

## Reading List for Chevalier session at Digitization Boot Camp

### Required:

Bar-Isaac, Heski, Guillermo Caruana, and Vicente Cuñat. "Search, design, and market structure." *The American Economic Review* 102.2 (2012): 1140-1160.

Chevalier, Judith A., and Dina Mayzlin. "The effect of word of mouth on sales: Online book reviews." *Journal of marketing research* 43.3 (2006): 345-354.

Tadelis, Steven. "Reputation and feedback systems in online platform markets." *Annual Review of Economics* 8 (2016): 321-340.

### Recommended:

Archak, Nikolay, Anindya Ghose, and Panagiotis G. Ipeirotis. "Deriving the pricing power of product features by mining consumer reviews." *Management science* 57.8 (2011): 1485-1509.

Bar-Isaac, Heski, Guillermo Caruana, and Vicente Cuñat. "Information Gathering Externalities for a Multi-Attribute Good." *The Journal of Industrial Economics* 60.1 (2012): 162-185.

Berger, Jonah. "Word of mouth and interpersonal communication: A review and directions for future research." *Journal of Consumer Psychology* 24.4 (2014): 586-607.

Campbell, Arthur, Dina Mayzlin, and Jiwoong Shin. "Managing buzz." *The RAND Journal of Economics* 48.1 (2017): 203-229.

Chevalier, Judith, Yaniv Dover, and Dina Mayzlin, "Channels of Impact: User reviews when quality is dynamic and managers respond", Forthcoming: *Marketing Science*.

Culotta, Aron, and Jennifer Cutler. "Mining brand perceptions from twitter social networks." *Marketing Science* 35.3 (2016): 343-362.

Dai, W., Jin, G. Z., Lee, J., & Luca, M. (2012). *Optimal aggregation of consumer ratings: an application to yelp.com*(No. w18567). National Bureau of Economic Research.

Klein, Tobias J., Christian Lambertz, and Konrad O. Stahl. "Market transparency, adverse selection, and moral hazard." *Journal of Political Economy* 124.6 (2016): 1677-1713.

Li, Lingfang Ivy, Steven Tadelis, and Xiaolan Zhou. *Buying reputation as a signal of quality: evidence from an online marketplace*. No. w22584. National Bureau of Economic Research, 2016.

Mayzlin, Dina, Yaniv Dover, and Judith Chevalier. "Promotional reviews: An empirical investigation of online review manipulation." *The American Economic Review* 104.8 (2014): 2421-2455.

Netzer, Oded, et al. "Mine your own business: Market-structure surveillance through text mining." *Marketing Science* 31.3 (2012): 521-543.

Nosko, Chris, and Steven Tadelis. *The limits of reputation in platform markets: An empirical analysis and field experiment*. No. w20830. National Bureau of Economic Research, 2015.