



ECONtribute: Markets & Public Policy

Workshop on Social Media and Internet Platforms

The digital transformation has an enormous potential to improve the lives of individuals, both as citizens of a democracy and as consumers on markets. Social media, search engines, and recommendation systems lower search costs, facilitate the flow of information, and enable new forms of economic and political interactions. At the same time, however, the digital transformation raises several new concerns regarding the functioning of democracy, the quality of public discourse, and negative economic or political side effects of internet platforms. In this workshop, we will discuss recent research on social media, search engines and internet platforms. The workshop is a joint activity of the Research Areas *Political Economy* and *Consumer Protection* of the Cluster of Excellence ECONtribute. It is by design interdisciplinary, with participants both from Political Science and from Economics.

November 15, 2019

SSC, Universitätsstraße 22a, Room 3.319

- 9:30 – 10:15 Bruno Castanho Silva (CCCP): **"Unleashed: Intra-party Dissent and Politicians' Use of Social Media in Europe"**
- 10:15 – 11:00 Anna Kerkhof (Econ): **"Advertising and Content Differentiation: Evidence from YouTube"**
- 11:00 – 11:15 Coffee Break
- 11:15 – 12:00 Franziska Pradel (CCCP): **"Hate speech in search engines: Providing insight into how hate speech impacts political attitudes using an online experiment"**
- 12:00 – 12:45 Lunch
- 12:45 – 13:30 Felix Mindl (Econ): **"The effect of short-term rental platforms on rental prices: Evidence from Airbnb in Berlin"**
- 13:30 – 14:15 Ayjeren Rozyjumayeva (CCCP): **"Mapping the drivers of political interactivity on Twitter: affect and sentiment during election campaigns"**

We welcome participation by interested researchers. Please register in advance (Marta Dubasiewicz, dubasiewicz@wiso.uni-koeln.de).