



SIEPR CONFERENCE ON INTERNET ECONOMICS
Stanford University, September 24–25, 2009



Sponsored by Microsoft Corporation

Conference Program for Thursday, September 24

Morning Session (9am-12pm): *Consumer Search and Online Behavior*

Chair & Intro Talk: Jean-Pierre Dube

Anindya Ghose *A Dynamic Structural Model of User Learning in Mobile-Media Content on the Internet*

Ali Hortacsu *Testing Models of Consumer Search using Data on Web Browsing and Purchasing Behavior*

Greg Lewis *Demand Estimation in Auction Platform Markets*

Ilya Segal *What Makes them Click: Empirical Analysis of Consumer Demand for Search Advertising*

Conference Lunch (12-2.00 pm)

Afternoon Session (2-5pm): *Field Experiments on Internet Platforms*

Chair: Gary Bolton

Alessandro Acquisti *Behavioral Economics and Malleable Privacy Valuations*

Markus Mobius *TBA*

Gary Bolton *Engineering Trust: Reciprocity in the Production of Reputation Information*

David Reiley *Retail Advertising Works!:
Measuring the Effect of Advertising on Sales via a Controlled Experiment on Yahoo!*

Steve Tadelis *The Effect of Information on Auction Outcomes: A Large Scale Field Experiment*

Drinks and Conference Dinner, at SIEPR: 6-9 pm



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Keynote Talk: **Hal Varian, Google Chief Economist**

Conference Program for Friday, September 25

Morning Session (9am-12pm): *Technology, Advertising and the Media*

Chair: Jonathan Levin

Susan Athey *Will the Internet Destroy the News Media?*

Dirk Bergemann *Targeting in Auction Markets:
Implications for New and Old Media*

Joshua Gans *Platform Syphoning*

Matt Gentzkow *Ideological Segregation in Online News
Consumption: Preliminary Evidence*

Conference Lunch (12-2.00 pm)

Afternoon Session (2-5pm) *Markets for Search and Display Advertising*

Chair & Intro Talk: Paul Milgrom

Denis Nekipelov *Equilibrium and Uncertainty in Sponsored Search
Advertising Auctions*

Michael Ostrovsky *Reserve Prices in Internet Advertising Auctions: A Field Experiment*

Arpita Ghosh *Maximally Representative Allocations for Display
Advertising*

Jonathan Levin *Revenue Management and Pricing in Advertising Markets*

Conclusion of Conference - 5:00pm