Application for Digital Economics and AI Tutorial

Contact Information

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Affiliation	Department of Business Administration, University of Zürich

Graduate Study

Program	PhD in Management & Economics, University of Zürich
Enrolled	Since fall 2024, now in my third year of the PhD program. The UZH doctoral program is research-based, so coursework is taken alongside the dissertation rather than as a two-year core sequence.
Dissertation	*Essays on Digital Economics* (working title)
Committee	Prof. Ulrich Kaiser (supervisor) and Prof. Luis Aguiar, both University of Zürich.
Coursework	*Theory and methods:* Advanced Microeconomics I and Empirical Methods (prerequisite core courses); Bayesian Data Analysis and Models of Behavior; Data Analytics and Machine Learning; currently Microeconomics for Research Students I. *Field courses:* Technology & Innovation Strategy in the Age of Platforms, Ecosystems and Artificial Intelligence. *Research seminars:* Applied Microeconomics Research in Practice (three semesters).
Prior degrees	M.Sc. Science, Technology and Policy (minor computer science), ETH Zürich; B.Sc. Industrial Engineering, University of Iceland.

Research Interests

My research asks what shapes outcomes on digital platforms, in particular who participates, who benefits, and who is pushed out. So far I have looked at three forces. The first is platforms' own rules. YouTube's automated copyright system, for example, enforces major labels' rights far more reliably than independents' (work presented at the NBER Summer Institute 2026 Digital Economics and AI meeting). The second is regulation, where the EU's new platform laws pushed small sellers off Amazon while Amazon itself gained ground. The third is offline conditions, and whether local economic shocks draw men into online manosphere communities on Reddit.

Because platforms rarely disclose how their rules play out, I build my own data, for example by uploading thousands of test videos to YouTube, and combine it with AI-assisted classification and quasi-experimental designs. Going forward, I want to study how AI reshapes the economics of creative work, from the incentives of original creators to whether the quality of what reaches users improves or declines. Discussing this agenda with researchers who have shaped the economics of AI would help me sharpen which questions to pursue.

Research Projects in Progress

Platform Governance and Automated Enforcement: Evidence from YouTube Content ID
with Stefan Bechtold (ETH Zürich), Christian Peukert (HEC Lausanne), and Catherine E. Tucker (MIT Sloan).
Presented at the NBER Summer Institute 2026, Digital Economics and Artificial Intelligence (by Christian Peukert).

YouTube's Content ID automatically detects copyrighted music in uploaded videos and lets rights holders block or monetize them. Such tools should, in principle, let individual creators enforce their own rights. We test this with a large-scale audit, uploading music of known copyright status and comparing the system's decisions with the law.

The matching technology is accurate, but enforcement is not. Major-label music is flagged about 90 percent of the time versus 50 percent for independent labels, and nearly half of uploads that should not be flagged are flagged anyway. We are now extending the audit to AI-generated music and estimating welfare effects.

The project began as my master's thesis at ETH Zürich. I designed and ran the audit and lead the data collection and empirical analysis.

Economic Shocks and Online Manosphere Communities on Reddit
with Elliott Ash (ETH Zürich), Marita Freimane (University of Zürich), Alexander Hoyle (ETH Zürich), and Lehan Zhang (ETH Zürich).

Do local economic shocks push men toward online "manosphere" communities, such as incel and men's rights forums? And does it matter when men lose ground relative to women? We follow Reddit users across US local labor markets and compare areas hit differently by the 2014–16 oil-price collapse, which mostly cost men their jobs. The analysis is under way.

Shrinking Shelf: The Effects of Digital Regulation on Amazon
with Stefan Bechtold (ETH Zürich), Reinhold Kesler (DICE, University of Düsseldorf), Filippo Lancieri (Georgetown Law), Christian Peukert (HEC Lausanne), and Amit Zac (University of Amsterdam).

The EU's Digital Markets Act and Digital Services Act aim to make platform markets more open and safer. We study what they did to Amazon's marketplace, tracking about two million listings over time in France and Germany and comparing them with the US and UK.

After the regulations took effect, fewer products and fewer sellers remained in the EU stores, especially in categories with heavy compliance requirements such as safety certification. At the same time, Amazon itself won the Buy Box more often. The new rules seem to impose fixed costs that the platform absorbs more easily than small sellers, which runs against the goal of more competition.