**JOHN J. HORTON**

[www.john-joseph-horton.com](http://www.john-joseph-horton.com)

john.joseph.horton@gmail.com

**HARVARD UNIVERSITY**

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| Placement Director: Pol Antras | | | | pantras@fas.harvard.edu | | 617-495-1236 |
| Placement Director: Marc Melitz | | | | mmelitz@harvard.edu | | 617-495-8297 |
| Graduate Administrator: Brenda Piquet | | | | bpiquet@fas.harvard.edu | | 617-495-8927 |
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| **Office Contact Information** | | | | **Home Contact Information** | | |
| oDesk Corporation | | | | 443 Birch Street | | |
| 901 Marshall Street, Suite 200 | | | | Redwood City, CA 94062 | | |
| Redwood City, CA 94063 | | | | 617-595-2437 | | |
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| **Undergraduate Studies:** | | | | | | |
|  | B.S., Mathematics, Computer Science (minor), United States Military Academy at West Point, 2001 | | | | | |
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| **Graduate Studies:** | | | | | | |
|  | Ph.D., Public Policy, Harvard University, 2011  Thesis Title: “*Online Labor Markets*” | | | | | |
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|  | References: | | | | | |
|  | Professor Richard Zeckhauser | | | | Professor Lawrence F. Katz | |
|  | Harvard Kennedy School | | | | Harvard University Department of Economics | |
|  | 617-495-1174  richard\_zeckhauser@harvard.edu | | | | 617-495-5148  lkatz@harvard.edu | |
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|  | Professor Jeffrey B. Liebman | | | |  | |
|  | Harvard Kennedy School | | | |  | |
|  | 617-495-8518  jeffrey\_liebman@harvard.edu | | | |  | |
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| **Teaching and Research Fields:** | | | | | | |
|  | Research fields: Labor Economics, Organizational Economics, Personnel Economics | | | | | |
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|  | Teaching fields: Econometrics, Public Economics, Decision Analysis | | | | | |
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| **Teaching Experience:** | | | | | | |
|  | Spring 2010 | EC970: Online Work, Harvard College, Tutorial Leader | | | | |
|  | Fall 2007 –  2010 | API-302: Analytic Frameworks for Public Policy, Harvard Kennedy School,  Teaching Fellow for Professor Richard Zeckhauser | | | | |
|  | Spring 2008 | API-102: Economic Analysis of Public Policy, Harvard Kennedy School, Teaching  Fellow for Professor Jeffrey Liebman | | | | |
|  | Fall 2008 | Math Camp for Incoming Ph.D./D.B.A. Candidates, Harvard Kennedy School,  Instructor | | | | |
|  | Summer 2008 | MA206: Probability and Statistics, United States Military Academy at West Point,  Instructor | | | | |
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| **Research Experience and Other Employment:** | | | | | | |
|  | 2011 – Present | oDesk Corporation, Staff Economist | | | | |
|  | 2012 – Present | Harvard Kennedy School, Research Associate | | | | |
|  | Summer 2010 | London School of Economics, Centre for Economic Performance, Research Intern | | | | |
|  | 2007 – 2011 | Harvard College, Pforzheimer House, Resident Tutor in Economics | | | | |
|  | 2001 – 2006 | United States Army, Tank Platoon Leader and Executive Officer | | | | |
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| **Professional Activities:** | | | | | | |
| ***Academic Affiliations*** | | | | | | |
|  | 2012 – Present | Harvard Law School, Berkman Center for Internet and Society, Affiliate | | | | |
|  | 2012 – Present | Harvard Kennedy School, Research Associate | | | | |
|  | 2009 – 2011 | Institute for Quantitative Social Science | | | | |
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| ***Professional Service*** | | | | | | |
|  | Reviewer for ACM-Electronic Commerce | | | | | |
|  | Reviewer for ACM-Computer Human Interaction | | | | | |
|  | Reviewer for The Quarterly Journal of Economics | | | | | |
|  | Reviewer for Clinical Psychological Science | | | | | |
|  | Program Committee for ACM-Electronic Commerce | | | | | |
|  | Program Committee for NIPS Workshop on Computation Social Science | | | | | |
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| ***Select Academic Presentations & Panels*** | | | | | | |
|  | 12/2012 | MIT Roundtable Discussion on Work and Value in the Digital Economy | | | | |
|  | 11/2012 | Johns Hopkins University SAIS, Technology and Labor Markets Conference | | | | |
|  | 11/2011 | Harvard Business School, Networked Business Seminar: “The Applied Economics  of an Online Labor Market: The Case of oDesk” | | | | |
|  | 4/2011 | University of Chicago, Experimental Economics Lunch Seminar | | | | |
|  | 12/2010 | Neural Information Processing Systems 24th Annual Conference, Vancouver, B.C.,  Invited Speaker on “Social Science and the Wisdom of Crowds” | | | | |
|  | 12/2010 | The 6th Workshop on Internet and Network Economics, Stanford University | | | | |
|  | 11/2010 | Harvard Medical School, Christakis Lab Group Seminar Series | | | | |
|  | 10/2010 | CrowdConf 2010, San Francisco, CA | | | | |
|  | 10/2010 | Wharton School of Business, Advances with Field Experiments | | | | |
|  | 10/2010 | University of Massachusetts at Amherst, Crowdsourcing Applications Seminar | | | | |
|  | 6/2010 | University College London, European Association of Labour Economists / Society  of Labor Economists 3rd International Conference | | | | |
|  | 6/2010 | ACM-Conference on Electronic Commerce, Cambridge, MA | | | | |
|  | 3/2010 | Harvard School of Engineering and Applied Science, EconCS Seminar | | | | |
|  | 11/2009 | SJDM Annual Conference, Boston, MA | | | | |
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| ***Select Industry Presentations & Panels*** | | | | | | |
|  | 6/2012 | BPO/ITO World Forum, Invited Panelist “The Social and Economic Impact of  Global Sourcing: Getting the Complete Picture,” New York, NY | | | | |
|  | 3/2012 | Founders and Funders Event, “Winning the Talent War,” Redwood City, CA | | | | |
|  | 12/2011 | Intuit, Big Data and Analytics Workshop, Mountain View, CA | | | | |
|  | 11/2011 | Harvard Business School, Cyberposium 17, Panel: “The Cloud and SMB” | | | | |
|  | 8/2011 | Academy of Management Symposium, “The Global Ecology of Crowdsourcing,”  San Antonio, TX | | | | |
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| ***Media Appearances*** | | | | | | |
|  | 4/2012 | On Point with Tom Ashbrook: “The Rise of Micro-Labor,” NPR 90.9 WBUR  Boston | | | | |
| **Honors, Scholarships, and Fellowships:** | | | | | | |
|  | 2010 | | University of Chicago, Becker Center on Price Theory, Summer Camp | | | |
|  | 2008 – 2010 | | NSF-IGERT Multidisciplinary Fellowship in Inequality and Social Policy | | | |
|  | 2009 | | Institute for Human Studies Graduate Fellowship | | | |
|  | 2008 | | National Science Foundation Graduate Research Fellowship, Honorable Mention | | | |
|  | 2000 | | Outstanding Winner, Mathematical Contest in Modeling and SIAM Prize Winner  (with J. Gibbs and K. Arnett) | | | |
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| **Grants:** | | | | | | |
|  | 2010 | | Harvard University, Lab for Economic Applications and Policy, Research Grant | | | |
|  | 2010 | | Harvard University, Institute for Quantitative Social Science, Travel Grant | | | |
|  | 2010 | | Amazon Research Grant, Web Services | | | |
|  | 2009 | | Harvard Law School, Berkman Center for Internet and Society, Research Grant | | | |
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| **Publications:** | | | | | | |
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| ***Economics Journals*** | | | | | | |
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| “The Online Laboratory: Conducting Experiments in a Real Labor Market” (with D. Rand and R. Zeckhauser), *Experimental Economics*, 14:3 (2011), 399-425. | | | | | | |
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| “The Condition of the Turking Class: Are Online Employers Fair and Honest?” *Economics Letters*, 111:1 (April 2011), 10-12. | | | | | | |
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| ***Computer Science Journals / Proceedings*** | | | | | | |
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| “Labor Allocation in Paid Crowdsourcing: Experimental Evidence on Positioning, Nudges and Prices” (with D. Chandler), *Proceedings of the 25th Conference on Artificial Intelligence (AAAI), Human Computation Workshop (HCOMP)*, August 2011. | | | | | | |
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| “Designing Incentives for Inexpert Human Raters” (with A. Shaw and D. Chen), *Proceedings of the ACM Conference of Computer Supported Cooperative Work (ACM-CSCW),* Best Paper Nominee, March 2011. | | | | | | |
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| “Online Labor Markets,” *Proceedings of the 6th Workshop on Internet and Network Economics (WINE)*, December 2010. | | | | | | |
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| “Algorithmic Wage Negotiations: Applications to Paid Crowdsourcing” (with R. Zeckhauser), *Proceedings of CrowdConf*, 2010. | | | | | | |
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| “Task Search in a Human Computation Market” (with L. Chilton, R. Miller and S. Azenkot), *Proceedings of the ACM Conference on Knowledge Discovery and Data Mining/Human Computation (ACM-KDD/HCOMP)*, 2010. | | | | | | |
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| “The Labor Economics of Paid Crowdsourcing” (with L. Chilton), *Proceedings of the 11th ACM Conference on Electronic Commerce (ACM-EC)*, 2010. | | | | | | |
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| **Job Market Paper:** | | | | | | |
| “Computer-Mediated Matchmaking: Facilitating Employer Search and Screening” | | | | | | |
| Participants in matching markets often face high search and screening costs. An informed third party may reduce these costs by recommending matches–an increasingly easy task as more markets become computer-mediated. This approach to reducing friction raises questions: When are recommendations effective? To what extent, if any, do recommendations crowd out non-recommended, “organic” matches? We answer these questions using an experiment conducted in an online labor market in which a treatment group of employers received algorithmically generated job candidate recommendations. Recommendations improved fill rates by nearly 17% among technical (e.g., computer programming) vacancies but had no effect on non-technical vacancies. This heterogeneity was likely caused by higher screening costs (which we estimate with a structural model of employer screening) and a tighter market for technical vacancies. Where fill rates did increase, however, it was only partly because employers acted upon recommendations: the treatment also increased the hiring of non-recruited, organic applicants. This complementarity was caused by treated employers screening more intensely and extensively, and their additional attention spilling over onto organic applicants. An instrumental variables analysis of the larger marketplace confirms both the positive effect of recruited applicants on fill rates and the absence of crowd-out. Together, these results imply that, despite their smaller size, search costs do impede matching in computer-mediated markets, but they can be reduced through informational interventions. Furthermore, despite explicit promotions of certain workers over others, in some cases recommendations can improve marketplace efficiency without making anyone worse off. | | | | | | |
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| **Research Papers in Progress:** | | | | | | |
| “Overcoming Congestion in a Matching Market by Making Applications Costly” (with R. Johari and D. Chandler). | | | | | | |
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| “Virtual Migration: the Effect of Outsourcing through Online Platforms on Workers in Developing Countries” (with D. Pomeranz). | | | | | | |
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| “Digitization of Information and the Market for Contract Labor” (with A. Agrawal, N. Lacetera and E. Lyons), to appear in the NBER Economics of Digitization volume. | | | | | | |
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| “Helping Workers Make Human Capital Decisions via Algorithmic Recommendations” (with P. Coles). | | | | | | |
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| **Working Papers:** | | | | | | |
| “Employer Expectations, Peer Effects and Productivity: Evidence from a Series of Field Experiments,” 2010. Status: draft available. | | | | | | |
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| “The Wages of Pay Cuts: Evidence from a Field Experiment” (with D. Chen), 2012. Status: draft available. | | | | | | |
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| “Procurement, Incentives and Bargaining Friction: Evidence from Government Contracts,” 2009. Status: revise and resubmit at *The Journal of Law and Economics*. | | | | | | |
| **Non-Refereed Publications:** | | | | | | |
| “The Need for Standardization in Crowdsourcing” (with P. Ipeirotis), presented at the *Crowdsourcing Workshop, ACM-CHI 2011*, Vancouver, B.C., May 2011. | | | | | | |
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| “Heads in the Cloud: Challenges and Opportunities in Human Computation” (with R. Miller, G. Little, M. Bernstein, J. Bigham, L. Chilton, M. Goldman and R. Nayak), *XRDS: Crossroads*, December 2010. | | | | | | |