

MATTHEW GENTZKOW

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ACADEMIC APPOINTMENTS

Stanford University

Landau Professor of Technology and the Economy 2020-present

Professor of Economics, 2015-2020

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

OTHER POSITIONS

Stanford Impact Labs

Faculty Director 2025-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, 2015-2023

Political Economy Steering Committee 2023-2024

American Economic Review: Insights
Editor, 2024-2026

Stanford Institute for Economic Policy Research (SIEPR)
George P. Shultz Fellow, 2026-present
Senior Fellow, 2015-2026

Stanford Center on Longevity
Faculty Affiliate, 2019-present

CESifo Research Network (Digitization)
Fellow, 2017-present

Quarterly Journal of Economics
Associate Editor, 2017-2023

Toulouse Network for Information Technology
Associate, 2013-2020

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

RAND Journal of Economics
Associate Editor, 2012-2017

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

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

WORKING PAPERS

“The Educational Impacts of School Phone Bans: Evidence from Brazil” (with Guilherme Lichand, Luca Moreno-Louzada, and Thiago da Costa).

“Sources of Market Power in Web Search: Evidence from a Field Experiment” (with Hunt Allcott, Juan Camilo Castillo, Leon Musolff, and Tobias Salz). *American Economic Review*. Revise and resubmit.

“Geographic Variation in Healthcare Utilization: The Role of Physicians” (with Ivan Badinski, Amy Finkelstein, and Peter Hull). *Review of Economics Studies*. Revise and resubmit.

PUBLISHED AND ACCEPTED ARTICLES

- “The Effects of School Phone Bans: National Evidence from Lockable Pouches” (with Hunt Allcott, Jason Baron, Thomas Dee, Angela L. Duckworth, and Brian Jacob). *Quarterly Journal of Economics*. Forthcoming.
- “Measuring Markets for Network Goods” (with Leonardo Bursztyn, Rafael Jiménez-Durán, Aaron Leonard, Filip Milojević, and Christopher Roth). *Review of Economics Studies*. Forthcoming.
- “The Effect of Deactivating Facebook and Instagram on Users’ Emotional State” (with H. Allcott, B. Wittenbrink, ..., N. J. Stroud, and J. Tucker). *American Economic Journal: Economic Policy*. Forthcoming.
- “What is Newsworthy? Theory and Evidence” (with Luis Armona, Emir Kamenica, and Jesse M. Shapiro). *American Economic Review: Insights*. June 2026.
- “Re-Examining Geographic Variation in Health and Health Care” (with Amy Finkelstein). *AEA Papers and Proceedings*. May 2026.
- “The Effects of Political Advertising on Facebook and Instagram before the 2020 US Election” (with H. Allcott, R. Levy, ..., N. J. Stroud, and J. Tucker). *Nature Human Behavior*. March 2026.
- “What Drives Prescription Opioid Abuse? Evidence from Migration” (with Amy Finkelstein and Dean Li). *Quarterly Journal of Economics*. November 2025.
- “Structural Estimation Under Misspecification: Theory and Implications for Practice” (with Isaiah Andrews, Nano Barahona, Ashesh Rambachan, and Jesse M. Shapiro). *Quarterly Journal of Economics*. August 2025.
- “Ideological Bias and Trust in Information Sources” (with Michael B. Wong and Allen T. Zhang). *American Economic Journal: Microeconomics*. May 2025.
- “The Diffusion and Reach of (Mis)Information on Facebook During the U.S. 2020 Election” (with S. González-Bailón, D. Lazer, P Barberá, ..., N. J. Stroud, and J. Tucker). *Sociological Science*. 11. December 2024.
- “What Explains Temporal and Geographic Variation in the Early US Coronavirus Pandemic?” (with Hunt Allcott, Levi Boxell, Jacob Conway, Billy Ferguson, and Benny Goldman). *Review of Economic Design*. December 2024.
- “Cross-Country Trends in Affective Polarization” (with Levi Boxell and Jesse M. Shapiro). *Review of Economics and Statistics*. March 2024.
- “The Effects of Facebook and Instagram on the 2020 Election: A Deactivation Experiment” (with H. Allcott, W. Mason, A. Wilkins, ..., N. J. Stroud, and J. Tucker). *Proceedings of the National Academy of Sciences*. 121 (21). May 2024.

- “Pricing Power in Advertising Markets: Theory and Evidence” (with Jesse M. Shapiro, Frank Yang, and Ali Yurukoglu). *American Economic Review*. February 2024.
- “Like-Minded Sources on Facebook are Prevalent but not Polarizing” (with B. Nyhan, J. Settle, E. Thorson, M. Wojcieszak, P. Barberá, ..., N. J. Stroud, and J. Tucker). *Nature*. July 2023.
- “How do Social Media Feed Algorithms Affect Attitudes and Behavior in an Election Campaign?” (with A. Guess, N. Malhotra, J. Pan, P. Barberá, ..., N. J. Stroud, and J. Tucker). *Science*. July 2023.
- “Reshares on Social Media Amplify Political News but do not Detectably Affect Beliefs or Opinions” (with A. Guess, N. Malhotra, J. Pan, P. Barberá, ..., N. J. Stroud, and J. Tucker). *Science*. July 2023.
- “Asymmetric Ideological Segregation in Exposure to Political News on Facebook” (with S. González-Bailón, D. Lazer, P. Barberá, ..., N. J. Stroud, and J. Tucker). *Science*. July 2023.
- “Affective Polarization did not Increase during the Coronavirus Pandemic” (with Levi Boxell, Jacob Conway, and James N. Druckman). *Quarterly Journal of Political Science*. October 2022.
- “Digital Addiction” (with Hunt Allcott and Lena Song). *American Economic Review*. July 2022.
- “Selection with Variation in Diagnostic Skill: Evidence from Radiologists” (with David C. Chan and Chuan Yu). *Quarterly Journal of Economics*. May 2022.
- “Estimating Experienced Racial Segregation in US Cities using Large-Scale GPS Data” (with Susan Athey, Billy Ferguson, and Tobias Schmidt). *Proceedings of the National Academy of Sciences*. November 2021.
- “Place-Based Drivers of Mortality: Evidence from Migration” (with Amy Finkelstein and Heidi Williams). *American Economic Review*. August 2021.
- “Polarization and Public Health: Partisan Differences in Social Distancing during the Coronavirus Pandemic” (with Hunt Allcott, Levi Boxell, Jacob Conway, Michael Thaler, and David Yang). *Journal of Public Economics*. November 2020.
- “On the Informativeness of Descriptive Statistics for Structural Estimates” (with Isaiah Andrews and Jesse M. Shapiro). *Econometrica*. November 2020.
- “Transparency in Structural Research” (with Isaiah Andrews and Jesse M. Shapiro). *Journal of Business and Economic Statistics*. August 2020.
- “The Welfare Effects of Social Media” (with Hunt Allcott, Luca Braghieri, and Sarah Eichmeyer). *American Economic Review*. March 2020.
- “Uniform Pricing in US Retail Chains” (with Stefano DellaVigna). *Quarterly Journal of Economics*. November 2019.

- “Text as Data” (with Bryan T. Kelly and Matt Taddy). *Journal of Economic Literature*. 57(3). September 2019.
- “Measuring Group Differences in High-Dimensional Choices: Method and Application to Congressional Speech” (with Jesse M. Shapiro and Matt Taddy). *Econometrica*. July 2019.
- “Analyzing Polarization in Social Media: Method and Application to Tweets on 21 Mass Shootings” (with Dorottya Demszky, Nikhil Garg, Rob Voigt, James Zou, Jesse M. Shapiro, and Dan Jurafsky). *17th Annual Conference of the North American Chapter of the Association for Computational Linguistics (NAACL)*. June 2019.
- “Trends in the Diffusion of Misinformation on Social Media” (with Hunt Allcott and Chuan Yu). *Research and Politics*. 6(2). April 2019.
- “A Note on Internet Use and the 2016 Election Outcome” (with Levi Boxell and Jesse M. Shapiro). *PLOS One*. 13(7). July 2018.
- “Measuring the Sensitivity of Parameter Estimates to Estimation Moments” (with Isaiah Andrews and Jesse M. Shapiro). *Quarterly Journal of Economics*. 132(4). November 2017.
- “Greater Internet Use is Not Associated with Faster Growth in Political Polarization among US Demographic Groups” (with Levi Boxell and Jesse M. Shapiro). *Proceedings of the National Academy of Sciences*. 114(40). October 2017.
- “Bayesian Persuasion with Multiple Senders and Rich Signal Spaces” (with Emir Kamenica). *Games and Economic Behavior*. 104. July 2017.
- “Social Media and Fake News in the 2016 Election” (with Hunt Allcott). *Journal of Economic Perspectives*. 31 (2). Spring 2017.
- “Adjusting Risk Adjustment” (with Amy Finkelstein, Peter Hull and Heidi Williams). *New England Journal of Medicine*. 376 (7). February 2017.
- “Competition in Persuasion” (with Emir Kamenica). *Review of Economic Studies*. 84 (1). January 2017.
- “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.
- “A Rothschild-Stiglitz Approach to Bayesian Persuasion” (with Emir Kamenica). *American Economic Review P&P*. 106 (5). May 2016.
- “Media Bias in the Marketplace: Theory” (with Jesse M. Shapiro and Daniel Stone). *Handbook of Media Economics*. Vol. 2. Anderson, Waldfogel and Stromberg, eds. 2016

- “Do Pharmacists Buy Bayer: Informed 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.
- “Ideology and Online News” (with Jesse M. Shapiro). In *Economic Analysis of the Digital Economy*. Goldfarb, Greenstein and Tucker, eds. 2015.
- “Competition and Ideological Diversity: Historical Evidence from US Newspapers” (with Jesse M. Shapiro and Michael Sinkinson). *American Economic Review*. 104(10). October 2014.
- “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.
- “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. Daily Newspapers” (with Jesse M. Shapiro). *Econometrica*. 78(1). January 2010.
- “Persuasion: Empirical Evidence” (with Stefano DellaVigna). In Kenneth J. Arrow and Timothy F. Bresnahan, eds. *Annual Review of Economics*. Volume 2. 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.
- “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.
- “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.

“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.

“Media, Education, and Anti-Americanism in the Muslim World” (with Jesse M. Shapiro). *Journal of Economic Perspectives*. 18(3). Summer 2004.

BOOKS

Bayesian Persuasion (with Emir Kamenica). World Scientific Series in Economic Theory. Volume 9. May 2025.

OTHER WRITING

“Did Political Advertising on Facebook and Instagram affect the 2020 US Election?” (with Hunt Allcott and Ro’ee Levy). *Cato Institute Research Briefs in Economic Policy*. October 2025.

“A Consensus Statement on Potential Negative Impacts of Smartphone and Social Media Use on Adolescent Mental Health” (with Valerio Capraro, Laura K. Globig, Zach Rausch, Steve Rathje, Alexandra S. Wormley, et al.). Working paper.

“Why Google’s Dominance in Search Persists – And How to Fix It” (with Hunt Allcott, Ben Bewick, Juan Camilo Castillo, Leon Musolff and Tobias Salz). *ProMarket*. April 2025.

“Could a Social Media Detox Improve our Well-Being?” (with Hunt Allcott). *Washington Post*. April 2025.

“The Pandemic Actually Helped Bring Americans Together – Briefly” (with Levi Boxell, Jacob Conway, and James N. Druckman). *Washington Post*. August 2021.

“How Addicted are People to Social Media” (with Hunt Allcott and Lena Song). *Washington Post*. July 2021.

“Media and Artificial Intelligence.” *Toulouse Network for Information Technology* whitepaper. 2018.

“Is Media Driving Americans Apart?” (with Levi Boxell and Jesse M. Shapiro). *New York Times*. December 2017.

“Small Media, Big Impact: Randomizing News Stories Reveals Broad Public Impacts.” *Science*. 358 (6364). November 2017.

“Polarization in 2016.” *Toulouse Network for Information Technology* whitepaper. 2016.

HONORS

Member, National Academy of Sciences
John Von Neumann Award
Center for Economic Studies (CES) Distinguished Fellow
Fellow, Society for the Advancement of Economic Theory
Calvó-Armengol International Prize
Fellow, American Academy of Arts & Sciences
Fellow, Econometric Society
Crains Chicago Business 40 under 40
John Bates Clark Medal
Alfred P. Sloan Research Fellowship
Poets & Quants Best 40 under 40 Business School Professor
Excellence in Refereeing Award (*AER*, *QJE*)
Robert H. Durr Award
Chicago Booth Faculty Excellence Award (teaching)

TEACHING

PhD: Industrial Organization (Stanford), Political Economy (Stanford), Economics of Communication (Stanford & Chicago Booth)
Undergraduate: Media Markets and Social Good (Stanford)
MBA: Competitive Strategy (Chicago Booth)

PHD ADVISING

<i>Name</i>	<i>(PhD year, first permanent job)</i>
Sebastian Bauer	(2026, Carlos III)
Adrian Blattner	(2026, LMU)
Maya Durvasula	(2026, U Chicago Law)
Zane Kashner	(2026, MIT)
Mariana Guido	(2026, NERA)
Anirudh Sankar	(2026, Harvard postdoc)
Matt Brown	(2025, U Chicago Professor of Instruction)
Harsh Gupta	(2025, LSE)
Adam Rosenberg	(2025, Stanford GSB)
Cody Cook	(2024, Yale)
Jacob Conway	(2024, Chicago Booth)
Zach Freitas-Groff	(2024, Longview Philanthropy)
Pearl Li	(2024, FTC)

Frank Yang	(2024, Stanford)
Lisa Yi	(2024, Pinterest)
Chuan Yu	(2024, UNC)
Levi Boxell	(2023, Instacart)
Yue Cao	(2023, CUHK-Shenzhen Marketing)
Tony Fan	(2023, Alabama)
Luis Armona	(2022, Harvard Kennedy School)
Shengmao Cao	(2022, Kellogg)
Sebastian Otero	(2022, Columbia)
Sharon Shiao	(2022, LinkedIn)
Floyd Zhang	(2022, Instacart)
Nano Barahona	(2021, Berkeley)
Luca Braghieri	(2021, Bocconi)
Sarah Eichmeyer	(2021, Bocconi)
Franklin Qian	(2021, UNC)
Milena Wittwer	(2021, BU)
Rodrigo Carril	(2020, Pompeo Fabra)
Camilo Castillo	(2020, Penn)
Carlos Varjao	(2020, Amazon)
Michael Webb	(2020, LSE)
Jonathan Zhang	(2020, McMaster)
Maiting Zhuang	(2020, Stockholm)
Charles Hodgson	(2019, Yale)
Ben Klopak	(2019, Texas A&M)
Delong Meng	(2019, SW Baptist U)
Shota Ichihashi	(2018, Bank of Canada)
Nicola Pierri	(2018, IMF)
David Yang	(2018, Harvard)
Atul Gupta	(2017, Wharton)
Andrey Simonov	(2017, Columbia GSB)
Nathan Petek	(2016, FTC)
Xan Vongsathorn	(2015, Zillow)
Daniel Tannenbaum	(2014, Nebraska)
Philipp Tilmann	(2014, Analysis Group)
Ignacio Francescheli	(2012, NERA)
Erez Yoeli	(2009, FTC)
Maria-Ana Vittorino	(2008, INSEAD)

CONFERENCES ORGANIZED

CEPR Media Conference Scientific Committtee (2022-25)
 NBER Political Economy Meeting (Fall 2010, Fall 2024)
 Stanford Media Research Forum (2016, 2018, 2019, 2024)
 BFI Media and Communications Conference (2014-2018)
 NBER IO Meeting (Winter 2009, Winter 2017)
 AEA Meetings Program Committee (2014)

Econometric Society Program Committee (2013)
PECA Political Economy Conference (2011-2013)
Text as Data Seminar Series (2011)

INVITED LECTURES (SELECTED)

LSE Coase Lecture (2025)
Oxford Hicks Lecture (2025)
IC2S2 Keynote (2024)
LSE Morishima Lecture (2024)
CEPR Media Conference Keynote (2023)
TPI Aspen Form Keynote (2023)
David Kinley Lecture (2023)
Berkeley Department Seminar (2015, 2022)
Von Neumann Award Lecture (2022)
Munich Lectures (2021)
Economic Journal Lecture, Royal Economic Society (2021)
Fisher-Schultz Lecture, Econometric Society (2018)
Levine Lecture, UC Davis (2017)
Calvó-Armengol Prize Lecture (2016)
Econometric Society World Congress (2015)
EARIE Conference Keynote (2014)
Harris Lecture, Harvard Department Seminar (2014)
MIT Department Seminar (2014)
Econometric Society Summer Meeting (2014)
NBER Methods Lectures (2013)

EXTERNAL GRANTS

2020-2024	National Science Foundation Grant SES-1949066 “Transparency and Misspecification in Structural Estimation” (with Isaiah Andrews and Jesse M. Shapiro)
2019-2024	Sloan Foundation Grant “Digital Temptation” (with Hunt Allcott)
2018-2024	Sloan Foundation Grant “The Behavioral Economics of Online Media” (with Hunt Allcott)
2017-2018	Sloan Foundation Grant “Research on Household Behavior with Administrative Data from Nielsen Surveys”

(with Jesse M. Shapiro and Andrew Sweeting)

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|--------------|---|
| 2015-present | National Institute on Aging Grant R01 AG032449
“Determinants of Elderly Health: The Role of Place-Based Factors”
(with 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) |