Delaying Informed Consent: An Empirical Investigation of Mobile Apps' Upgrade Decisions

by

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Zoom Details	:	**[Click here to join Zoom](#)** **Meeting ID: 988 6331 7677 (Passcode: 251321)**

Abstract:

We study Apps' decisions to upgrade to Android 6.0, which restricts their ability to seek blanket permissions to sensitive user information at install-time, instead requiring them to request à la carte permissions at runtime. Mobile Apps on Android had a choice of upgrading to target Android 6.0 anytime over a three-year window instead of being forced to upgrade immediately. Given the choice of upgrading to version 6.0, that provides mobile Apps with the latest platform features or staying with an earlier version that provides them with better access to user information, our study seeks to examine the upgrade decisions of apps and the outcomes of such decisions. By analyzing a unique panel dataset comprising 13,691 of the most popular Apps for 24 months, we find that Apps that traditionally seek more runtime permissions than those required for the App's functionality, strategically delay upgrading. Specifically, we find that such upgrade delays are more likely by overreaching Apps that seek to serve targeted advertisements in-app. More importantly, we find that such strategic delaying of upgrade comes at a cost to Apps in terms of marketplace outcomes such as rating and popularity. We discuss the implications of our findings for App providers as well as platform operators.

Biography:

Raveesh joined as an Assistant Professor of Technology at NYU Stern in 2020. His research focuses on investigating policy changes on technology-enabled platforms, such as mobile platforms or online sharing platforms. Specifically, he is interested in understanding the unintended consequences of platform policy changes on all sides of the platform. For example, his recently published work studies Airbnb's decision to make screening of the guests optional and the impact of this policy change on minority hosts. His research has been published in premier journals such as MIS Quarterly, and Production and Operations Management.