Workshop on “Communication and Beliefs Manipulation”

June 7– 8, 2012

Paris School of Economics
48 bd Jourdan -75014

Thursday, June 7

09:45 - 10:30: Eduardo Perez et Delphine Prady (Ecole Polytechnique):
“Complicating to Persuade?”

10:30 - 11:15: Jeanne Hagenbach (Ecole polytechnique), Frederic Koessler (Paris School of Economics – CNRS) et Eduardo Perez (Ecole polytechnique):
“Certifiable Preplay Communication”

Café Break

11:45 - 12:30: Jérôme Mathis (Université de Paris 8 and Toulouse School of Economics):
“Promoting information sharing and efficient decision-making in committees”

Lunch

14:00 - 14:45: Arthur Campbell , Dina Mayzlin, Jiwoong Shin (Yale School of Management):
“A Model of Buzz and Advertising”

The workshop is a scientific meeting of the project NET (ANR-2010 - National Agency for Research – Agence Nationale de la Recherche).
14:45 - 15:30: Régis Renault (THEMA, Université de Cergy-Pontoise):

"Platform contents"

16:00 - 16:45: Alexandre de Cornière et Romain de Nijs (Paris School of Economics) :

“Online advertising and privacy”

16:45 - 17:30: Miklos Sarvary et Kaifu Zhang (INSEAD) :

“Social Media Competition: Differentiation with User-Generated Content”

Friday, June 8

09:30 - 10:15: Antoni Calvó-Armengol (Univ. Autònoma de Barcelona), Joan de Martí (Univ. Pompeu Fabra) et Andrea Prat (London School of Economics) :

“Communication and Influence”

10:15 - 11:00: Gabrielle Demange (Paris School of Economics – EHESS) et Karine Van der Straeten (Toulouse School of Economics – CNRS) :

“A communication game on electoral platforms"

Café Break

11:30 - 12:15: Simon Anderson (University of Virginia) et Andre de Palma (ENS Cachan) :

“Shouting to be heard in advertising”

Organizers: Gabrielle Demange and Frederic Koessler

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