18th Digital Economics Conference

Toulouse, January 8-9th, 2026

CONFERENCE VENUE
Toulouse School of Economics (TSE)
1, Esplanade de l'Université
Auditorium 3 - Jean-Jacques Laffont & Auditorium 4
31080 Toulouse Cedex 06

ORGANIZING COMMITTEE
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Organized by

TSE Digital Center — Toulouse School of Economics — Institute for Advanced Study in Toulouse — CEPR

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Thursday, January 8th, 2025

8:30 – 8:55 **Registration** ➢ ***Auditorium 3***

8:55 – 9:00 **Welcome address** ➢ ***Auditorium 3***

9:00 – 10:00 **KEYNOTE LECTURE 1: SUZANNE SCOTCHMER MEMORIAL LECTURE**
CHAIR: Alexandre DE CORNIERE (TSE)

Monika SCHNITZER (LMU of Munich)
Antitrust and Innovation: Lessons from the AT&T Antitrust Cases

10:00 – 10:30 **Coffee Break** ➢ ***Cafeteria***

10:30 – 12:15 **PARALLEL SESSION 1A – Artificial Intelligence** ➢ ***Auditorium 3***
CHAIR: Yassine LEFOUILI (TSE)

Doh-Shin JEON (TSE), Jay PIL CHOI (Michigan State University) and Domenico MENICUCCI (Università di Firenze)
AI safety and competition
Discussant: **David GILO** (Tel Aviv University)

Alex SMOLIN (TSE), Dirk BERGEMANN (Yale University) and Alessandro BONATTI (MIT Sloan School of Management)
The Economics of Large Language Models: Token Allocation, Fine-Tuning, and Optimal Pricing
Discussant: **Antonio RUSSO** (Institut Mines-Telecom Business School)

Pedro TELES (Banco de Portugal, U. Catolica Portuguesa), João GUERREIRO (UCLA) and Sertgio REBELO (Northwestern University)
Regulating Artificial Intelligence
Discussant: **Yassine LEFOUILI** (TSE)

10:30 – 12:15 **PARALLEL SESSION 1B – Advertising and Algorithms** ➢ ***Auditorium 4***
CHAIR: Fan ZHANG (NOVA School of Business and Economics)

Xintong HAN (Université Laval) and Junnan HE (Sciences Po)
When Randomness Leads to Profit: Evidence from a Large Creator Platform
Discussant: **Klaus MILLER** (HEC Paris)

Kevin TRAN (University of Bristol), Leonardo MADIO (University of Padua), Michelangelo ROSSI (HEC Paris) and Mark J. TREMBLAY (University of Nevada)
Cleanin' It Up: Unshrouding Hidden Fees on a Peer-to-Peer Platform
Discussant: **Fan ZHANG** (NOVA School of Business and Economics)

Michela BOLDRINI (Bocconi University) and Francesco CLAVORA BRAULIN (Leibniz Centre for European Economic Research)
Taming Tech Giants' Algorithms: what do consumers know (and want)? An analysis of the Amazon Buy Box case

Parallel sessions: 20 minutes for speakers – 10 minutes for discussants – 5 minutes for questions

Discussant: **Bruno CARBALLA SMICHOWSKI** (Joint Research Centre, European Commission)

12:15 – 13:45 **Lunch** ➢ ***Cafeteria***

13:45 – 15:30 **PARALLEL SESSION 2A – Data, Privacy and Advertising** ➢ ***Auditorium 3***
CHAIR: Leonardo MADIO (University of Padua)

Simon ANDERSON (University of Virginia), Andre DE PALMA (CY Cergy Paris University)
Targeting Persuasive Advertising
Discussant: **David RONAYNE** (ESMT Berlin)

Michele BISCEGLIA (Yale University), Alessandro BONATTI (MIT Sloan School of Management)
and Fiona SCOTT MORTON (Yale University)
Menu Pricing and Privacy Regulation
Discussant: **Dmitry ORLOV** (University of Wisconsin-Madison)

Flavio PINO (Politecnico di Torino), Carlo CAMBINI (Politecnico di Torino) and Jan KRÄMER (University of Passau)
Machine data sharing and innovation incentives
Discussant: **Leonardo MADIO** (University of Padua)

13:45 – 15:30 **PARALLEL SESSION 2B – News and fact-checking** ➢ ***Auditorium 4***
CHAIR: Laurenz GUENTHER (TSE)

Marshall VAN ALSTYNE (Boston University), Aaron NICHOLS (Boston University), Nina MAZAR (Boston University), Swapneel MEHTA (Boston University) and Tejovan PARKER (Boston University)
Truth is Warranted: The Impact of Voluntary Accountability on Misinformation
Discussant: **Kristin MICHELITCH** (TSE)

Emeric HENRY (Sciences Po), Julia CAGE (Sciences Po), Nathan GALLO (Reuters Institute), Moritz HENGEL (European Centre for Algorithmic Transparency-ECAT) and Yuchen HUANG (PSE)
Fact-Checking and Misinformation: Evidence from the Market Leader
Discussant: **Jessie LIU** (Johns Hopkins University)

Ro'ee LEVY (Tel Aviv University), Guy ARIDOR (Northwestern University), Tevel DEKEL (Tel Aviv University), Rafael JIMENEZ-DURAN (Bocconi University) and Lena SONG (University of Illinois Urbana-Champaign)
Digital News Consumption: Evidence from Smartphone Content in the 2024 US Elections
Discussant: **Laurenz GUENTHER** (TSE)

15:30 – 16:00 **Coffee Break** ➢ ***Cafeteria***

16:00 – 17:10 **PARALLEL SESSION 3A – Social media and attention - theory** ➢ ***Auditorium 3***
CHAIR: Helen WEEDS (Centre for Competition Policy, UEA)

Parallel sessions: 20 minutes for speakers – 10 minutes for discussants – 5 minutes for questions

Jan KRÄMER (University of Passau) Hemant K. Bhargava (University of California), Chayanin (University of Passau)
Are Preset Defaults Harmful?

Mushegh HARUTYUNYAN (Imperial College London) and Tengfei GUO (Peking University Shenzhen Graduate School)
Curbing Digital Overconsumption: Strategic Implications of Screen Time Limits
Discussant: **Helen WEEDS** (Centre for Competition Policy, UEA)

16:00 – 17:10 **PARALLEL SESSION 3B – Use, pricing and impact of AI (I)** ➢ ***Auditorium 4***
CHAIR: Michelangelo ROSSI (HEC Paris)

Brett HOLLENBECK (UCLA Anderson), Anja LAMBRECHT (London Business School), Nicolas PADILLA (London Business School) and H. Tai LAM (UCLA)
The Impact of LLM Adoption on Online User Behavior
Discussant: **Michelangelo ROSSI** (HEC Paris)

Fabian SLONIMCZYK (HSE University)
This Candidate is [MASK]. Prompt-based Sentiment Extraction and Reference Letters
Discussant: **Nicolas SOULIÉ** (Institut Mines-Télécom Business School)

17:10 – 17:30 **Break**

17:30 – 19:00 **ROUNDTABLE: Is there enough competition in the AI stack? What (if anything) should be done about it?** ➢ ***Auditorium 3***

CHAIR: Jacques CREMER (TSE)

- **Adam COHEN** (OpenAI)
- **F. Enrique GONZÁLEZ-DÍAZ** (Cleary Gottlieb Steen & Hamilton)
- **Oliver LATHAM** (Charles River Associates)
- **Rikke Riber RASMUSSEN** (Google)

20:00 **Dinner** *(upon invitation)*

Parallel sessions: 20 minutes for speakers – 10 minutes for discussants – 5 minutes for questions

Friday, January 9th, 2025

09:00 – 10:10 **PARALLEL SESSION 4A – Platform competition** ➢ ***Auditorium 3***
CHAIR: Stéphane CAPRICE (TSE)

Gaston LLANES (Catholic University of Chile) and Leonardo MADIO (University of Padua)
App Store Competition
Discussant: **Yossi SPIEGEL** (Tel Aviv University)

Long HOANG (Vrije Universiteit Amsterdam), Jose Luis MORAGA (Vrije Universiteit Amsterdam), Evgenia MOTCHENKOVA (Vrije Universiteit Amsterdam)
Pricing and investment by a two-sided monopoly platform
Discussant: **Stéphane CAPRICE** (TSE)

09:00 – 10:10 **PARALLEL SESSION 4B – Energy** ➢ ***Auditorium 4***
CHAIR: Joe PERKINS (FTI Consulting)

Stephane STRAUB (World Bank) and Chris DANN (CERP)
Digital Infrastructure, Green Transition? Evidence from Input-Output Networks
Discussant: **Charlotte DE CANNIERE** (TSE)

Adam FEHER (University of Lausanne), Emilia GARCIA-APPENDINI (University of St Gallen) and Roxana MIHET (University of Lausanne)
Is AI Trained on Public Money? Evidence from US Data Centers
Discussant: **Joe PERKINS** (FTI Consulting)

10:10 – 10:40 **Coffee Break** ➢ ***Cafeteria***

10:40 – 11:50 **PARALLEL SESSION 5A – Platform dynamics** ➢ ***Auditorium 3***
CHAIR: Stefan BEHRINGER (University of Bielefeld)

Jean-Christophe POUDOU (MRE, University of Montpellier) and Axel GAUTIER (University of Liège)
Dynamic platform competition 'In' and 'For' the market
Discussant: **Andrea MANTOVANI** (Toulouse Business School)

Yaron YEHEZKEL (Tel Aviv University), Hanna HALABURDA (New York University) and Sarit MARKOVICH (Northwestern University)
When does quality beat data? Gaining momentum in dynamic platform competition
Discussant: **Stefan BEHRINGER** (University of Bielefeld)

Parallel sessions: 20 minutes for speakers – 10 minutes for discussants – 5 minutes for questions

10:40 – 11:50 **PARALLEL SESSION 5B – Use, pricing and impact of AI (II)** ➢ ***Auditorium 4***
CHAIR: Paul DIEGERT (TSE)

Dante DONATI (Columbia Business School), Lu FANG (Zhejiang University), Zhe YUAN (Zhejiang University), Kaifu ZHANG (Partner Company) and Miklos SARVARY (Columbia Business School)
Generative AI and Firm Productivity: Field Experiments in Online Retail
Discussant: **Xuan TENG** (University of Munich (LMU))

Yiming YUAN (Zhejiang University), Hangyu CHEN (Zhejiang University) and Yongming SUN (Zhejiang University)
Artificial Intelligence and Skills: Evidence from Contrastive Learning in Online Job Vacancies
Discussant: **Paul DIEGERT** (TSE)

11:50 – 13:10 **Lunch** ➢ ***Cafeteria***

13:10 – 14:20 **PARALLEL SESSION 6A – Algorithms and platform strategy** ➢ ***Auditorium 3***
CHAIR: Carlo CAMBINI (Politecnico di Torino)

Sandro SHELEGIA (UPF and BSE) and Heski BAR-ISAAC (University of Toronto)
Ranking algorithms, learning, and pricing
Discussant: **Yi CHEN** (Cornell University)

Özlem BEDRE DEFOLIE (EUI Florence & CEPR), Olav BJORN JOHANSEN (University of Bergen) and Leonardo MADIO (University of Padua)
Curation with moral hazard: Why platforms host low quality
Discussant: **Carlo CAMBINI** (Politecnico di Torino)

13:10 – 14:20 **PARALLEL SESSION 6B – Social media and attention allocation** ➢***Auditorium 4***
CHAIR: Chuqing JIN (TSE)

Anahid BAUER (Institut Mines Telecom Business School), Nicolas SOULIÉ (Institut Mines-Télécom Business School)
The impact of recommender system changes on production and consumption of news in social media platforms: the case of Instagram
Discussant: **Damien MAYAUX** (Université Paris Dauphine - PSL)

Marina RIZZI (Collegio Carlo Alberto & University of Turin)
Self-Regulation of Social Media and the Evolution of Content: A Cross Platform Analysis
Discussant: **Chuqing JIN** (TSE)

14:20 – 14:30 **Break**

Parallel sessions: 20 minutes for speakers – 10 minutes for discussants – 5 minutes for questions

14:30 – 15:40 **PARALLEL SESSION 7A – Platform matching** ➢***Auditorium 3***

CHAIR: Matthew MITCHELL (European University Institute)

Marcel PREUSS (Cornell University), Yi CHEN (Cornell University) and Fei LI (UNC)
Algorithmic Attention and Content Creation on Social Media Platforms
Discussant: **Malin ARVE** (NHH)

Shota ICHIHASHI (Queen's University), Doh-Shin JEON (TSE) and Byung-Cheol KIM (University of Alabama)
Mechanism Design for Ad-Supported Platforms: the Good, the Bad, and the Ugly
Discussant: **Matthew MITCHELL** (European University Institute)

14:30 – 15:40 **PARALLEL SESSION 7B – Platform matching** ➢***Auditorium 4***

CHAIR: Luise EISFELD (University of Lausanne and Swiss Finance Institute)

Renjie BAO (Princeton University)
"Just One More Clip": Short Videos, Big Self-Control Problems
Discussant: **Anastasia SHCHEPETOVA** (Oxera)

Koleman STRUMPF (Wake Forest Universtity), Tin Cheuk LEUNG (Wake Forest University) and Russell TSZ-NGA WONG (Federal Reserve Bank of Richmond)
Social Network Addiction
Discussant: **Luise EISFELD** (University of Lausanne and Swiss Finance Institute)

15:40 – 16:00 **Coffee Break** ➢ ***Cafeteria***

16:00 – 17:00 **KEYNOTE LECTURE 2:** ➢ ***Auditorium 3***

CHAIR: Paul SEABRIGHT (TSE-IAST)

Laura VELDKAMP (Columbia University)
The Data Economy: measurement, markets and policy

End of the conference

Parallel sessions: 20 minutes for speakers – 10 minutes for discussants – 5 minutes for questions