

The Hong Kong University of Science and Technology
Department of Information Systems,
Business Statistics and Operations Management

Seminar Announcement

Modeling word choices in e-commerce

by

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Date: Wednesday, 9 February 2011
Time: 2:30 – 4:00 pm
Venue: Room 3399, L17/18
(conference room near Accounting Department)

~~~~~ All interested are welcome ~~~~~

**Abstract:**

Consumers doing a Web search, and vendors doing keyword advertising or search engine optimization, face a decision of which words to use. A consumer and vendor won't encounter one another unless they choose the same word. This research in progress draws on theories of economic psychology and game theory to predict which word an individual will use, and the distribution of word choices within populations of consumers and vendors. There are practical implications for an individual consumer, vendor, or search engine that can predict which words will rise or fall in popularity over time. There are also theoretical implications for the efficiency and size of the advertising market. Comments are sought for this research in progress.

**Bio:**

David Bodoff earned his PhD at New York University's Stern School of Business. He has held positions at Hong Kong University of Science and Technology, University of Haifa (Israel), and Seoul National University (S. Korea). His research, which focuses on information search, has been published in a variety of information systems and information science journals including *Experimental Economics*, *ACM Transactions on Information Systems*, *Information Systems Research*, *Information Processing and Management*, *Decision Support Systems*, *JASIST*, and others, and in computer science conferences such as SIGIR and NIPS.