booking)

19:00 **Closing remarks**