

Joint Seminar Summer Term 2014

ZEW and KIT

The Economics of Information and Communication Technologies

1 Background

Target group and relevant dates

The seminar is jointly organized by KIT and ZEW and will take place on May 12/13, 2014. The target group are master students at KIT. The seminar's language will be either German or English. Each topic will be assigned to one student from Karlsruhe and one from Mannheim. Since we are a small group of students, the first meeting will be directly coordinated with the participants.

Content

In the seminar we will discuss the role of information and communication technologies (ICT) for the economy with a focus on empirical microeconomic studies. The following topics will be discussed:

- The contribution of broadband Internet to economic growth
- Labour market effects of ICT and workplace organisation
- User-generated content on Wikipedia
- Online advertising

2 Topics

1. The Role of Broadband Internet for Economic Growth

Starting point:

* Czernich, N., Falck, O., Kretschmer, T. and L. Woessmann (2011), Broadband Infrastructure and Economic Growth, *Economic Journal*, 121, 505-532.

* Koutroumpis, P. (2009), The Economic Impact of Broadband on Growth: A Simultaneous Approach, *Telecommunications Policy*, 33(9), 471-485.

* Röller, L.H. and L. Waverman (2001), Telecommunications Infrastructure and Economic Development: A Simultaneous Approach, *American Economic Review*, 91(4), 909-923.

2. ICT and Workplace Organisation: Combining Intra-Firm and Social Network Data

Starting point:

* Aral, S., E. Brynjolfsson and M. Van Alstyne (2012), Information, Technology and Information Worker Productivity, *Information Systems Research*, 23(3/2), 849-867; Working paper version: <http://ssrn.com/abstract=942310>.

* Brynjolfsson, E. and P. Milgrom (2013), Complementarities in Organizations, in Gibbons and Roberts, ed. *Handbook of Organizational Economics*, Chapter 1, 11-56.

3 User-Generated Content on Wikipedia

Starting point:

* Greenstein, S. and F. Zhu (2012), Is Wikipedia Biased?, *American Economic Review, Papers & Proceedings*, 102(3): 343-348.

* Ransbotham, S. and G. C. Kane (2011), Membership Turnover and Collaboration Success in Online Communities: Explaining Rises and Falls from Grace in Wikipedia, *MIS Quarterly*, 35(3), 613-627.

4 Online Advertising

Starting point:

* Goldfarb, A. and C. Tucker (2011), Online Advertising, *Advances in Computers*, Ed. Marvin Zelkowitz, Volume 81. Elsevier. * Goldfarb, A. and C. Tucker (2011), Online Display Advertising: Targeting and Obtrusiveness, *Marketing Science*, 30(3), 389-404.

2 Formal pre-requisites

Each paper should have about 12-15 pages. The typical structure of the paper is:

- a. Introduction into the topic / Motivation
- b. What does the literature say?
- c. Discussion of the models or theoretical frameworks
- d. What kind of data sets are used for the analysis?
- e. Discussion of empirical methods applied and results obtained
- f. Caveats /Conclusions

The papers should be finished and delivered one week before the presentation. Each participant is expected to discuss the paper of another student.

The grade composition is as follows: written seminar paper (60%), presentation (20%), coordination with the seminar partner (20%).