

# Regulation *of* and *with* Digital Platforms: An Empirical Perspective

Chiara Farronato (Harvard, CEPR, NBER)

NBER Economics of AI/Digitization Tutorial

Toronto, September 2023



<https://www.ebayinc.com/stories/news/meet-the-buyer-of-the-broken-laser-pointer/>

facebook



# Regulating Digital Platforms

## Definitions:

- *Regulating:*
  - *Consumer protection: ensure consumers are protected from risky transactions.*
  - *Antitrust: protect consumers from abuses of dominant positions.*
- *Digital Platforms (very loose definition):*
  - *Enable interactions between two or more side of users (multi-sided platforms).*
  - *Facilitate search, matching (incl. payment), trust.*
  - *They are not all MAAMA.*



NETFLIX

Google

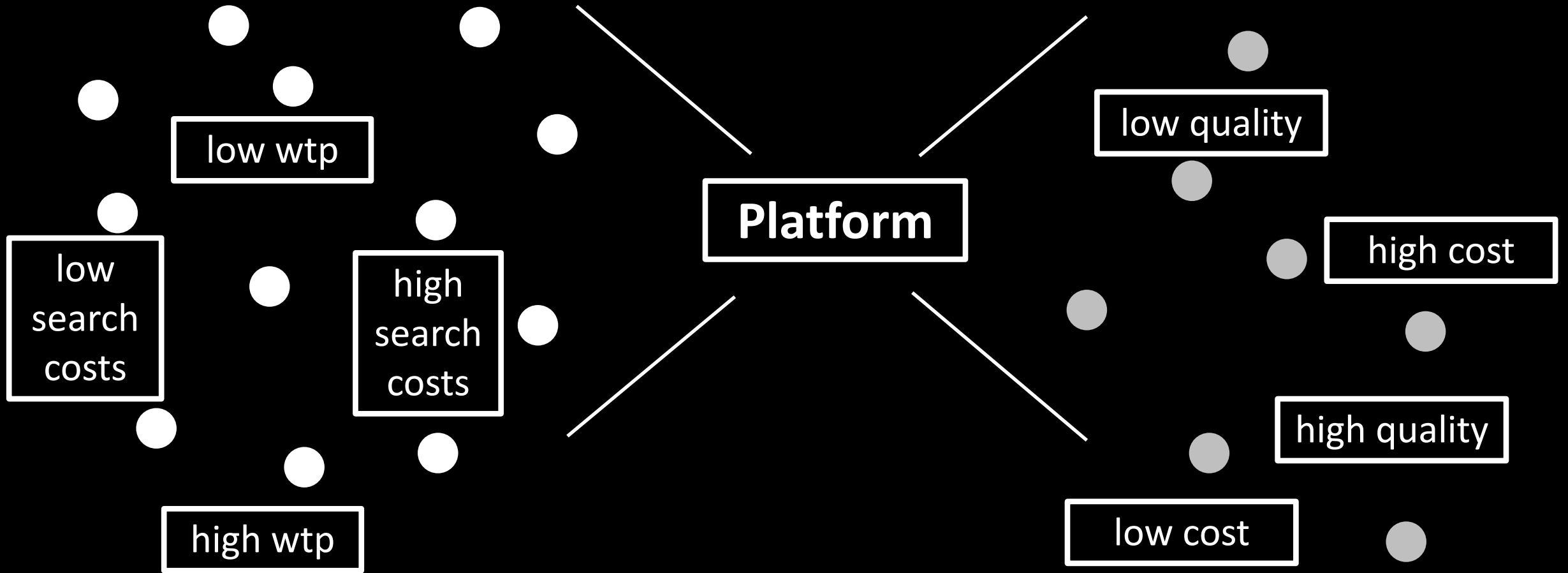


Uber

ebay



# Digital Platforms as Information Aggregators



# Many Stakeholders Involved

- Policymakers, Journalists, Regulators, Legal Scholars,...
- Why us?
  - Identify (for the theorists in the room) and quantify (empiricists) trade-offs.
- As we go through this talk, we will show a variety of:
  - Research Questions
  - Methodologies
  - Data sources





Part 1:

Regulating Consumer Protection *With* the Help of Digital Platforms.

# Consumer Protection

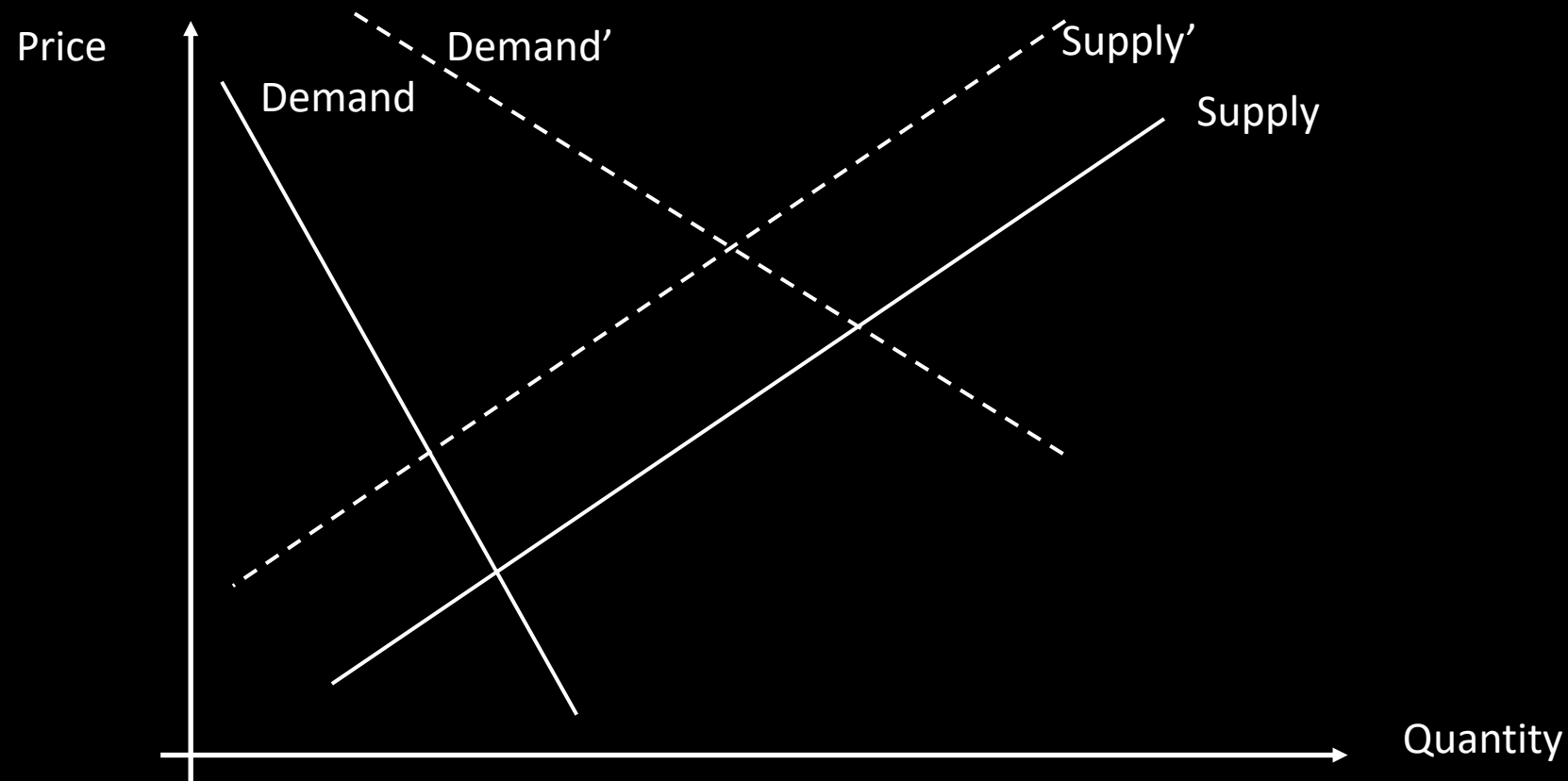
- Most digital platforms enter existing markets, which are already subject to regulation...
  - Occupational Licensing.
  - Certifications.
  - Health and Safety Inspections.





# Consumer Protection

- Most digital platforms enter existing markets, which are already subject to regulation... designed to address asymmetric information.



# Consumer Protection






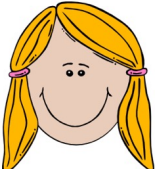


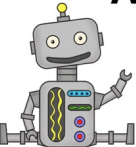
- Given it already exists, we could simply extend existing regulation to “online providers.” E.g.:
    - Extend safety/accessibility regulation for hotels to Airbnb hosts.
    - Extend taxi medallion requirements for taxis to Uber/Lyft drivers.
1. Is existing regulation justified in the first place?
  2. Does fundamentally different supply warrant different regulation?
  3. What other options are available to address asymmetric information?

# 1. Is Existing Regulation Justified in the First Place?

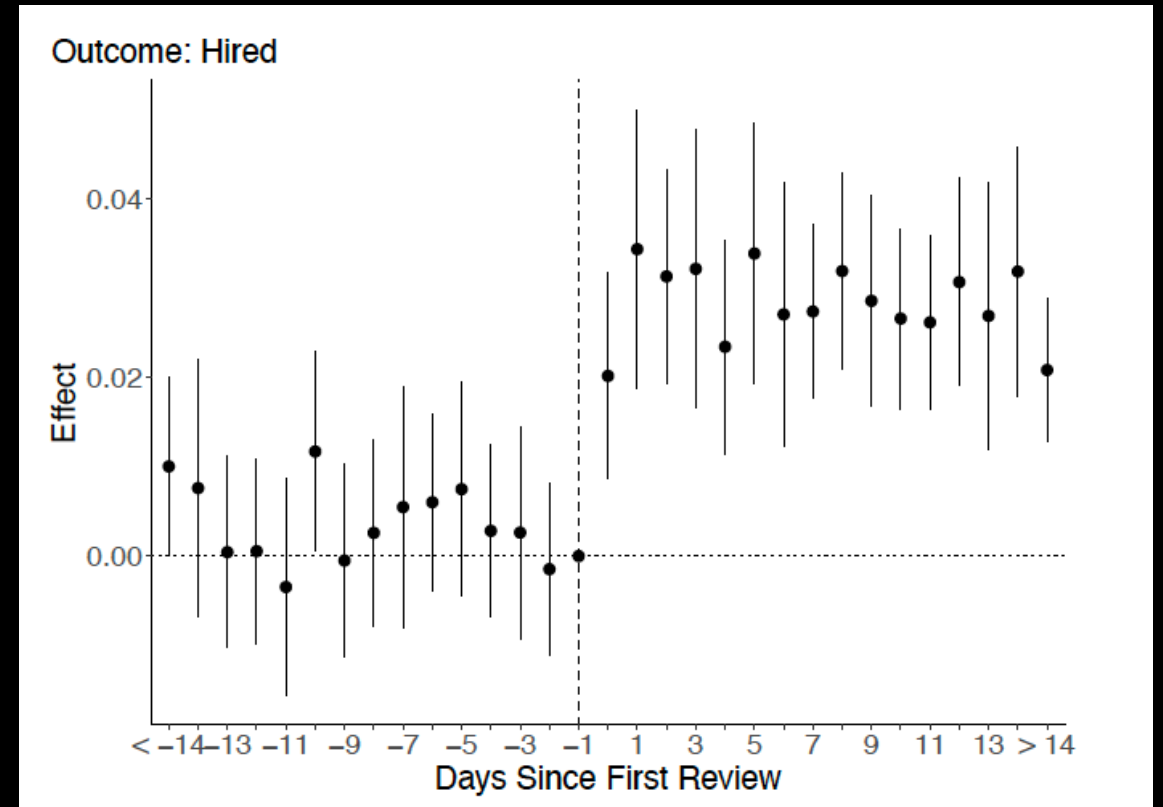
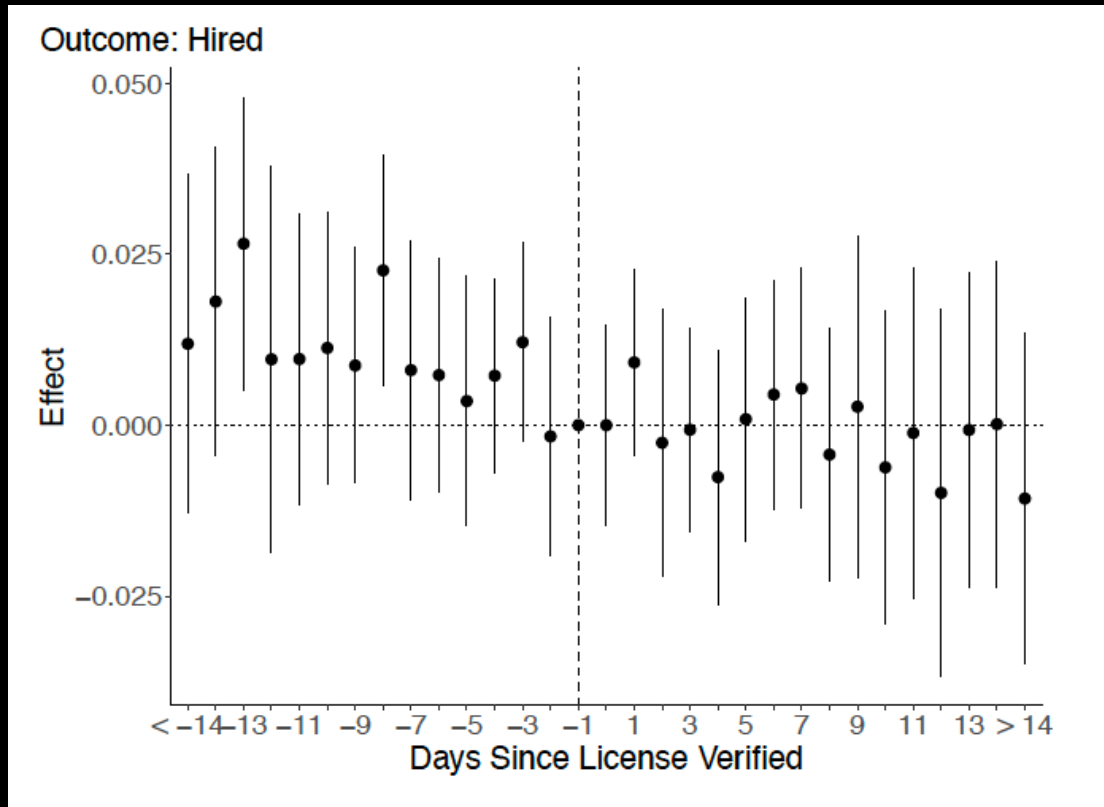
- Online platforms are becoming the primary way of finding professionals in many industries:
  - Platforms track transactions and reviews.
  - Platforms provide a new way to measure the effects of existing regulation.

Consumer Protection in an Online World: An Analysis of Occupational Licensing ('23, joint work with Fradkin, Larsen, and Brynjolfsson)

# Platform for Home Improvement Services

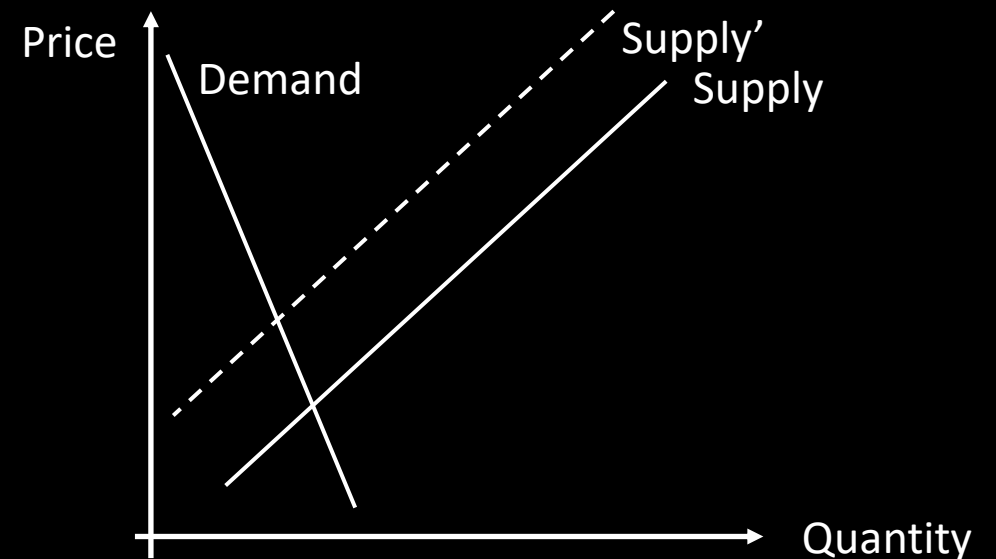
 <p><b>Interiors by Farronato</b> ★★★★★ 1 Review \$324</p>	<h2>Interiors By Farronato</h2> <p> Chiara Farronato  (123) 456-7981  Oakland, CA</p> <p> Licensed in CA</p> <p><a href="#">View Profile</a> <a href="#">View Photos</a> <a href="#">Website</a></p> <p><a href="#">View Credential</a></p> <hr/>  <p><b>Chiara Farronato</b> 3 Days Ago</p> <p>Hi Buyer,</p> <p>My price is \$324.</p> <p>I have availability in the next few days. References can be provided at your request.</p> <p>Thank you, Chiara Farronato</p> <p><a href="#">Reply</a> <a href="#">Hire</a> <a href="#">Decline</a></p>
 <p><b>Fradkin Design LLC</b> ★★★★☆ 25 Reviews \$303</p>	
 <p><b>Larsen Renovations</b> ★★★★★ 7 Reviews \$212</p>	
 <p><b>AI Interior Design by Erik B.</b> ★★★★☆ 3 Reviews \$95</p>	

# Signaling Value of Licenses v. Reviews



# Equilibrium Effects of Licensing Stringency

- Exploit variation in licensing laws across US states and home improvement occupations.
- Effect of more stringent licensing regulation on:
  - Demand:
    - No change in aggregate demand
    - No change in customer satisfaction
  - Supply:
    - Reduction in number of options
    - Increase in price





# Equilibrium Effects of Licensing Stringency

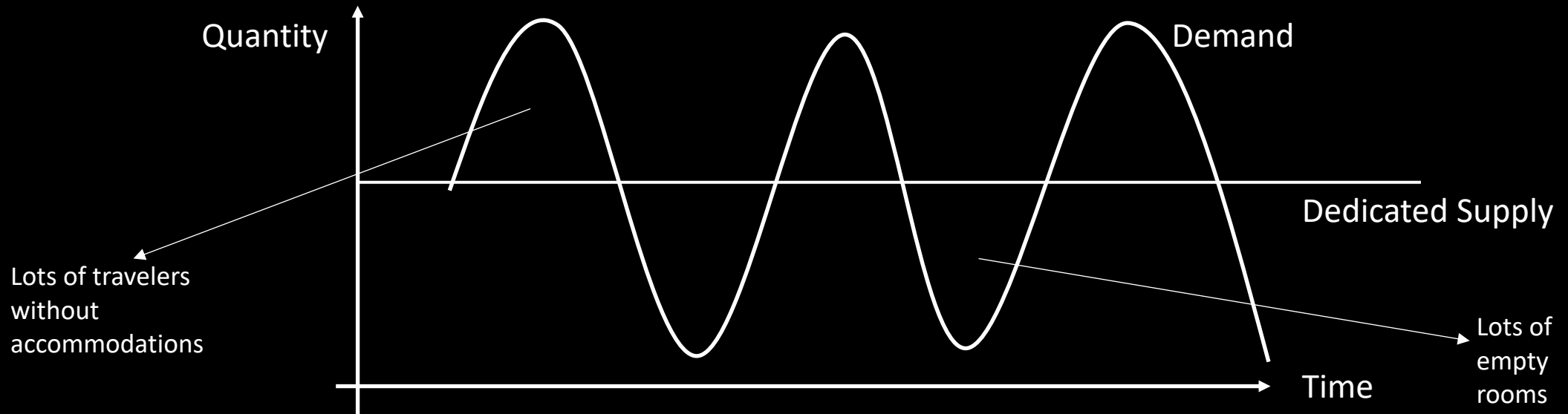
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- Effect of more stringent licensing regulation on:
  - Demand:
    - No change in aggregate demand
    - No change in customer satisfaction
  - Supply:
    - Reduction in number of options
    - Increase in price
- Open Q:
  - How can we better measure quality dimensions we should care about?
  - Which requirements (school, on job training) have largest net benefits?

## 2. Does Fundamentally Different Supply Warrant Different Regulation?

- Existing regulation is designed for “professional providers.”
- This tends to generate “dedicated supply:”
  - Hotels whose rooms are available ~365 days a year;
  - Taxis who are available in ~8-hour shifts.

The Welfare Effects of Peer Entry: The Case of Airbnb and the Accommodation Industry ('22, joint with Fradkin)

# The Accommodations Market Before Airbnb



# Airbnb Facilitates Entry of “Flexible Supply”

- Flexible supply is responsive to demand fluctuations, by entering when demand is high and contracting when demand is low.
- Large welfare benefits for consumers, by expanding choice set and reducing prices in periods when demand is highest and dedicated capacity is sold out.

# Open Q: How to Adapt Regulation to a Mix of Flexible & Dedicated Supply?

- How should we design a two-part regulatory system while maintaining fair competition?
- How do we distinguish between “flexible” and “dedicated” supply?
  - In some cities, home-sharing hosts are subject to fewer restrictions than hotels but cannot rent to travelers for more than a few nights a year.
  - In others, ridesharing drivers are subject to fewer restrictions than taxi drivers, but also cannot perform the same pick-up/drop-offs as taxis (e.g., airports).

### 3. Other Options to Address Asymmetric Information?

- Existing regulation often relies on *experts' evaluations* of providers' quality.
- Can digital traces/online reputation substitute experts (Shapiro, 1986)?

Consumer Reviews and Regulation: Evidence from NYC Restaurants ('23,  
joint with Zervas)



# Role of Online Reviews in Informing Consumers about Restaurant Hygiene



**Peter C.**

Fairfax, VA

👥 1 friend

★ 9 reviews

★☆☆☆☆ 1/3/2013

halfway finishing my pho , FOUND COCKROACH inside the pho broth and had big fight with server(seems like one of the owner) after he insist on me paying for the pho.. not even apologying , told me I still have to pay for other pho which I can almost guess that it was made from same dirty pot..

WILL DEFINITELY CALL HEALTH DEPT. and most DEFINITELY they wont see me again!

freakin, disgusting S#\$&!

👍 Useful 11

😄 Funny 2

😎 Cool



# Role of Online Reviews in Informing Consumers about Restaurant Hygiene

- On one hand:
  - Online reviews contain informative signals of restaurant hygiene.
  - These signals are effective at driving demand away from dirty restaurants.
- On the other hand:
  - Online reviews can be informative about some hygiene dimensions (pests and food handling practices) but not others (worker hygiene).
- Open Q:
  - How can we leverage useful quality information to improve regulatory monitoring (i.e., achieve same quality with less expert effort or increasing quality with same expert effort)?

A collage of financial and legal symbols including a gavel, coins, and banknotes. The background is a light beige color with a torn paper effect. A dark brown gavel is positioned diagonally across the upper center. To the left, there are several gold coins. To the right, there are several banknotes, including a 100 Euro note and a 100 US Dollar note. The word "ANTITRUST" is written in a large, serif font across the middle of the image.

# ANTITRUST

Part 2:  
Antitrust Regulation *Of* Digital Platforms.

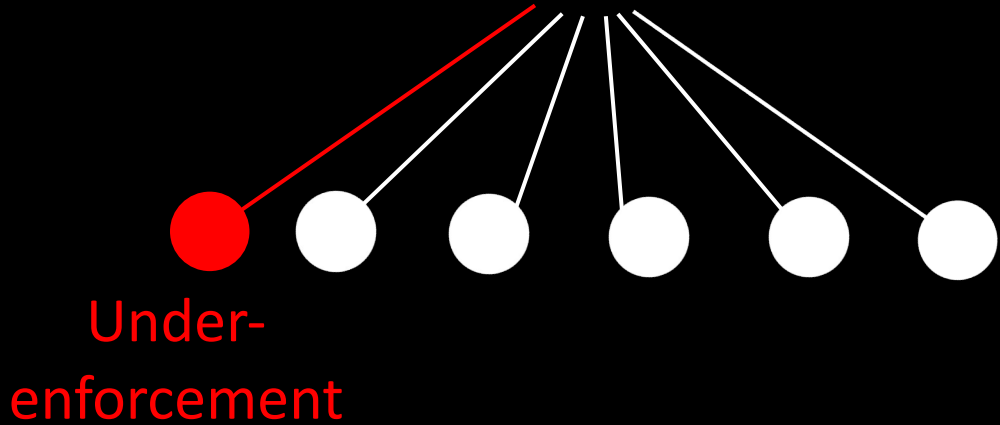
# What Makes Digital Platforms Different?

Confluence of:

- Marginal and distribution costs  $\sim 0$ .
- Strong economies of scale and scope.
- Increasing marginal returns to data.
- Strong network effects.
  - Outside of the Big 5, unlikely to be strong enough to justify concentration of activity on a single platform ( “Dog Eat Dog: Balancing Network Effects and Differentiation in a Digital Platform Merger,” ‘22, with Fong and Fradkin).
  - Treat the Big 5 as “public utilities” (Tirole, ‘14)

Taken from Scott-Morton et al., 2019, “Committee for the Study of Digital Platforms,” Report, Stigler Center for the Study of of the Economy and the State. (*Stigler report*)

# Antitrust Regulation of Digital Platforms going Forward



# Incredibly Exciting Time to Study Platform Antitrust, but How?

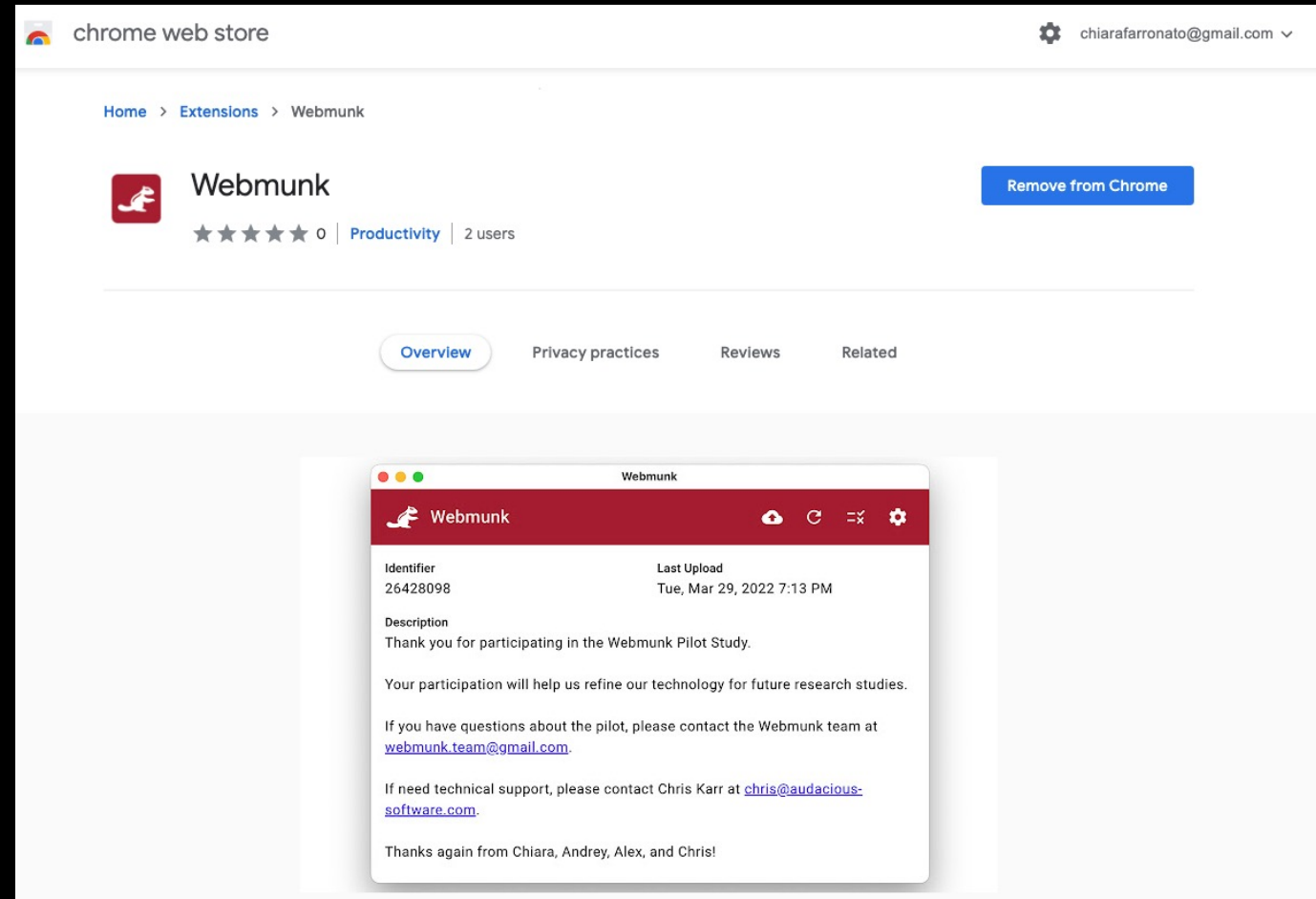
- We need more work quantifying the trade-offs of various policy recommendations.
- Platforms are information aggregators, so they have plenty of data to look at.
- Try knocking on Amazon's door: "I'd like to use your data to study whether you give priority to your products..."



# Webmunk: A New Tool for Studying Online Behavior and Digital Platforms

A browser extension that can:

- Manipulate your browsing experience;
- Track your browsing behavior;
- Prompt you to complete additional tasks.




# Webmunk

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RESULTS


Sponsored




Energizer AAA Batteries, Triple A Long-Lasting Alkaline Power Batteries, 32 Count (Pack of 1)  
32 Count (Pack of 1)  
★★★★☆ - 9,566  
\$22<sup>98</sup> (\$0.72/Count)  
\$21.83 with Subscribe & Save discount  
✓prime Same-Day  
FREE delivery Today 2 PM - 6 PM on \$25 of qualifying items  
Bundles available



Duracell Coppertop AA Batteries with Power Boost Ingredients, 20 Count Pack Double A Battery with Long-...  
20 Count (Pack of 1)  
★★★★☆ - 45,560  
\$19<sup>86</sup> (\$0.99/Count) \$20.99  
\$18.87 with Subscribe & Save discount  
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Bundles available




Duracell Coppertop AA Batteries 28 Count Pack Double A Battery with Power Boost Ingredients, Long-...  
20 Count (Pack of 1)  
★★★★☆ - 613  
\$23<sup>19</sup> (\$1.16/Count) \$25.99  
\$22.03 with Subscribe & Save discount  
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★★★★☆ - 59,771  
\$17<sup>99</sup> (\$0.90/Count)  
\$17.09 with Subscribe & Save discount  
✓prime Same-Day  
FREE delivery Today 2 PM - 6 PM on \$25 of qualifying items

Amazon's Choice




Amazon Basics 48 Pack AA High-Performance Alkaline Batteries, 10-Year Shelf Life, Easy to Open Value...  
48 Count (Pack of 1)  
★★★★☆ - 693,388  
\$15<sup>67</sup> (\$0.33/Count) \$16.49  
\$14.89 with Subscribe & Save discount  
✓prime Same-Day  
FREE delivery Today 2 PM - 6 PM on \$25 of qualifying items  
Amazon brand


Best Seller



Amazon Basics 36 Pack AAA High-Performance Alkaline Batteries, 10-Year Shelf Life, Easy to Open Value...  
36 Count (Pack of 1)  
★★★★☆ - 661,764  
\$13<sup>70</sup> (\$0.38/Count)  
\$13.02 with Subscribe & Save discount  
✓prime Same-Day  
FREE delivery Today 2 PM - 6 PM on \$25 of qualifying items  
Amazon brand




Amazon Basics 24 Count AA & AAA High-Performance Batteries Value Pack - 12 Double AA Batteries and 1...  
1 Count (Pack of 1)  
★★★★☆ - 2,640  
\$14<sup>84</sup> (\$14.84/Count)  
\$14.10 with Subscribe & Save discount  
✓prime One-Day  
FREE delivery Tomorrow, Apr 18  
Or FREE delivery Overnight 7 AM - 11 AM on \$25 of qualifying items  
Amazon brand




Energizer AA Batteries and AAA Batteries, 24 Max Double A Batteries and 24 Max Triple A Batteries Comb...  
48 Count (Pack of 1)  
★★★★☆ - 54,646  
\$32<sup>75</sup> (\$0.68/Count) \$39.98  
\$31.11 with Subscribe & Save discount  
✓prime Same-Day  
FREE delivery Today 2 PM - 6 PM  
More Buying Choices  
\$31.42 (13 new offers)

Best Seller



Amazon Basics 9 Volt Performance All-Purpose Alkaline Batteries, 5-Year Shelf Life, Easy to Open, Packaging...  
8 Count (Pack of 1)  
★★★★☆ - 146,964  
\$12<sup>99</sup> (\$1.62/Count)  
\$12.34 with Subscribe & Save discount  
✓prime One-Day  
FREE delivery Tomorrow, Apr 18  
Amazon brand



Energizer AA Batteries, Double A Long-Lasting Alkaline Power Batteries, 32 Count (Pack of 1)  
32 Count (Pack of 1)  
★★★★☆ - 18,424  
\$23<sup>06</sup> (\$0.72/Count)  
\$21.91 with Subscribe & Save discount  
✓prime Same-Day  
FREE delivery Today 2 PM - 6 PM on \$25 of qualifying items  
Bundles available

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A browser extension that can:

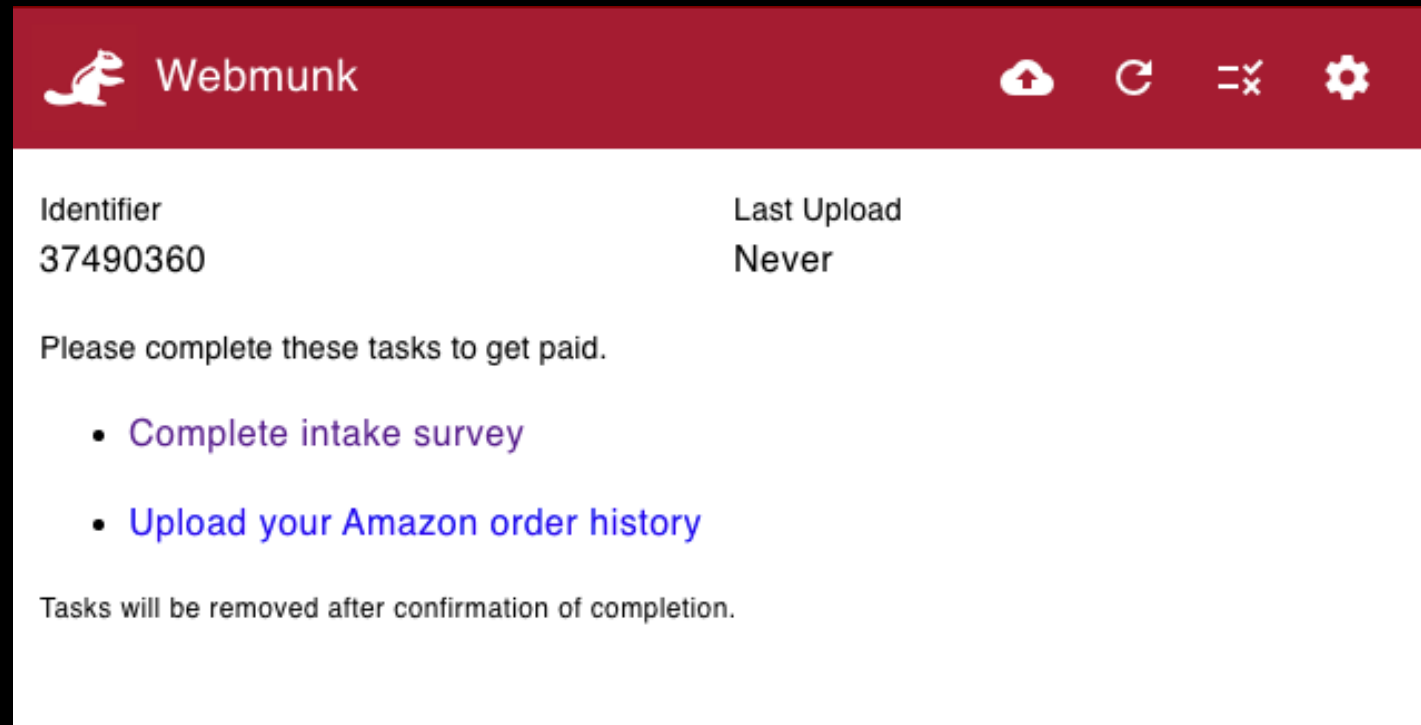
- Manipulate your browsing experience;
- Track your browsing behavior;
- Prompt you to complete additional tasks.

Source	URL	date_created_day	Top	Left	asin
10116956	https://www.amazon.com/s?k=contigo+coffee+trave...	2022-11-29	237.1146	262.0729	B00KR9OQGS
10116956	https://www.amazon.com/s?k=contigo+coffee+trave...	2022-11-29	237.1146	516.4688	B09N7YWM5Z
10116956	https://www.amazon.com/s?k=contigo+coffee+trave...	2022-11-29	237.1146	770.8646	B09N7XNQVS
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10116956	https://www.amazon.com/s?k=contigo+coffee+trave...	2022-11-29	523.6459	758.8646	B08RS9TPXP
10116956	https://www.amazon.com/s?k=contigo+coffee+trave...	2022-11-29	523.6459	1009.2604	B08SXXMK8S
10116956	https://www.amazon.com/s?k=contigo+coffee+trave...	2022-11-29	1030.2188	258.0729	B074CMGQCY
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10116956	https://www.amazon.com/s?k=contigo+coffee+trave...	2022-11-29	1030.2188	758.8646	B07N3BXR8D
10116956	https://www.amazon.com/s?k=contigo+coffee+trave...	2022-11-29	1666.7917	278.0729	B09RNCL27S
10116956	https://www.amazon.com/s?k=contigo+coffee+trave...	2022-11-29	1666.7917	517.0729	B09RNCTQ7L
10116956	https://www.amazon.com/s?k=contigo+coffee+trave...	2022-11-29	1666.7917	756.0729	B08RSHNRTY
10116956	https://www.amazon.com/s?k=contigo+coffee+trave...	2022-11-29	1666.7917	1234.0730	B09RN9Z5CV
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10116956	https://www.amazon.com/s?k=contigo+coffee+trave...	2022-11-29	1666.7917	1712.0730	B09RNBL2L7
10116956	https://www.amazon.com/s?k=contigo+coffee+trave...	2022-11-29	2124.1250	258.0729	B09RNBH8PJ

# Webmunk

A browser extension that can:

- Manipulate your browsing experience;
- Track your browsing behavior;
- **Prompt you to complete additional tasks.**



Identifier	Last Upload
37490360	Never

Please complete these tasks to get paid.

- [Complete intake survey](#)
- [Upload your Amazon order history](#)

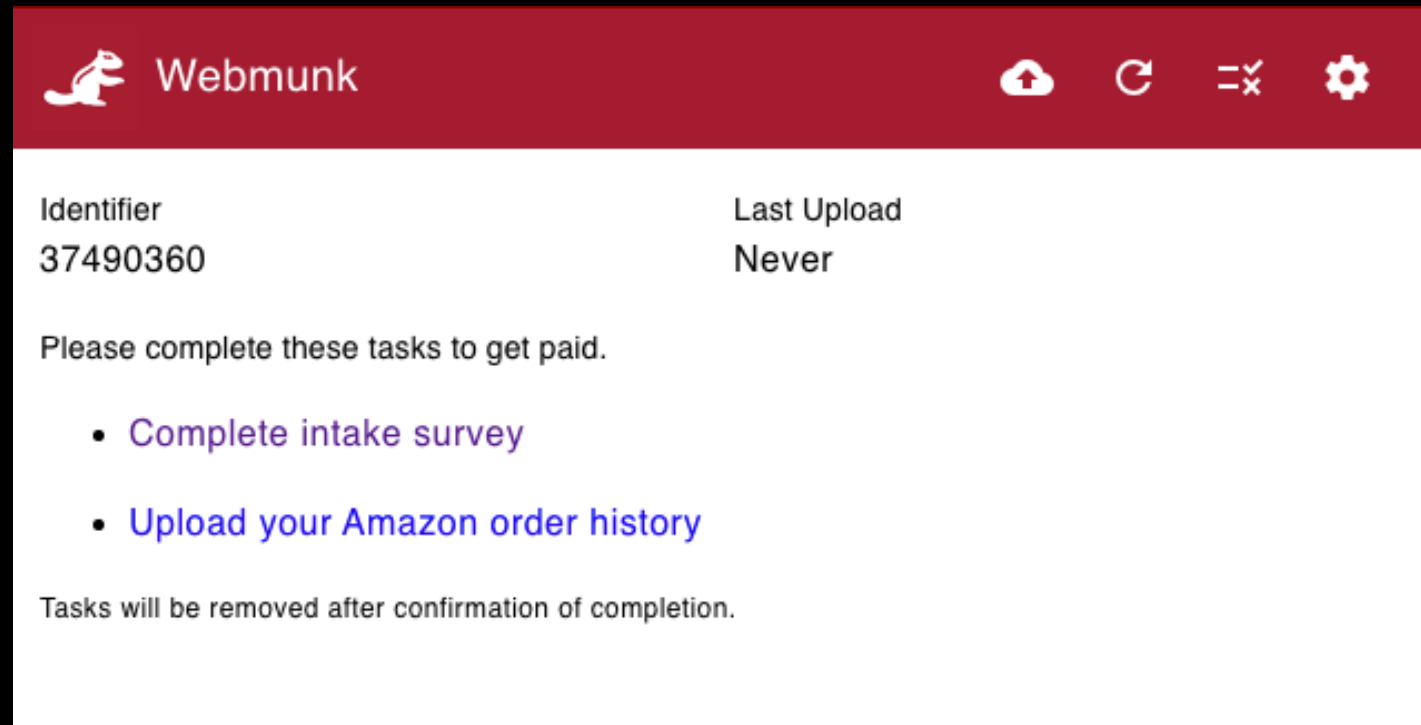
Tasks will be removed after confirmation of completion.

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webmunk.org



Webmunk

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37490360	Never

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- [Complete intake survey](#)
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Tasks will be removed after confirmation of completion.

## First Application of Webmunk: Self-Preferencing at Amazon: Evidence from Search Rankings ('23, with Fradkin and MacKay)

Recruited participants through Facebook:

- Ask them to install Webmunk and keep it installed for a few weeks.
- ~3k Amazon searches by ~180 users (currently expanded to ~1,200).

Descriptives highlight how search results and their position are key for product discovery:

- 46% of product pages are reached through a search results page (11% of product pages are reached from outside Amazon);
- In 72% of searches, consumers do not click past the first page;
- (based on scroll position data) half of the products on a full results page are actually seen.

# How Does Amazon Rank Products?


- Strongest predictors of higher position:

- Prime eligibility 

- Number of ratings

- Best Seller badge 

- Sponsored

- ... and Amazon Brand 

	Rank (3)	In Top 10 (6)
Amazon Brand	-3.87*** (0.975)	0.028** (0.010)
Sponsored	-6.55*** (0.282)	0.098*** (0.003)
Major Brand	-0.662 (0.602)	
Search Spell FE	Yes	Yes
Additional Controls	Yes	Yes
R <sup>2</sup>	0.516	0.148
Observations	228,281	228,281
Mean of Y	38.9	0.179
Sample	All	All

# Why do we care how Amazon Ranks Products?

## Digital Markets Act:

- Applies to large “gatekeepers” who operate one or more “core platform services” (e.g. search, social networks, os,...).
- Ex-ante obligations based on 2 principles:
  - **Contestability** (give market a chance at competition): e.g., interoperability
  - **Fairness** (competition based on merits): e.g., no self-preferencing, no combining data across services.



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  - **Fairness** (competition based on merits): e.g., no self-preferencing, no combining data across services.
- Is the priority given to Amazon brands evidence of self-preferencing?
  - Not necessarily.

# How Do We Test for Self-Preferencing?

- Aguiar et al. ('21) and Reimers et al. ('23): A platform is biased in favor of a product if the product attains smaller success conditional on ex-ante assessment.
  - Ex-ante assessment: product rank
  - Success: demand

# Back to Webmunk (in progress, with Fradkin and MacKay)

Ask participants to perform incentivized shopping tasks:

- Search for products in pre-specified categories;
- Pick one product to add to “Webmunk Wishlist;”
- With high probability:
  - We buy a product on their wishlist;
  - Give them \$50-price as additional compensation.
- Amazon branded products are ~4% of the products listed and ~8% of the products chosen.

The screenshot displays an Amazon Webmunk List interface. At the top, it says "Webmunk List" with a search bar and a "Filter & Sort" dropdown. The list contains five items, each with a product image, title, brand, price, and a yellow "Add to Cart" button. To the right of each item, it says "Item added February 4, 2023" and "Add comment, quantity & priority".

- Item 1:** Colorful Self-Seal Envelopes 5" x 7" Assorted Colors 105 Pack Envelopes for Invitations, Birthday, Graduation, Baby Shower, Greeting Card... by Purple Q Crafts (Office Product). Price: \$13.99. Number of Items: 105.
- Item 2 (Best Seller):** CeraVe Moisturizing Cream | Body and Face Moisturizer for Dry Skin | Body Cream with Hyaluronic Acid and Ceramides | Hydrating Moisturizer | Fragrance Free Non-Comedogenic | 19 Ounce by CeraVe (Health and Beauty). Price: \$17.78. Style: 19oz Cream.
- Item 3:** Lysol Disinfectant Wipes, Multi-Surface Antibacterial Cleaning Wipes, For Disinfecting and Cleaning, Lemon and Lime Blossom, 80 Count (Pack of 1) by Lysol (Health and Beauty). Price: \$5.97. Size: 80 Count (Pack of 1).
- Item 4:** TUMELLA Unbreakable Windproof Travel Umbrella (Light, Beautiful & Superior), 2023 Ultra-Flex Tech, Compact, Small, Portable, Automatic, Strong, Durable, Premium Grip, Vibrant Designs, Folding Umbrella by TUMELLA. Price: \$24.91. Color: Purple Dahlia.
- Item 5:** AKOENY Women's Athletic Cushioned Running Socks (6 Pairs) by AKOENY (Apparel). Price: \$14.89. Color: Multipack, Black, 6 Pairs.

# Testing for Self-Preferencing (prelim results)

	Is Product Selected?	
	(1)	(2)
Rank	-0.002*** (0.000)	-0.002*** (0.000)
Amazon Brand	0.008 (0.004)	0.031** (0.010)
Rank $\times$ Amazon Brand		-0.001*** (0.000)
R <sup>2</sup>	0.031	0.031
Observations	55,032	55,032
URL fixed effects	Yes	Yes

Test suggests that platform is neutral or even biased against Amazon brands.

# Is that enough?

- Dynamic “self-preferencing” could be difficult to detect in a cross-section (e.g., strategies allowing Amazon brands to accumulate more reviews than comparably similar third-party products).

RESULTS



Sponsored

**Energizer AAA Batteries, Triple A Long-Lasting Alkaline Power Batteries, 32 Count (Pack of 1)**  
32 Count (Pack of 1)  
★★★★☆ - 9,566

**\$22.98** (\$0.72/Count)  
\$21.83 with Subscribe & Save discount  
✓prime Same-Day  
FREE delivery Today 2 PM - 6 PM on 25 of qualifying items  
Bundles available



Sponsored

**Duracell Coppertop AA Batteries with Power Boost Ingredients, 20 Count Pack Double A Battery with Long-...**  
20 Count (Pack of 1)  
★★★★☆ - 45,560

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Bundles available



Sponsored

**Duracell Coppertop AA Batteries 28 Count Pack Double A Battery with Long-...**  
28 Count (Pack of 1)  
★★★★☆ - 613

**\$23.19** (\$1.16/Count) \$25.99  
\$22.03 with Subscribe & Save discount  
✓prime Same-Day  
FREE delivery Today 2 PM - 6 PM on 25 of qualifying items



Sponsored

**Duracell Coppertop AAA Batteries with Power Boost Ingredients, 20 Count Pack Triple A Battery with...**  
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Sponsored

**Amazon Basics 48 Pack AA High-Performance Alkaline Batteries, 10-Year Shelf Life, Easy to Open Value...**  
48 Count (Pack of 1)  
★★★★☆ - 695,388

**\$15.67** (\$0.33/Count) \$16.49  
\$14.89 with Subscribe & Save discount  
✓prime Same-Day  
FREE delivery Today 2 PM - 6 PM on 25 of qualifying items  
amazon brand



**Best Seller**

**Amazon Basics 36 Pack AAA High-Performance Alkaline Batteries, 10-Year Shelf Life, Easy to Open Value...**  
36 Count (Pack of 1)  
★★★★☆ - 661,764

**\$13.70** (\$0.38/Count)  
\$13.02 with Subscribe & Save discount  
✓prime Same-Day  
FREE delivery Today 2 PM - 6 PM on 25 of qualifying items  
Amazon brand



**Amazon Basics 24 Count AA & AAA High-Performance Batteries Value Pack - 12 Double AA Batteries and 12 Triple A Batteries**  
1 Count (Pack of 1)  
★★★★☆ - 2,640

**\$14.84** (\$14.84/Count)  
\$14.10 with Subscribe & Save discount  
✓prime One-Day  
FREE delivery Tomorrow, Apr 18  
Or FREE delivery Overnight 7 AM - 11 AM on 25 of qualifying items  
Amazon brand



**Best Seller**

**Energizer AA Batteries and AAA Batteries, 24 Max Double A Batteries and 24 Max Triple A Batteries Comb...**  
48 Count (Pack of 1)  
★★★★☆ - 54,646

**\$32.15** (\$0.68/Count) \$39.98  
\$31.11 with Subscribe & Save discount  
✓prime Same-Day  
FREE delivery Today 2 PM - 6 PM on 25 of qualifying items  
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\$31.42 (13 new offers)



**Amazon Basics 9 Volt Performance All-Purpose Alkaline Batteries, 5-Year Shelf Life, Easy to Open, Packaging...**  
9 Count (Pack of 1)  
★★★★☆ - 146,964

**\$12.99** (\$1.62/Count)  
\$12.34 with Subscribe & Save discount  
✓prime One-Day  
FREE delivery Tomorrow, Apr 18  
amazon brand



**Energizer AA Batteries, Double A Long-Lasting Alkaline Power Batteries, 32 Count (Pack of 1)**  
32 Count (Pack of 1)  
★★★★☆ - 18,424

**\$23.06** (\$0.72/Count)  
\$21.91 with Subscribe & Save discount  
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RESULTS



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**Energizer AAA Batteries, Triple A Long-Lasting Alkaline Power Batteries, 32 Count (Pack of 1)**  
32 Count (Pack of 1)  
★★★★☆ - 9,566

**\$22.98** (\$0.72/Count)  
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**Duracell Coppertop AA Batteries with Power Boost Ingredients, 20 Count Pack Double A Battery with Long-...**  
20 Count (Pack of 1)  
★★★★☆ - 45,560

**\$19.96** (\$0.99/Count) \$20.99  
\$18.87 with Subscribe & Save discount  
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FREE delivery Today 2 PM - 6 PM on 25 of qualifying items  
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**Duracell Coppertop AA Batteries 28 Count Pack Double A Battery with Long-...**  
28 Count (Pack of 1)  
★★★★☆ - 613

**\$23.19** (\$1.16/Count) \$25.99  
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**Duracell Coppertop AAA Batteries with Power Boost Ingredients, 20 Count Pack Triple A Battery with...**  
20 Count (Pack of 1)  
★★★★☆ - 59,771

**\$17.99** (\$0.90/Count)  
\$17.09 with Subscribe & Save discount  
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FREE delivery Today 2 PM - 6 PM on 25 of qualifying items



**Energizer D Batteries, D Cell Long-Lasting Alkaline Power Batteries 12 Count(Pack of 1)**  
12 Count (Pack of 1)  
★★★★☆ - 3,118

**\$22.99** (\$1.92/Count)  
\$21.84 with Subscribe & Save discount  
✓prime Two-Day  
FREE delivery Wed, Apr 19



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Bundles available



Sponsored

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28 Count (Pack of 1)  
★★★★☆ - 613

**\$23.19** (\$1.16/Count) \$25.99  
\$22.03 with Subscribe & Save discount  
✓prime Same-Day  
FREE delivery Today 2 PM - 6 PM on 25 of qualifying items



**Amazon's Choice**

**Amazon Basics 48 Pack AA High-Performance Alkaline Batteries, 10-Year Shelf Life, Easy to Open Value...**  
48 Count (Pack of 1)  
★★★★☆ - 695,388

**\$15.67** (\$0.33/Count) \$16.49  
\$14.89 with Subscribe & Save discount  
✓prime Same-Day  
FREE delivery Today 2 PM - 6 PM on 25 of qualifying items  
Amazon brand



**Best Seller**

**Amazon Basics 36 Pack AAA High-Performance Alkaline Batteries, 10-Year Shelf Life, Easy to Open Value...**  
36 Count (Pack of 1)  
★★★★☆ - 661,764

**\$13.70** (\$0.38/Count)  
\$13.02 with Subscribe & Save discount  
✓prime Same-Day  
FREE delivery Today 2 PM - 6 PM on 25 of qualifying items  
Amazon brand



**Amazon Basics 24 Count AA & AAA High-Performance Batteries Value Pack - 12 Double AA Batteries and 12 Triple A Batteries**  
1 Count (Pack of 1)  
★★★★☆ - 2,641

**\$14.84** (\$14.84/Count)  
\$14.10 with Subscribe & Save discount  
✓prime One-Day  
FREE delivery Tomorrow, Apr 18  
Or FREE delivery Overnight 7 AM - 11 AM on 25 of qualifying items  
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HIGHLY RATED

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# Concluding Thoughts

- Incredibly exciting time to study regulation of digital platforms.
- Increasingly difficult to get companies to collaborate on some of these topics.
- Must be creative in data collection methods:
  - Freedom of Information Act (FOIA) requests;
  - Enroll study participants and track their digital behavior (but make it as realistic as possible);
  - Combine actual and hypothetical (surveys) choices;
  - Scraping (when allowed by journals and websites);
  - Access data from third parties/intermediaries (e.g., AirDNA).
- Look out for policy changes (e.g., GDPR in 2018, DMA in 2022, more to come in the US) → and don't just focus on the unintended consequences 😊