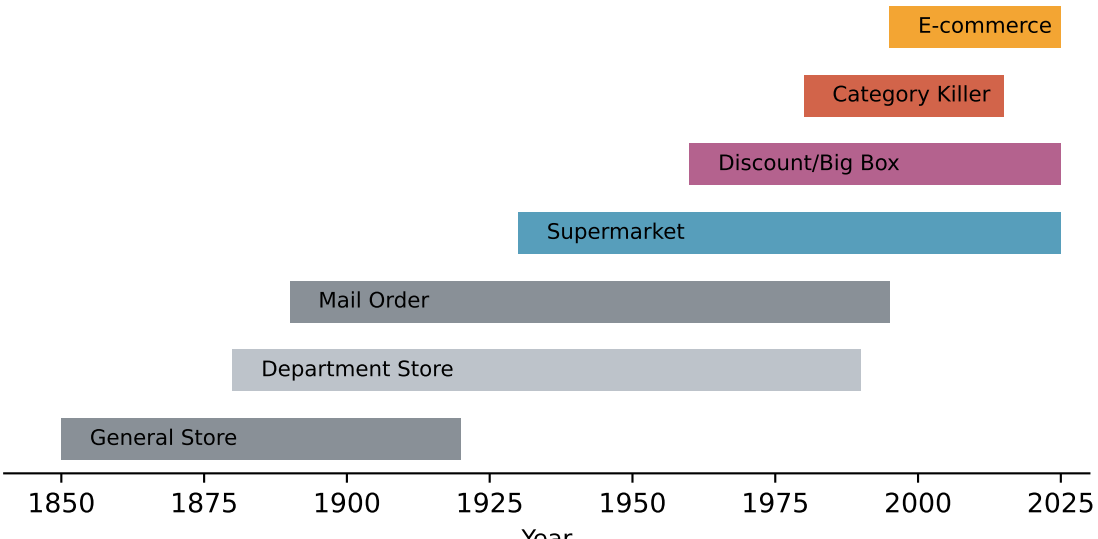

Source: Author illustration based on Hortaçsu & Syverson (2015)