

Research and Data for Regulation of Digital Markets

DMA AND BEYOND CONFERENCE

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A taxonomy of digital platform research, with examples

	Experimental	Observational
With platform	<ul style="list-style-type: none">• 2020 Facebook and Instagram Election Study• Ad load (Meta: Brynjolffson et al., Pandora: Goli et al.)• Ad effectiveness (eBay: Blake, Nosko, and Tadelis; Meta: Wernerfelt et al.)• Uber price elasticities (Angrist, Caldwell, and Hall; Christensen and Osman)	<ul style="list-style-type: none">• Click-and-query data (Allcott, Castillo, Gentzkow, Musolff, and Salz)• Effects of ATT (Deisenroth et al.)• Seller reputation (Nosko and Tadelis)• Uber surge elasticities (Castillo)
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Example 1: The Welfare Effects of Social Media

1. Recruit with Facebook ads



Participate in online research study about Internet browsing and earn an easy \$30 in electronic gift cards!



STANFORDUNIVERSITY.QUALTRICS.COM

Earn an easy \$30 by participating in online study

Learn More

Like

Comment

Share

2. Pay people to deactivate



Deactivate your account

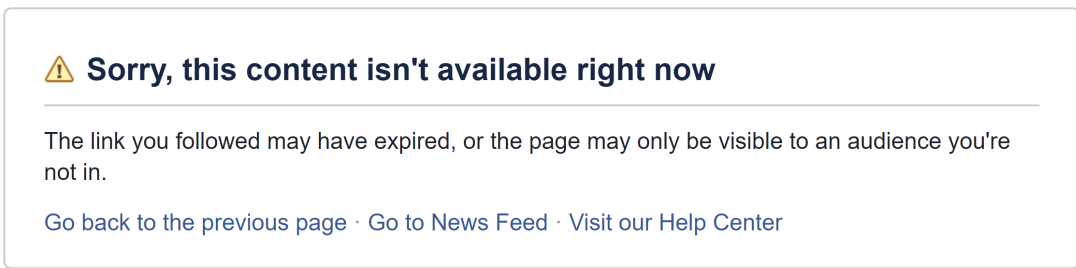
Deactivating your account will disable your profile and remove your name and photo from most things you've shared on Facebook. Some information may still be visible to others, such as your name in their friends list and messages you sent. [Learn more.](#)

3. Automatically check if participants are deactivated or not

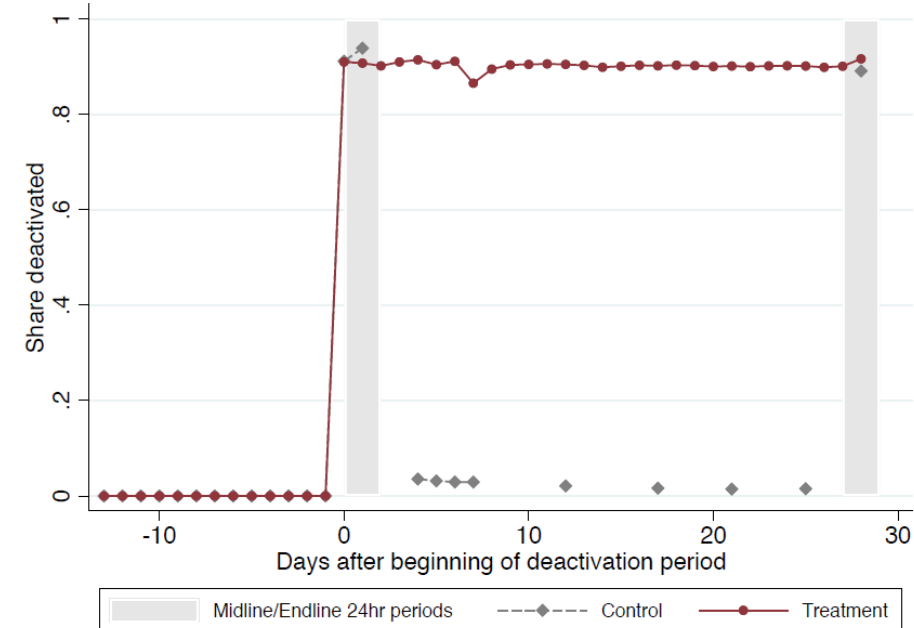
Homepage if active:



Homepage if deactivated:

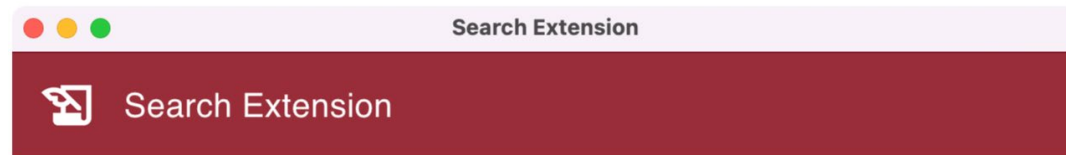


4. Measure effects



Example 2: monitoring apps and browser extensions for research

- WebMunk (Farronato and Fradkin) and Search Extension (Allcott, Castillo, Gentzkow, Musolff, and Salz)



Identifier

SearchExtension9002

Code Word

MIT_InternetStudy

Last Upload

Never

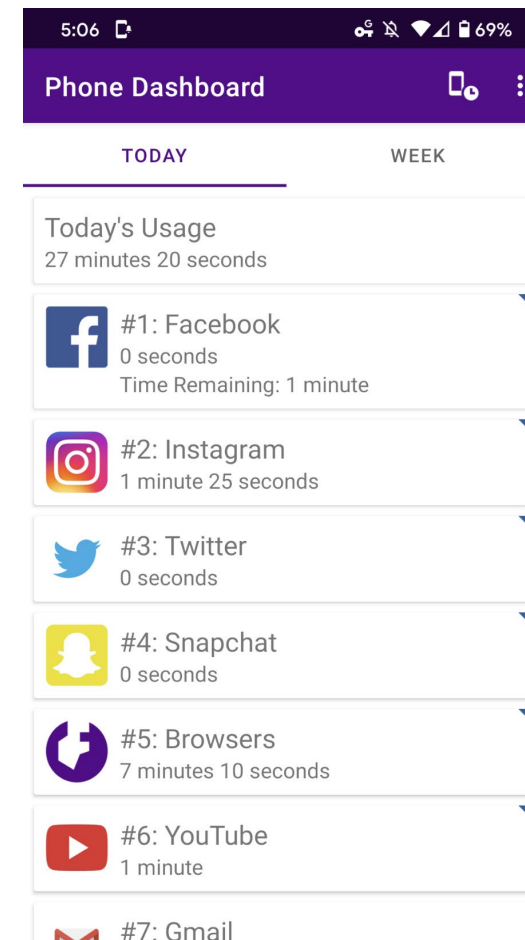
TEST EXTENSION

The MIT Search Engine Study will pay you \$10 if you keep this extension installed for at least two months after taking our initial survey and if you fill in our second survey.

Our browser extension records when and how often you search on any web search engine (google.com, bing.com, etc.), for all searches including up to 20 days before installation. It also records whether the search was conducted via the address bar or new tab page, whether you clicked on a search result, and, if so, the rank of the result. It does not record anything else. In particular, it never records your search terms or the links you click on.

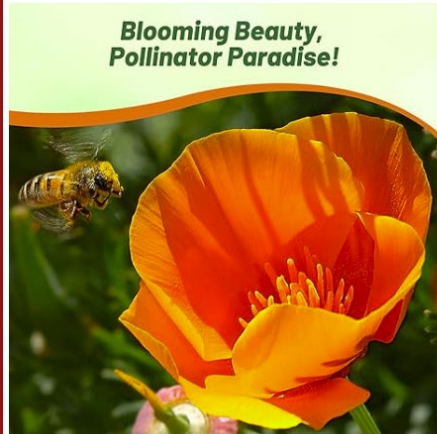
We will store the recorded information on our secure servers and will only share the fully anonymized data.

- Phone Dashboard (Allcott, Gentzkow, and Song)



Example 3: scraped data

- Musolff (2024), Yu (2024), Moshes and Moshes, etc.



Roll over image to zoom in

Outsidepride Eschscholzia Orange California Poppy Seeds - 1 lb. Annual, Native, Drought Tolerant Wildflower Seeds w/Vibrant Blooms for Full Sun & Drought-Tolerant Pollinator-Friendly Gardens

Visit the Outsidepride Store
4.2 ★★★★★ (1,599 ratings)

Amazon's Choice Overall Pick

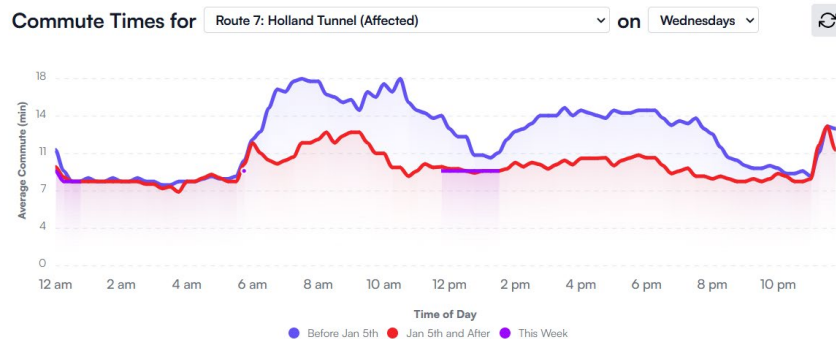
400+ bought in past month

\$29⁹⁹ (\$1.87 / Ounce)

Congestion Pricing Tracker

Curious whether Congestion Pricing is having an impact on commutes in NYC?
Take a look below to compare traffic data before and after Congestion Pricing begins on January 5th, 2025.

Enable Color Blind Mode Enable Dark Mode



Google buy adidas soccer shoes

Fast pickup or delivery

Discount	Product	Price	Rating	Distance
20% OFF	adidas Goletto Turf Soccer Shoes	\$35.99 (was \$45)	4.4 ★★★★★ (69)	Nearby, 21 mi
	adidas F50 Club FxG Soccer Cleats	\$64.99		Nearby, 9 mi
	adidas Men's F50 Club Indoor Soccer Shoes	\$64.99	4.9 ★★★★★ (52)	Nearby, 9 mi
7% OFF	adidas Predator Club Indoor Soccer Shoes	\$59.99 (was \$65)	4.3 ★★★★★ (17)	Nearby, 4 mi
	adidas F50 Club FxG Adult Soccer Shoes	\$65.00	4.7 ★★★★★ (67)	Nearby, 24 mi
14% OFF	adidas Goletto VIII Fg Youth Soccer Shoes			Nearby, 9 mi
	adidas Predator League FG Soccer Cleats Kids			Nearby, 9 mi
	adidas F50 Club FG MG			Nearby, 4 mi
	adidas Men's F50 Club Messi Turf Soccer Shoes			Nearby, 9 mi
14% OFF	adidas Kids' Goletto Firm Ground Soccer Shoes			Nearby, 4 mi

Example 4: third party data

 similarweb

#1 Traffic Checker for Comparing Website Traffic

Compare your website's performance against your competitors' — from traffic sources to keywords — to find your best growth opportunities.



 **statcounter**
GlobalStats

Amazon intelligence, **simplified**

As a trusted data partner, we help sellers, brand owners, and enterprises uncover market dynamics, build stronger data models, and capitalize on opportunities. Our cutting-edge Competitive Intelligence tool is the only solution for Amazon businesses to benchmark their brand, understand how competitors are taking market share, and fuel the strategy to win it back.

2. Could platforms make observational data more easily available?

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Examples of platform data sharing

X API

The X API enables programmatic access to X in unique and advanced ways. Tap into core elements of X like: Posts, Direct Messages, Spaces, Lists, users, and more.

Subscribe to Pro access

API access levels and versions

Try a live request



Ad Library

Search all the ads currently running across Meta technologies, as well as:

- Ads about social issues, elections or politics that have run in the past seven years
- Ads that have run anywhere in the EU in the past year

To find an ad, search for keywords or an advertiser.

[See what's new](#)

Search ads

Set your location and choose an ad category to start your search.

United States ▾

Ad category ▾

🔍 Choose an ad c



Transparency Policies Enforcement Security Features Governance Research tools

Home → Research tools and datasets

Meta Content Library and API

UPDATED OCT 24, 2024

Meta Content Library and Content Library API provide comprehensive access to the full public content archive from Facebook and Instagram. Individuals can apply for access to the tools with the Inter-university Consortium for Political and Social Research (ICPSR) at the University of Michigan. [Learn more about applying for access](#)

Apply



Home

Explore

Trending Now

• DMA and Beyond conference
Search term



Google Maps Platform

More ▾

🔍 Search

🌐 Language ▾



Contact Sales

Get Started

Build awesome apps with Google's knowledge of the real world

3. There are both opportunities and challenges in running experiments with platforms

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Example: why experiments with platforms are valuable

Benefits of 2020 Facebook-Instagram Election Study collaboration with Meta, compared to earlier independent study (ABEG 2020)

1. Scale
2. Some internal data
3. Run experiments that can't be done independently: change algorithm, ad load, etc.

Three keys to designing collaborations with platforms

1. Pre-analysis plan
2. Grant control rights to independent academic authors
3. Clear expectations about roles and timeline

Challenge: what experiments will get run?

- Not clear how a regulator could mandate experiments
 - Who would participate?
 - True buy-in is important: resources for internal analyses, systems, and privacy approvals
- Thus, a selected set of experiments will be run

Conclusion

Takeaways

1. Important research is possible without collaboration from platforms
2. Could platforms make observational data more easily available?
3. There are both opportunities and challenges in running experiments with platforms