

VERONICA MAROTTA

PhD Student in Information Systems and Management

Heinz College, Carnegie Mellon University

5000 Forbes Ave, Pittsburgh, PA - 15213

vmarotta@andrew.cmu.edu

I am a fourth year PhD student at the Heinz College, Carnegie Mellon University. My field of research includes Economics of Information Systems and Technology, Online Privacy, and Digital Markets. More specifically, I am interested in understanding how online technologies affect consumer behavior and business. New emerging technologies are allowing the creation, collection and consumption of large amounts of information in real time. This digital revolution is transforming social interactions, investment and business decisions, and is facilitating the creation of new digital markets. Among these, the market for online targeted advertising has emerged as an area of broad interest, catalyzed by its revolutionary impact on the buying and selling of advertisement. Targeted advertising inherently relies on the collection and leveraging of users' information, as well as digital shadows to tailor personalized marketing messages. While the efficacy of targeted advertising has garnered substantial research interest, most of the existing work evaluates the effectiveness of online advertising in terms of click through rates and returns for advertisers. My research, however, investigates the impact of data collection and sharing, for the purposes of online targeted advertising, on consumer welfare.

In addition, I am interested in investigating the impact that internet technologies have on a user's daily life and activities. One of my recent research papers investigates the impact of online distractions on an individual's performance. Specifically, I design a randomized experiment to assess the impact of restrictive Internet browsing policies (namely, policies that restrict the possibility of individuals to browse websites like social networks or streaming websites) on individual performance.

My methodological approach is interdisciplinary, a hallmark of the Carnegie Mellon research pedagogy. In my work, I have relied both on analytical modelling and empirical methods. Nevertheless, my current focus is on randomized experiments and

econometrics. My methodological interests are also reflection of my academic background. My undergraduate training is in Economics and, prior to my PhD, I pursued a Masters in Econometrics and Mathematical Economics at Tilburg University. During my PhD career, I focused on quantitative courses such as Econometrics Theory and Methods, Intermediate Statistics, Bayesian Statistics, Empirical and Structural Methods, and Advanced Economic Analysis. At the end of the first year of my PhD (Summer 2014), I participated in the Workshop in Causal Inference offered by Northwestern and Duke University. More recently, I have developed an interest in Machine Learning methods, leading me to take an introductory Machine Learning course.

In addition, I have focused on courses that reflect my specific research interests: Information Systems Seminar, Economics of Emerging Technologies, Analytical and Structural Models in Information Systems, Analytical Models in Marketing, Experimental Economics, and Privacy in the Digital Age.

The NBER Digitization Tutorial would represent a great opportunity for me to further expand my knowledge of and exposure to an area of research that is becoming increasingly important. As society keeps moving towards a digitalized world, so grows the need for researchers to better understand the implications of digitization, a core aspect of my research agenda.