

Digitization tutorial, March 2017

Readings for Luca session

Required:

Edelman, Benjamin, Michael Luca, and Daniel Svirsky. 2017. Racial Discrimination in the Sharing Economy: Evidence from a Field Experiment. *American Economic Journal: Applied Economics*, Forthcoming. ([working paper version](#))

Luca, Michael. User-Generated Content and Social Media. 2016. In Anderson, Strömberg, and Waldfogel (eds). *Handbook of Media Economics, Vol 1B*. Elsevier, 563-592. ([working paper version](#))

Luca, Michael. 2017. Designing Online Marketplaces: Trust and Reputation Systems. *Innovation Policy and the Economy* 17:1, 77-93. ([working paper version](#))

Further Reading: (These are optional papers that you might want to read after the session.)

Designing reputation systems

Bolton, G., Greiner, B., Ockenfels, A., 2013. [Engineering trust: reciprocity in the production of reputation information](#). *Manag. Sci.* 59 (2), 265–285.

Chen, Y., Harper, M., Konstan, J., Li, S., 2010. [Social comparisons and contributions to online communities: a field experiment on MovieLens](#). *Am. Econ. Rev.* 100 (4), 1358–1398.

Dai, W., Jin, G., Lee, J., Luca, M., 2013. [Optimal Aggregation of Consumer Ratings: An Application to Yelp.com](#). NBER Working Paper 18567.

Fradkin, A., Grewal, E., Holtz, D., Pearson, M., 2014. [Bias and Reciprocity in Online Reviews: Evidence from Field Experiments on Airbnb](#). In: Proceedings of the 16th ACM Conference on Economics and Computation Pages. Association for Computing Machinery, New York, NY, pp. 641–641.

Luca, M., Zervas, G., 2016. [Fake it till you make it: reputation, competition, and Yelp review fraud](#). *Manage. Sci.* 62 (12), 3412-3427.

Mayzlin, D., Dover, Y., Chevalier, J., 2014. [Promotional reviews: an empirical investigation of online review manipulation](#). *Am. Econ. Rev.* 104 (8), 2421–2455.

Miller, N., Resnick, P., Zeckhauser, R., 2005. [Eliciting informative feedback: the peer-prediction method](#). *Manag. Sci.* 51 (9), 1359–1373.

Discrimination in online markets

Morton, Fiona S., Florian Zettelmeyer, and Jorge Silva-Risso. 2003. Consumer Information and Discrimination: [Does the Internet Affect the Pricing of New Cars to Women and Minorities?](#) *Quantitative Marketing and Economics* 1(1), 65-92.

Duarte, Jefferson, Stephan Siegel, Lance Young. 2012. [Trust and Credit: The Role of Appearance in Peer-to-Peer Lending](#). *The Review of Financial Studies* 25(8), 2455-2483.

Edelman, Benjamin and Michael Luca. 2014. [Digital Discrimination: The Case of Airbnb](#), working paper.

Fisman, Ray and Michael Luca. 2016. [Fixing Discrimination in Online Marketplaces](#). *Harvard Business Review*, December Issue, 88-95.

Doleac, Jennifer L. and Luke C.D. Stein. 2013. [The Visible Hand: Race and Online Market Outcomes](#). *The Economic Journal* 123 (572), F469-F492.

Ayres, Ian, Mahzarin R. Banaji, Christine Jolls. 2015. [Race Effects on eBay](#). *RAND Journal of Economics* 46 (4), 891-917.

Pope, Devin G. and Justin R. Sydnor. 2011. [What's in a Picture? Evidence of Discrimination from Prosper.com](#). *Journal of Human Resources* 46 (1), 53-92.