

Antitrust and Welfare for Digital Platforms

Overview

This section will review economic issues that arise with digital platforms as they relate to competition and consumer welfare.

Readings

Overview Articles:

- Evans, David, and Dick Schmalensee, “The Antitrust Analysis of Multi-sided Platforms,” <https://www.nber.org/papers/w18783>
- Stigler Committee on Digital Platforms, Final Report, 2019. <https://research.chicagobooth.edu/-/media/research/stigler/pdfs/digital-platforms---committee-report---stigler-center.pdf?la=en&hash=2D23583FF8BCC560B7FEF7A81E1F95C1DDC5225E&hash=2D23583FF8BCC560B7FEF7A81E1F95C1DDC5225E>
- Tucker, Catherine E., Digital Data, Platforms and the Usual [Antitrust] Suspects: Network Effects, Switching Costs, Essential Facility (January 31, 2019). <https://ssrn.com/abstract=3326385>

For More Background:

Acquisitions and Kill Zones

- Lemley, Mark A. and Andrew McCreary, “Exit Strategy,” SSRN working paper. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3506919

Advertising Technology

- Competition and Markets Authority, “Online Platforms and Digital Advertising: Interim Report,” 2019. https://assets.publishing.service.gov.uk/media/5dfa0580ed915d0933009761/Interim_report.pdf
- Havey, Keach and Vivien Ngo, “How Google Edged Out Rivals and Built the World’s Dominant Ad Machine: A Visual Guide,” *Wall Street Journal*, November 7, 2019. <https://www.wsj.com/articles/how-google-edged-out-rivals-and-built-the-worlds-dominant-ad-machine-a-visual-guide-11573142071?mod=searchresults&page=1&pos=3>

- Abraham, Ittai, Susan Athey, Moshe Babaioff, and Michael Grubb, “Peaches, Lemons, and Cookies: Designing Auction Markets with Dispersed Information,” working paper, 2016, <https://people.stanford.edu/athey/sites/default/files/peaches-lemons-cookies.pdf>

Consumer Search and Intermediaries

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- Dinerstein, Michael, et al. *Consumer price search and platform design in internet commerce*. No. w20415. National Bureau of Economic Research, 2014. <http://web.stanford.edu/~leinav/Search.pdf>
- Fradkin, Andrey. Search frictions and the design of online marketplaces. Working paper, Stanford University, 2013. http://andreyfradkin.com/assets/Fradkin_JMP_Sep2014.pdf

Data

- *Access Barriers to Big Data*, Daniel Rubinfeld and Michal Gal , Arizona Law Review, 2017
- FTC Report: “Big Data: A Tool for Inclusion or Exclusion,” 2016. <https://www.ftc.gov/system/files/documents/reports/big-data-tool-inclusion-or-exclusion-understanding-issues/160106big-data-rpt.pdf>

Price Comparison and Price Search

- Baye, M., and J. Morgan. "[Information Gatekeepers on the Internet and the Competitiveness of Homogeneous Product Markets](#)." *American Economic Review* 91, no. 3 (June 2001): 454-474.
- Baye, Michael, John Morgan, and Patrick Scholten, "[Price Dispersion in the Small and in the Large: Evidence from an Internet Price Comparison Site](#)," *Journal of Industrial Economics*, Vol. 52, No. 4, December 2004, pp. 463-96.
- Brynjolfsson, E., and M. Smith. "[Frictionless Commerce? A Comparison of Internet and Conventional Retailers](#)." *Management Science* 46, no. 4 (April 2000): 563-585.
- Dinerstein, Michael, et al. *Consumer price search and platform design in internet commerce*. No. w20415. National Bureau of Economic Research, 2014. <http://web.stanford.edu/~leinav/Search.pdf>
- Ellison, Glenn (2005): "[A Model of Add-on Pricing](#)," *Quarterly Journal of Economics*, 120, 585-637.
- Ellison, Glenn and Ellison, Sara, 2009, "[Search, Obfuscation, and Price Elasticities on the Internet](#)," *Econometrica*
- Glenn Ellison and Alexander Wolitzky, “A Search Cost Model of Obfuscation,” 2012, *Rand Journal of Economics*.
- Fradkin, Andrey. Search frictions and the design of online marketplaces. Working paper, Stanford University, 2013. http://andreyfradkin.com/assets/Fradkin_JMP_Sep2014.pdf

- Ghose, Anindya and Yuliang Yao, "[Using Transaction Prices to Re-Examine Price Dispersion in Electronic Markets](#)," Information Systems Research, forthcoming.
- Hortacsu, Ali, Babur de los Santos and Matthijs Wildenbeest, "Search with Learning", working paper ([.pdf](#))
- Hortacsu, Ali, Babur De los Santos and Matthijs Wildenbeest, Testing models of consumer search using data on web browsing and purchasing behavior ([.pdf](#)), forthcoming, *American Economic Review*
- Kumar, Anuj, Michael Smith, Rahul Telang, [Information Discovery and the Long Tail of Motion Picture Content](#)
- Scott Morton, Fiona and Jorge Silva-Risso, [Zettelmeyer, Florian](#) 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.
- Scott Morton, Fiona and Jorge Silva-Risso, [Florian Zettelmeyer](#) 2006. [How the Internet Lowers Prices: Evidence from Matched Survey and Auto Transaction Data](#). *Journal of Marketing Research*. 43(2): 168-181.
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Search Engines and Search Platforms

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- Hagiu, Andrei and Bruno Julien, "Why Do Intermediaries Divert Search?" *Rand Journal of Economics*, 2012.
- Halaburda, Hanna and Mikolaj Jan Piskorski, "Competing by Restricting Choice: The Case of Search Platforms," Harvard Business School Working Paper, 2013.
- Ron Kohavi, Thomas Crook, Roger Longbotham, Brian Frasca, Randy Henne, Juan Lavista Ferres, Tamir Melamed, [Online Experimentation at Microsoft](#)

Marketplaces, Matching and Efficiency

- Akca, Selin and Anita Rao, "Value of Aggregators," 2018, https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3064861
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- Einav, Liran, Chiara Farronato, and Jonathan Levin, “Peer-to-Peer Markets,” *Annual Review of Economics*, 8, September 2016, 615-6. <http://www.stanford.edu/~leinav/pubs/AR2016.pdf>
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News Media

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- Chiou, Leslie and Catherine Tucker, "[Copyright, Digitization, and Aggregation](#)," Working Paper.
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