Kanav Mor

Application for the NBER Digital Economics and AI Tutorial

Contact Information

Kanav Mor
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I am a third-year PhD student in Information Systems and Management at Carnegie Mellon University's Heinz College. I joined the PhD program in Fall 2024 and have completed my doctoral coursework. In Fall 2026, I became a recipient of the inaugural CMU Block Center Fellowship on AI and Society.

Before joining CMU, I spent two years as a software engineer on the Microsoft Edge team. I hold an MS in Economics and a BE in Computer Science from BITS Pilani, India, where I ranked at the top of my cohort. I was also a recipient of the Dean's 100% Merit Scholarship for the entire 5-year duration of my program. During my undergraduate studies, I also received research fellowships from Indo-U.S. Science and Technology Forum (IUSSTF), DAAD and Mitacs.

Research Interests

I study the economics of generative AI along several dimensions, with a focus on markets for creative and information goods. I examine how content producers respond when AI systems train on their work at near-zero marginal cost, and how those responses reshape the markets they serve. I also study how AI assistance affects the volume, quality, and variety of creative work. In another project, I examine how disclosing AI's role in content creation influences audience engagement. I use a combination of archival data and field experiments to study these questions.

Working Papers

News Behind the News: Spillover Effects of AI Crawler Blocking Among News Publishers
Authors: Kanav Mor, Rahul Telang

Generative AI has intensified a long-standing tension between the organizations that produce online content and the platforms that profit from distributing it. Using historical `robots.txt` snapshots from the Internet Archive, we examine how news publishers respond to crawlers that scrape their content for LLM training. Building a monthly panel of 136 news publishers, we study how they respond to OpenAI's release of GPTBot.

Blocking accelerated sharply after the release of GPTBot, with paywalled outlets blocking much faster than free ones. We observe that the response did not stay confined to AI crawlers. Publishers who blocked GPTBot went on to block crawlers with no connection to model training - from SEO

tools to academic utilities and news monitoring services. This spillover blocking suggests that a dispute over AI training data has produced a general tightening of automated access to the web.

Work in Progress

Impact of AI-Assisted Music Composition on Creativity: A Randomized Controlled Trial
Authors: Kanav Mor, Avinash Collis, Rahul Telang

We investigate whether AI assistance expands creative possibilities or leads artists toward similar choices. We are running a field experiment with music composers on an online composition platform, randomly assigning access to the platform's AI assistant. We examine how such assistance affects the productivity, quality and harmonic complexity of their compositions. We also test whether assisted compositions converge on a narrower range of musical choices.

AI Disclosure Labels and Viewer Engagement on YouTube: Evidence from a Natural Experiment
Authors: Kanav Mor, Avinash Collis, Rahul Telang

To comply with the transparency regulations under the EU AI Act, YouTube now applies mandatory labels to AI-generated content. Videos receive these labels at different times after upload, and we exploit that staggered rollout to estimate the effect of disclosure on viewer engagement. We build a panel of roughly two million videos which we re-read every 24 hours. We track each video's AI label status alongside its views, likes, comments and other viewer engagement metrics.

Dissertation Committee

My dissertation committee consists of Prof. Rahul Telang (chair), Prof. Avinash Collis, and Prof. Michael D. Smith. The dissertation itself is at an early stage and does not yet have a settled title or final scope.