

## Experience

Chief Economist for Web Experiences, Strategy, and Policy, Microsoft. (2018 – present)

Internal consulting at the intersection of strategy, economics, and public policy.

Associate professor, Harvard Business School. Negotiations, Organizations & Markets unit. (July 2012 – June 2018)

Assistant professor, Harvard Business School. Negotiations, Organizations & Markets unit. (April 2007 – June 2012)

Fields: Industrial organization, market design, information economics.

Research interests: Electronic markets. Internet advertising, reputation, and fraud. Automated data collection.

Teaching: Networked businesses, market design, information systems, online marketing, corporate accountability, negotiation.

Independent consultant and expert witness. (November 1999 – present)

Conducted quantitative analyses and empirical testing for a variety of clients including the American Civil Liberties Union, AOL, Microsoft, National Association of Broadcasters, National Football League, New York Times, Universal Music Group, and Washington Post on topics including online advertising, advertising fraud, spyware, spam, pay-per-click advertising and click fraud, Internet filtering, geolocation and targeting, privacy, security, automated data collection, and user interface design.

Qualified as an expert in Federal court on multiple occasions, and provided oral testimony under direct and cross examination.

Student Fellow / Technology Analyst, Berkman Center for Internet & Society. (May 1998 – January 2004)

Conducted empirical studies of the Internet's domain name system, spyware/adware, content filtering by network intermediaries.

Developed software for real-time meeting communications including classes, conferences & first twelve ICANN public meetings.

## Education

Harvard Graduate School of Arts & Sciences - Ph.D., Economics, 2007. Dissertation: "Topics in Internet Advertising."

Harvard Law School - J.D., 2005.

Harvard Graduate School of Arts & Sciences - A.M., Statistics, 2002.

Harvard College - A.B., Economics, *summa cum laude*, 2002; Phi Beta Kappa.

Woodrow Wilson Senior High School - Washington, DC: 1998; valedictorian.

## Academic Publications

Multinationals in the Digital Economy (*Global Goliaths: Multinational Corporations in the 21st Century Economy*, 2021)

Revisiting Barlow's Misplaced Optimism (*18 Duke L. & Tech. Rev. 97, Symposium for John Perry Barlow*)

An Introduction to the Competition Law and Economics of "Free" (*Competition Policy International*, 2018) with Damien Geradin

From the Digital to the Physical: Federal Limitations on Regulating Online Marketplaces

(*Harvard Journal on Legislation*, Vol. 56, No. 1, pp. 141-198) with Abbey Stemler

The Market Design and Policy of Online Review Platforms (*Oxford Review of Economic Policy*, 2017)

Racial Discrimination in the Sharing Economy: Evidence from a Field Experiment

(*American Economic Journal: Applied Economics*, 2017) with Mike Luca and Dan Svirsky

Google, Mobile and Competition: The Current State of Play (*CPI Antitrust Chronicle*, Winter 2017)

Efficiencies and Regulatory Shortcuts: How Should We Regulate Companies like Airbnb and Uber?

(*Stanford Technology Law Review*, 2016) with Damien Geradin

Design of Search Engine Services: Channel Interdependence in Search Engine Results (*Journal of Marketing Research*, 2016)

with Zhenyu Lai

Android and Competition Law: Exploring and Assessing Google's Practices in Mobile (*European Competition Journal*, 2016)

with Damien Geradin

Spontaneous Deregulation: How to Compete with Platforms that Ignore the Rules (*Harvard Business Review*, 2016) w/ Damien Geradin

Whither Uber?: Competitive Dynamics in Transportation Networks (*Competition Policy International*, 2016)

To Groupon or Not to Groupon: The Profitability of Deep Discounts (*Marketing Letters*, 2016) with Sonia Jaffe and Scott Kominers

Price Coherence and Excessive Intermediation (*Quarterly Journal of Economics*, 2015) with Julian Wright

Pricing and Efficiency in the Market for IP Addresses (*American Economic Journal: Microeconomics*, August, 2015, lead article) w/ Michael Schwarz

Leveraging Market Power through Tying and Bundling: Does Google Behave Anti-Competitively? (*Journal of Competition Law & Economics*, 2015)

Bitcoin (*Journal of Economic Perspectives*, 2015) with Rainer Böhme, Nicolas Christin, and Tyler Moore

How to Launch Your Digital Platform (*Harvard Business Review*, April 2015; Reprinted in *Launch a Start-Up That Lasts*, HBR OnPoint, Winter 2016.)

Social Comparisons and Deception Across Workplace Hierarchies: Field and Experimental Evidence (*Organization Science*, January-February 2015) with Ian Larkin

Risk, Information, and Incentives in Online Affiliate Marketing (*Journal of Marketing Research*, 2015, lead article) with Wesley Brandi

Price Restrictions in Multi-sided Platforms: Practices and Responses (*Competition Policy International*, Autumn 2014) with Julian Wright

Accountable? The Problems and Solutions of Online Ad Optimization (*IEEE Security & Privacy*, 2014)

Lessons: Pitfalls and Fraud in Online Advertising Metrics (*Journal of Advertising Research*, 2014)

Mastering the Intermediaries: Strategies for Dealing with the Likes of Google, Amazon, and Travelocity (*HBR*, 2014)

Convergence of Position Auctions under Myopic Best-Response Dynamics (*ACM Transactions on Economics and Computation*, 2014) with Matthew Cory, Aparna Das, Ioannis Giotis, Kurtis Heimerl, Anna Karlin, Scott Kominers, Claire Mathieu, and Michael Schwarz

The Design of Online Advertising Markets (*Handbook of Market Design*, 2013)

Guidance from ARIN on Legal Aspects of the Transfer of IP Numbers (*ABA Business Law Today*, 2013) with Stephen Ryan

Using Internet Data for Economic Research (*Journal of Economic Perspectives*, 2012)

Earnings and Ratings at Google Answers (*Economic Inquiry*, 2012)

Antitrust Scrutiny of Google (*Journal of Law*, 2012)

Advertising Disclosures: Measuring Labeling Alternatives in Internet Search Engines (*Information Economics and Policy* 2012) with Duncan Gilchrist

Bias in Search Results?: Diagnosis and Response (*The Indian Journal of Law and Technology*, 2012)

Adverse Selection in Online “Trust” Certifications (*Proceedings of ICEC 2009*)

Adverse Selection in Online “Trust” Certifications and Search Results (*Electronic Commerce Research and Applications*, 2011)

Least-Cost Avoiders in Online Fraud and Abuse (*IEEE Security and Privacy*, 2010)

The Pathologies of Online Display Advertising Marketplaces (*ACM Sigecom Exchanges*, 2010)

Optimal Auction Design and Equilibrium Selection in Sponsored Search Auctions (*American Economic Review*, 2010) with Michael Schwarz reprinted in *The Economics of E-Commerce*, Michael Baye and John Morgan, editors (2016)

Measuring the Perpetrators and Funders of Typosquatting (*FC'10, SV LNCS*) with Tyler Moore

How to Combat Online Ad Fraud (*Harvard Business Review*, 2009)

The Dark Underbelly of Online Advertising (*Harvard Business Review Online – HBR Now*, 2009)

Priced and Unpriced Online Markets (*Journal of Economic Perspectives*, 2009)

Red Light States: Who Buys Online Adult Entertainment? (*Journal of Economic Perspectives*, 2009)

Who Owns Metrics?: Building a Bill of Rights for Online Advertisers (*Journal of Advertising Research*, 2009)

Securing Online Advertising: Rustlers and Sheriffs in the New Wild West (in *Beautiful Security*, 2009)

Running Out of Numbers: Scarcity of IPv4 Addresses and What To Do About It (*Proceedings of AMMA*, 2009)

Deterring Online Advertising Fraud Through Optimal Payment in Arrears (*FC'09, SV LNCS*)

Typosquatting: Unintended Adventures in Browsing (*McAfee Security Journal*, 2008)

Internet Advertising and the Generalized Second Price Auction (*American Economic Review*, 2007)  
with Michael Ostrovsky and Michael Schwarz

Strategic Bidder Behavior in Sponsored Search Auctions (*Decision Support Systems*, 2007) with Michael Ostrovsky

Greedy Bidding Strategies for Keyword Auctions (*Proceedings of the 9th ACM Conference on Electronic Commerce*, 2007)  
with Matthew Cary, Aparna Das, Ioannis Giotis, Kurtis Heimerl, Anna Karlin, Claire Mathieu, and Michael Schwarz

Assessing and Improving the Safety of Internet Search Engines (in *The Rising Power of Search Engines on the Internet*, 2006)

Empirical Analysis of Internet Filtering in China (2002) with Jonathan Zittrain [cyber.law.harvard.edu/filtering/china](http://cyber.law.harvard.edu/filtering/china)  
Published in *IEEE Internet Computing* as "Internet Filtering in China" (March-April 2003)

## Academic Working Papers and Manuscripts

Digital Discrimination: The Case of Airbnb.com (2014) with Mike Luca

Measuring Bias in "Organic" Web Search (2011) with Ben Lockwood [benedelman.org/searchbias](http://benedelman.org/searchbias)

Competing Ad Auctions: Multi-homing and Participation Costs (2010) with Itai Ashlagi and Hoan Soo Lee

CPC/CPA Hybrid Bidding in a Second Price Auction (2008) with Hoan Soo Lee

The Effect of Editorial Discretion Book Promotion on Sales at Amazon.com (2001-2002) [benedelman.org/pubs/thesis-intro.pdf](http://benedelman.org/pubs/thesis-intro.pdf)  
Seymour and Ruth Harris Prize for Best Thesis in Economics, Thomas Temple Hoopes Prize for Undergraduate Research

## Teaching Cases and Notes

David Dao on United Airlines (HBS Case 917026 and TN) (2017) with Jenny Sanford

Three Problems in Protecting Competition (HBS Case 917012) (2016) with Lena Goldberg

Disintermediation in Two-Sided Marketplaces (HBS Technical Note 917004) (2016) with Phil Hu

Mission Impossible? Yummy77 Delivers Groceries within the Hour (HBS Case 916025, TP, and slide sup.) (2015)

Resuscitating Monitter (HBS Case 915027) (2015) with Wei Sun

Market Design in Online Businesses (Abridged) (HBS Module Note 915016) (2014) with Peter Coles

Google Inc. in 2014 (HBS Case 914004, abridgement, TN, and supplement) (2014) with T. Eisenmann

Pivots and Incentives at LevelUp (HBS Case 915001 and TN) (2014) with Karen Webster

Optimization and Expansion at OpenTable (HBS Case 915003, TN, and slide supplement) (2014) with Karen Webster

Reinventing Retail: ShopRunner's Network Bet (HBS Case 915002) (2014) with Karen Webster

The Market Power of Platform-Mediated Networks (HBS Technical Note 914029) (2014)

Mobilizing an Online Business (HBS Case 913061, TN, and slide supplement) (2013) with Peter Coles

SaferTaxi: Connecting Taxis and Passengers in South America (HBS Case 913041) (2013) with Peter Coles

Pricing and Partnership at Zillow, Inc. (HBS Case 913021 and TN) (2012) with Peter Coles

Airbnb (A) and (B) (HBS Case 912019, -20, and TN) (2011) with Michael Luca

Attack of the Clones: Birchbox Defends Against Copycat Competitors (HBS Case 912010) (2011) with Peter Coles

The Online Economy: Strategy and Entrepreneurship - Course Architecture Note (HBS Note 911069) (2011) with Peter Coles

Mobilizing Online Businesses (HBS Module Note 911048) (2011) with Peter Coles

Online Marketing at Big Skinny (HBS Case 911033, TN, and slide supplement) (2011) with Scott Kominers

The iPhone at IVK (TN) (HBS Teaching Note 911414) (2010)

Akamai, Inc. (HBS Case 804158) (2010) with Thomas Eisenmann and Eric Van den Steen

Google Inc. and Google Inc. (Abridged) (HBS Case 910036, -32, and TN) (2010) with Thomas Eisenmann

Personal Rapid Transport at Vectus, Inc. (HBS Case 910010 and TN) (2010)

eBay Partner Network (A)-(D) (HBS Cases 910008, -09, -12, 914016, TN, and slide supplement) (2009-13) with Ian Larkin

Symbian, Google & Apple in the Mobile Space (A) and (B) (HBS Case 909055 and -56) (2009) with F. Suarez & A. Srinivasan

Distribution at American Airlines (A)-(D) (HBS Case 909035, 909036, 913034, 913035, TN, and slide supp.) (2009-13)

Windows Vista (HBS Case 909038) (2009)

Online Restaurant Promotions (HBS Case 909034 and TN) (2009)

Ad Classification at Right Media (HBS Case 909032, TN, and slide supplements) (2009)

Consumer Payment Systems – United States (HBS Case 909006 and TN) (2009) with Andrei Hagiu

Consumer Payment Systems – Japan (HBS Case 909007 and TN) (2009) with Andrei Hagiu

TheLadders (A)-(C) (HBS Cases 908061, 914017, 916017, and TN) (2008, 2013, 2015)  
(A) with Peter Coles, Brian Hall, and Nicole Bennett

Opening Dot EU (A) and (B) (HBS Case 908052 and -53) (2008)

Microsoft adCenter (HBS Case 908049 and TN) (2008) with Peter Coles

## Online and Other Publications

Keeping “Free Law” Free (2018) [benedelman.org/news-012218](http://benedelman.org/news-012218)

It’s a Bad Idea to Ban Customers From Recording Videos (2017) *HBS Working Knowledge*

Uber Can’t Be Fixed — It’s Time for Regulators to Shut It Down (2017) *HBR Online*

Passenger Right to Record (2017) petition for rulemaking before the Department of Transportation with Mike Borsetti

Uber Scandals (2017) [uberscandals.org](http://uberscandals.org)

Building Interactive Web Sites as Easily as Spreadsheet Formulas? (2016) [benedelman.org/news-120116](http://benedelman.org/news-120116)

How to File and Pursue a Consumer Complaint Against an Airline – And the DOT “Formal Complaint” Process (2016)

The Other Elephant In the Voting Booth: Big Tech Could Rig The Election (2016) *Daily Caller* with Robert Epstein

English Translation of FAS Russia Decision in Yandex v. Google (2016) [benedelman.org/news-092816](http://benedelman.org/news-092816)

Response to Airbnb’s Report on Discrimination (2016) [benedelman.org/news-091916](http://benedelman.org/news-091916)

Assessing Airbnb’s Prospects in its San Francisco Litigation (2016) *Notice & Comment* with Nancy Leong

Refunds for Minors, Parents, and Guardians for Purchases of Facebook Credits (2016) [benedelman.org/news-071216](http://benedelman.org/news-071216)

Preventing Discrimination at Airbnb (2016) [benedelman.org/news-062316](http://benedelman.org/news-062316)

Making It Harder to Fund Quality Shows (2016) *Worcester Telegram*

FCC Rule Change Will Be Distraction to TV Creativity (2016) *Times Union*

How Uber Uses API Restrictions to Block Price Comparison and Impede Competition (2016) [benedelman.org/news-053116](http://benedelman.org/news-053116)

FCC Comment on Expanding Consumers' Video Navigation Choices (2016)

Uber Overcharges, Spring 2016 (2016) [benedelman.org/news-051116](http://benedelman.org/news-051116)

EC Statement of Objections on Google's Tactics in Mobile (2016) [benedelman.org/news-042016](http://benedelman.org/news-042016)

Revisiting the Incentives and Costs of Google Search Results (2016) *AMA Journal Reader*

Competing with Platforms That Ignore the Law (2016) *HBR Online* with Damien Geradin

Price Coherence in Online Platforms—Impact and Responses (2015) *for the House of Lords Inquiry into Online Platforms and the EU Digital Single Market* with Julian Wright

The Online Ad Scams Every Marketer Should Watch Out For (2015) *HBR Online*

Beyond the FTC Memorandum: Comparing Google’s Internal Discussions with Its Public Claims (2015) [benedelman.org/news-040115](http://benedelman.org/news-040115)

A Closer Look at IronSource Installation Tactics (2015) [benedelman.org/news-021815](http://benedelman.org/news-021815)

Digital Business Models Should Have to Follow the Law, Too (2015) *HBR Online*

Objections to Tentative Decision and Order to Show Cause (IATA 787) (2014) before the Department of Transportation

Google’s Advertising Labels in 2014 (2014) [benedelman.org/adlabeling/google-colors-oct2014.html](http://benedelman.org/adlabeling/google-colors-oct2014.html)

Amazon Is Not Invisible (2014) *HBR Online*

Aspira Networks Charging Merchants for Traffic That’s Otherwise Free (2014) [benedelman.org/news-052714](http://benedelman.org/news-052714)

Consumers Pay More when they Pay with Bitcoin (2014) [Pymnts.com](http://Pymnts.com)

Blinkx Adware Revisited: Installation and Operation (2014) [benedelman.org/news-040914](http://benedelman.org/news-040914)

Secret Ties in Google’s “Open” Android (2014) [benedelman.org/news-021314](http://benedelman.org/news-021314)

The Darker Side of Blinkx (2014) [benedelman.org/news-012814](http://benedelman.org/news-012814)

The Ad Networks and Advertisers that Fund Ad Injectors (2013) [benedelman.org/injectors](http://benedelman.org/injectors) with Wesley Brandi

Comments in AT.39740 (2013) [benedelman.org/publications/comment-edelman-lai-to-dgcomp-28may2013.pdf](http://benedelman.org/publications/comment-edelman-lai-to-dgcomp-28may2013.pdf) with Zhenyu Lai

Comments in AT.39740 (2013) [benedelman.org/publications/comment-edelman-to-dgcomp-28may2013.pdf](http://benedelman.org/publications/comment-edelman-to-dgcomp-28may2013.pdf)

Privacy Puzzles at Google Play (2013) [benedelman.org/news-021913](http://benedelman.org/news-021913)

Misrepresentation of Fuel Surcharges in Airline Price Advertising (2013) [benedelman.org/airfare-advertising](http://benedelman.org/airfare-advertising) with Xiaoxiao Wu

IAC Toolbars and Traffic Arbitrage in 2013 (2013) [benedelman.org/news-012213](http://benedelman.org/news-012213)

The Right Remedies for Google’s AdWords API Restrictions (2013) [benedelman.org/news-010713](http://benedelman.org/news-010713)

Internet Protocol Numbers and the American Registry for Internet Numbers: Suggested Guidance for Bankruptcy Trustees, Debtors-in-Possession, and Receivers. *BNA’s Bankruptcy Law Reporter*, 2012 with Steven Ryan and Matthew Martel

Twenty Oft-found Commission Junction and LinkShare Affiliate Violations (2012) [benedelman.org/affiliate-top10](http://benedelman.org/affiliate-top10) with Wesley Brandi

Affiliate Fraud Litigation Index (2012) [benedelman.org/affiliate-litigation](http://benedelman.org/affiliate-litigation)

Towards Efficiencies in Canadian Internet Traffic Exchange *Canadian Internet Registration Authority 2012* with Bill Woodcock

Flash-Based Cookie-Stuffer Using Google AdSense to Claim Unearned Affiliate Commissions from Amazon (2012) [benedelman.org/news-050712](http://benedelman.org/news-050712) with Wesley Brandi

Search My Logs of Affiliate Fraud and Affiliate Fraud Information Lookup (2012) with Wesley Brandi

Hack-Based Cookie-Stuffing by Bannertracker-script (2012) [benedelman.org/news-022712](http://benedelman.org/news-022712) with Wesley Brandi

Large-Scale Cookie-Stuffing at Eshop600.co.uk (2012) [benedelman.org/news-013012](http://benedelman.org/news-013012) with Wesley Brandi

Advertising Disclosures in Online Apartment Search (2012) [benedelman.org/adlabeling/apartmentsearch](http://benedelman.org/adlabeling/apartmentsearch) with Paul Kominers

Google Tying Google Plus and Many More (2012) [benedelman.org/news-011212](http://benedelman.org/news-011212)

To Groupon or Not To Groupon: New Research on Voucher Profitability (2011) *HBR Online*

Revisiting Search Bias at Google (2011) [benedelman.org/news-111111](http://benedelman.org/news-111111)

Understanding the Purposes – and Weaknesses – of Online-to-Offline Discounting [Pymnts.com](http://Pymnts.com) (2011)

Towards Improvement in Singapore’s Transportation Efficiency and Environmental Impact (2011) [submission to the National Climate Change Secretariat of Singapore](http://submission.to.the.National.Climate.Change.Secretariat.of.Singapore)

Google's Dominance – And What To Do About It and Finding and Preventing Biased Results (2011)  
 American Constitution Society for Law and Policy – Blog Debate

Advertisers' Missing Perspective in the Google Antitrust Hearing (2011) [benedelman.org/news-092011](http://benedelman.org/news-092011)

Implications of Google's Pharmacy Debacle (2011) [benedelman.org/news-082611](http://benedelman.org/news-082611) and republished at Betanews

Online Discount Vouchers – Letter-Writing Tool (2011) [vouchercomplaints.org](http://vouchercomplaints.org) with Paul Kominers and Xiaoxiao Wu

Consumer Protection in Online Discount Voucher Sales (2011) [benedelman.org/voucher-consumer-protection](http://benedelman.org/voucher-consumer-protection) with Paul Kominers

Revisiting Unlawful Advertisements at Google (2011) [benedelman.org/news-051811](http://benedelman.org/news-051811) and excerpted at Huffington Post

Personal Rapid Transport - Environmental Issues for Earth Day (2011) [hbs.edu/news-releases/earthday042011.html](http://hbs.edu/news-releases/earthday042011.html)

Remedies for Search Bias (2011) [benedelman.org/news-022211](http://benedelman.org/news-022211)

In Accusing Microsoft, Google Doth Protest Too Much (2011) *HBR Online*

Knowing Certain Trademark Ads Were Confusing, Google Sold Them Anyway -- for \$100+ Million (2010)  
[benedelman.org/news-113010](http://benedelman.org/news-113010)

Advertisers Should Raise Their Voices Against Arrogant Google (2010) *mUmBRELLA*

Hard-Coding Bias in Google 'Algorithmic' Search Results (2010) [benedelman.org/hardcoding](http://benedelman.org/hardcoding)

A Closer Look at Google's Advertisement Labels (2010) [benedelman.org/adlabeling/google-nov2010.html](http://benedelman.org/adlabeling/google-nov2010.html)

On Facebook and Privacy (2010) [www.hbs.edu/news-releases/facultyonfacebookprivacy.html](http://www.hbs.edu/news-releases/facultyonfacebookprivacy.html)

Tying Google Affiliate Network (2010) [benedelman.org/news-092810](http://benedelman.org/news-092810)

Facebook Leaks Usernames, User IDs, and Personal Details to Advertisers (2010) [benedelman.org/news-052010](http://benedelman.org/news-052010)

Sony's Crackle: Invisible Traffic Galore (2010) [benedelman.org/news-042710](http://benedelman.org/news-042710)

Protecting Privacy by Design (2010) *McAfee AVERT Blog*

Google's Privacy Breach: Lessons for Companies (2010) *Harvard Business Review Online – HBR Now*

Google Toolbar Tracks Browsing Even After Users Choose "Disable" (2010) [benedelman.org/news-012610](http://benedelman.org/news-012610)

Upromise Savings -- At What Cost? (2010) [benedelman.org/news-012110](http://benedelman.org/news-012110)

Google Click Fraud Inflates Conversion Rates & Tricks Advertisers into Overpaying (2010) [benedelman.org/news-011210](http://benedelman.org/news-011210)

Google Still Charging Advertisers for Conversion-Inflation Traffic (2010) [benedelman.org/news-010510](http://benedelman.org/news-010510)

Fraud in Online Advertising (2009) *The Business Standard (India)*

Towards a Bill of Rights for Online Advertisers (2009) [benedelman.org/advertisersrights](http://benedelman.org/advertisersrights)  
 (excerpted in Advertising Week Welcome Guide, excerpted in Huffington Post)

Payment Card Network Rules Prohibit Aggressive Post-Transaction Tactics (2009) [benedelman.org/posttransaction/cardnetworks](http://benedelman.org/posttransaction/cardnetworks)

Deception in Post-Transaction Marketing Offers (2009) [benedelman.org/posttransaction](http://benedelman.org/posttransaction) (including Senate testimony)

How Google and Its Partners Inflate Measured Conversion Rates and Increase Advertisers' Costs (2009)  
[benedelman.org/news-051309](http://benedelman.org/news-051309)

In Support of Utah's HB450 (2009) [benedelman.org/news-030909](http://benedelman.org/news-030909)

False and Deceptive Display Ads at Yahoo's Right Media (2009) [benedelman.org/rightmedia-deception](http://benedelman.org/rightmedia-deception)

Privacy Lapse at Google JotSpot (2008) [benedelman.org/google-jot-privacy](http://benedelman.org/google-jot-privacy)

Hydra Media's Pop-Up Problem -- Ten Examples (2008) [benedelman.org/news-101408](http://benedelman.org/news-101408)

CPA Advertising Fraud: Forced Clicks and Invisible Windows (2008) [benedelman.org/news-100708](http://benedelman.org/news-100708)

Auditing Spyware Advertising Fraud: Wasted Spending at VistaPrint (2008) [benedelman.org/news-093008](http://benedelman.org/news-093008)

PPC Platform Competition and Google's "May Not Copy" Restriction (2008) [benedelman.org/news-062708](http://benedelman.org/news-062708)

Debunking Zango's "Content Economy" (2008) [benedelman.org/news-052808](http://benedelman.org/news-052808)

Coupons.com and TRUSTe: Lots of Talk, Too Little Action (2008) [benedelman.org/news-031808](http://benedelman.org/news-031808)

Delaying Payment to Deter Online Advertising Fraud (2008) [benedelman.org/paymentdelay](http://benedelman.org/paymentdelay)

Critiquing C-NetMedia's Anti-Spyware Offerings and Advertising Practices (2008) [benedelman.org/news-021408](http://benedelman.org/news-021408)

Sears Exposes Customer Purchase History in Violation of Its Privacy Policy (2008) [benedelman.org/news-010408](http://benedelman.org/news-010408)

The Sears "Community" Installation of ComScore (2008) [benedelman.org/news-010108](http://benedelman.org/news-010108)

A Closer Look at Coupons.com (2007) [benedelman.org/news-082807](http://benedelman.org/news-082807)

Spyware Still Cheating Merchants and Legitimate Affiliates (2007) [benedelman.org/news-052107](http://benedelman.org/news-052107)

How Spyware-Driven Forced Visits Inflate Web Site Traffic Counts (2007) [benedelman.org/news-050707](http://benedelman.org/news-050707)

Advertising Through Spyware -- After Promising To Stop (2007) [benedelman.org/news-031407](http://benedelman.org/news-031407)

Why I Can Never Agree with Adware and Spyware (2007) [technology.guardian.co.uk/online/insideit/story/0,,1997629,00.html](http://technology.guardian.co.uk/online/insideit/story/0,,1997629,00.html)

Bad Practices Continue at Zango (2006) with Eric Howes [benedelman.org/news-112006](http://benedelman.org/news-112006)

Intermix Revisited (2006) [benedelman.org/news-110806](http://benedelman.org/news-110806)

Current Ask Toolbar Practices (2006) [benedelman.org/spyware/ask-toolbars](http://benedelman.org/spyware/ask-toolbars)

False and Deceptive Pay-Per-Click Ads (2006) [benedelman.org/ppc-scams](http://benedelman.org/ppc-scams)

Cookies Detected by Anti-Spyware Programs: The Current Status (2006) [www.vinnylingham.com/specialreports/cookie-detections](http://www.vinnylingham.com/specialreports/cookie-detections)

How Vonage Funds Spyware (2006) [benedelman.org/news-071806](http://benedelman.org/news-071806)

Spyware Showing Unrequested Sexually-Explicit Images (2006) [benedelman.org/news-062206](http://benedelman.org/news-062206)

Banner Farms in the Crosshairs (2006) [benedelman.org/news-061206](http://benedelman.org/news-061206)

The Safety of Internet Search Engines (2006) [siteadvisor.com/studies/search\\_safety\\_may2006](http://siteadvisor.com/studies/search_safety_may2006) with Hannah Rosenbaum

New York v. Direct Revenue, LLC - Documents and Analysis (2006) [benedelman.org/spyware/nyag-dr](http://benedelman.org/spyware/nyag-dr)

The Spyware - Click-Fraud Connection - and Yahoo's Role Revisited (2006) [benedelman.org/news-040406](http://benedelman.org/news-040406)

Advertisers Funding Direct Revenue (2006) [benedelman.org/spyware/images/dr-mar06](http://benedelman.org/spyware/images/dr-mar06)

Critiquing ITSA's Pro-Adware Policy (2006) [benedelman.org/news-033106-2](http://benedelman.org/news-033106-2)

Advertisers Funding 180solutions (2006) [benedelman.org/spyware/images/180-jan06](http://benedelman.org/spyware/images/180-jan06)

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Localized Google Search Result Exclusions (2002-2003) with Jonathan Zittrain [cyber.law.harvard.edu/filtering/google](http://cyber.law.harvard.edu/filtering/google)

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Documentation of Internet Filtering in Saudi Arabia (2002) with Jonathan Zittrain [cyber.law.harvard.edu/filtering/saudiarabia](http://cyber.law.harvard.edu/filtering/saudiarabia)

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Executive Summaries of Formative ICANN Documents (1999)  
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Using Trumpet Winsock on Netcom Netcruiser Accounts (1995) [cyber.law.harvard.edu/people/edelman/trumpet.html](http://cyber.law.harvard.edu/people/edelman/trumpet.html)

## Programming Experience

Microsoft Visual Basic (20+ years experience), VB.NET	Mathworks MatLab	Stata
SPlus / R	Python	PHP

## Awards

Institute for Competition Law's Antitrust Writing Awards – Best Paper on Unilateral Conduct (2016)

Ehud Kalai Prize in Game Theory and Computer Science (2013)  
("best paper at the interface of game theory and computer science in the last decade")

Marvin Bower Fellow (2013-2014)

Emerald Citations of Excellence Award (2015, 2011)

ECCH Award for Outstanding Contribution to the Case Method – Strategy and General Management (2011)

Best Paper Award, Honorable Mention – The 11<sup>th</sup> International Conference on Electronic Commerce (2009)

Harvard University Graduate Economics Fellowship (2003-2006)

John M. Olin Fellowship in Law and Economics (2003-2004, 2004-2005)  
Hoopes Prize for Undergraduate Research (2002)  
Seymour and Ruth Harris Prize for Best Honors Thesis in Economics (2002)  
John Harvard Scholarship, Harvard College (1998-1999, 1999-2000, 2000-2001)  
Rank I Honors, Harvard College (1998-1999, 1999-2000, 2000-2001)  
Phi Beta Kappa, Harvard College (2001)  
Undergraduate Honors Research Scholarship, Department of Economics, Harvard College (2001)  
Detur Prize, Harvard College (1999)

### **Congressional and Expert Testimony**

US Senate, Commerce Committee (2009) (statement for the record)  
US House of Representatives, Committee on the Judiciary (2008) (invited / hearing cancelled)  
US Senate, Committee on Commerce, Science, and Transportation (2008)  
Federal Trade Commission Public Hearing on Effectiveness of CAN-SPAM (2005)  
District Court, Third Judicial District of Utah (2004)  
US Federal Court, Eastern District of Michigan (2003)  
US House of Representatives, Committee on the Judiciary (2003)  
US Federal Court, Eastern District of Pennsylvania (2002)  
US Federal Court, Western District of Pennsylvania (2000)

### **Academic Service**

Associate Editor: Journal of Economic Perspectives (2008-2014), ICIS (2020)

Referee: American Economic Review, Quarterly Journal of Economics, Journal of Political Economy, Econometrica  
RAND Journal of Economics, Management Science, Journal of Economic Theory, California Management Review,  
Marketing Science, Journal of Economics & Management Strategy, Journal of Applied Economics, Information  
Economics and Policy, Journal of Marketing Research, Journal of Empirical Legal Studies, International Journal of  
Industrial Organization, Journal of Law and Economics, Operations Research, Sponsored Search Workshop, Workshop on  
the Economics of Information Security, Workshop on the Economics of Securing the Information Infrastructure,  
Manufacturing & Services Operations Management, The International Conference on Electronic Commerce (2009),  
International Review of Law and Economics, Journal of Industrial Economics, Berkeley Electronic Press – Policy &  
Internet, Review of Economic Studies, Economics Letters, Review of Industrial Organization, Telecommunications  
Policy, Emerald Program, National Science Foundation, Manufacturing and Service Operations Management, Journal of  
the Association for Information Science and Technology, Journal of Economic Behavior & Organization, European  
Journal of Information Systems, Journal of International Money and Finance, Cambridge Journal of Regions, Economy  
and Society, Americas Conference on Information Systems (AMCIS) (2018), Communications of the ACM, Sociological  
Forum, IEEE Transactions on Software Engineering, ICIS (2021)

Program committee: Workshop on the Economics of Securing the Information Infrastructure (2006), Sponsored Search  
Workshop (2007), WWW2008, Fourth Workshop on Ad Auctions (2008), The First Conference on Auctions, Market  
Mechanisms and Their Applications (2009), ACM Conference on Electronic Commerce (2010), Workshop on the  
Economics of Information Security (2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020), Seventh  
Workshop on Ad Auctions (2011), The Second Conference on Auctions, Market Mechanisms and Their Applications  
(2011), WWW2012, Anti-Phishing eCrime Researchers Summit (2012, 2013), Ninth Workshop on Ad Auctions (2013),  
Workshop on Bitcoin Research (2014), Tenth Workshop on Ad Auctions (2014), Bitcoin'15 (2015), Web & Big Data in  
Social Sciences at CARMA (2016)

Planning Committee: TEC2020, TEC2019

Scientific committee: Conference on Advanced Research Methods and Analytics (2016)

Senior program committee: ACM Conference on Economics and Computation (2014)

Co-organizer: Sixth Workshop on Ad Auctions (2010)

Faculty mentor, President's Challenge – Harvard Innovation Lab (2013)

Non-resident tutor / senior common room member: Cabot House (2004-2014)

Member, American Economic Association Ad Hoc Committee to Consider a Code of Professional Conduct (2017)