

## Hosted by: Columbia Business School's Media and Technology Program

### 11<sup>th</sup> Workshop on the Economics of Advertising and Marketing

**FRIDAY, JULY 20**

**8:30 am to 9 am**      **Light Breakfast**

9 am to 10 am      **Background Noise? TV Advertising Affects Real Time Investor Behavior**  
Presenter: Jura Liaukonyte, Cornell  
Discussant: Lisa George, CUNY

10 am to 11 am      **Strategic Sponsored Ads in Retailing Platforms**  
Presenter: Fei Long, Columbia  
Discussant: Anthony Dukes, USC

11 am to 11:30 am      **Coffee Break**

11:30 am to 12:30 pm      **Advertising Strategy in the Presence of Reviews: An Empirical Analysis**  
Presenter: Brett Hollenbeck, UCLA  
Discussant: Ken Wilbur, UCSD

12:30 pm to 2 pm      **Lunch**

2 pm to 3 pm      **Consumer Responses to Native Advertising**  
Presenter: Eric M. Schwartz, Michigan  
Discussant: Navdeep Sahni, Stanford

3 pm to 4 pm      **Paid vs. Independent Product Recommendation by Bloggers**  
Presenter: Dina Mayzlin, USC  
Discussant: Pinar Yildirim, Penn

4 pm to 4:30 pm      **Coffee Break**

4:30 pm to 5:30 pm      **Non-Informational Advertising Informing Consumers: How Advertising Affects Consumers' Decision-Making in the U.S. Auto Insurance Industry**  
Presenter: Elisabeth Honka, UCLA  
Discussant: Pedro Gardete, Stanford

7:30 pm      **Conference Dinner**

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### SATURDAY, JULY 21

8 am to 8:30 am	<b>Light Breakfast</b>
8:30 am to 9:30 am	<b>Price Discrimination in Political Advertising: Evidence from the 2012 US Presidential Elections</b> Presenter: Sarah Moshary, Penn Discussant: Matthew Backus, Columbia University
9:30 am to 10:30 am	<b>Spin Doctors: Vague Messages in Disclosure Games</b> Presenter: Alessandro Ispano, Cergy-Pontoise Discussant: Ron Berman, Penn
10:30 am to 11 am	<b>Coffee Break</b>
11 am to 12 pm	<b>Platforms, Power and Preferential Placement: Evidence from Spotify Playlists</b> Presenter: Joel Waldfogel, Minnesota Discussant: Martin Peitz, Mannheim
12 pm to 1:15 pm	<b>Lunch</b>
1:15 pm to 2:15 pm	<b>The Scope of Sequential Screening with Ex-Post Participation Constraints</b> Presenter: Dirk Bergemann, Yale Discussant: Regis Renault, Cergy-Pontoise
2:15 pm to 3:15 pm	<b>Advertising Spending and Media Bias: Evidence from Coverage of Car Safety Recalls</b> Presenter: Ananya Sen, MIT Discussant: Avi Goldfarb, Toronto
3:15 pm to 3:30 pm	<b>Coffee Break</b>
3:30 pm to 4:30 pm	<b>Budget Management Strategies in Repeated Auctions</b> Presenter: Santiago Balseiro, Columbia Discussant: Amin Sayedi, U Washington
4:30 pm	<b>Adjourn</b>