

## Search and Information on the Internet

### Course Overview

This section will review research on how consumers find information on the internet. We will begin with price comparison search and price dispersion. A second topic examines the role of intermediaries in affecting user behavior and user consumption of information, including search engines and search advertising, the role of search and congestion in marketplaces, the impact of the internet on the news media, and the role of news aggregators and social media on news consumption and political information.

### Readings

#### ***Suggested:***

- Athey, Susan and Glenn Ellison. "Position Auctions with Consumer Search," *Quarterly Journal of Economics*, 2011, Vol. 126, Issue 3, Pages 1213-1270. <http://economics.mit.edu/files/7560>
- Dinerstein, Michael, et al. "Consumer Price Search and Platform Design in Internet Commerce," *American Economic Review*, forthcoming. <http://web.stanford.edu/~leinav/wp/Search.pdf>
- Fradkin, Andrey. "Search, Matching, and the Role of Digital Marketplace Design in Enabling Trade: Evidence from Airbnb," Working Paper. <http://andreyfradkin.com/assets/SearchMatchingEfficiency.pdf>
- Gentzkow, Matthew and Jesse Shapiro. "Ideological Segregation Online and Offline," *Quarterly Journal of Economics*, 2011, Vol. 126, Issue 4, Pages 1799-1839. [http://web.stanford.edu/~gentzkow/research/echo\\_chambers.pdf](http://web.stanford.edu/~gentzkow/research/echo_chambers.pdf)

#### **For More Background:**

#### ***Price Comparison and Price Search***

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- De los Santos, Babur, et al. "Search With Learning for Differentiated Products: Evidence from E-Commerce," *Journal of Business & Economic Statistics*, Vol. 35, Issue 4, Pages 626-641. <http://amstat.tandfonline.com/doi/abs/10.1080/07350015.2015.1123633#.WnUry4jwbb0>
- De los Santos, Babur and Sergei Koulayev. "Optimizing Click-Through in Online Rankings with Endogenous Search Refinement," *Marketing Science*, 2017, Vol. 36, Issue 4, Pages 542-564. <https://pubsonline.informs.org/doi/10.1287/mksc.2017.1036>
- Dinerstein, Michael, et al. "Consumer Price Search and Platform Design in Internet Commerce," *American Economic Review*, forthcoming. <http://web.stanford.edu/~leinav/wp/Search.pdf>
- Ellison, Glenn. "A Model of Add-on Pricing," *Quarterly Journal of Economics*, 2005, Vol. 120, Issue 2, Pages 585-637. <https://academic.oup.com/qje/article/120/2/585/1933948>
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<https://pubsonline.informs.org/doi/abs/10.1287/mnsc.2013.1828>
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### **Search Advertising**

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### **Marketplaces, Matching and Efficiency**

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- Blake, Thomas, et al. "Returns to Consumer Search: Evidence from eBay," *Proceedings of the 2016 ACM Conference on Economics and Computation*, 2016, Pages 531-545. <https://dl.acm.org/citation.cfm?id=2940754>
- Cullen, Zoë, and Chiara Farronato. "Outsourcing Tasks Online: Matching Supply and Demand on Peer-to-Peer Internet Platforms," Working Paper. <https://docs.google.com/viewer?a=v&pid=sites&srcid=ZGVmYXVsdGRvbWFpbnxjaGlhcmFmYXJyb25hdG98Z3g6Mml4N2U4NDZhODk3OTAyZQ>
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