

Justin M. Rao

Curriculum Vitae

CONTACT INFORMATION

917-472-8233 (work)

justin.rao@microsoft.com

www.justinmrao.com

EMPLOYMENT

Senior Researcher August 2015 – present
Microsoft Research, Redmond, WA

Researcher June 2012 – August 2015
Microsoft Research, New York City

Research Scientist April 2010 – June 2012
Yahoo! Research, Santa Clara, CA

EDUCATION

University of California San Diego

Ph.D. in Economics (Advisor James Andreoni) 2005 – 2010

University of North Carolina at Chapel Hill

B.A. in Economics & Philosophy w/Highest Honors 2001 – 2005

PUBLICATIONS

1. Andreoni, J., Rao, J.M. and Trachtman, H. (Forthcoming) Avoiding the Ask: A field experiment on sorting and charitable giving. *Journal of Political Economy*.
2. Budak, C., Goel, S. and Rao, J.M. (Forthcoming) Fair and Balanced? Quantifying media bias through crowdsourced content analysis. *Public Opinion Quarterly*.
3. Goel, S. Rao, J.M. and Shroff, R. (Forthcoming) Precinct or Prejudice? Understanding Racial Disparities in New York City's Stop-and-Frisk Policy. *Annals of Applied Statistics*
4. Flaxman, S., Goel, S. and Rao, J.M. (Forthcoming) Ideological Segregation and the Effects of Social Media on News Consumption. *Public Opinion Quarterly*.
5. Kilcioglu, C. and Rao, J.M. (Forthcoming) Competition on Price and Quality in Cloud Computing. *Proceedings of the WWW Conference 2016*.
6. Lewis, R. and Rao, J.M. (2015) The unfavorable economics of measuring the returns to advertising. *Quarterly Journal of Economics*, October, 2015

7. McManus, T.C. and Rao, J.M. (2015) Signaling Smarts? Revealed preferences for self and social perceptions of intelligence. *Journal of Economic Behavior and Organization*. 110, p. 106-118.
8. Trachtman, H., Steinkruger A., Wood M., Wooster, A., Andreoni, J., Murphy, J. and Rao, J.M. (2015) Fair weather avoidance: unpacking the costs and benefits of "Avoiding the Ask". *Journal of the Economic Science Association*.
9. Lewis, R.A., Rao, J.M. and Reiley, D. Measuring the Effects of Advertising: The Digital Frontier (2014) *Economic Analysis of the Digital Economy*, University of Chicago Press. Eds. Avi Goldfarb, Shane Greenstein and Catherine Tucker.
10. Metrikov, P., Diaz, F., Lahaie, S. and Rao, J.M. (2014) Whole page optimization: How page elements interact with the position auction. *Proceedings of the ACM Economics and Computation Conference*.
11. Rao, J.M. and Reiley, D. (2012) The Economics of Spam: Strategic Games, Market Institutions and Externalities. *Journal of Economic Perspectives*. Vol. 26, No. 3, Summer 2012. pp. 87-110.
12. Dasgupta, A., Punera, K., Rao J. M. and Wang, X. (2012) Impact of spam exposure on user engagement. *Proceedings of the USENIX Security Conference*.
13. Eil, D. and Rao, J. M. (2011). The good-news bad-news effect: Asymmetric processing of objective information about yourself. *American Economic Journal: Microeconomics*, p. 529-544.
14. Andreoni, J. and Rao, J.M. (2011). The power of the ask: How communication affects selfishness, empathy and altruism. *Journal of Public Economics*, 95:513-520.
15. Lewis, R.A., Rao, J.M. and Reiley, D. (2011) Here there and everywhere: Correlated online behaviors lead to overestimates of advertising causal effects. *Proceedings of the World Wide Web Conference*.
16. Navalpakkam, V., Rao, J.M. and Slaney, M. (2011) Using gaze patterns to measure and detect distraction-induced struggles while reading. *SIGCHI Extended Abstracts on Human Factors in Computing Systems*.
17. Goldman, M. and Rao, J.M. (2012) Concentration vs. effort: The asymmetric impact of pressure on NBA performance. *Proceeding of the MIT Sloan Sports Analytics Conference 2012*.

WORKING PAPERS

Budak, C., Goel, S. Rao, J.M and Zervas, G. Do Not Track and economics of third-party advertising.

Available for download at [SSRN](#)

Goldman, M. and Rao, J.M. Experiments as Instruments: Heterogeneous position effects in sponsored search auctions.

Available for download at [SSRN](#)

Goldman, M. and Rao, J.M. Loss Aversion Around a Fixed Reference Point in Highly Experienced Agents.

Available for download [here](#).

Augenblick, N., Cunha, J., Dal Bo, E. and Rao, J.M. The Economics of Faith: Using an Apocalyptic Prophecy to Elicit Religious Beliefs in the Field. [NBER Working Paper No. 18641](#).

Goldman, M. and Rao, J.M. Optimal Stopping in the NBA: and Empirical Model of the Miami Heat.

Available for download at [SSRN](#)

Goel, S. Rao, J.M. and Shroff, R. Precinct or Prejudice? Understanding Racial Disparities in New York City's Stop-and-Frisk Policy.

Available for download [here](#).

Goldman, M. and Rao, J.M. Misperception of Risk and Incentives by Experienced Agents.

Available for download at [SSRN](#).

SELECECTED TALKS

2015	AEA Annual Meeting (Session Chair), Columbia/Associated Press NYC Media Economics Seminar, ACM EC Ad Auctions (Keynote)
2014	Princeton, International Center for Economic Science (Plenary Address), U. Michigan, Rochester Simon School, NBER Winter IO Meetings, Becker Friedman Institute Conference on Media Economics, NBER Digitization, Vienna Workshop on the Economics of Advertising, Microsoft TechFest Public Day, AEA Meetings (Session Chair)
2013	London Action Plan on Web Security (Plenary Address). Federal Trade Commission, Haas School at Berkeley, Cornell, ZEW Conference on Economics of IT, Rady School at UCSD, AEA Meetings "Comedy Session", U. Tennessee, Camp Resources Conf.
2012	Carlson School at Minnesota (Featured speaker series), UC Berkeley, NBER Digitization Meetings, Becker Friedman Institute Conference on

2011

Field Experiments, USENIX, USF, Santa Clara, NBER Digitization, NBER
Workshop on IT
Cornell, GMU, UCSD, ISB Hyderabad, WWW

JOURNAL REFEREEING AND SERVICE

Journals *American Economic Review, Econometrica, Quarterly Journal of Economics, Review of Economic Studies, Science, Management Science, Marketing Science, RAND Journal of Economics, Journal of Public Economics, Review of Economics and Statistics, Economic Journal, Journal of European Economic Association, AEJ Micro, Experimental Economics, Games and Economic Behavior, Journal of Economic Behavior and Organization, Economic Inquiry, Journal of Behavioral Economics, Southern Economic Journal, Judgment and Decision Making, American Statistician*

Program committee *ACM Economics and Computation, WSDM, ICWSM*

Senior PC *ACM Economics and Computation*

SOME PERSONAL DETAILS

Date of Birth: October 15, 1982
Citizenship: American, Australian