

# Economics of Digitization

Munich, 1 – 2 December 2023

## Program

### Friday, 1 December 2023

09:00 – 09:10      **Welcome and Introduction**  
STEPHEN P. RYAN, Area Director of the CESifo Area on the Economics of Digitization

#### **Parallel Session 1a, Ludwig Erhard Room**

##### **Social engagement and conflict**

Chair: Martina Pocchiari

09:15 – 09:50      **Symptom or Culprit? Social Media, Air Pollution, and Violence**  
XINMING DU (National University of Singapore)

09:50 – 10:25      **Refueling a Quiet Fire: Old Truthers and New Discontent in the Wake of Covid-19**  
Gabriele Beccari, MATILDE GIACCHERINI (University of Rome Tor Vergata),  
Joanna Kopinska and Gabriele Rovigatti

10:25 – 11:00      **The Heterogeneous Effect of Digitizing Community Activities on Community Participation**  
MARTINA POCCHIARI (NUS Business School) and Jason M.T. Roos

#### **Parallel Session 1b, Peggy and Richard Musgrave Room**

##### **Platforms power**

Chair: Jacopo Gambato

09:15 – 09:50      **Platform Lending and Innovation**  
Leonardo Gambacorta, LEONARDO MADIO (University of Padova) and Bruno M. Parigi

09:50 – 10:25      **Self-preferencing, Quality Provision, and Welfare in Mobile Application Markets**  
XUAN TENG (University of Munich)

10:25 – 11:00      **Consumer Search and Firm Strategy with Multi-Attribute Products**  
JACOPO GAMBATO (University of Mannheim, ZEW Mannheim)

**11:00 – 11:30      Coffee Break**

# CESifo AREA CONFERENCES

## Plenary Session 2 – Ludwig Erhard Room

### Keynote Lecture

11:30 – 12:30      **Humane Machine Learning**  
DANIEL BJORKEGREN

**12:30 – 13:40      Lunch**

## Plenary Session 3 – Ludwig Erhard Room

### Distinguished CESifo Affiliate Award Candidates

Chair: Stephen Ryan

13:40 – 14:25      **Can a Social Planner Manipulate Network Dynamics and Solve Coordination Problems?**  
ZARUHI HAKOBYAN (University of Luxembourg)

14:25 – 15:10      **Regulation of Social Media and the Evolution of Content: A Cross-Platform Analysis**  
MARINA RIZZI (Collegio Carlo Alberto)

**15:10 – 15:30      Coffee Break**

## Parallel Session 4a – Ludwig Erhard Room

### Digitalization of the labor market

Chair: Astride Claudel Njiepue Nouffeussie

15:30 – 16:05      **How the Rise of Teleworking Will Reshape Labor Markets and Cities**  
Toshitaka Gokan, SERGEI KICHKO (University of Trento), Jesse A. Matheson and Jacques-François Thisse

16:05 – 16:40      **Robots, Tools, and Jobs: Evidence from Brazilian Labor Markets**  
Gustavo de Souza and HAISHI LI (University of Hong Kong)

16:40 – 17:15      **Use of ICTs: What Effect on the Quality of Youth Employment in Cameroon?**  
Cosmas Bernard Meka'a, ASTRIDE CLAUDEL NJIEPUE NOUFFEUSSIE (University of Douala), Romus Noufelie and Gaëlle Tatiana Timba

## Parallel Session 4b – Peggy and Richard Musgrave Room

### Digital environment and markets

Chair: Markus Kinateder

15:30 – 16:05      **Are Large Language Models a Threat to Digital Public Goods? Evidence from Activity on Stack Overflow**  
R. Maria del Rio-Chanona, NADZEYA LAURENTSYEVA (LMU Munich) and Johannes Wachs

# CESifo **AREA CONFERENCES**

- 16:05 – 16:40      **Setting the Stage: Fairness Behavior in Virtual Reality Dictator Games**  
Florian Horky, Felix Krell and JARKO FIDRMUC (Zeppelin University)
- 16:40 – 17:15      **Prices and Mergers in a General Model of Multi-sided Markets**  
Raúl Bajo-Buenestado and MARKUS KINATEDER (University of Navarra)
- 20:00                **Conference Dinner**

**Saturday, 2 December 2023**

## **Plenary Session 5 – Ludwig Erhard Room**

### **Information**

**Chair:** Tin Cheuk Leung

- 09:15 – 09:50      **Information Constraints and Technology Efficiency: Field Experiments Benchmarking Firms Website Performance**  
Anwar Adem, RICHARD KNELLER (University of Nottingham) and Cher Li
- 09:50 – 10:25      **Disentangling Demand and Supply of Media Bias: Analyzing Editorial Decisions on Homepage**  
TIN CHEUK LEUNG (Wake Forest University), Koleman Strumpf

**10:25 – 10:45      Coffee Break**

## **Parallel Session 6a – Ludwig Erhard Room**

### **Public policy and digitalization**

**Chair:** Athiphat Muthitacharoen

- 10:45 – 11:20      **The Ripple Effect of AI Training on Policymakers and Citizens: Unintended Consequences in a Developing Nation**  
Sultan Mehmood, Shaheen Naseer and DANIEL CHEN (Toulouse School of Economics, CNRS, IAST)
- 11:20 – 11:55      **Trade Policy Meets Digital Technologies: How Digitalization of Trade Procedures Affects Firms' Exports**  
Jerónimo Carballo, ALEJANDRO G. GRAZIANO, Georg Schaur and Christian Volpe Martincus
- 11:55 – 12:30      **Digital Fiscal Stimulus, SMEs, and the Consumer: Insights from Thailand's Half and Half program**  
ATHIPHAT MUTHITACHAROEN (Faculty of Economics, Chulalongkorn University)

# CESifo AREA CONFERENCES

## Parallel Session 6b – Peggy and Richard Musgrave Room

### Content and advertising

Chair: Luis Aguiar

- 10:45 – 11:20      **News Consumption, Multi-homing, and Advertising Strategies**  
Joan Calzada, RICARD GIL (Queen's University)
- 11:20 – 11:55      **YouTube Adpocalypse: The YouTubers' Journey from Ad-Based to Patron-Based Revenues**  
RAPHAELA ANDRES (ZEW), Michelangelo Rossi and Mark Tremblay
- 11:55 – 12:30      **Let that Sync in: The Effect of Music Reuse on Product Discovery**  
LUIS AGUIAR (University of Zurich) and Zhizhong Chen

## 12:30 – 13:40      **Lunch**

## Plenary Session 7 – Ludwig Erhard Room

### Influencers

Chair: Stephan Seiler

- 13:40 – 14:15      **Influencer Cartels**  
MARIT HINNOSAAR (University of Nottingham) and Toomas Hinnosaar
- 14:15 – 14:50      **How Much Influencer Marketing is Undisclosed? Evidence from Twitter**  
Daniel Ershov, Yanting He and STEPHAN SEILER (Imperial College London)

## Plenary Session 8 – Ludwig Erhard Room

### Privacy and regulation

Chair: Stephen Ryan

- 14:55 – 15:30      **How Much is our Online Privacy Worth? A Comparison of Online Data Value for Users and Online Platforms in Poland.**  
MICHAŁ BYLICKI (University of Warsaw), Ewa Zawajska and Krystian Łukasik

## 15:30      **Farewell Comments**

## End of Conference