

1:35 p.m. **Break**

1:50 p.m. **Paper Session Two**

Chaired by Florian Zettelmeyer (Northwestern University, Kellogg)
Anna Tuchman (Northwestern University, Kellogg), *Advertising and Demand for Addictive Goods: The Effects of E-Cigarette Advertising*

Discussant: Anita Rao (University of Chicago, Booth)

Sergei Koulayev (Consumer Financial Protection Bureau) with Alexei Alexandrov, *No Shopping in the U.S. Mortgage Market: Direct and Strategic Effects of Providing Information*

Discussant: J. F. Houde (Cornell University)

Mara Lederman (University of Toronto, Rotman) with Joshua Gans and Avi Goldfarb, *Exit, Tweets, and Loyalty*

Discussant: Amalia Miller (University of Virginia)

4:05 p.m. **Break**

4:20 p.m. **Keynote Address, “Digital Advertising Measurement”**

Florian Zettelmeyer (Northwestern University, Kellogg)

4:55 p.m. **Hors d’oeuvres Reception**

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