

Benjamin Chiao
PhD Candidate, School of Information
University of Michigan, Ann Arbor

Phones: +1 (646) 732 2215 (office), +1 (734) 531 0752 (fax)
E-mail: benjamin.chiao AT gmail DOT com
Website: <http://benjaminchiao.org>
Office Address: School of Information, 1075 Beal Ave., U of Michigan, MI 48109.

BIOGRAPHY

BENJAMIN CHIAO is a PhD candidate in the School of Information, University of Michigan. His general interests are the law and economics of information systems and policies, and experimental method; his specialties are open-content economics, and economic solutions to spam. He has worked on open-content production (non-price coordination experiments, its comparison with communism, and optimal liability rules in licensing), standard-setting organizations, and using uncensored communication channels to reduce spam. His research has appeared in, for example, *RAND Journal of Economics*. He is currently an active member in the Incentive-Centered Design and the Socio-Technical Infrastructure for Electronic Transactions groups at the University of Michigan. Previously, he was Visiting Scholar at the Hong Kong University of Science and Technology (HKUST) and Research Scientist/Director of Operations at NYU, both in the new labs he helped establish. He co-founded the Ann Arbor Chinese Intellectuals group, which regularly hosts activities such as academic salons. His recent talks include those in (alphabetically): Academia Sinica at Taipei, Carnegie Mellon University, Columbia U., National Taiwan U., Peking U., Tsinghua U., UC Irvine, U. of Michigan, U. of Toulouse, and U. of Washington.

EDUCATION

- 2004-2008 (Expected) PhD in Information (Advisor: Jeffrey MacKie-Mason)
Field: Information Economics
School of Information, University of Michigan
- 1999 MSc in Economics
The Hong Kong University of Science and Technology
- 1997 BBA in Economics (was in the Information Systems Management
Department from 1994-1995)
The Hong Kong University of Science and Technology

I also received some training from UCLA, UCSD, U. of Arizona's Economic Science Lab and NYU's Economics Department.

JOURNAL PUBLICATIONS

Benjamin Chiao, Josh Lerner, and Jean Tirole. "The Rules of Standard Setting Organizations: An Empirical Study". *RAND Journal of Economics*, Winter 2007. (Earlier versions appeared in: Harvard Negotiation, Organizations and Markets Research Paper No. 05-05. National Bureau of Economic Research Working Paper No. 11156.)

DISSERTATION

Title: “Essays in Information Economics.”

Paper 1: Benjamin Chiao (2007). “Torts in Open Contents.” For submission to *Journal of Law, Economics and Organization*.
(Presented at: Academy of Management Conference 2006, and European Academy of Management Conference 2007.)

Paper 2: Benjamin Chiao (2007). “Experiments in Open Contents.” Under revision for resubmission to *Management Science*.
(Earlier versions appeared in: Working Paper at the MIT Free/Open Source Research Community. Presented at Economic Science Association’s Meetings at Tuscon 2004 and at Hong Kong 2006.)

Paper 3: Benjamin Chiao and Jeffrey MacKie-Mason (2007). “Using Uncensored Communication Channels to Divert Spam Traffic”. For submission to *Management Science*. Awarded the NET Institute grant.
(Earlier versions appeared in: *Proceedings of the 34th Research Conference on Communication, Information and Internet Policy*. Net Institute Working Paper No. 06-20. Presented at: 2007 Fourth Bi-annual Conference on the Economics of the Software and Internet Industries at IDEI in Toulouse, France, etc.)

Chair: Jeffrey MacKie-Mason

Committee Members: Yan Chen, Michael Cohen, Jessica Litman

OTHER PUBLICATIONS

Conference Proceedings

Benjamin Chiao, “An Economic Theory of Free and Open Source Software: A Tour from Lighthouse to Chinese-Style Socialism,” *Proceedings of the International Conference on Open Source 2003*. (Working Paper at the MIT Free/Open Source Research Community.)

In Progress

Benjamin Chiao (2007). “An Economic Analysis of the Copyright Opt-Out Mechanism in Google Book Search.”

Benjamin Chiao (2007). “Using Voluntary Delay in Communication Buffers to Reduce Spam: An Experimental Study.”

Benjamin Chiao (2007). “Using Uncensored Communication Channels to Divert Spam: An Experimental Study.”

Benjamin Chiao (2007). “An Experimental Study of Parallel Music Progression.”

Unpublished

Benjamin Chiao (1999). “The Monetary Rule of Hong Kong: New Technical Measures Against Further Speculation.” Masters class paper under the supervision of Mick Devereux.

RESEARCH FIELDS

General Areas: Information economics, law and economics, and experimental method

Specialties: Open-content economics, and economic solutions to spam (unsolicited

commercial advertising)

Affiliations: The Incentive-Centered Design and the Socio-Technical Infrastructure for e-Transactions groups at the University of Michigan.

ACADEMIC APPOINTMENTS

- 2003-2004 **Research Scientist/Director of Operations**
Center for Experimental Social Science
(Affiliated with the Department of Economics)
New York University
To build a social science lab from scratch for the Center directed by Andrew Schotter. On the planning team since 2001.
- 1999-2001 **Visiting Scholar**
Center for Experimental Business Research
(Affiliated with the Departments of Economics and Marketing)
Hong Kong University of Science and Technology
To build the first experimental business research lab in Asia from scratch for the Center directed by Rami Zwick and Chew Soo Hong.

KEY INVITED TALKS

Speaker:

- Academia Sinica, Taipei** [Institute of Economics](2008/4)
Peking U. [Business School Department of Management Science and Information System, and Department of Applied Economics](2008/4)
Peking U., Shenzhen [Business School Department of Economics](2008/4)
National Taiwan U. [Department of Economics](2008/4)
Tsinghua U. [School of Economics and Management, Department of Economics] (2008/04)
Carnegie Mellon U. [Business School Information Systems Department](2008/1)
U. of California, Irvine [Business School Information Systems Department](2008/1)
U. of Washington [Information School] (2008/1)
U. of Michigan [Information School] (2008/1)
Columbia U. [Columbia Institute for Tele-Information] (2007/6)

Panelist: **Columbia University** [On the topic of “Enablers and obstacles of the Ultrabroadband deployment,” Ultrabroadband Networks and the Personal Media Cloud conference 2007 at the Columbia Institute for Tele-Information] (2007/06)

PROFESSIONAL SERVICES

Referee: *Electronic Commerce Research, Journal of Organizational Computing and Electronic Commerce, Electronic Commerce Research and Applications, The Review of Socionetwork Strategies*

Discussant: 1. **Academy of Management** [Professional Development Workshop on Open Source 2006], 2. **NYU** [NET Institute Conference 2007]

Invited Participant: **Stanford University** [Community Patent (or Peer to Patent) Workshop at the Center for Internet and Society, Stanford Law School] (2006/5)

FELLOWSHIPS AND GRANTS

2007	New York State Council on the Arts grant (for Internet technology development), joint with the ensemble Music From China
2006	The NET Institute Grant for the joint work with Jeffrey MacKie-Mason on "Using Uncensored Communications Channels to Divert Spam Traffic."
2005	Rackham Fellowship Discretionary Fund University of Michigan
2004-Present	Research and Teaching Assistantships School of Information University of Michigan
2001-2003	McCracken Fellow New York University
2000	Visiting Graduate Student Stipend Economic Science Lab, University of Arizona
1999-2002	DAG Grant, joint with Rami Zwick, "Subject Recruitment System" Department of Marketing, Hong Kong University of Science & Technology

PRESENTATIONS

Jan., 2008	"Using Uncensored Communications Channels to Divert Spam Traffic," with Jeffrey MacKie-Mason. Carnegie Mellon U., U. of California, Irvine, U. of Washington, U. of Michigan.
Jun., 2007	"The Standardization of Internet Protocols and its Implications". Ultrabroadband Networks and the Personal Media Cloud conference at the Columbia Institute for Tele-Information at Columbia University.
May, 2007	"Some Law and Economics of Google Book Search". 6 th Michigan China Forum, and STIET Workshop, University of Michigan.
May, 2007	"Torts in Open Innovation: Liability Indemnification through Patent Pools," European Academy of Management -- Open Innovation Track in Paris.
Feb., 2007	Poster session of a research portfolio on open contents, and spam at the Interdisciplinary Committee on Organizational Studies at the U. of Michigan.
Jan., 2007	"Using Uncensored Communications Channels to Divert Spam Traffic," with Jeffrey MacKie-Mason. Fourth Bi-annual Conference on the Economics of the Software and Internet Industries at IDEI in Toulouse, France.
Sep., 2006	"Using Uncensored Communications Channels to Divert Spam Traffic," with Jeffrey MacKie-Mason. Telecommunications Policy Research Conference.
Aug., 2006	"Torts in Open Innovation: Liability Indemnification through Patent Pools," Academy of Management Open Source Software Research Development Workshop.
Jun., 2006	Poster Session at the NYU Workshop on the Economics of IT.
May & Oct., 2006	"Using Uncensored Communications Channels to Divert Spam Traffic," with Jeffrey MacKie-Mason. STIET Workshop, University of Michigan.
Jan., 2006	"An Experimental Study of Open Innovation using MASTERMIND," Economic Science Association's Meeting, Hong Kong.

Oct., 2005	“The Effects of Switching and Information Costs on the Competition in Spam Reduction and Email Services,” with Jeffrey MacKie-Mason. STIET Workshop, University of Michigan.
May, 2005	“Some Economic Issues in Open Source,” STIET Workshop, University of Michigan.
Nov., 2004	“An Experimental Study of Open Innovation using MASTERMIND,” Economic Science Association’s Meeting, Tuscon, Arizona.
Oct., 2004	“An Experimental Study of Open Innovation using MASTERMIND,” STIET Workshop, University of Michigan.
Jul., 2003	“An Economic Theory of Free and Open Source Software: A Tour from Lighthouse to Chinese-Style Socialism,” International Conference on Open Source 2003.
Nov., 2002	“An Economic Theory of Free and Open Source Software: A Tour from Lighthouse to Chinese-Style Socialism,” New York University.
May, 2000	“e-Recruit -- A Subject Recruitment System,” Marketing Seminar Series, Hong Kong University of Science and Technology.

INVITED PARTICIPATION

Apr., 2007	NET Institute Conference.
Jul., 2006	The Innovation Policy and the Economy Session at the National Bureau of Economics Research.
May, 2006	“The Future of Open Source Peer Production Models: Business and Legal Frontiers” workshop, organized by the McCombs School of Business and the law school at U of Texas (Austin).
Sep., 2005	The Innovation Symposium at the University of Washington.
Jul., 2005	The Innovation Policy and the Economy Session at the National Bureau of Economics Research.

TEACHING

2007	<p>Graduate Student Instructor SI 501: Contextual Inquiry and Project Management (For Masters Students) Lecturers: Judy Olson and Ixchel Faniel School of Information, University of Michigan</p>
2007	<p>Graduate Student Instructor SI 502: Choice and Learning (For Masters Students) Lecturers: Yan Chen and Jeffrey MacKie-Mason School of Information, University Michigan Main texts: <i>Microeconomics and Behavior</i> (Frank), <i>Cognitive Psychology</i> (Anderson)</p>
2006	<p>Graduate Student Instructor SI 701: Doctoral Foundation (For 1st Year PhDs) Lecturers: George Furnas and Gary Olson School of Information, University of Michigan</p>
1997-8	<p>Teaching Assistant 1. Money and Banking (Undergraduate Level) 2. Managerial Macroeconomics (Undergraduate Level) Lecturer: Woon Gyu Choi</p>

Department of Economics, The Hong Kong University of Science
and Technology