

15.S11 SSIM: Economics and Politics of Media, Internet, and Social Networking Platforms

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This graduate-level course is designed for students in economics and related fields who are interested in exploring the topics of the economics of media, the internet, and social networking platforms. The past decade has seen a proliferation of economic research related to the organization of the media industry and the causal effects of technological advancements such as the internet and social media. The course aims to provide a comprehensive overview of this literature, supplementing the graduate curriculum in economics and political science, including the topics on media and politics covered in 14.773. Assessment for the course will be based on participation (50%) and a final research proposal of two pages (50%; due by **March 22**).

Classes are going to take place on Mondays 9:00AM (sharp) – 11:50AM at E62-587, MIT Sloan School of Management. Administrative support for this class is provided by Sam Reisman (reisman@mit.edu). Office hours can be scheduled by sending an email request to either Charles (cangeluc@mit.edu) or Alexey (makarin@mit.edu).

Class Schedule

1. [February 5, Angelucci]

Market structure and content variety: Theory and empirics

- Angelucci, C. and J. Cagé (2019). Newspapers in Times of Low Advertising Revenues. *American Economic Journal: Microeconomics* 11 (3), 319-364.
- Angelucci, C., M. Sinkinson, and J. Cagé. Media Competition and News Diets. Conditionally Accepted, *American Economic Journal: Microeconomics*.
- Berry, S., A. Eizenberg, and J. Waldfogel (2016). Optimal product variety in radio markets. *The RAND Journal of Economics* 47 (3), 463-497.
- Berry, S. T. and J. Waldfogel (2001). Do Mergers Increase Product Variety? Evidence from Radio Broadcasting. *The Quarterly Journal of Economics* 116 (3).
- Fan, Y. (2013, sep). Ownership Consolidation and Product Characteristics: A Study of the US Daily Newspaper Market. *American Economic Review* 103 (5), 1598-1628.
- Gentzkow, M., Shapiro, J. M., & Sinkinson, M. (2014). Competition and ideological diversity: Historical evidence from us newspapers. *American Economic Review*, 104(10), 3073-3114.
- Gentzkow, M., & Shapiro, J. M. (2010). What drives media slant? Evidence from US daily newspapers. *Econometrica*, 78(1), 35-71.
- George, L. and J. Waldfogel (2003). Who Affects Whom in Daily Newspaper Markets? *Journal of Political Economy* 111 (4), pp. 765-784.
- George, L. M. and J. Waldfogel (2006, mar). The New York Times and the Market for Local Newspapers. *American Economic Review* 96 (1), 435-447.

2. [February 12, Angelucci]

Market structure and content variety: Theory and empirics

- Anderson, S. P., & Waldfogel, J. (2015). Preference externalities in media markets. In S. P. Anderson, J. Waldfogel, & D. Stromberg (Eds.), *Handbook of Media Economics* (pp. 3-40). North-Holland.
- Armstrong, M. (2006). Competition in Two-sided Markets. *Rand Journal of Economics*, 37(3), 668-691.
- Athey, S., Calvano, E., & Gans, J. S. (2018). The Impact of Consumer Multi-homing on Advertising Markets and Media Competition. *Management Science*, 64(4), 1574-1590.
- Bhuller, M., Havnes, T., McCauley, J., & Mogstad, M. (2020). How the Internet Changed the Market for Print Media.
- Cagé, J., Hervé, N., & Viaud, M.-L. (2020). The Production of Information in an Online World. *The Review of Economic Studies*, 87(5), 2126-2164.
- Jeon, D.-S., & Nasr, N. (2016). News Aggregators and Competition among Newspapers on the Internet. *American Economic Journal: Microeconomics*, 8(4), 91-114.

3. [February 19] Presidents' Day — HOLIDAY

4. [February 26, Angelucci]

Methods to measure news absorption

- Markus Prior. News vs. entertainment: How increasing media choice widens gaps in political knowledge and turnout. *American Journal of Political Science*, 49(3):577-592, 2005.
- Soroush Vosoughi, Deb Roy, and Sinan Aral. The spread of true and false news online. *Science*, 359(6380): 1146-1151, 2018.
- Angelucci, C and A. Prat. “Is Journalistic Truth Dead? Measuring how Informed Voters are About Political News.” Working Paper, MIT Sloan.
- Henry, E., Zhuravskaya, E., & Guriev, S. (2022). Checking and Sharing Alt-Facts. *American Economic Journal: Economic Policy*, 14(3), 55-86.
- Barrera, O., Guriev, S., Henry, E., & Zhuravskaya, E. (2020). Facts, alternative facts, and fact checking in times of post-truth politics. *Journal of Public Economics*, 182, 104-123.

5. [March 4, Makarin]

Political and economic effects of the Internet expansion

- Political effects:
 - Zhuravskaya, E., Petrova, M., & Enikolopov, R. (2020). Political effects of the internet and social media. *Annual Review of Economics*, 12, 415-438.
 - Falck, O., Gold, R., & Heblich, S. (2014). E-lections: Voting Behavior and the Internet. *American Economic Review*, 104(7), 2238-2265.
 - Campante, F., Durante, R., & Sobbrío, F. (2018). Politics 2.0: The multifaceted effect of broadband internet on political participation. *Journal of the European Economic Association*, 16(4), 1094-1136.
 - Chen, Y., & Yang, D. Y. (2019). The impact of media censorship: 1984 or brave new world?. *American Economic Review*, 109(6), 2294-2332.

- Gavazza, A., Nardotto, M., & Valletti, T. (2019). Internet and politics: Evidence from UK local elections and local government policies. *The Review of Economic Studies*, 86(5), 2092-2135.
- Guriev, S., Melnikov, N., & Zhuravskaya, E. (2021). 3G internet and confidence in government. *The Quarterly Journal of Economics*, 136(4), 2533-2613.
- Melnikov, N. (2021). Mobile internet and political polarization.
- Tabellini, G., Manacorda, M., & Tesei, A. (2023). Mobile Internet and the Rise of Communitarian Politics.
- Economic effects
 - Akerman, A., Gaarder, I., & Mogstad, M. (2015). The skill complementarity of broadband internet. *The Quarterly Journal of Economics*, 130(4), 1781-1824.
 - Hjort, J., & Poulsen, J. (2019). The arrival of fast internet and employment in Africa. *American Economic Review*, 109(3), 1032-79.
 - Hjort, J., & Tian, L. (2021). The economic impact of Internet connectivity in developing countries.
 - Akerman, A., Leuven, E., & Mogstad, M. (2022). Information frictions, internet, and the relationship between distance and trade. *American Economic Journal: Applied Economics*, 14(1), 133-163.
 - Chiplunkar, G., & Goldberg, P. K. (2022). The Employment Effects of Mobile Internet in Developing Countries (No. w30741).
- Social change:
 - Bhuller, M., Havnes, T., Leuven, E., & Mogstad, M. (2013). Broadband internet: An information superhighway to sex crime?. *Review of Economic Studies*, 80(4), 1237-1266.
 - Geraci, A., Nardotto, M., Reggiani, T., & Sabatini, F. (2022). Broadband internet and social capital. *Journal of Public Economics*, 206, 104578.
 - Golin, M. (2022). The effect of broadband internet on the gender gap in mental health: Evidence from Germany. *Health Economics*, 31, 6-21.
 - Arenas-Arroyo, E., Fernández-Kranz, D., & Nollenberger, N. (2022). High-Speed Internet and the Widening Gender Gap in Adolescent Mental Health: Evidence from Hospital Records (No. 15728). IZA Discussion Papers.
 - Donati, D., Durante, R., Sobbrío, F., & Zejcirović, D. (2022). Lost in the net? Broadband Internet and youth mental health.

6. [March 11, Makarin]

Social media and authoritarian politics

- Enikolopov, R., Makarin, A., & Petrova, M. (2020). Social media and protest participation: Evidence from Russia. *Econometrica*, 88(4), 1479-1514.
- Qin, B., Strömberg, D., & Wu, Y. (2021). Social media and collective action in China.
- Qin, B., Strömberg, D., & Wu, Y. (2017). Why does China allow freer social media? Protests versus surveillance and propaganda. *Journal of Economic Perspectives*, 31(1), 117-140.
- Acemoglu, D., Hassan, T. A., & Tahoun, A. (2018). The power of the street: Evidence from Egypt's Arab Spring. *The Review of Financial Studies*, 31(1), 1-42.
- Little, A. T. (2016). Communication technology and protest. *The Journal of Politics*, 78(1), 152-166.
- Guriev, S., & Treisman, D. (2022). Spin dictators: The changing face of tyranny in the 21st century. Princeton University Press.

- Enikolopov, R., Petrova, M., & Sonin, K. (2018). Social media and corruption. *American Economic Journal: Applied Economics*, 10(1), 150-174.
- King, G., Pan, J., & Roberts, M. E. (2013). How censorship in China allows government criticism but silences collective expression. *American Political Science Review*, 107(2), 326-343.
- King, G., Pan, J., & Roberts, M. E. (2017). How the Chinese government fabricates social media posts for strategic distraction, not engaged argument. *American Political Science Review*, 111(3), 484-501.

7. [March 18, Makarin]

Social media and individual well-being

- Braghieri, L., Levy, R. E., & Makarin, A. (2022). Social media and mental health. *American Economic Review*, 112(11), 3660-93.
- Allcott, H., Gentzkow, M., & Song, L. (2022). Digital addiction. *American Economic Review*, 112(7), 2424-63.
- Allcott, H., Braghieri, L., Eichmeyer, S., & Gentzkow, M. (2020). The welfare effects of social media. *American Economic Review*, 110(3), 629-76.
- Mosquera, R., Odunowo, M., McNamara, T., Guo, X., & Petrie, R. (2020). The economic effects of Facebook. *Experimental Economics*, 23(2), 575-602.
- Aridor, G. (2022). Drivers of Digital Attention: Evidence from a Social Media Experiment. Working Paper.
- Bursztyjn, L., Handel, B. R., Jimenez, R., & Roth, C. (2023). When product markets become collective traps: The case of social media (No. w31771). National Bureau of Economic Research.
- Armona, L. (2023). Online Social Network Effects in Labor Markets: Evidence from Facebook's Entry to College Campuses. *Review of Economics and Statistics*, 1-47.

Economics of online dating platforms

- Buyukeren, B., Makarin, A., & Xiong, H. (2023). The Causal Effects of Online Dating Apps: Evidence From U.S. Colleges
- Hitsch, G. J., Hortacısu, A., & Ariely, D. (2010). Matching and Sorting in Online Dating. *The American Economic Review*, 130-163.
- Hitsch, Günter J., Ali Hortacısu, and Dan Ariely. "What makes you click?—Mate preferences in online dating." *Quantitative Marketing and Economics* 8 (2010): 393-427.
- Greenwood, B. N., & Agarwal, R. (2016). Matching platforms and HIV incidence: An empirical investigation of race, gender, and socioeconomic status. *Management Science*, 62(8), 2281-2303.
- Huber, G. A., & Malhotra, N. (2017). Political homophily in social relationships: Evidence from online dating behavior. *The Journal of Politics*, 79(1), 269-283.
- Antler, Y., Bird, D., & Fershtman, D. (2022). Learning in the Marriage Market: The Economics of Dating.