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  
Annalí Casanueva, Humboldt University  
Milena Djourelova, Cornell University  
Kevin Carney, University of Michigan  
Dante Donati, Columbia University  
Apostolos Filippas, Fordham University  
Andrey Fradkin, Boston University  
Gloria Gennaro, University College London  
Samuel Goldberg, Stanford University  
Kristine Koutout, Stanford University  
David Lazer, Northeastern University  
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

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