

# MATTHEW GENTZKOW

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## ACADEMIC APPOINTMENTS

*Stanford University*  
Professor of Economics, 2015-present

*University of Chicago Booth School of Business*  
Richard O. Ryan Professor of Economics & Neubauer Faculty Fellow, 2013-2015  
Professor of Economics & Neubauer Family Faculty Fellow, 2009-2013  
Associate Professor of Economics, 2008-2009  
Assistant Professor of Economics, 2004-2008  
John Huizinga Faculty Fellow, 2007-2008

*Harvard University*  
Visiting Scholar, Department of Economics, Fall 2008

*Northwestern University*  
Visiting Scholar, Center for the Study of Industrial Organization, Spring 2008

## EDUCATION

*Harvard University*  
Ph.D. in Economics, June 2004  
A.M. in Economics, June 2002  
A.B. in Economics, June 1997

## AFFILIATIONS / EDITORIAL

*National Bureau of Economic Research*  
Research Associate, Industrial Organization and Political Economy, 2010-present  
Faculty Research Fellow, Industrial Organization, 2006-2010  
Industrial Organization Steering Committee, 2015-present

*Stanford Institute for Economic Policy Research (SIEPR)*  
Senior Fellow, 2015-present

*Quarterly Journal of Economics*  
Associate Editor, 2017-present

*Toulouse Network for Information Technology*  
Associate, 2013-present

*CESifo Research Network (Digitization)*  
Fellow, 2017-present

*American Economic Journal: Applied Economics*  
Co-Editor, 2013-2016  
Member, Board of Editors, 2010-2013

*RAND Journal of Economics*  
Associate Editor, 2012-2017

*Journal of Economic Literature*  
Member, Board of Editors, 2011-2013

*Initiative on Global Markets*  
Member, Board of Directors, 2009-2014

## **PUBLISHED AND FORTHCOMING JOURNAL ARTICLES**

“A Note on Internet Use and the 2016 Election Outcome” (with Levi Boxell and Jesse M. Shapiro). *PLOS One*. 13(7). July 2018.

“Measuring the Sensitivity of Parameter Estimates to Sample Statistics” (with Isaiah Andrews and Jesse M. Shapiro). *Quarterly Journal of Economics*. 132(4). November 2017.

“Greater Internet Use is Not Associated with Faster Growth in Political Polarization among US Demographic Groups” (with Levi Boxell and Jesse M. Shapiro). *Proceedings of the National Academy of Sciences*. 114(40). October 2017.

“Bayesian Persuasion with Multiple Senders and Rich Signal Spaces” (with Emir Kamenica). *Games and Economic Behavior*. 104. July 2017.

“Social Media and Fake News in the 2016 Election” (with Hunt Allcott). *Journal of Economic Perspectives*. 31 (2). Spring 2017.

“Adjusting Risk Adjustment” (with Amy Finkelstein, Peter Hull and Heidi Williams). *New England Journal of Medicine*. 376 (7). February 2017.

“Competition in Persuasion” (with Emir Kamenica). *Review of Economic Studies*. 84 (1). January 2017.

“Sources of Geographic Variation in Health Care: Evidence from Patient Migration” (with Amy Finkelstein and Heidi Williams). *Quarterly Journal of Economics*. 131 (4). November 2016.

“Disclosure of Endogenous Information” (with Emir Kamenica). *Economic Theory Bulletin*. May 2016.

- “Do Pharmacists Buy Bayer: Sophisticated Shoppers and the Brand Premium” (with Bart Bronnenberg, J.P. Dubé and Jesse M. Shapiro). *Quarterly Journal of Economics*. 130 (4). November 2015.
- “Do Newspapers Serve the State? Incumbent Party Influence on the US Press, 1869-1928” (with Nathan Petek, Jesse M. Shapiro, and Michael Sinkinson). *Journal of the European Economic Association*. February 2015.
- “Competition and Ideological Diversity: Historical Evidence from US Newspapers” (with Jesse M. Shapiro and Michael Sinkinson). *American Economic Review*. 104(10). October 2014.
- “The Evolution of Brand Preferences: Evidence from Consumer Migration” (with Bart Bronnenberg and Jean-Pierre Dubé). *American Economic Review*. 102(6). October 2012.
- “The Effect of Newspaper Entry and Exit on Electoral Politics” (with Jesse M. Shapiro and Michael Sinkinson). *American Economic Review*. 101(7). December 2011.
- “Ideological Segregation Online and Offline” (with Jesse M. Shapiro). *Quarterly Journal of Economics*. 126(4). November 2011.
- “Bayesian Persuasion” (with Emir Kamenica). *American Economic Review*. 101(6). October 2011.
- “What Drives Media Slant? Evidence from U.S. Newspapers” (with Jesse M. Shapiro). *Econometrica*. 78(1). January 2010.
- “Competition and Truth in the Market for News” (with Jesse M. Shapiro). *Journal of Economic Perspectives*. 22(2). Spring 2008.
- “Preschool Television Viewing and Adolescent Test Scores: Historical Evidence from the Coleman Study” (with Jesse M. Shapiro). *Quarterly Journal of Economics*. CXXIII (1). February 2008.
- “Valuing New Goods in a Model with Complementarity: Online Newspapers.” *American Economic Review*. 97(3). June 2007.
- “Television and Voter Turnout.” *Quarterly Journal of Economics*. CXXI (3). August 2006.
- “Media Bias and Reputation” (with Jesse M. Shapiro). *Journal of Political Economy*. 114(2). April 2006.
- “Media, Education, and Anti-Americanism in the Muslim World” (with Jesse M. Shapiro). *Journal of Economic Perspectives*. 18(3). Summer 2004.

## OTHER PUBLICATIONS

- “Media and Artificial Intelligence.” *Toulouse Network for Information Technology* whitepaper. 2018.

- “Text as Data” (with Bryan T. Kelly and Matt Taddy). *Journal of Economic Literature*. Forthcoming.
- “Is Media Driving Americans Apart?” (with Levi Boxell and Jesse M. Shapiro). *New York Times*. December 2017.
- “Small Media, Big Impact: Randomizing News Stories Reveals Broad Public Impacts.” *Science*. 358 (6364). November 2017.
- “Disclosure of Endogenous Information” (with Emir Kamenica). *Economic Theory Bulletin*. May 2016.
- “A Rothschild-Stiglitz Approach to Bayesian Persuasion” (with Emir Kamenica). *American Economic Review P&P*. 106 (5). May 2016.
- “Polarization in 2016.” *Toulouse Network for Information Technology* whitepaper. 2016.
- “Media Bias in the Marketplace: Theory” (with Jesse M. Shapiro and Daniel Stone). *Handbook of Media Economics*. Vol. 2. Anderson, Waldfogel and Stromberg, eds. 2016
- “Ideology and Online News” (with Jesse M. Shapiro). In *Economic Analysis of the Digital Economy*. Goldfarb, Greenstein and Tucker, eds. 2015.
- “Trading Dollars for Dollars.” *American Economic Review P&P*. 104(5). May, 2014.
- “Costly Persuasion” (with Emir Kamenica). *American Economic Review P&P*. 104(5). May, 2014.
- “Persuasion: Empirical Evidence” (with Stefano DellaVigna). In Kenneth J. Arrow and Timothy F. Bresnahan, eds. *Annual Review of Economics*. Volume 2. 2010.
- “Market Forces and News Media in Muslim Countries” (with Jesse M. Shapiro). In Roumeen Islam, ed. *Information and Public Choice: From Media Markets to Policy Making*. Washington DC: The World Bank, 2008.
- “The Rise of the Fourth Estate: How Newspapers Became Informative and Why it Mattered” (with Edward L. Glaeser and Claudia Goldin). In Edward L. Glaeser and Claudia Goldin Eds. *Corruption and Reform: Lessons from America’s History*. National Bureau of Economic Research: 2006.

## WORKING PAPERS

- “The Welfare Effects of Social Media” (with Hunt Allcott, Luca Braghieri, and Sarah Eichmeyer).
- “Ideological Bias and Trust in Information Sources” (with Michael B. Wong and Allen T. Zhang).
- “Trends in the Diffusion of Misinformation on Social Media” (with Hunt Allcott and Chuan Yu).

- “What Drives Prescription Opioid Abuse? Evidence from Migration” (with Amy Finkelstein and Heidi Williams).
- “Measuring Polarization in High-dimensional Data” (with Jesse M. Shapiro and Matt Taddy).
- “Place-Based Drivers of Mortality: Evidence from Migration” (with Amy Finkelstein and Heidi Williams)
- “On the Informativeness of Descriptive Statistics for Structural Estimates” (with Isaiah Andrews and Jesse M. Shapiro)
- “Uniform Pricing in US Retail Chains” (with Stefano DellaVigna)

## **AWARDS**

- Calvó-Armengol International Prize  
Fellow, American Academy of Arts & Sciences  
Fellow, Econometric Society  
John Bates Clark Medal  
Alfred P. Sloan Research Fellowship  
Robert H. Durr Award  
Chicago Booth Faculty Excellence Award (teaching)

## **TEACHING**

- PhD: Industrial Organization (Stanford), Political Economy (Stanford), Economics of Communication (Stanford & Chicago Booth)  
Undergraduate: Media Markets and Social Good (Stanford)  
MBA: Competitive Strategy (Chicago Booth)

## **CONFERENCES ORGANIZED**

- Stanford Media Research Forum (2016, 2018)  
BFI Media and Communications Conference (2014-2018)  
NBER Winter IO Meeting (Winter 2009, Winter 2017)  
AEA Meetings Program Committee (2014)  
Econometric Society Program Committee (2013)  
PECA Political Economy Conference (2011-2013)  
Text as Data Seminar Series (2011)  
NBER Political Economy Meeting (Fall 2010)

## **INVITED LECTURES (SELECTED)**

- Fisher-Schultz Lecture, Econometric Society (2018)  
Levine Lecture, UC Davis (2017)  
Calvó-Armengol Prize Lecture (2016)

Econometric Society World Congress (2015)  
EARIE Conference Keynote (2014)  
Harris Lecture, Harvard Department Seminar (2014)  
MIT Department Seminar (2014)  
Econometric Society Summer Meeting (2014)  
NBER Methods Lectures (2013)

## GRANTS

2018-	Sloan Foundation Grant “The Behavioral Economics of Online Media” (with Hunt Allcott)
2017-	Stanford Cyber Initiative “Political Framing and its Propagation in Media” (with Dan Jurafsky, Jure Leskovec, and Jennifer Pan)
2017-	Sloan Foundation Grant “Research on Household Behavior with Administrative Data from Nielsen Surveys” (with Jesse M. Shapiro and Andrew Sweeting)
2015-	National Institute on Aging Grant R01 AG032449 “Determinants of Medical Spending for the Elderly” (with Liran Einav and Amy Finkelstein)
2013-2016	National Science Foundation Grant SES-1260411 “Branding and Product Differentiation in Markets with Advertising” (with Jesse M. Shapiro)
2009-2012	National Science Foundation Grant SES-0922342 “The Media and the State: Historical Evidence from U.S. Newspapers” (with Jesse M. Shapiro)
2006-2009	National Science Foundation Grant SES-0617658 “Causes and Consequences of Mass Media Content” (with Jesse M. Shapiro)