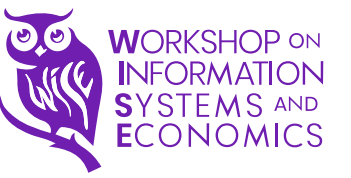


Schedule at a Glance | WISE 2018 | Day One: Monday, December 17, 2018



| TIME TRACK ONE | | | | TIME TRACK TWO | | | |
|---|---|---|------------------------------|---------------------------------------|--|---|---------------------------------------|
| MORNING SESSIONS—MONTEREY ROOM | | | | MORNING SESSIONS—CARMEL ROOM | | | |
| 8:00 AM–10:00 AM | TOPIC: CROWDFUNDING <i>Technical Assistant: Shengjun Mao</i> | AUTHORS | DISCUSSANT | 8:00–10:00 AM | TOPIC: AI AND MACHINES <i>Technical Assistant: Jin Sik Kim</i> | AUTHORS | DISCUSSANT |
| 8:00–8:25 | Do Your Social Contacts Make You a Better Borrower? A Field Experiment | Tian Lu, Xianghua Lu and Chong Alex Wang | Miguel Godinho de Matos | 8:00–8:25 | Does Machine Translation Affect International Trade? Evidence from a Large Digital Platform | Erik Brynjolfsson, Xiang Hui and Meng Liu | Yannis Bakos |
| 8:30–8:55 | Crowd Bias and Machine Learning: Evidence from Crowd Lending | Runshan Fu, Yan Huang and Param Vir Singh | Gordon Burtch | 8:30–8:55 | The Impact of Algorithms on Judicial Discretion: Evidence from Regression Discontinuities | Bo Cowgill | Brad Greenwood |
| 9:00–9:25 | How Rewarding Is the Reward? Demand Estimation of Crowdfunding Platforms | Shahryar Doosti and Yong Tan | Yili Hong | 9:00–9:25 | Is Artificial Intelligence a Disruption or Innovation for Firms?: Contradictory Effects of AI on Call Center Performance | Jin Seon Choe, Seung Hyun Kim, Jong Pil Park and Kun Shin Im | Tianshu Sun |
| 9:30–9:55 | Sympathy to the Seemingly Needy: Does Social Influence Alleviate Biases in Medical Crowdfunding? | Yun Young Hur, Fujie Jin, Yuan Cheng, Xitong Li and Yu Jeffrey Hu | Session Chair: Lynn Wu | 9:30–9:55 | Catch Me If You Can — Detecting Fake Online Reviews Using Deep Learning | Aishwarya Deep Shukla, Weiguang Wang, Gordon Gao and Ritu Agarwal | Session Chair: Panagiotis Adamopoulos |
| 10:00–10:20 AM | BREAK | | | 10:00–10:20 AM | BREAK | | |
| 10:20–12:20 PM | TOPIC: DESIGN <i>Technical Assistant: Shengjun Mao</i> | AUTHORS | DISCUSSANT | 10:20–12:20 PM | TOPIC: LABOR <i>Technical Assistant: Jin Sik Kim</i> | AUTHORS | DISCUSSANT |
| 10:20–10:45 | The Windowing Challenge: Do Shorter Home Video Release Windows Cannibalize Box Office Ticket Sales? | Brett Danaher and Michael Smith | Jui Ramaprasad | 10:20–10:45 | Machine Learning and Occupational Change | Daniel Rock, Erik Brynjolfsson and Tom Mitchell | Prasanna (Sonny) Tambe |
| 10:50–11:15 | Mobile Technology Policy, Attention Allocation, and Student Performance: Evidence from a Video-Tracking Randomized Field Experiment | Zhe Deng, Aaroŕn Cheng, Pedro Ferreira, Paul A. Pavlou | Anindya Ghose | 10:50–11:15 | Gender Differences in Job Preferences | Chen Liang, Yili Hong, Bin Gu and Jing Peng | Adam Saunders |
| 11:20–11:45 | The Attraction Effect in Reward-Based Crowdfunding | Markus Weinmann, Alexander Simons, Matthias Tietz and Lena Franziska Kaiser | Sunil Wattal | 11:20–11:45 | Pipes versus Prisms: Direct Messaging System and Hiring Outcomes in Online Labor Markets | Kevin Hong, Jing Peng, Gordon Burtch and Nina Huang | Vilma Todri |
| 11:50–12:15 | The Impact of Contest Structure on Crowdsourcing Contestant Performance | Yuan Jin, Sulin Ba, Shun-Yang Lee and Jan Stallaert | Session Chair: Ohad Barzilay | 11:50–12:15 | Falling from Digital Grace: Participation in Online Software Contests Following Loss of Status | Swanand Deodhar, Yash Babar and Gordon Burtch | Session Chair: Bo Cowgill |
| 12:30–2:00 PM | LUNCH AND KEYNOTE SPEAKER: “THE ROLE OF ACADEMIC RESEARCH AT UBER,” JONATHAN HALL, CHIEF ECONOMIST, UBER | | | 12:30–2:00 PM | LUNCH AND KEYNOTE SPEAKER: “THE ROLE OF ACADEMIC RESEARCH AT UBER,” JONATHAN HALL, CHIEF ECONOMIST, UBER | | |
| AFTERNOON SESSIONS—MONTEREY ROOM | | | | AFTERNOON SESSIONS—CARMEL ROOM | | | |
| 2:00–4:00 PM | TOPIC: OFFLINE TO ONLINE <i>Technical Assistant: Mingxi Zhu</i> | AUTHORS | DISCUSSANT | 2:00–4:00 PM | TOPIC: PLATFORMS <i>Technical Assistant: Yangfan Liang</i> | AUTHORS | DISCUSSANTS |
| 2:00–2:25 | Does Offline Travel Regulate Online Browsing? | Chenshuo Sun, Anindya Ghose and Xueming Luo | Ravi Bapna | 2:00–2:25 | Do Digital Platforms Reduce Moral Hazard? The Case of Uber and Taxis | Meng Liu, Erik Brynjolfsson and Jason Dowlatabadi | John Horton |
| 2:30–2:55 | How Do Bricks Add to Clicks? Understanding the Impact of Showrooming on Online Purchase Behaviors | Jason Chan, Yaqiong Wang, Kaiquan Xu and Xi Chen | Uttara Ananthakrishnan | 2:30–2:55 | Realizing the Potential of Integrated Logistics: A Structural Modeling Approach | Amandeep Singh, Jiding Zhang and Chen Jin | Yan Huang |
| 3:00–3:25 | Putting Prediction into Practice: The Case of Restaurant Hygiene Inspections | Edward Glaeser, Andrew Hillis, Hyunjin Kim and Michael Luca | Tuan Phan | 3:00–3:25 | Estimating Network Effects in Mobile Platforms | Amandeep Singh, Kartik Hosanagar and Aviv Nevo | Yong Tan |
| 3:30–3:55 | Completing the Online-Offline Circle at the Last Mile: A Large Randomized Field Experiment | Brian Rongqing Han, Tianshu Sun, Leon Yang Chu and Lixia Wu | Session Chair: Sulin Ba | 3:30–3:55 | Software-Based Innovation and Value Creation in the IT Hardware Industry | Keongtae Kim, Jeongsik Jay Lee and Anand Gopal | Session Chair: Sunil Mithas |
| 4:00–4:20 PM | BREAK | | | 4:00–4:20 PM | BREAK | | |
| 4:20–6:20 PM | TOPIC: SOCIAL MEDIA <i>Technical Assistant: Mingxi Zhu</i> | AUTHORS | DISCUSSANT | 4:20–6:20 PM | TOPIC: METHODS AND APPLICATIONS <i>Technical Assistant: Yangfan Liang</i> | AUTHORS | DISCUSSANTS |
| 4:20–4:45 | Effects of Disclosing Sponsorship on User Engagement in Social Media | Zike Cao and Rodrigo Belo | Marios Kokkodis | 4:20–4:45 | How Much Can Firms Trust Their Experiments? An Empirical Meta-Analysis of P-Hacking in A/B Testing | Alex P. Miller and Kartik Hosanagar | Pedro Ferreira |
| 4:50–5:15 | Social Media Sharing and Online News Consumption | Michael Zhao and Sinan Aral | Gal Oestricher-Singer | 4:50–5:15 | Prescriptive Analytics using Heterogeneous Treatment Effects | Edward McFowland III, Sandeep Gangarapu, Ravi Bapna and Tianshu Sun | Antino Kim |
| 5:20–5:45 | Open Voice or Private Message? The Hidden Tug-of-War on Social Media Customer Service | Shu He, Shun-Yang Lee and Huaxia Rui | Veronica Marotta | 5:20–5:45 | Effectiveness of Paid Search Advertising: Experimental Evidence | Weijia Dai, Hyunjin Kim and Michael Luca | Rodrigo Belo |
| 5:50–6:15 | Social Influence in Purchasing Daily Deals: The Moderating Role of Product Characteristics | Zike Cao, Ting Li and Paul A. Pavlou | Session Chair: Eric Overby | 5:50–6:15 | Using Ego-Clusters to Measure Network Effects at LinkedIn | Guillaume Saint-Jacques, Maneesh Varshney, Jeremy Simpson and Ya Xu | Session Chair: Dylan Walker |

Schedule at a Glance | WISE 2018 | Day Two: Tuesday, December 18, 2018



| TIME | TRACK ONE | | |
|---|--|--|-----------------------------------|
| MORNING SESSIONS—MONTEREY ROOM | | | |
| 8:00 AM–10:00 AM | TOPIC: PLATFORM PRICING <i>Technical Assistant: Yangfan Liang</i> | AUTHORS | DISCUSSANT |
| 8:00–8:25 | Platforms, Pricing and Piracy | Ramnath Chellappa and Rajiv Mukherjee | Huseyin Cavusoglu |
| 8:30–8:55 | Platform Valuation and Network Effects | Zhou Zhou and Marshall Van Alstyne | Feng Zhu |
| 9:00–9:25 | Platform Competition with Multihoming on Both Sides: Subsidize or Not? | Hanna Halaburda and Yannis Bakos | Chad Ho |
| 9:30–9:55 | Online Intermediaries, Prices, and Survival: A Study of OpenTable and New York City Restaurants | Cristobal Cheyre and Alessandro Acquisti | Session Chair: Vibhanshu Abhishek |
| 10:00–10:20 AM | BREAK | | |
| 10:20–12:20 PM | TOPIC: PRICING <i>Technical Assistant: Yangfan Liang</i> | AUTHORS | DISCUSSANT |
| 10:20–10:45 | Pricing Efficiently in Designed Markets: Evidence from Ride Sharing | Jonathan Hall, John Horton and Dan Knoepfle | Haim Mendelson |
| 10:50–11:15 | The Effects of Mandatory Online Disclosure of Supermarket Prices | Itai Ater and Oren Rigbi | Rajiv Mukherjee |
| 11:20–11:45 | Revenue Management in Cloud Computing Market | Yingda Zhai, Maxwell Stinchcombe and Andrew Whinston | Anand Krishnan |
| 11:50–12:20 | The Impact of Source-Based Bundling Strategy on Content Consumption Behavior: Evidence from a Quasi-Experiment | Dan Ding and Tuan Phan | Session Chair: Paul Pavlou |
| 12:30–2:00 PM | LUNCH AND BUSINESS MEETING | | |
| AFTERNOON SESSIONS—MONTEREY ROOM | | | |
| 2:00–4:00 PM | TOPIC: USER GENERATED CONTENT <i>Technical Assistant: Wenjia Ba</i> | AUTHORS | DISCUSSANT |
| 2:00–2:25 | Ideological Segregation Among Online Collaborators: Evidence from Wikipedians | Shane Greenstein, Grace Gu and Feng Zhu | Huaxia Rui |
| 2:30–2:55 | Interacting User-Generated Content Technologies: How Questions & Answers Affect Consumer Reviews | Shrabastee Banerjee, Chrysanthos Dellarocas and Georgios Zervas | Rohit Aggarwal |
| 3:00–3:25 | Superstar Developers as Drivers of Open Source Software Innovation | Sirui Wang and Prasanna Tambe | Ashish Agarwal |
| 3:30–3:55 | Identifying and Predicting Temporal Patterns in the Quality Evolution of Wikipedia Articles | Haifeng Zhang, Yuqin Ren and Robert Kraut | Session Chair: Ed McFowland |
| 4:00–4:20 PM | BREAK | | |
| 4:20–6:20 PM | SHORT PAPERS <i>Technical Assistant: Wenjia Ba</i> | AUTHORS | |
| 4:20–4:35 | Leadership and Contribution Behavior in Online Communities: Evidence from a Regression Discontinuity Design | Divinus Oppong-Tawiah, Geneviève Basselier and Jui Ramaprasad | |
| 4:35–4:50 | User Contribution and Its Social-Welfare Value in a Mobile Navigation App for Real-Time Traffic Information Around Urban Areas | Tae Hun Kim, Chenhui Guo, Anjana Susarla and Vallabh Sambamurthy | |
| 4:50–5:05 | Effect of Sponsored Listings on Online Marketplaces: The Role of Information Asymmetry | Siddhartha Sharma, Vibhanshu Abhishek and Kinshuk Jerath | |
| 5:05–5:20 | Will Product Scarcity Messages Persuade Consumers? Evidence from a Field Experiment | Yuting Gao, Zhenhui Jiang and Tuan Quang Phan | |
| 5:20–5:30 | BREAK | | |
| 5:30–5:45 | Don't Leave Home(page): On- and Off- Platform Distribution Channels in the Social Era | Chen Salomon and Ohad Barzilay | |
| 5:45–6:00 | Selling on Social Media: Impact of Fan Page Stores on Offline Sales | Shuting Wang, Jaehwuen Jung and Sunil Wattal | |
| 6:00–6:15 | More Engagement or Just Skipping to the Good Part: The Impact of Live Ratings on Online Video Consumption | Session Chairs: Kyungmin Choi and Daegon Cho | |

| TIME | TRACK TWO | | |
|---------------------------------------|---|---|---------------------------------|
| MORNING SESSIONS—CARMEL ROOM | | | |
| 8:00–10:00 AM | TOPIC: REVIEWS <i>Technical Assistant: Jin Si Kim</i> | AUTHORS | DISCUSSANT |
| 8:00–8:25 | I Hear You — Do Online Reviews Lead to Quality Improvements? | Uttara Ananthakrishnan, Davide Proserpio and Siddhartha Sharma | Brett Danaher |
| 8:30–8:55 | Deciphering the Recursive Relationships Between Quality and Crowd Size in Online Open Collaboration | Haifeng Zhang, Yuqin Ren and Robert Kraut | Anjana Susarla |
| 9:00–9:25 | Be Gentle to the Newbies: Heterogeneous Impact of Negative Feedback in Online Communities with a Field Experiment | Wei Chen, Laura Brandimarte, Yinchu Zhu and Dong Jing | Sagit Bar-Gill |
| 9:30–9:55 | Double-Sided Adverse Selection and Bilateral Reviews in Sharing Economy | Murat M. Tunc, Huseyin Cavusoglu and Srinivasan Raghunathan | Session Chair: Chris Dellarocas |
| 10:00–10:20 AM | BREAK | | |
| 10:20–12:20 PM | TOPIC: GAMIFICATION <i>Technical Assistant: Jin Sik Kim</i> | AUTHORS | DISCUSSANT |
| 10:20–10:45 | Fun Shopping — A Randomized Field Experiment on Gamification | Yi-Jen Ian Ho, Siyuan Liu and Lei Michelle Wang | Beibei Li |
| 10:50–11:15 | Effect of Gamification on Healthful Activity: The Case of Fitbit Leaderboards | Zia Hydari, Idris Adjerid and Aaron Striegel | Abraham Seidmann |
| 11:20–11:45 | The Impact of an Augmented-Reality Game on Local Businesses: A Study of Pokémon Go on Restaurants | Vandith Pamuru, Warut Khern-Am-Nuai and Karthik Kannan | Sofia Bapna |
| 11:50–12:20 | Effect of Technology Non-Neutrality and Information Transparency on Sequential Pricing in Decarbonizing Power Markets | Derck Koolen, Derek Bunn, Wolf Ketter and Alok Gupta | Session Chair: Duy Dao |
| 12:30–2:00 PM | LUNCH AND BUSINESS MEETING | | |
| AFTERNOON SESSIONS—CARMEL ROOM | | | |
| 2:00–4:00 PM | TOPIC: HEALTH <i>Technical Assistant: Shengjun Mao</i> | AUTHORS | DISCUSSANTS |
| 2:00–2:25 | A Bitter Pill to Swallow? The Consequences of Patient Evaluation in Online Health Q&A Platforms | Chen Chen and Dylan Walker | Indranil Bardhan |
| 2:30–2:55 | The Impact of Telehealth on Healthcare Resource Utilization | Sezgin Ayabakan, Indranil Bardhan and Eric Zheng | Ting Li |
| 3:00–3:25 | Digital Multisided Platforms and Women's Health: An Empirical Analysis of Peer-to-Peer Lending and Abortion Rates | Gorkem Turgut Ozer, Anand Gopal and Brad Greenwood | Nishtha Langer |
| 3:30–3:55 | Empirical Investigation of Clinical and Process Implications of Using Telemedicine for Migraine Management | Balaraman Rajan, Avi Seidmann and Deborah Friedman | Session Chair: Zia Hydari |
| 4:00–4:20 PM | BREAK | | |
| 4:20–6:30 PM | SHORT PAPERS <i>Technical Assistant: Shengjun Mao</i> | AUTHORS | |
| 4:20–4:35 | Robots, Employment, and Firm Productivity: Evidence from Canadian Microdata | Jay Dixon, Bryan Hong and Lynn Wu | |
| 4:35–4:50 | The End of Job Polarization? Information Technology, Industrial Robot, and Employment in US Manufacturing | Seongho Eun, Jiyong Park and Byungtae Lee | |
| 4:50–5:05 | Bitcoin Mining Cartels: Will Bitcoin Ever Scale? | Nikhil Malik, Manmohan Aseri and Param Vir Singh | |
| 5:05–5:20 | Consumption of Information in News and Stock Returns | Cenyang Yang, Deepayan Chakrabarti, Ashish Agarwal and Prabhudev Konana | |
| 5:20–5:30 | BREAK | | |
| 5:30–5:45 | What Is Your Phone Number? Effects of Randomized Monetary Incentives for App Download Promotion | Chihong Jeon, Jaeung Sim and Daegon Cho | |
| 5:45–6:00 | When Small Businesses Become Data Driven: A Field Experiment | Sagit Bar-Gill, Erik Brynjolfsson and Nir Hak | |
| 6:00–6:15 | Reputation Inflation | Apostolos Filippas, John Horton and Joseph Golden | |
| 6:15–6:30 | Shared Prosperity (or Lack Thereof) in the Sharing Economy | Session Chairs: Mohammed Alykoob and Mohammad Rahman | |