Wei Lu

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EDUCATION

- **PhD in Marketing** **2017 - present**
  Rotman School of Management, University of Toronto, Canada
- **M. S. Economics** **2015 - 2017**
  Toulouse School of Economics, Toulouse, France
- **B. Economics** **2011 - 2015**
  Central University of Finance and Economics, Beijing, China

RESEARCH INTEREST

Topic: Advertising, Behavioral Economics
Methodology: Natural Language Processing, Machine learning and Causal Inference

RESEARCH

Master Thesis
Motivated Reasoning in the Field: Partisanship in Precedent, Prose, Vote, and Retirement in U.S. Circuit Courts, 1930-2013, with Elliott Ash and Daniel L. Chen (*Preparing for submission*)

EXPERIENCE

Research Assistant
Toulouse School of Economics **2017-2018**
Rotman School of Management, University of Toronto **2018**

Teaching Assistant
Rotman School of Management, University of Toronto **2019**

COURSEWORK

Theoretical
PhD level Macroeconomics I & II; PhD level Microeconomics I & II; PhD level Econometrics I & II; PhD level Industrial Organization I ; PhD level Marketing Strategy I & II; Advanced Topics in Macroeconomics; Advanced Topics in Marketing Strategy; Judgement and Decision Making Theory; Experimental Economics

Empirical
Emperical Methods in Marketing; Empirical Applications of Economic Theory; Methods for Empirical Microeconomics

COMPUTER SKILLS

Econometric and Statistical packages: Python, R, Stata, MATLAB, SAS and SPSS
Other Softwares: Microsoft Office suite, and LaTeX.

HONORS AND AWARDS

- University of Toronto Fellowships, 2017-present
- Outstanding Graduate of Beijing City, 2015
- Meritorious student: Central University of Finance and Economics, 2012-2013
- Scholarship for Academic Research: Central University of Finance and Economics, 2012-2013

Summary of interest in AI

Wei Lu

June 1, 2019

I'm always curious about how the advancement of AI can shape the media and entertainment industry. In particular, I wonder how does the decreasing cost of information disclosure and transmission can affect consumer behavior, and the market as a whole in both short run and long run. The interdisciplinary nature of this broad question is of my great interest.

My current research is mostly about using text as data to measure the information about agents' behavior. In my Master's thesis, I used machine learning algorithms on text and citations of US Circuit Court opinions to measure the political polarization of judges. My paper documented increasing polarization in the recent decades, and provided field evidence of motivated reasoning of economic agents. In my second-year paper, I collected real estate classified advertisements on newspapers to study how price regulation affect information disclosure of landlords. Using words and phrases as indicators, I found that changes in advertising contents can reflect the how the quality of rent controlled buildings change over time, as well as entry and exit of advertising decisions of landlords.

I'm planning to continue explore the intersection of natural language processing and causal inference in order to better understand how we can empirically measure the information in big data, and use these measures to study the impact of AI on media and entertainment market. I hope by participating in this year's conference I can gain new insights about how to formulate interesting research questions, and how to better understand the impact of AI in our future.