Emily Robertson
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I am writing to apply for the NBER Economics of Digitization tutorial for graduate students. I am currently a third-year PhD student at the University of California, Santa Barbara. In addition to the core first-year classes in Microeconomics, Macroeconomics and Econometrics, I am primarily studying Experimental Economics, with a secondary interest in Environmental and Natural Resource Economics.

My current research interests are in public goods and coordination in games under uncertainty. I also completed an undergraduate honors thesis focusing on the determinants of success in crowdfunding campaigns. In this project, I used data scraped from Kickstarter to examine whether success in the early stages of a crowdfunding campaign (as defined by money contributed or number of backers participating) was a predictor of success in the campaign overall (as defined by money raised, percentage of goal raised, or whether or not the project met its goal). Surprisingly, I found that the most successful projects raised more money on their first day but had fewer first-day backers, suggesting that crowdfunding may be somewhat distinct from either threshold public goods games or investment under imperfect information. I later presented this thesis, adapted into a working paper entitled "Crowdfunding as a Social Movement: The Determinants of Success in Kickstarter Campaigns," at the SEA and WEAI conferences in 2015 and 2016, respectively.

My primary interest in the economics of digitization is in how information is becoming cheaper to obtain, but also cheaper to provide. This can reduce bias, but also increase noise. This can affect both purely economic decisions, such as an investor choosing a stock portfolio, or social ones, such as whether or not to participate in a protest. Social media may increase the visibility of activists, but it can also amplify "cheap talk" in expressing intent to act.

My goal in attending this workshop is to gain an understanding of this new field of research, both in the topics that have been explored and in the tools necessary to perform empirical analysis. Thank you for your consideration.

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Education:

University of California, Santa Barbara **(2015 - present)**
Ph.D. Economics, expected 2020
M.A. Economics, 2016
Research Fields: Experimental and Behavioral Economics, Environmental Economics

Portland State University **(2013 - 2015)**
B.S. Economics with Honors, Minor in Mathematics, 2015
Honors Thesis: Crowdfunding as a Social Movement: Determinants of Success in Kickstarter Campaigns

Portland Community College **(2010 - 2013)**
A.S. with Highest Honors, 2013

Teaching Experience:

Teaching Assistant, University of California Santa Barbara **(09/2016 - present)**
Courses: Econ 2; PSTAT 109; TMP 120; Econ 114B; Econ 134A (current)
Taught classroom and laboratory sections. Developed and graded quizzes, homeworks and tests. Held weekly office hours.

Grader, University of California Santa Barbara **(01/2017 - present)**
Courses: Econ 100C, Econ 180, Econ 171

Lab Assistant, Portland Community College **(06/2012 - 03/2013)**
Worked as a peer tutor for Calculus I class. Guided students in understanding Calculus concepts and in completing lab exercises.

Research Experience:

Santa Fe Institute - Santa Fe, NM
2014 Research Experience for Undergraduates Program **(06/2014 - 08/2014)**
Researched models of social movements in collaboration with SFI faculty. Built simulation of a threshold model in order to explore varying parameters of threshold distribution. Collected results in research paper, and publicly presented research to SFI faculty.

Working Papers:

Robertson, Emily Nicole and Wooster, Rossitza B., “Crowdfunding as a Social Movement: The

Determinants of Success in Kickstarter Campaigns" (July 15, 2015). Available at SSRN: https://ssrn.com/abstract=2631320 or http://dx.doi.org/10.2139/ssrn.2631320

Conferences and Presentations:

85th Annual Conference of the Southern Economic Association, November 2015 (Talk)

91st Annual Conference of the Western Economic Association International, July 2016 (Talk)

The Street: "10 Secrets to Kickstarter Success (It's Not About Facebook)" (Interview, available at: https://www.thestreet.com/story/13229480/1/10-secrets-to-kickstarter-success-its-not-about-facebook.html)

Skills:

Experience with Python, Stata, Matlab, R, Netlogo, and LaTex.