

Yu-Hsin Liu

yuhsliu@indiana.edu · 219.218.9992

Hodge Hall 7400, Kelley School of Business, 1309 E 10th St, Bloomington, IN 47405

EDUCATION

Ph.D., Business Economics and Public Policy, Indiana University (4th year) (Exp.) June 2018

Field	Selected Courses	
Economic Theory	Microeconomics, Game Theory, Industrial Organization, Information Economics	
Empirics	Econometrics, Structural Econometrics, Causal Inference, Bayesian Analysis	
Network Science	Social / Statistical Network Analysis, Machine Learning, Web Mining	
M.S., Applied Statistics, Indiana University		(Exp.) June 2018
M.S., Management and Economics, London School of Economics		June 2012
B.B.A., Business Administration, National Taiwan University		June 2010

RESEARCH INTERESTS

Industrial Organization, Applied Econometrics, Economics of Digitization, Social Networks

PUBLICATIONS

keyplayer: An R package for Locating Key Players in Social Networks

August 2016, with Weihua An, *The R Journal*, 8(1), 257-268 [[Paper](#)] [[CRAN](#)]

PROJECTS

Measurement of Household Willingness-to-Pay for Broadband Internet Speed (with J. Prince and S. Wallsten)

We measure households' willingness-to-pay for increases in home broadband Internet connection speed using data from a nationally administered survey with discrete choice experiment. We characterize Internet speed along two dimensions – latency and bandwidth, and further specify the download and upload bandwidths separately. The results have policy implications on the public provision / subsidy of broadband powered by different technologies, e.g. DSL, fiber, satellite.

The Impact of Multi-Homing Consumers on Ads Price: Evidence from Online Ads Marketplace

Online media compete for readers' attention and generate revenue by selling it to advertisers. I examine how the price of the attention may be affected by the prevalent fact that online readers often visit multiple outlets (multi-homing). Existing theories predict that advertising price falls when media possess overlapping viewership due to competition (Anderson, Foros, and Kind, 2015) and due to imperfect cross-website tracking (Athey, Calvano and Gans, 2016). I offer the (first) empirical evidence for the online media using (1) the scraped historical marketplace data in buysellads.com and (2) complimentary comScore tracking data for user browsing behaviors. I (expect to) find that when the readers in a medium visit more media on average, the medium tends to generate less revenue from one impression. The identification relies on IV-FE as monthly panel data is available. The finding has important

implications on (1) media content strategy (2) advertiser reach strategy (3) privacy issue on tracking technology and (4) the recent concentration of the Ad network industry.

Platform Pricing in the Presence of Local Network Effect

The paper attempts to develop a flexible framework that generalizes the pricing model in Rochet and Tirole (2006), Armstrong (2006), and the most recent work in Weyl (2010) and White and Weyl (2015). The framework then naturally extends the existing economic analysis in multi-sided platform to social media and peer-to-peer sharing platform, where various sources of heterogeneity appear in the network effect and the concept of side is ambiguous. Using the key player game equilibrium concept in Ballester, Calvo-Armengol, and Zenou (2006), I show the optimal pricing rule (usage fee) for monopoly platform in the cases of perfect, imperfect, and no discrimination. More general results and applications are yet to be done.

TEACHING

G350 Business Econometrics – Kelley Undergraduate BEPP and Business Analytics Core	6.0/7.0
G100 Business in the Information Age – Kelley Undergraduate Business Certificate Core	6.3/7.0

SERVICE

Textbook proofreading for <i>Managerial Economics and Business Strategy 9th edition</i> , by M. Baye and J. Prince	2016
Case study grader for G202 Business, Government, and Society	2014-2016

PRESENTATIONS

2016 2nd Annual NSF Conference on Network Science in Economics at Stanford University (poster session)

PROGRAMMING / LANGUAGE

Primary: R, Stata, Python, Latex
Supplementary: Matlab, SAS, SQLite
Chinese (native), English (fluent), Swedish (basic)

REFERENCES

Jeffrey Prince (advisor)	Michael Baye
(812)-856-2692	(812)-855-2779
jeffprin@indiana.edu	mbaye@indiana.edu