

SSRC Workshop on the Economics of Social Media

July 22-23, 2023

Hemmerdinger Hall, Silver Center
100 Washington Square East, New York

SATURDAY JULY 22

8:30 - 8:55 Breakfast / Registration

8:55 - 9:00 Opening remarks

9:00 - 10:30 ***Consumption of Content***
Chair: Lena Song

The Long-term Effects of Online Social Network Access (**Luis Armona**, Michael Bailey)

Discussant: Alexey Makarin

Production and Consumption of Social Media (**Apostolos Filippas**, John Horton, Elliot Lipnowski)

Discussant: Luís Cabral

10:30 - 11:00 Coffee Break

11:00 - 12:30 ***Distribution of Content***
Chair: Guy Aridor

Estimating the Value of Offsite Data to Advertisers on Meta (Nils Wernerfelt, Anna Tuchman, Brad Shapiro, **Robert Moakler**)

Discussant: Samuel Goldberg

Automating Automaticity: How the Context of Human Choice Affects the Extent of Algorithmic Bias (**Amanda Y. Agan**, Diag Davenport, Jens Ludwig, Sendhil Mullainathan)

Discussant: Andrey Fradkin

12:30 - 13:30 Lunch

13:30 - 14:30

Keynote

Leonardo Bursztyn

14:30 - 15:30

Social Media Platforms and their Regulation

Chair: Rafael Jiménez

Mobile Internet and Political Polarization (Nikita Melnikov)

Regulation of Social Media and the Evolution of content: a cross-platform analysis (Marina Rizzi)

Can Facebook Ads prevent Malaria? Two field experiments in India (Dante Donati, Victor Orozco, Nandan Rao)

The role of advertisers and platforms in monetizing misinformation: Descriptive and experimental evidence (Wajeeha Ahmad, Chuck Eesely, Ananya Sen, Erik Brynjolfsson)

15:30 - 16:00

Coffee Break

16:00 - 17:15

The Facebook and Instagram U.S. 2020 Election Study

Chair: Ro'ee Levy

Presenters: Matthew Gentzkow, Sandra Gonzalez-Baillon, David Lazer, Winter Mason, Talia Stroud

17:15 - 18:15

Roundtable: Implications for Platforms and Policy

This session is in cooperation with SSRC's Agenda Fund Initiative on the Economics of Social Media

Moderator: Solomon Messing

Panelists: Tom Cunningham, Dean Eckles, Matthew Gentzkow, Pinar Yildirim

19:00

Dinner (by invitation only)

SUNDAY JULY 23

8:30 - 9:00 Breakfast

9:00 - 10:30

Production of Content

Chair: Rafael Jiménez

The Effects of Online Content Moderation: Evidence from President Trump's Account Deletion (Karsten Müller, Carlo Schwarz)

Discussant: Milena Djourelova

Emotion- versus Reasoning-based Drivers of Misinformation Sharing: A field experiment using text message courses in Kenya (Susan Athey, Matias Cersosim, Kristine Koutout, Zelin Li)

Discussant: Michael Thaler

10:30 - 11:30

Political Effects of Social Media

Chair: Ro'ee Levy

Can chants in the street change politics' tune? Evidence from the 15M movement in Spain (Annalí Casanueva)

The Effect of Social Media on Voters: Experimental Evidence from an Indian Election (Kevin Carney)

Reducing Prejudice and Support for Religious Nationalism Through Conversations on WhatsApp (Rajeshwari Majumdar, Richard Bonneau, Jonathan Nagler, Joshua A. Tucker)

Virtual Windows Through Glass Walls: Digitization for Mobility-Constrained Female Entrepreneurs (Layane Alhorr)

11:30 - 12:00

Coffee and snacks

12:00 - 13:30

Behavior on Social Media

Chair: Ro'ee Levy

Counterspeech encouraging empathy can reduce hate speech and its amplification on social media (Gloria Gennaro, et al.)

Discussant: Horacio Larreguy

Do Virtue Signals Signal Virtue? (Deivis Angeli, Matt Lowe, The Village Team)

Discussant: Luca Braghieri

13:30

Concluding remarks



SCIENTIFIC COMMITTEE

Guy Aridor, Northwestern University
Ruben Enikopolov, Universitat Pompeu Fabra
Shane Greenstein, Harvard University
Rafael Jiménez, SSRC | Bocconi University
Horacio Larreguy, ITAM
Ro'ee Levy, Tel Aviv University
Maria Petrova, Universitat Pompeu Fabra
Lena Song, University of Illinois
Talia Stroud, The University of Texas at Austin
Joshua Tucker, New York University
Pinar Yildirim, University of Pennsylvania
Ekaterina Zhuravskaya, Paris School of Economics

ORGANIZING COMMITTEE

Guy Aridor, Northwestern University
Rafael Jiménez, SSRC | Bocconi University
Ro'ee Levy, Tel Aviv University
Lena Song, University of Illinois

ROUNDTABLE PANELISTS

Tom Cunningham, Integrity Institute
Dean Eckles, MIT
Matthew Gentzkow, Stanford University
Solomon Messing, New York University
Pinar Yildirim, University of Pennsylvania

PRESENTERS AND DISCUSSANTS

Amanda Y. Agan, Rutgers University
Wajeeha Ahmad, Stanford University
Layane Alhorr, Harvard University
Luis Armona, Harvard University
Luca Braghieri, Bocconi University
Leonardo Bursztyn, University of Chicago
Luís Cabral, New York University
Kevin Carney, University of Michigan
Annalí Casanueva, Humboldt University
Milena Djourelova, Cornell University
Dante Donati, Columbia University
Apostolos Filippas, Fordham University
Andrey Fradkin, Boston University
Gloria Gennaro, University College London
Samuel Goldberg, Stanford University
Sandra Gonzalez-Baillon, University of Pennsylvania
Kristine Koutout, Stanford University
David Lazer, Northeastern University
Matt Lowe, University of British Columbia
Rajeshwari Majumdar, New York University
Alexey Makarin, MIT
Winter Mason, Meta
Nikita Melnikov, Nova SBE
Robert Moakler, Meta
Marina Rizzi, Collegio Carlo Alberto
Carlo Schwarz, Bocconi University
Michael Thaler, University College London

CONTACT

social-media-conference@ssrc.org