Guy Aridor

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Academic Appointments and Affiliations

Northwestern University, Kellogg School of Management

Assistant Professor of Marketing	*2022-*
Donald P. Jacobs Scholar	*2022-2023*

CESifo Research Network Affiliate	*2022-*

Education

Columbia University

Ph.D. in Economics	*2022*

Committee: Yeon-Koo Che, Tobias Salz, Andrey Simonov, Michael Woodford, Andrea Prat

Boston University

B.A. Computer Science, Pure/Applied Mathematics, Economics	*2014*

Honors in Economics, summa cum laude

Research Interests

Industrial Organization, Economics of Digitization, Quantitative Marketing, Experimental Economics

Journal Publications

1. Recommenders' Originals: The Welfare Effects of the Dual Role of Platforms as Producers and Recommender Systems (w/ Duarte Gonçalves)

   International Journal of Industrial Organization (2022); Publisher Version

2. The Effect of Privacy Regulation on the Data Industry: Empirical Evidence from GDPR
   (w/ Yeon-Koo Che, Tobias Salz)

   RAND Journal of Economics (2023); Publisher Version

3. The Economics of Social Media (w/ Rafael Jimenez-Duran, Ro'ee Levy, Lena Song)

   Journal of Economic Literature (2024); Publisher Version

4. Information-Constrained Coordination of Economic Behavior
   (w/ Rava Azeredo da Silveira, Michael Woodford)

   Journal of Economic Dynamics and Control (2025, Special Issue); Publisher Version

5. Competing Bandits: The Perils of Exploration under Competition
   (w/ Yishay Mansour, Alex Slivkins, Steven Wu)

ACM Transactions on Economics and Computation (2025); Publisher Version

6. Measuring Substitution Patterns in the Attention Economy: An Experimental Approach

   RAND Journal of Economics (2025); Publisher Version

7. Evaluating the Impact of Privacy Regulation on E-Commerce Firms: Evidence from Apple's App Tracking Transparency (w/ Yeon-Koo Che, Brett Hollenbeck, Maximilian Kaiser, Daniel McCarthy)

   Management Science (Forthcoming); Publisher Version

Working Papers

8. The Value of Personalized Recommendations: Evidence from Netflix
   (w/ Kevin Zielnicki, Aurelien Bibaut, Allen Tran, Winston Chou, Nathan Kallus); Draft

   Short Abstract: We estimate a choice model using viewership data at Netflix that separates the impact of recommendations from the intrinsic preferences of users. Using the model we consider counterfactuals that quantify the incremental engagement from personalized recommendations and decompose the role of effective targeting in driving the value of personalized recommendations, showing that it is most effective for mid-sized titles.

9. The Informational Role of Online Recommendations: Evidence from a Field Experiment on MovieLens
   (w/ Duarte Gonçalves, Ruoyan Kong, Daniel Kluver, Joseph Konstan); Draft

   Revision Requested, Marketing Science

   Short Abstract: We conduct a longitudinal field experiment on the movie recommendation platform MovieLens where we randomize the set of recommended movies and elicit beliefs about unseen movies. We use the data to decompose the influence that online recommendations have on consumption choices in terms of their informational and product discovery value.

10. Digital News Consumption: Evidence from Smartphone Content in the 2024 U.S. Elections
    (w/ Tevel Dekel, Rafael Jimenez-Duran, Ro'ee Levy, Lena Song); Draft

    Short Abstract: Using novel smartphone content data, we find that the median American consumes little election-related content with heterogeneity across individuals. Despite finding heterogeneity in election-related content across different applications, a variance decomposition exercise shows that this is largely due to differences across individuals, not the applications they use.

11. Guided Creativity: AI Intermediation for Enhancing Originality and Quality in Visual Design (w/ Xuekang Wu (first author), Artem Timoshenko); Draft

    Short Abstract: We explore how generative models can serve as intermediaries in facilitating high quality visual design in a logo design contest setting. Compared to traditional open or blind contests, we show that a variant of the open contest where the presented logos are generative variations leads to similar quality improvements from open compared to blind contests, but mitigates the fixation typically associated with open contests by inducing a more diverse set of designs.

Book Chapters

12. Experiments with Social Media (w/ Rafael Jimenez-Duran, Ro'ee Levy, Lena Song); Draft

    Prepared for *Handbook of Experimental Methods in the Social Sciences* (edited by Alex Rees-Jones).

Work in Progress

13. What is Online Privacy Worth? Evidence from an Information Provision Experiment (w/ Sam Goldberg)

14. Experimentally Guided Recommendations for Assortment Optimization (w/ Aurelien Bibaut, Nathan Kallus, Jia Wan)

15. Personalized Labels and Optimal Information Design in Multi-Attribute Settings (w/ Stefan Bucher, Sam Goldberg)

Peer Reviewed Conference Proceedings

If noted as extended abstract, then see above for publication status of the full journal version. Archival conferences are a primary publication venue in computer science.

16. Deconstructing the Filter Bubble: User Decision-making and Recommender Systems
(w/ Duarte Gonçalves, Shan Sikdar)

    Publisher Version at ACM Conference on Recommender Systems (2020)

17. The MovieLens Beliefs Dataset: Collecting Pre-Choice Data for Online Recommender Systems
(w/ Duarte Gonçalves, Ruoyan Kong, Daniel Kluver, Joseph Konstan)

    Best Short Paper at RecSys '24
    Invited to Special Issue of ACM Transactions on Recommender Systems (declined)

    Publisher Version at ACM Conference on Recommender Systems (2024)

18. The Perils of Exploration under Competition: A Computational Modeling Approach,
(w/ Kevin Liu, Alex Slivkins, Steven Wu)

    Extended Abstract at ACM Conference on Economics and Computation (2019), full version: [5]

19. The Effect of Privacy Regulation on the Data Industry: Empirical Evidence from GDPR
(w/ Yeon-Koo Che and Tobias Salz)

    Extended Abstract at ACM Conference on Economics and Computation (2021), full version: [2]

20. Drivers of Digital Attention: Evidence from a Social Media Experiment

    Extended Abstract at ACM Conference on Economics and Computation (2023), full version: [6]

21. The Economics of Recommender Systems: Evidence from a Field Experiment on MovieLens
(w/ Duarte Gonçalves, Ruoyan Kong, Daniel Kluver, Joseph Konstan)

    Extended Abstract at ACM Conference on Economics and Computation (2023), full version: [8]

Other Writings

"Targeted advertising after Apple's app tracking transparency: firm-level evidence and policy implications" w/ Brett Hollenbeck and Daniel McCarthy - *CPI TechREG Chronicle* (2025); Link

"A practical guide to running social media experiments"
w/ Rafael Jimenez-Duran, Ro'ee Levy, Lena Song - *VoxEU* (2025); Link

"The economics of social media"
w/ Rafael Jimenez-Duran, Ro'ee Levy, Lena Song - *VoxEU* (2024); Link

"Product Experimentation with React and PlanOut" - *HubSpot Engineering Blog* (2015); Link

Presentations

2025-2026: UC Berkeley Haas (Marketing), TSE Economics of Platforms Online Seminar (Discussant), Boston University Questrom (Marketing), Cornell Johnson (Strategy & Business Econ)[†], Quantitative Marketing and Economics Conference[‡], MIT Conference on Digital Experimentation[‡], TSE Digital Economics Conference[‡], Symposium on Machine and Rational Thought (Zurich)[‡]

2024-2025: New Directions in Research on the Psychology of Technology (BU), FTC Marketing and Public Policy Conference (Discussant), Digital Economics Paris Seminar, Northwestern Institute on Complex Systems, Web Extensions Research Group, Platform Competition Workshop (USC), Australian National University (Computer Science), Tutorial at ACM Conference on Economics and Computation, NBER Summer Institute (Digital Economics and AI), EARIE (Invited Lecture), HBS Digital Competition and Tech Regulation Conference[‡], ACM Conference on Recommender Systems[‡], American Causal Inference Conference[‡], ISMS Marketing Science[‡]

2023-2024: Advances in Field Experiments, ASSA Meetings (Discussant), NBER Digital Economics and AI Spring Meeting (Discussant), Netflix Research, TSE Economics of Platforms Online Seminar, EIEF Junior Conference on Applied Microeconomics (cancelled), ESIF Economics and AI+ML Meeting, UK Workshop on Digital Economics[‡]

2022-2023: Quantitative Marketing and Economics Conference, Virtual Quantitative Marketing Seminar, U.S. Department of Justice Antitrust, Federal Trade Commission, CESifo Area Conference on Economics of Digitization, University of Chicago Booth (Marketing), TSE Economics of Platforms Online Seminar, NBER Meeting of Digital Economics, USC AI in Management Conference, Stanford Workshop on New Measures of the Economy, Pontificia Universidad Catolica de Chile (Management Science), Singapore Management University (Econ), National University of Singapore (Marketing), ACM Conference on Economics and Computation, UK Competition and Markets Authority, NeurIPS Workshop on Information-Theoretic Principles in Cognitive Systems[‡], Workshop on Learning and Bounded Rationality (Stony Brook)[‡], Workshop on Memory, Beliefs and Choice[‡]

2021-2022: BIRS Workshop on Statistical Methods for Computational Advertising, INFORMS Annual Meeting, MIT Conference on Digital Experimentation, Tel Aviv University (Econ), Tel Aviv Coller (IS/Digitization), Hebrew University (Econ), Sciences Po (Econ), Imperial College London (Econ), University of Michigan Ross (Operations), Stanford GSB (Operations), University of Toronto Rotman (Econ), Microsoft (Office of Chief Economist), Toulouse School of Economics, Columbia GSB (Operations), Northwestern Kellogg (Marketing), HEC Paris (Econ/Decision Sciences), Stanford Digital Economy Lab Seminar, Keystone Strategy, CEPR-EIEF-Tor Vergata Workshop on Media, Technology, Politics and Society, NBER Summer Institute (IT and Digitization), ASSA Meetings[‡]

2020-2021: ACM Conference on Recommender Systems, ACM Conference on Economics and Computation, MIT Conference on Digital Experimentation, Yale Law Big Tech & Antitrust Conference - Competition Policy in the Digital Age, International Conference on Computational Social Science, World Congress of Game Theory

Earlier: Young Economists Symposium, ACM Conference on Economics and Computation, ACM EC Workshop on Learning in the Presence of Strategic Behavior, ICML Workshop on Participatory Approaches to Machine Learning, FTC PrivacyCon, Conference on Web and Internet Economics, New York Academy of Sciences Annual Machine Learning Symposium, Boston New Tech Meetup, Machine Intelligence Conference

([†] = scheduled, [‡] = co-author presentation)

Honors, Grants and Fellowships

Distinguished Service Award, Management Science, 2025

US-Israel Binational Science Foundation Grant (co-PIs: Ro'ee Levy, Lena Song), 2025 - $380,000.00

ISMS Early-Career Scholars Camp Fellow, 2025

Outstanding Reviewer, ACM International Conference on Knowledge Discovery and Data Mining, 2025

Best Short Paper, ACM Conference on Recommender Systems, 2024

Research Grant (co-PI: Sam Goldberg), George Mason Program on Economics & Privacy, 2024 - $15,000.00

Research Grant (co-PI: Sam Goldberg), Marketing Science Institute, 2023 - $6,000.00

Program for Economic Research Award for Experimental Research, Columbia University, 2021 - $19,625.00

Program for Economic Research Summer Fellowship, Columbia University, 2018,2020

College Prize for Excellence in Economics, Boston University, 2014

Hariri Institute for Computing Summer Research Award, Boston University, 2013

Tuition Exchange Scholarship, Boston University, 2010-2014

Professional Service

Refereeing:

Marketing / IS: *Marketing Science, Management Science, Journal of Marketing Research, Quantitative Marketing and Economics, International Journal of Research in Marketing, Management Information Systems Quarterly*

Economics: *American Economic Journal: Economic Policy, American Economic Journal: Microeconomics, American Economic Review, American Economic Review: Insights, Econometrica, Economic Journal, International Journal of Industrial Organization, Journal of the European Economic Association, Journal of Political Economy, Journal of Political Economy Microeconomics, Quantitative Economics, Review of Economic Studies*

Management: *California Management Review, Journal of Business Venturing, Industrial and Corporate Change*

Computer Science: *ACM Conference on Economics and Computation (EC'24, EC'25), ACM Conference on Economics and Computation Senior PC (EC'26), ACM Conference on Recommender Systems (RecSys'25), ACM International Conference on Knowledge Discovery and Data Mining (KDD'25, KDD'26), ACM Web Conference (WWW'26), International Symposium on Algorithmic Game Theory (SAGT'25)*

Other: *National Science Foundation, Nature, Annals of the New York Academy of Sciences, PLOS One, MSI Alden G. Clayton Doctoral Dissertation Proposal Competition*

Non-archival Conferences:

Workshop on Platform Analytics (2024-2026, UCSD, Scientific Committee)

SSRC Workshop on the Economics of Social Media (2023, NYU, Organizing/Scientific Committee)

Spring Meeting of Young Economists (2023, Track Chair for Industrial Organization)

Young Economists Symposium (2019, Columbia University, Organizing/Scientific Committee)

PhD Advising

Xuekang Wu (2026, Northwestern Kellogg, Co-advisor)

Teaching Experience

Northwestern Kellogg

Omnichannel Experience Strategy	*2022-Present*

Columbia University

"Data TA" - help honors thesis students with programming and econometrics	*2020, 2021*
Teaching Assistant for Introduction to Econometrics for Simon Lee	*2019, 2022*
Teaching Assistant for Economic Growth and Development for Xavier Sala-i-Martin	*2017*

Industry Experience

Research Contractor at Netflix Research (ML & Causal Inference Team)   *2024-2025*

Software Engineer at HubSpot (Sidekick & Marketing Automation Team)   *2015-2016*

Software Engineer at Nutonian   *2014-2015*

Co-founder at RequestNow   *2012-2014*

Miscellaneous

Nationality: Israel, United States

Programming Languages: Julia, Python, JavaScript, Java, C++, SQL, R, STATA

Human Languages: English (native), Hebrew (intermediate), Spanish (intermediate)

Open-Source Software: PlanOut.js, react-experiments, Scientist4J ($\sim$ 3 million total downloads)

Other Awards: BattleHack Boston Winner / 3rd Place World Finals, 2014

Press Coverage (Research and Projects): Boston Globe, VoxEU, Bostinno, Ars Technica, Forbes India, Kellogg Insight, MIT Sloan Ideas Made to Matter, Mobile Dev Memo, Marketing Science Institute, Stratechery, Marginal Revolution, Crooked Timber, Smith Brain Trust, The Capitol Forum, Exame (Brazil), Folha de S.Paulo (Brazil), Welt (Germany), Heise (Germany)