

DIGITAL ECONOMICS

Course title – Intitulé du cours	Digital Economics
Level / Semester – Niveau /semestre	M2 / S2
School – Composante	Ecole d'Economie de Toulouse
Teacher – Enseignant responsable	BRUNO JULLIEN – LEONARDO MADIO
Lecture Hours – Volume Horaire CM	30
TA Hours – Volume horaire TD	
TP Hours – Volume horaire TP	
Course Language – Langue du cours	Anglais
TA and/or TP Language – Langue des TD et/ou TP	Anglais

Teaching staff contacts – Coordonnées de l'équipe pédagogique :

E-mail: bruno.jullien@tse-fr.eu – leonardo.madio@unipd.it

Office number:

Office hours: TBD/Online. Please e-mail us ahead of coming to set up a 15-minute appointment.

Course's Objectives – Objectifs du cours :

This course will present empirical evidence of how digitization affected markets and economic activity: what is changing, what remains unchanged, and what are the main unresolved challenges for business actors, consumers and policymakers. At the end of the lectures, students should understand the economic models underpinning competition, market power and regulation in digital markets.

Students will also be aware of the main streams and important papers in the large literature examining online markets and digital technology. Students will be exposed to theoretical models as well as reduced form (i.e., difference-in-differences) and structural (i.e., discrete choice logit) empirical methods of data analysis.

At the end of the lectures, students should be able to apply both sets of tools to real-world data.

Prerequisites – Pré requis :

M1-level micro, IO and econometrics courses.

Practical information about the sessions – Modalités pratiques de gestion du cours :

Students are expected to read assigned papers and actively participate in classroom discussions. Their involvement will be part of the final evaluation.

Grading system – Modalités d'évaluation :

Information on the examination will be provided in due course and at the latest during the first lesson

Topics

1. Multisided platforms
2. Hybrid platforms
3. Mergers in tech markets
4. Recommender systems and price discrimination
5. Behavioral (digital) economics
6. Search
7. Ratings and reviews
8. Media economics
9. Privacy and advertising
10. Artificial Intelligence

Bibliography

Belleflamme, P., & Peitz, M. (2021). *The Economics of Platforms : Concepts and strategies*. Cambridge University Press.

Jullien, B., & Sand-Zantman, W. (2021). The economics of platforms: A theory guide for competition policy. *Information Economics and Policy*, 54, 100880.

Jullien, B., Pavan, A., & Rysman, M. (2021). Two-sided Markets, Pricing, and Network Effects. *Handbook of Industrial Organization*, Elsevier, Volume 4, Issue 1, 2021, Pages 485-592.

Session planning – Planification des séances :

There are ten 3-hour lectures in the course. Each lecture will be divided into two 90 minute parts.

In each part, we will cover one required reading (***) paper from the reference list.

We may also touch on other papers, policy discussions and news articles as background.

Distance learning – Enseignement à distance :

In case the lectures will move online, they will be held live as an interactive virtual classroom. Students are expected to attend these lectures and actively participate in the discussion.