

MATTHEW GENTZKOW

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ACADEMIC APPOINTMENTS

Stanford University
Professor of Economics, 2015-present

University of Chicago Booth School of Business
Richard O. Ryan Professor of Economics & Neubauer Faculty Fellow, 2013-2015
Professor of Economics & Neubauer Family Faculty Fellow, 2009-2013
Associate Professor of Economics, 2008-2009
Assistant Professor of Economics, 2004-2008
John Huizinga Faculty Fellow, 2007-2008

Harvard University
Visiting Scholar, Department of Economics, Fall 2008

Northwestern University
Visiting Scholar, Center for the Study of Industrial Organization, Spring 2008

EDUCATION

Harvard University
Ph.D. in Economics, June 2004
A.M. in Economics, June 2002
A.B. in Economics, June 1997

AFFILIATIONS / EDITORIAL

Stanford Institute for Economic Policy Research (SIEPR)
Senior Fellow, 2015-present

RAND Journal of Economics
Associate Editor, 2012-present

National Bureau of Economic Research
Research Associate, Industrial Organization and Political Economy, 2010-present
Faculty Research Fellow, Industrial Organization, 2006-2010
Industrial Organization Steering Committee, 2015-present

Toulouse Network for Information Technology
Associate, 2013-present

American Economic Journal: Applied Economics
Co-Editor, 2013-2016
Member, Board of Editors, 2010-2013

Journal of Economic Literature
Member, Board of Editors, 2011-2013

Initiative on Global Markets
Member, Board of Directors, 2009-2014

PUBLISHED AND FORTHCOMING PAPERS

- “Competition in Persuasion” (with Emir Kamenica). *Review of Economic Studies*.
Forthcoming
- “Sources of Geographic Variation in Health Care: Evidence from Patient Migration”
(with Amy Finkelstein and Heidi Williams). *Quarterly Journal of Economics*. 131
(4). November 2016.
- “Disclosure of Endogenous Information” (with Emir Kamenica). *Economic Theory*
Bulletin. May 2016.
- “Do Pharmacists Buy Bayer: Sophisticated Shoppers and the Brand Premium” (with
Bart Bronnenberg, J.P. Dubé and Jesse M. Shapiro). *Quarterly Journal of*
Economics. 130 (4). November 2015.
- “Do Newspapers Serve the State? Incumbent Party Influence on the US Press, 1869-
1928” (with Nathan Petek, Jesse M. Shapiro, and Michael Sinkinson). *Journal of*
the European Economic Association. February 2015.
- “Competition and Ideological Diversity: Historical Evidence from US Newspapers”
(with Jesse M. Shapiro and Michael Sinkinson). *American Economic Review*.
104(10). October 2014.
- “The Evolution of Brand Preferences: Evidence from Consumer Migration” (with
Bart Bronnenberg and Jean-Pierre Dubé). *American Economic Review*. 102(6).
October 2012.
- “The Effect of Newspaper Entry and Exit on Electoral Politics” (with Jesse M.
Shapiro and Michael Sinkinson). *American Economic Review*. 101(7). December
2011.
- “Ideological Segregation Online and Offline” (with Jesse M. Shapiro). *Quarterly*
Journal of Economics. 126(4). November 2011.
- “Bayesian Persuasion” (with Emir Kamenica). *American Economic Review*. 101(6).
October 2011.

- “What Drives Media Slant? Evidence from U.S. Newspapers” (with Jesse M. Shapiro). *Econometrica*. 78(1). January 2010.
- “Competition and Truth in the Market for News” (with Jesse M. Shapiro). *Journal of Economic Perspectives*. 22(2). Spring 2008.
- “Preschool Television Viewing and Adolescent Test Scores: Historical Evidence from the Coleman Study” (with Jesse M. Shapiro). *Quarterly Journal of Economics*. CXXIII (1). February 2008.
- “Valuing New Goods in a Model with Complementarity: Online Newspapers.” *American Economic Review*. 97(3). June 2007.
- “Television and Voter Turnout.” *Quarterly Journal of Economics*. CXXI (3). August 2006.
- “Media Bias and Reputation” (with Jesse M. Shapiro). *Journal of Political Economy*. 114(2). April 2006.
- “Media, Education, and Anti-Americanism in the Muslim World” (with Jesse M. Shapiro). *Journal of Economic Perspectives*. 18(3). Summer 2004.

OTHER PUBLICATIONS

- “A Rothschild-Stiglitz Approach to Bayesian Persuasion.” *American Economic Review P&P*. 106 (5). May 2016.
- “Polarization in 2016.” Toulouse Network for Information Technology whitepaper. 2016.
- “Trading Dollars for Dollars.” *American Economic Review P&P*. 104(5). May, 2014.
- “Costly Persuasion” (with Emir Kamenica). *American Economic Review P&P*. 104(5). May, 2014.
- “Media Bias in the Marketplace: Theory” (with Jesse M. Shapiro and Daniel Stone). In preparation for *Handbook of Media Economics*. January, 2014.
- “Ideology and Online News” (with Jesse M. Shapiro). In preparation for NBER conference volume. September, 2013.
- “Persuasion: Empirical Evidence” (with Stefano DellaVigna). In Kenneth J. Arrow and Timothy F. Bresnahan, eds. *Annual Review of Economics*. Volume 2. 2010.
- “Market Forces and News Media in Muslim Countries” (with Jesse M. Shapiro). In Roumeen Islam, ed. *Information and Public Choice: From Media Markets to Policy Making*. Washington DC: The World Bank, 2008.
- “The Rise of the Fourth Estate: How Newspapers Became Informative and Why it Mattered” (with Edward L. Glaeser and Claudia Goldin). In Edward L. Glaeser and

Claudia Goldin Eds. *Corruption and Reform: Lessons from America's History*.
National Bureau of Economic Research: 2006.

WORKING PAPERS

“Measuring Polarization in High-dimensional Data” (with Jesse M. Shapiro and Matt Taddy).

“Measuring the Sensitivity of Parameter Estimates to Sample Statistics” (with Jesse M. Shapiro).

“Bayesian Persuasion with Multiple Senders and Rich Signal Spaces” (with Emir Kamenica).

AWARDS AND FELLOWSHIPS

Calvo-Armengol International Prize
Fellow, American Academy of Arts & Sciences
Fellow, Econometric Society
John Bates Clark Medal
Alfred P. Sloan Research Fellowship
Robert H. Durr Award
Chicago Booth Faculty Excellence Award (teaching)
Harris Prize & Hoopes Prize (undergraduate thesis prizes)
Phi Beta Kappa

TEACHING

PhD: Industrial Organization (Stanford), Economics of Communication (Stanford & Chicago Booth)
MBA: Competitive Strategy (Chicago Booth)
Undergraduate: Research in Industrial Organization (Harvard)
Undergraduate: Industrial Organization, Teaching Fellow (Harvard)

CONFERENCES ORGANIZED

BFI Media and Communications Conference (2014, 2015, 2016)
AEA Meetings Program Committee (2014)
Econometric Society Program Committee (2013)
PECA Political Economy Conference (2011-2013)
Text as Data Seminar Series (2011)
NBER Political Economy Meeting (Fall 2010)
NBER Winter IO Meeting (Winter 2009, Winter 2017)

INVITED LECTURES

Calvó-Armengol Prize Lecture (2016)
Econometric Society World Congress (2015)
Harris Lecture, Harvard Department Seminar (2014)
MIT Department Seminar (2014)
Econometric Society Summer Meeting (2014)
NBER Methods Lectures (2013)

GRANTS

2015-	National Institute on Aging Grant R01 AG032449 “Determinants of Medical Spending for the Elderly” (with Liran Einav and Amy Finkelstein)
2013-2016	National Science Foundation Grant SES-1260411 “Branding and Product Differentiation in Markets with Advertising” (with Jesse M. Shapiro)
2009-2012	National Science Foundation Grant SES-0922342 “The Media and the State: Historical Evidence from U.S. Newspapers” (with Jesse M. Shapiro)
2006-2009	National Science Foundation Grant SES-0617658 “Causes and Consequences of Mass Media Content” (with Jesse M. Shapiro)