Application to Attend Digital Economics and AI Tutorial

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Dear Members of the Organizing Committee,

Thank you for the opportunity to apply to the NBER's Digital Economics and AI Tutorial.

I am a fourth-year PhD student (2023–present) in Information Systems and Management at Carnegie Mellon University's Heinz College.

My coursework has specialized in economics, and my committee members are Professors Michael D. Smith, Rahul Telang, and Brett Danaher.

My dissertation research focuses on how AI-generated creative goods are impacting creative markets. I am particularly interested in measuring the quality and quantity of AI-generated products, how those products are impacting existing markets, and the effectiveness of potential interventions to improve market outcomes.

My dissertation working title is Generative AI and Creative Markets. My ongoing research explores two related questions:

- The effect of AI tagging on consumer demand: On the demand side, I examine consumers' acceptance of AI-generated creative goods, using streaming data from music platforms. By comparing streaming patterns of AI-generated and human-created songs, and how these patterns change over time, we aim to understand whether AI-generated music can substitute for human-created music and how consumer acceptance evolves.

- The impact of AI-generated music on content creation: On the supply side, I am exploring how the abundance of AI-generated songs has impacted social media content creators' use of these songs, and the resulting views, likes, and comments on their videos. The goal of this project is to examine whether AI-generated music substitutes for human-created music in content production and how this affects audience engagement.

Thank you for considering my application. I would be grateful for the opportunity to attend the tutorial, contribute to the discussions, and learn from the presentations.

Sincerely,



Kailing Mao