

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”



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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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