

PUBLIC LECTURE



Bertha C. and Roy E. Leigh
Distinguished Lecture in
Economics

SUSAN ATHEY

ECONOMICS OF TECHNOLOGY PROFESSOR AT STANFORD
UNIVERSITY GRADUATE SCHOOL OF BUSINESS

THE INTERNET AND THE NEWS MEDIA

The internet has changed the way people consume news. This talk will discuss the implications of these changes for the viability of journalism, as well as for the types of news that are consumed. We explore the role of social media and news aggregators on reading patterns, including reader loyalty, diversity of political perspectives, and in-depth reporting.

BIO: Athey is Economics of Technology Professor at the Stanford Graduate School of Business, where she received her Ph.D. in 1995. She previously held professorships at Harvard and MIT. She has served as a long-term economics consultant to Microsoft. Her research focuses on the economics of the internet, marketplace design, auction theory, the statistical analysis of auction data, and the intersection of econometrics and machine learning. She has focused on several applications, including internet search, online advertising, the news media, and virtual currency. Her honors include being the first female recipient of the John Bates Clark Medal which is given by the AEA to the American economist under the age of 40 who is judged to have made the most significant contribution to economic thought and knowledge, Member of the National Academy of Sciences, Fellow of the Econometric Society, Fellow of the American Academy of Arts and Sciences and the Elaine Bennett research award.



SCHOOL OF ECONOMIC SCIENCES

The Leigh Lecture is a university-wide lecture made possible by a generous gift from the family of Duane Leigh, Chair Emeritus of the Economics Department at Washington State University. Previous speakers include Robert Lucas, James Heckman, Daniel McFadden, Matthew Rabin, Orley Ashenfelter, Ed Lazear, Jerry Hausman, William Greene, Timothy Kehoe, Kathryn Shaw, Alan Auerbach, Kerry Smith, and Hal Varian.

Friday, September 5, 7:00 pm, Todd Hall 116
Reception to follow in the Todd Hall Atrium