

# Benjamin R. Shiller

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**Citizenship:** USA

## Employment

Assistant Professor of Economics, Brandeis University 2012-Present

Visiting Scholar, Harvard Business School Fall 2016

Visiting Fellow, Economics of Digitization and Copyright Program, National Bureau of Economic Research 2011-2012

Mathematica Policy Research 2004-2005

## Education

Ph.D., The Wharton School, University of Pennsylvania 2011

B.A., Brandeis University 2004

## Working Papers

**Are Coarse Ratings Fine? Application to Crashworthiness Ratings' Format** with Siqi Liu and Bhoomija Ranjan

*Abstract: We investigate the impact of intentionally coarsening ratings in the context of automobile safety ratings. First, we construct a novel univariate continuous crashworthiness rating from crash test measurements and observed fatality rates. We then estimate a random coefficient model of vehicle demand under status quo coarse ratings and simulate outcomes under counterfactual continuous ratings. We find that consumers alter vehicle choices, thereby reducing fatalities by 7.4% — implying 1850 fewer US fatalities annually. Finally, we explore whether incentives to produce crashworthy vehicles are reduced enough to offset benefits of finer information. We conclude that a continuous rating format would reduce fatalities.*

## Publications

**Approximating Purchase Propensities and Reservation Prices from Broad Consumer Tracking**, *International Economic Review*, 2020

Previously circulated under the title: "First Degree Price Discrimination Using Big Data"

*Policy Impact:* Cited in a [White House Policy Report](#)

*Press Coverage:* [The American Prospect](#), [The Atlantic](#), [The Conversation](#), Forbes (one and two), [The Guardian](#), [The New Economy](#), [The Washington Post](#)

**The Impacts of Telematics on Competition and Consumer Behavior in Insurance** with Imke Reimers, *The Journal of Law and Economics*, 2019

**The Effect of Ad Blocking on Website Traffic and Quality** with Joel Waldfogel and Johnny Ryan, *The RAND Journal of Economics*, 2018

Previously circulated under the title: “Will Ad Blocking Break the Internet?”

Press Coverage: [VOX EU](#), [Business Insider](#)

**Digital Distribution and the Prohibition of Resale Markets for Information Goods**, *Quantitative Marketing and Economics*, 2013

**The Challenge of Revenue Sharing with Bundled Pricing: An Application to Digital Music** with Joel Waldfogel, *Economic Inquiry*, 2013

**Music for a Song: An Empirical Look at Uniform Song Pricing and its Alternatives**, with Joel Waldfogel, *The Journal of Industrial Economics*, 2011

Press Coverage: [The Economist — Economic Focus](#), [VOX EU](#)

#### Other Writing

**The Internet and the Economy — An Overview, Handout**, *NBER Economics of Digitization Preconference*, 2011

#### Presentations (incl. scheduled)

- |      |   |
|------|---|
| 2021 | ( <i>Seminars</i> ) University of Maryland<br>( <i>Conferences</i> ) Boston Area IO Conference  |
| 2020 | ( <i>Seminars</i> ) NBER Productivity Seminar<br>( <i>Conferences</i> ) International Industrial Organization Conference (Canceled due to COVID-19)<br>( <i>Discussant</i> ) FTC Microeconomics Conference  |
| 2018 | ( <i>Conferences</i> ) 10th Paris Conference on Digital Economics, Casualty Actuarial Society’s Ratemaking Product and Modeling, CRESSE Conference<br>( <i>Discussant</i> ) CRESSE Conference, Economics of Digitization (NBER/Stanford), Harvard’s DigIDS Discussion & Symposium (DIDS), International Industrial Organization Conference, NBER Summer Institute (Economics of Digitization)   |
| 2017 | ( <i>Seminars</i> ) eBay Research<br>( <i>Conferences</i> ) Economics of Digitization (NBER/Stanford), International Industrial Organization Conference, NBER Productivity Seminar, ZEW Conference on the Economics of Information and Communication Technologies<br>( <i>Discussant</i> ) International Industrial Organization Conference, NBER Summer Institute (Economics of Digitization), ZEW Conference on the Economics of Information and Communication Technologies |
| 2016 | ( <i>Seminars</i> ) Harvard Business School (Digital Seminar), Massachusetts Institute of Technology (IO)   |

	( <i>Conferences</i> ) International Industrial Organization Conference (FTC Invited Session)	
	( <i>Discussant</i> ) International Industrial Organization Conference	
2015	( <i>Seminars</i> ) Boston University (Microeconomics Seminar)	
2014	( <i>Seminars</i> ) Boston College (Economics), Columbia University (IO Organizations and Strategy), Federal Trade Commission, Harvard Business School (Digital Initiative), Harvard (Technology in Government/Topics in Privacy), Northeastern University (Economics) ( <i>Conferences</i> ) ) International Industrial Organization Conference, NBER Summer Institute (Digitization), North American Productivity Workshop VIII, North American Summer Meetings of Econometric Society ( <i>Discussant</i> ) Economics of Digitization (NBER/Stanford), Searle Roundtable on the Law and Economics of Digital Markets, International Industrial Organization Conference	
2013	( <i>Seminars</i> ) MIT Sloan School of Management, NBER/Boston University (Productivity Seminar) ( <i>Conferences</i> ) International Industrial Organization Conference, Workshop on Information Systems and Economics ( <i>Discussant</i> ) International Industrial Organization Conference, Workshop on Information Systems and Economics	
2012	( <i>Seminars</i> ) Boston College, Microsoft Research New England, NBER Productivity Seminar ( <i>Discussant</i> ) NBER Summer Institute (Economics of Digitization)	
2011	( <i>Seminars</i> ) Brandeis University, Carnegie Mellon (Heinz College), Georgia Institute of Technology, University of California – Los Angeles ( <i>Conferences</i> ) NBER Summer Institute (Economics of Digitization)	
Panels/Advisory	Academic Expert for Consumer Data Privacy Bill of Rights Policy Discussion, at the Eisenhower Executive Office Building, The White House (Feb 9, 2015)  HUMAN Project Measurement and Technology Advisory Committee Council Member (2014 - 2017)  National Association of Recording Merchandisers: The Continuing Digital Evolution of the First Sale Doctrine (2012)	
Honors/Awards	Referee Award - International Journal of Industrial Organization Russel Ackoff Doctoral Fellowship Amy Morse Prize	2016 2009 2007

Teaching	<p>Empirical Industrial Organization (Ph.D.)</p> <p>Applied Methods II (Ph.D.)</p> <p>Intermediate Microeconomics (undergraduate)</p> <p>Industrial Organization (undergraduate)</p> <p>Doctoral Seminar Series (Ph.D.)</p>
Guest Lectures	<p>MIT – Sloan (Ph.D.)</p> <p>Boston College – Economics (Ph.D.)</p> <p>Carnegie Mellon – Marketing Club (MBA)</p>
Professional Service	<p>(<i>Referee</i>) American Economic Journal: Economic Policy, American Economic Review, Economic Letters, European Economic Review, Information Economics and Policy, Information Systems Research, International Journal of Industrial Organization, International Journal of Research in Marketing, Journal of Business &amp; Economic Statistics, Journal of Economics and Management Strategy, Journal of Industrial Economics, Journal of Marketing Research, Journal of Political Economy, Journal of Risk and Insurance, Management Information Systems, Management Science, Marketing Science, RAND Journal of Economics, Review of Industrial Organization</p> <p>(<i>Co-organizer</i>), Economics Department Seminar, Brandeis University 2013-2014, and 2015-2016</p> <p>(<i>Member</i>), Faculty Search Committee: Economics/Computer Science joint position (2019-2020), Faculty Search Committee: Marketing (2018)</p>
Skills	<p>(<i>Programming</i>) MATLAB, Python, STATA, C, LaTeX</p>
Personal	<p>Married to Laurie Gray; three children (2014, 2016, 2019)</p>
Other interests	<p>Soccer</p>