

JOHN J. HORTON

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Google Scholar Profile: <http://goo.gl/buQYm>

Academic Positions:

Richard S. Leghorn Career Development Associate Professor, MIT Sloan School of Management, 2020 - Present
Assistant Professor, MIT Sloan School of Management, 2019-2020
Assistant Professor of Information Systems, Stern School of Business, New York University, 2013-2019

Academic Affiliations:

NBER Faculty Research Fellow 2019 - Present
CESifo Affiliate, 2017 - Present
Affiliate, Berkman Center for Internet and Society, 2012 - 2013
Research Associate, Harvard Kennedy School, 2012 - 2013
Institute for Quantitative Social Science, 2009 - 2011

Honors, Scholarships & Fellowships:

Conference on Artificial Intelligence, Machine Learning, and Business Analytics, AI/ML "Rising Star" Award, 2021
ISS Sandra A. Slaughter Early Career Award, 2021
Experimental Economics, Editor's Award Winner for 2011
Becker-Friedman Center on Price Theory, Summer Camp, University of Chicago, 2010
NSF-IGERT Multidisciplinary Fellowship in Inequality and Social Policy, 2008 - 2010
Institute for Humane Studies Graduate Fellowship, 2009
National Science Foundation Graduate Research Fellowship, Honorable Mention, 2008
Outstanding Winner, Mathematical Contest in Modeling and SIAM Prize Winner (with J. Gibbs and K. Arnett), 2000

Grants:

Upjohn Institute, Early Career Award Grant, 2016
Lab for Economic Applications and Policy, Harvard University, Research Grant, 2010
Institute for Quantitative Social Science, Harvard University, Travel Grant, 2010
Amazon Research Grant, Web Services, 2010
Berkman Center for Internet and Society, Harvard Law School, Research Grant, 2009

Professional Service

PhD Program Coordinator, MIT Sloan IT Group
Departmental: Organizer of IS Faculty Seminar; PhD recruiting committee

Reviewer for: American Economic Review, The Quarterly Journal of Economics, American Economics Review (Insights), Econometrica, Journal of Political Economy, Journal of Labor Economics, RAND Journal of Economics, Journal of Economic Geography, Journal of Economics & Management Strategy, Management Science, Information Systems Review, Marketing Science, Judgment & Decision Making, Clinical Psychological Science, ACM-Electronic Commerce, ACM-Computer Human Interaction, ICIS, CIST

Service Awards: 2018, 2019 Meritorious Review Award for Management Science

Editing: Guest Associate Editor for Information Systems Review, Special Issue on Digital Platforms

Published papers in peer-reviewed journals

[Reputation Inflation](#) (with Joe Golden & Apostolos Filippas), *Marketing Science*. Appeared as an extended abstract in [ACM-EC 2018](#)

[How Do Employers use Compensation History?: Evidence from a Field Experiment \(published version\)](#) (with Moshe Barach), *Journal of Labor Economics*, 2021, Vol. 39, No. 1

[Search Advertising Effects on Competitors: An Experiment Before a Merger \(published version\)](#) (with Joe Golden), *Management Science*, Forthcoming

[Steering Buyers to Selected Sellers: The Role of Platform Incentives and Credibility \(published version\)](#) (with Joe Golden and Moshe Barach), *Management Science*, Forthcoming

[Buyer Uncertainty about Seller Capacity: Causes, Consequences and a Partial Solution \(published version\)](#) *Management Science*, 2019, Vol 26, Issue 8.

[Owning, Using and Renting: Some Simple Economics of the “Sharing Economy \(published version\)](#) (with Richard Zeckhauser and Apostolos Filippas), *Management Science*, 2020, Vol 66, Issue 9.

[The Effects of Algorithmic Labor Market Recommendations: Evidence from a Field Experiment \(published version\)](#), *The Journal of Labor Economics*, April, 2017. Vol 35, No 2.

[Are Online Labor Markets Spot Markets for Tasks: A Field Experiment on the Behavioral Response to Wage Cuts](#) (John Horton and Daniel Chen), *Information Systems Research*, 7(2), May 2016.

[The Online Laboratory: Conducting Experiments in a Real Labor Market](#) (with David Rand and Richard Zeckhauser) *Experimental Economics*, 14:3 (2011), 399-425.

- Editor’s Award Winner for 2011 (selected as the best paper published in the 2011 volumes of *Experimental Economics*).

[The Condition of the Turking Class: Are Online Employers Fair and Honest??”](#) *Economics Letters*, 111:1 (April 2011), 10-12.

Published Papers in Peer-Reviewed Conference Proceedings

[The Future of Crowd Work](#) (with Aniket Kittur, Jeffrey V. Nickerson, Michael S. Bernstein, Elizabeth M. Gerber, Aaron Shaw, John Zimmerman, and Matthew Lease), *Conference on Computer-Supported Cooperative Work (ACM-CSCW)*, February 2013.

- The most heavily-cited paper from the 2013 ACM-CSCW proceedings (as of August 18, 2014), according to [Google Scholar](#).

[Labor Allocation in Paid Crowdsourcing: Experimental Evidence on Positioning, Nudges and Prices](#) (Dana Chandler and John Horton), *Proceedings of the 25th Conference on Artificial Intelligence (AAAI), Human Computation Workshop (HCOMP)*, August 2011.

[Designing Incentives for Inexpert Human Raters](#) (Aaron Shaw, John Horton and Daniel Chen), *Proceedings of the ACM Conference of Computer Supported Cooperative Work (ACM-CSCW)*, Best Paper Nominee, March 2011.

- The most heavily-cited paper from the 2011 ACM-CSCW proceedings (as of November 27th, 2013), according to [Google Scholar](#).

[Online Labor Markets](#), *Proceedings of the 6th Workshop on Internet and Network Economics (WINE)*, December 2010.

[Algorithmic Wage Negotiations: Applications to Paid Crowdsourcing](#) (John Horton and Richard Zeckhauser), *Proceedings of CrowdConf*, 2010.

[Task Search in a Human Computation Market](#) (Lydia Chilton, John Horton, Rob Miller and Shiri Azenkot), *Proceedings of the ACM Conference on Knowledge Discovery and Data Mining/Human Computation*

(ACMKDD/HCOMP), 2010.

[The Labor Economics of Paid Crowdsourcing](#) (John Horton and Lydia Chilton), *Proceedings of the 11th ACM Conference on Electronic Commerce (ACM-EC)*, 2010.

- The most heavily-cited paper in the last 5 years of ACM-EC proceedings (as of August 10th, 2013), according to [Google Scholar](#).

Book Chapters

[Digitization and the Contract Labor Market: A Research Agenda](#) (2015) (with Ajay Agrawal, Nicola Lacetera and Elizabeth Lyons). Appeared in "The Economic Analysis of the Digital Economy" edited by Avi Goldfarb, Shane Greenstein and Catherine Tucker. Series: National Bureau of Economic Research Conference Report, University of Chicago Press; 1 edition (May, 2015)

Digital Labor Markets and Global Talent Flows (2018) (with Chris Stanton and William Kerr). Appeared in "High-Skilled Migration to the United States and Its Economic Consequences" edited by Gordon Hason, William Kerr and Sarah Turner. National Bureau of Economic Research Conference Report, University of Chicago Press; 1 edition (June, 2018)

Other Publications

Labor Economists Get Their Microscope: Big Data and Labor Market Analysis (Horton, John J. and Sonny Tambe) Big Data, 2016.

["The Need for Standardization in Crowdsourcing"](#) (Horton, John J. and Ipeirotis, Panagiotis), presented at the Crowdsourcing Workshop, ACM-CHI 2011 (Vancouver, BC), May 2011.

["Heads in the Cloud: Challenges and Opportunities in Human Computation"](#) (with Robert C. Miller, Greg Little, Michael Bernstein, Jeffrey P. Bigham, Lydia B. Chilton, Max Goldman and Rajeev Nayak), XRDS: Crossroads, the ACM Magazine for Students, December 2010.

Working papers

[The Ruble Collapse in an Online Labor Market: Lessons for Market Designers](#)

[Job-Seekers Send Too Many Applications: Causes and Partial Solution](#) (with Shosh Vasserman)

[Remote Work: An Early Look at US Data](#) (with Erik Brynjolfsson, Adam Ozimek, Daniel Rock, Garima Sharma and Hong-Yi TuYe)

[The Death of a Technical Skill](#) (with Sonny Tambe)

[Buyer Signaling Improves Matching: Evidence from a Field Experiment](#) (with Ramesh Johari and Philip Kircher)

- Appeared as an extended abstract in [ACM-EC 2015](#)

[Pricing Efficiently in Designed Markets: Evidence from Uber](#) (with Jonathan Hall & Dan Knoepfle)

- Status: R&R at Management Science

[The Tragedy of your Upstairs Neighbors: Is the Airbnb Externality Internalized?](#) (with Apostolos Filippas)

- Status: R&R at the Journal of Public Economics.

- Appeared as an extended abstract in [ACM-EC 2017](#)

[Price Floor and Employer Preferences: Evidence from a Minimum Wage Experiment](#)

- Status: 2nd round R&R the *American Economic Review*, resubmission in preparation.

Graduate Studies:

Ph.D. Public Policy, Harvard University, 2011

Thesis: *Online Labor Markets*

Committee: [Richard Zeckhauser](#) (chair), [Lawrence Katz](#) and [Jeffrey Liebman](#)

Undergraduate Studies:

B.S. Mathematics, Computer Science (minor), United States Military Academy at West Point, 2001

Research Experience & Other Employment:

Visiting Economist, Airbnb, Summer 2016
Visiting Economist, Uber Technologies, Summer 2015
Staff Economist, oDesk Corporation, 2011 - 2013
Research Intern, London School of Economics, Centre for Economic Performance, Summer 2010
Resident Tutor, Pforzheimer House, Harvard College, 2007 - 2011
Tank Platoon Leader & Executive Officer, US Army, 2001 - 2006

Teaching Experience:

Introduction to Technology in Business & Society, NYU Stern
Tutorial Leader, Harvard College, EC970: "Online Work," Spring 2010
Teaching Fellow, Harvard Kennedy School, API-302: "Analytic Frameworks for Public Policy," Fall 2007 - 2010
Teaching Fellow, Harvard Kennedy School, API-102, "Economic Analysis of Public Policy," Spring 2008
Instructor, Harvard Kennedy School, Math Camp for incoming PhD/DBA candidates, Fall 2008
Instructor, United States Military Academy at West Point, MA206, Probability and Statistics, Summer 2008

Invited Academic Presentations & Panels

Scheduled

Toronto Rotman Strategy Seminar
BU
Purdue
UC Irvine

2021

Keynote Address, 2021 Conference on AI, ML and Business Analytics
GMU Economics Seminar
UMD Economics Seminar
Council of Economic Advisors
Bocconi
Frankfurt
Mannheim
Columbia Business School, Management Dept.
CESifo panel, "Firm-Academic Research Collaborations in Economics"
Keynote Address, 3rd Crowdfworking Symposium
Digital Economics Seminar ([video](#))
Toulouse Seminar in Platform Economics ([video](#))
NBER Labor Studies Meeting

2020

MIT Org Econ Seminar (remote)
MIT Sloan, TIES Group (remote)
University of Washington - Olin School of Business (remote)
CMU Heinz School

2019

University of Chicago, Booth School of Business
Stanford University Economics Dept. Labor Seminar

2018

Temple University, Big Data & Mobile Analytics Workshop
Keynote speaker, IZA Workshop on '[Matching Workers and Jobs Online](#)'
Society of Labor Economists Annual Meeting (Toronto)
Kellogg School at Northwestern (invited seminar; declined for health reasons (broken foot))
Booth School, University of Chicago (invited seminar; declined for scheduling reasons)
Princeton CITP (invited seminar)
Columbia Business School (invited seminar; declined - health)
17th ZEW Conference on Economics of Information & Communications Technology

- NBER Summer Institute (3 papers - 2 at IT & Digitization, 1 at Labor Studies)
 MIT Economics Dept (invited seminar)
 Stanford SIEPR (invited seminar; declined due to scheduling reasons)
 AEA Annual Meeting (two papers)
- 2017
- Workshop at MIT on AI, Cities and the Future of Work
 "Field Days" at University of Copenhagen
 Advances in Field Experiments, University of Chicago
 Platform Strategy at BU
[15th ZEW Conference on Economics of Information & Communications Technology](#)
 NBER Summer Institute (Economics of Digitization - 2 papers)
 Federal Communications Commission (invited seminar - turned down)
 ASU Information Systems Workshop (invited seminar)
 Temple University (invited seminar)
 HBS Entrepreneurial Management Unit (invited seminar)
 AEA Annual Meeting, "Inequality in the Evolving Labor Market" (conference presentation)
- 2016:
- Speaker, Collective Intelligence, NYU Stern (conference presentation)
 Sharing Economy Symposium, Keynote Speaker, University of Minnesota (conference presentation)
 SOLE/EALE Conference, Seattle (conference presentation)
 Creativity and Innovation Research Initiative (CIRI) (invited seminar), NYU Stern
 The On-Demand Economy Conference, MIT Sloan (panel)
 Frontiers in Digital Data, HBS (invited presentation)
 AEA Annual Meeting, Organizer: "The Economics of Peer-to-Peer Markets"
- 2015:
- WIN Conference (conference presentation)
 INFORMS, "Empirical Market Design" (conference presentation)
 NBER Productivity & Innovation (invited seminar)
 CMU, Tepper School of Business, Business and Technology, Bus. & Society (invited seminar)
 eBay Research (invited seminar)
 Facebook Data Science (invited seminar)
 Uber Technologies (invited seminar)
[NBER Summer Institute, Economics of IT and Digitization](#) (conference presentation)
 ACM-Electronic Commerce, Portland (conference presentation & panel)
 SOLE/EALE Conference, Montreal (conference presentation)
[13th ZEW Conference on the Economics of Information & Communications Technology](#) (presentation)
 Chapman University, ESI/IFREE Lecture (invited seminar)
 CODE (Conference on Digital Experimentation), (conference presentation)
 Microsoft Research, NYC invited seminar)
 Texas A&M - MEER Conference (conference presentation)
 Carnegie Mellon University, School of Computing (invited seminar)
[Texas A&M University, Economics Dept, Economic Theory & Experimentation Seminar](#) (invited seminar)
[UMN, Carlson School of Management, Work & Organizations Dept. Seminar](#) (invited seminar)
[AEA Annual Meeting, "Empirical Market Design"](#)
- 2014:
- MIT Sloan, Operations Management Seminar (invited seminar)
[NBER Summer Institute 2014, Economics of IT and Digitization](#) (conference presentation)
[University of Chicago, Harris School, Public Policy and Economics Seminar](#) (invited seminar)
 University of Nuremburg (invited seminar)
- 2013:
- [Xiamen University, International Symposium on Contemporary Labor Economics](#)
[INSEAD, Technology and Operations Management Seminar, October 2013](#) (invited seminar)
[MIT Roundtable on the Digital Economy](#) (keynote speaker)
 SOLE/EALE, Society of Labor Economics Annual Meeting (conference presentation)

- 2012
The Bernard L. Schwartz Globalization Initiative at SAIS Distinguished Lecture Series, Johns Hopkins University, November 2012
- 2011
Experimental Economics Lunch Seminar, University of Chicago
Networked Business Seminar, Harvard Business School, November 2011
- 2010
Neural Information Processing Systems (NIPS) 24th Annual Conference, Vancouver, British Columbia, Invited Speaker on “Social Science and the Wisdom of Crowds,” December 2010
The 6th Workshop on Internet and Network Economics (WINE 2010), Stanford University
Christakis Lab Group Seminar Series, Harvard Medical School, November 2010
CrowdConf 2010, San Francisco, CA, October 2010
Advances with Field Experiments, Wharton School of Business, University of Pennsylvania,
Crowdsourcing Applications Seminar, University of Massachusetts, Amherst, October 2010
European Association of Labour Economists (EALE) / Society of Labor Economists (SOLE) 3rd
International Conference, University College London, June 2010
ACM-Conference on Electronic Commerce (ACM-EC), Cambridge, MA, June 2010
EconCS Seminar, Harvard School of Engineering and Applied Science, March 2010
- 2009
SJDM Annual Conference, Boston, MA, November 2009

Selected Media Mentions

WSJ

<https://www.wsj.com/articles/ubers-driver-dilemma-fare-hikes-and-cuts-dont-change-pay-1510491602>

New York Times, January 10, 2017

https://www.nytimes.com/2017/01/10/business/economy/national-minimum-wage-.html?_r=0

Washington Post, January 6, 2016

<https://www.washingtonpost.com/news/wonk/wp/2016/01/06/sorry-you-wont-be-sharing-your-toothbrush-for-money/>

Wall Street Journal, March 8, 2015

<http://www.wsj.com/articles/at-startups-people-are-new-infrastructure-1425858978>

The New Yorker, July 22nd, 2014

<http://www.newyorker.com/business/currency/taskrabbit-redux>

New York Times, February 15th, 2014

<http://www.stern.nyu.edu/experience-stern/faculty-research/horton-outsourcing-digital>

Financial Times, May 23, 2012

<http://blogs.ft.com/beyond-brics/2012/05/23/virtual-working-takes-off-in-ems/>

Wall Street Journal, September 29, 2011

<http://online.wsj.com/article/SB10001424052970204422404576595171427035258.html>

NPR, April 3, 2012

<http://onpoint.wbur.org/2012/04/03/micro-labor-websites>

GigaOm, October 18th, 2011

<http://gigaom.com/collaboration/solvate-ceo-most-labor-platforms-undermine-american-workers/>