



New Research Findings on the *Economics of Digital Services* Released by Penn’s Center for Technology, Innovation & Competition and the Warren Center for Network & Data Sciences

Phase two of the initiative continues to delve into the role data play in digital platforms’ business models and their antitrust implications

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Philadelphia, October 20, 2022—The full range of outputs of this year’s pathbreaking *Economics of Digital Services* initiative has been released by the University of Pennsylvania’s [Center for Technology, Innovation & Competition \(CTIC\)](#) and [The Warren Center for Network & Data Sciences](#). Outputs include academic papers and abridged blog articles derived from five independent research projects that examined how certain digital platforms access user data in support of their business models and the antitrust law and regulation implications. *Economics of Digital Services* is a three-year initiative funded by the [John S. and James L. Knight Foundation](#).

“The EODS initiative continues to deliver new research that will provide a stronger foundation for antitrust enforcement and regulatory intervention in the digital markets,” said co-project leader Christopher Yoo, the John H. Chestnut Professor of Law, Communication, and Computer & Information Science at Penn Carey Law and CTIC’s founding director. Co-project leader Rakesh Vohra, the George A. Weiss and Lydia Bravo Weiss University Professor of Economics and Electrical and Systems Engineering and the Warren Center’s founding director, expressed the centers’ and scholars’ gratitude to Knight Foundation “for this unique opportunity to build a body of research and a community of scholars committed to studying these issues.”

The five research projects with scholars are:

- **The Value of Data Records**—Simone Galperti, University of California San Diego; Aleksandr Levkun, University of California San Diego; and Jacopo Perego, Columbia University
- **Algorithms in the Wild: Experimental Evidence from an Online Marketplace**—Vito Stefano Bramante, University of Bologna; Emilio Calvano, University of Rome-Tor Vergata; Giacomo

Calzolari, European University Institute; and Maximilian Schaefer, Yale University and University of Bologna

- **COPPAocalypse? The YouTube Settlement’s Impact on Kids Content Creation**—Garrett Johnson, Boston University; Tesary Lin, Boston University; and James C. Cooper, George Mason University
- **The Impact of Financing Misinformation on Exit and Voice: Experimental Evidence from Information Interventions**—Wajeeha Ahmad, Stanford University; Ananya Sen, Carnegie Mellon University; Erik Brynjolfsson, Stanford University; and Charles Eesley, Stanford University
- **All the Headlines that Are Fit to Change**—Tin Cheuk Leung, Wake Forest University, and Koleman Strumpf, Wake Forest University

In addition, two papers from last year’s symposium were updated: **Information Frictions and Heterogeneity in Valuations of Personal Data**, by Avinash Collis, The University of Texas at Austin; Alex Moehring, Massachusetts Institute of Technology; Ananya Sen, Carnegie Mellon University; and Alessandro Acquisti, Carnegie Mellon University and **A Field Experiment to Study the Effect of Ad-Blocking and Anti-Tracking on Consumer Behavior**, by Cristobal Cheyre, Cornell University; Zijun Ding, Carnegie Mellon University; Li Jiang, The George Washington University; Florian Schnaub, University of Michigan; Jeremy Thomas, University of Michigan; and Alessandro Acquisti, Carnegie Mellon University.

For full papers, go to the *Economics of Digital Services* [website](#). For corresponding blog articles, visit the EODS [blog](#).

The findings and policy implications were presented and discussed at the *Second Economics of Digital Services Research Symposium* on September 9-10, 2022.

About the Economics of Digital Services Initiative (EODS)

EODS is an initiative of the University of Pennsylvania’s Center for Technology, Innovation & Competition (CTIC) and The Warren Center for Network & Data Sciences. Its aim is to generate independent research on the economics of digital services and the role data and algorithms play in the business models and strategies of digital platforms. The initiative was funded by a major grant from Knight Foundation to support scholarly inquiry and novel approaches in the evolving digital age. www.pennEODS.org

About the Center for Technology, Innovation & Competition (CTIC)

CTIC is an interdisciplinary academic center at the University of Pennsylvania Carey Law School that bridges law and technology for academia and students. Focusing on intellectual property, antitrust, Internet law, and privacy law and policy. CTIC delivers foundational research that shapes the way legislators, regulatory authorities, and scholars develop policy and regulatory frameworks. www.pennCTIC.org | Twitter @pennlawCTIC

About The Warren Center for Network & Data Sciences

The University of Pennsylvania’s Warren Center fosters research and innovation in interconnected social, economic, and technological systems. Collaborating with Penn affiliates, it focuses on the role of data and algorithms to understand networked systems and how they can improve lives. The center also produces events that connect researchers, students, and entrepreneurs across the spectrum of network science. www.warrencenter.upenn.edu | Twitter @WarrenCntrPenn

About the John S. and James L. Knight Foundation

Knight Foundation supports democracy by funding free expression and journalism, arts and culture in

community, research in areas of media and democracy, and in the success of American cities and towns where the Knight brothers once had newspapers. Learn more at kf.org and follow @knightfdn on social media.

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