

Benjamin Chiao
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PUBLICATIONS

Journals:

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.)

Book (Chinese):

Benjamin Chiao (2009, Editor) *The Great Firewall of China: Some Law and Economics of Internet Censorship* or *中国防火长城-互联网审查的法律经济学* in Chinese. Forthcoming *China Economic Publishing House* (中国经济出版社). The chapters are:

Ch. 0. Benjamin Chiao, "Introduction."

Ch. 1. Benjamin Chiao and Yan Kai, "Some Theoretical Frameworks of Censorship."

Ch. 2. Yujin Cao and Benjamin Chiao, "Technical Measures of Internet Censorship in China."

Ch. 3. Benjamin Chiao and Yifei Liu, "Laws and Policies of Internet Censorship in China."

Ch. 4. Benjamin Chiao and Yifei Liu, "Internet Censorship Management of the Chinese Government."

Ch. 5. Benjamin Chiao and Jingfen Zhang, "A Comparison of Internet Censorship between China and the World."

Ch. 6. Benjamin Chiao and Xiaolin Wang, "China's Internet Censorship: Perspectives from International Laws."

Abstracts available at http://benjaminchiao.org/papers/gfw/gfw_short.pdf Full book available on request. It is accepted into the All China Economics International Conference (Dec 2009, Hong Kong).

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)

2008-Present

Director

Peking University Information Society Group
Guanghua School of Management
Peking University

- 2008-Present **Founding Director**
Sichuan Teachers
A non-profit earthquake relief organization registered in Hong Kong
- 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

- 2004-2010 PhD (Defended in Fall 2009)
Advisors: Jeffrey MacKie-Mason (Chair), Yan Chen, Michael Cohen, Jessica Litman
Dissertation Title: "Essays in Information Economics"
School of Information, University of Michigan
- 1997, 1999 BBA, MSc
Department of Economics
The Hong Kong University of Science and Technology

CONFERENCE PROCEEDINGS

1. Benjamin Chiao and Jeffrey MacKie-Mason (2006). "Using Uncensored Communication Channels to Divert Spam Traffic". *Proceedings of the 34th Research Conference on Communication, Information and Internet Policy*. (Net Institute Working Paper No. 06-20. Awarded the NET Institute grant.)
2. Benjamin Chiao (2003). "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.)

WORKING PAPERS

- A. Open Contents
 1. Benjamin Chiao (2009). "Team Size and Modularity in Open Content Experiments." For resubmission to *Management Science*.
 2. Benjamin Chiao (2009). "Torts in Open Contents." For submission to *Journal of Law, Economics and Organization*.
- B. Censorship
 1. Benjamin Chiao and Guang Shi (2009). "Voluntary Delay in Communication Buffers to Reduce Spam." Peking University Information Society Group Working Paper 2009-01. For submission to *International Journal of Industrial Organization or Journal of Management Information Systems*.
 2. Benjamin Chiao and Jeffrey MacKie-Mason (2009). "Using Uncensored Communication Channels to Divert Spam Traffic". For submission to *International Journal of Industrial Organization or Information Systems Research*.

3. Benjamin Chiao, Yan Kai, Xingbai Xu (2009). "Exchange Rate Models for Censorship Problems." Peking University Information Society Group Working Paper 2009-02.

C. Intellectual Property

1. Yujin Cao, Benjamin Chiao, Xiaolin Wang, Hui Xu, Xingbai Xu (2009). "Vertical Integration and Plant Variety Intellectual Property Protection in China."

PENDING PATENTS

Communication buffers that aim to reduce spam using economic mechanisms. Patent pending no. PCT/CN2009/071969.

IN PROGRESS

Benjamin Chiao (and colleagues in the Peking University China Center for Pharaeconomics & Outcome Research). "The Effects of New IT Infrastructure on Medical Care in the Sichuan Earthquake Area."

Benjamin Chiao (and colleagues in the Tsinghua University Network Research Center) on various Internet infrastructure markets

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

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, intellectual property, institutional economics, law and economics, experimental method, China's economy, health economics, political economy, applied microeconomics

Specialties: Censorship (e.g. economic solutions to unsolicited commercial advertising, online censorship), IT infrastructure and open-content economics

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, health economics, and experimental method; his specialties are censorship (e.g. anti-spam economic mechanisms, mathematical modeling, the Great Firewall of China), IT infrastructure, and open-content economics.

He has worked on:

- (A) i) a book called *The Great Firewall of China: Some Law and Economics of Internet Censorship* ii) theoretical models of censorship using exchange rate models
- (B) open contents: non-price coordination experiments, its comparison with communism, and optimal liability rules in licensing
- (C) standard-setting organizations
- (D) anti-spam economic mechanisms: i) uncensored communication channels and ii) communication buffers (patent pending no. PCT/CN2009/071969)
- (E) IT infrastructure in hospitals and Internet network designs (in progress)

His research has appeared in, for example, *RAND Journal of Economics* and *China Economic Publishing House*.

He is Director of Peking University Information Society Group. Previously he was Research Scientist/Director of Operations at New York University and Visiting Scholar at the Hong Kong University of Science and Technology (HKUST), both in the new labs he helped establish. He obtained his BBA and MSc from HKUST. He defended his PhD from the University of Michigan at Ann Arbor 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, a non-profit organization that provides a market to match non-government organizations with 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 masters and PhD students theoretical microeconomics, managerial microeconomics and empirical microeconomics, and undergraduate students law and economics of information systems and policies.

KEY INVITED TALKS

Speaker:

Upcoming:

Tsinghua University [Network Research Center] (2009)

Shanghai University of Finance and Economics [School of Economics] (2010)

Past:

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

Journal of Management Information Systems

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
Academy of Management

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

2010-12	co-PI (with colleagues in the Peking University China Center for Pharmaeconomics & Outcome Research) US\$100,000 (funds expected from Cisco for projects on the evaluation of the effects of new IT infrastructure on medical care in the Sichuan Earthquake area).
2008-9	Department Allocated Grants Guanghua School of Management Peking University
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

TEACHING

At Peking University:

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.

Instructor

Advanced Managerial Microeconomics (For PhD and Masters Non-Economics Students)
Department of Applied Economics, Guanghua School of Management, Peking University.

Instructor

Information Economics, also known as The Law and Economics of Information Systems and Policies (For Undergraduate Students)

Department of Applied Economics, Guanghua School of Management, Peking University.

Instructor

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

At the University of Michigan:

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

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)

Graduate Student Instructor

SI 701: Doctoral Foundation (For 1st Year PhDs)

Lecturers: George Furnas and Gary Olson
School of Information, University of Michigan

At HKUST:

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