

Social Science Research Council.

Dear Members of the Search Committee,

I am writing to apply for the position of Postdoctoral Fellow on Digital Platforms as advertised on AEA's Joe board. I am a microeconomist specializing in political economy and industrial organization with particular focus on political communication, and firm pricing. I will complete my Ph.D. in Economics from the University of Illinois, Urbana-Champaign in May 2022.

My research examines issues in political economy and industrial organization. In my job market paper, I theoretically and empirically analyze how politicians strategically vary ad content and placement to mobilize their base and demobilize the opposing one. In other work, I examine whether candidates of the same party, who advertise in the same electoral district, have an incentive to free-ride off of each others advertising efforts. In industrial organization, I theoretically investigate topics such as price-matching guarantees, co-location, and secondary markets. Currently, in a joint work, my co-author and I empirically measure the switching costs that emerge from airline entry in new US domestic airports. To achieve this, we use both reduced form and structural methods.

My work on political ads naturally lends itself to digital economy and platforms. A distinctive characteristic of the digital economy is the targeting of tailored content to consumers. This is a fundamental aspect of my job market paper, which characterizes the incentives of political candidates to target specific messages to specific voter demographics. Although the paper considers television ads, my analysis and insights carry to other forms of communication such as social media. In addition, my published and ongoing research in industrial organization addresses issues such as price comparisons/matching and switching costs, which are also very characteristic of the digital economy.

Included in my application are copies of my CV and my job market paper titled "Messaging the Bases: Tailoring Political Ads to Audiences", Letters in support of my application from Professors Dan Bernhardt (Chair), George Deltas, and Stefan Krassa will be sent under a separate cover.

I can be reached via email at ecnstnt2@illinois.edu or by phone at +1-217-721-5834.

Please do not hesitate to contact me if there is any additional information that I can provide.

Thank you very much for your time and consideration.

Sincerely,
Evangelos Constantinou

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