

Benjamin Chiao

Assistant Professor

Department of Applied Economics

Department of Management Science and Information Systems

Guanghua School of Management, Peking University

Phones: +8610-62756275 (office), +1 (734) 531 0752 (fax)
E-mail: benjamin.chiao AT gmail DOT com
Website: <http://benjaminchiao.org>
Office Address: Guanghua School of Management, Peking University,
Beijing, 100871, China

BIOGRAPHY

BENJAMIN CHIAO is Assistant Professor in the Department of Applied Economics (full-time appointment) and the Department of Management Science and Information Systems (courtesy appointment) at the Peking University Guanghua School of Management. 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 i) uncensored communication channels and ii) communication buffers to reduce spam. His research has appeared in, for example, *RAND Journal of Economics*. He is Director of Peking University Information Society Group. 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 obtained his BBA and MSc from HKUST and high school diploma from La Salle College. He expects to receive his PhD from the University of Michigan in 2009. He was a member of the Incentive-Centered Design and the Socio-Technical Infrastructure for Electronic Transactions groups at the University of Michigan. He is Founding Director of Sichuan Teachers for teaching kids affected by the Sichuan Earthquake. His recent invited talks include those in: Academia Sinica, Carnegie Mellon University, Columbia U., National Taiwan U., Peking U., Shanghai Jiaotong U., Singapore Management U., Tsinghua U., UC Irvine, U. of Michigan, U. of Toulouse, and U. of Washington. He teaches graduate level theoretical microeconomics and empirical microeconomics, and undergraduate level law and economics of information systems and policies.

ACADEMIC APPOINTMENTS

2008-Present **Assistant Professor**
Department of Applied Economics (full-time appointment)
Department of Management Science and Information Systems
(courtesy appointment)
Guanghua School of Management
Peking University (also known as Beijing University or Beida)

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.

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.

EDUCATION

2004-2009 (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

1. 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.)

UNDER REVIEW

1. Benjamin Chiao and Jeffrey MacKie-Mason (2009). "Using Uncensored Communication Channels to Divert Spam Traffic". Under review at *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.

WORKING PAPERS

1. Benjamin Chiao and Shi Guang (2009). "Social Tagging in Communication Buffers: Voluntary Delay to Reduce Spam."
2. 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.)

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 (2009). “Using Uncensored Communication Channels to Divert Spam Traffic”. Under review at *Management Science*.

Chair: Jeffrey MacKie-Mason

Committee Members: Yan Chen, Michael Cohen, Jessica Litman

IN PROGRESS

Benjamin Chiao and Shi Guang. “An Experimental Study of Anti-Spam Communication Buffers.”

Benjamin Chiao. “An Experimental Study of Uncensored Communication Channels.”

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

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

RESEARCH FIELDS

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

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

KEY INVITED TALKS

Speaker:

Singapore Management University [School of Information Systems] (2008)

Academia Sinica, Taipei [Institute of Economics](2008)

Peking U. [Business School Department of Management Science and Information System, and Department of Applied Economics](2008)

Peking U., Shenzhen [Business School Department of Economics](2008)

National Taiwan U. [Department of Economics](2008)

Tsinghua U. [School of Economics and Management, Department of Economics] (2008)

Carnegie Mellon U. [Business School Information Systems Department](2008)

U. of California, Irvine [Business School Information Systems Department](2008)

U. of Washington [Information School] (2008)

U. of Michigan [Information School] (2008)

Columbia U. [Columbia Institute for Tele-Information] (2007)

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:

International Journal of Industrial Organization

Industrial and Corporate Change

Management Information Systems Quarterly

Electronic Commerce Research

Journal of Organizational Computing and Electronic Commerce

Electronic Commerce Research and Applications

The Review of Socionetwork Strategies

International Conference on Information Systems

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

Apr., 2008	“Experiments in Open Contents.” Department of Economics, National Taiwan U.
Jan-Apr., 2008	“Using Uncensored Communications Channels to Divert Spam Traffic,” with Jeffrey MacKie-Mason. Academia Sinica, Carnegie Mellon University, Peking U., Shanghai Jiaotong U., Singapore

	Management U., Tsinghua U., UC Irvine, U. of Michigan, U. of Toulouse, and U. of Washington.
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

2008 **Instructor**
Empirical Microeconomics (For PhD and Masters Students)
Department of Applied Economics, Guanghua School of Management, Peking University.

2008 **Instructor**
Advanced Microeconomics (For PhD and Masters Students)
Main text: Microeconomic Theory (MasCollé, Whinston and Green)
Department of Applied Economics, Guanghua School of Management, Peking University.

2007 **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

2007 **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: *Microeconomics and Behavior* (Frank), *Cognitive Psychology* (Anderson)

2006 **Graduate Student Instructor**
SI 701: Doctoral Foundation (For 1st Year PhDs)
Lecturers: George Furnas and Gary Olson
School of Information, University of Michigan

1997-8 **Teaching Assistant**
1. Money and Banking (Undergraduate Level)
2. Managerial Macroeconomics (Undergraduate Level)
Lecturer: Woon Gyu Choi
Department of Economics, The Hong Kong University of Science and Technology