

Yang Yang

Homepage: sites.google.com/view/yangyangecon/home

Email: yang.yang@tse-fr.eu

Placement Officer: Renato Gomes
Placement Officer: Daniel Ershov
Placement Secretary: Ludmila Stephan

RENATO.GOMES@TSE-FR.EU
DANIEL.ERSHOV@TSE-FR.EU
LUDMILA.NAMOLOVAN@TSE-FR.EU

Personal Information:

Citizenship: Chinese

Date of birth: August 3, 1990

Education:

Ph.D. Economics, Toulouse School of Economics, 2015-now
Advisors: Daniel Garrett, Andrew Rhodes

M.S. Economics, Toulouse School of Economics, 2013-2015

B.S. Mathematical Economics and Mathematical Finance, Central University of Finance and Economic, 2009-2013

References:

Professor Daniel Garrett
Toulouse School of Economics
daniel.garrett@tse-fr.eu

Professor Patrick Rey
Toulouse School of Economics
patrick.rey@tse-fr.eu

Professor Andrew Rhodes
Toulouse School of Economics
andrew.rhodes@tse-fr.eu

Research Fields:

Primary fields: Digital Economics, Theoretical IO, Economic Theory

Secondary fields: Behavioral Economics, Media Economics

Teaching Experience:

Spring, 2020 Industrial Organization (master level), Toulouse School of Economics, TA for Professor Alexandre de Cornière and Professor Andrew Rhodes

Spring, 2020 Industrial Organization (advanced undergraduate level), Toulouse School of Economics, TA for Professor Isabelle Dubec and Professor Farid Gasmî

Fall, 2019 Game Theory (Master Level), Toulouse School of Economics, TA for Professor Bertrand Gobillard and Professor Alex Smolin

Fall, 2018 Game Theory (Master Level), Toulouse School of Economics, TA for Professor Bertrand Gobillard

Professional Activities:

2020	EEA Virtual 2020 Industrial Organization Seminar, Toulouse School of Economics Consumer Search Digital Seminar Series
2018-2019	Organizer of Toulouse School of Economics PhD workshop.
2018 Summer	Research assistant for Professor Patrick Rey
Referee	Manchester School

Research Papers:

“Price Transparency in Online Markets” (Job Market Paper)

Efforts by online sellers to improve their product and service quality, as well as the prices they set, are usually considered as key dimensions affecting sales. Yet information about these choices also plays an important role in determining demand and has changed considerably recently. The development of price comparison websites has led to increasing price transparency but no quality transparency. This paper studies the effect of price transparency in a setting with competition among online sellers by comparing situations where consumers learn no information and only price information before searching. We find that, as in Diamond (1971), retailers choose the monopoly price and quality when consumers know nothing before searching. Price transparency leads to lower prices and qualities. If retailers can easily improve quality, price transparency sometimes results in excessive competition on price, which erodes retailers' incentives to improve quality and therefore reduces total welfare.

“Fake News and Social Media”

Social media sites have not only reduced consumer search costs of finding a news story, but have also enabled fake news makers to spread their stories more easily. This paper proposes a search model to study the effect of a social media site on the spread of fake news, and its influence on consumer surplus. We consider a setting where one unit consumers search sequentially on a social media site to read at most one news. Consumers cannot distinguish between true and fake news. Fake news makers are able to produce fake news look like high quality authentic news. A lower search cost induced by the social media website can make more fake news to be read in equilibrium. However consumer surplus is higher due to the more efficient search. The same phenomenon appears when the social media is able to help consumers search in category. Furthermore, consumers read less hot topic fake news comparing with the situation when searching in category is not available. Fake news makers will not always produce super striking news. Too many striking news makes these news less credible, while an interesting news is already good enough to attract consumers.