

Empirical Evidence of P2B Data Sharing [Working Title]

Supervisor: Janina Hofmann <janina.hofmann@uni-passau.de>

Date: as of now

Type: Bachelor's Thesis, Master's Thesis

Motivation and Aim:

Frequently, platforms induce content providers to share some of their data by offering them benefits on the platform or through access to some additional services (e.g., a social login or fulfilment service). An example is of Google's accelerated mobile pages (AMP) project whose main purpose is to speed up mobile websites by hosting the content directly on Google's services. However, this also has the (likely intended) effect that Google is able to attain the usage statistics of unaffiliated websites that are accessed via AMP. In return, AMP-enabled websites are placed more prominently in the mobile search results, e.g. by showing in the so-called carousel results or simply by being listed higher in the mobile search results page (because they load faster). Thus, AMP is a means to implement data for prominence (Jun et al., 2019).

The aim of this thesis is to examine the empirical evidence of P2B data sharing. Thereby, the following research questions should be considered: Which empirical evidence of P2B data sharing exists? What kind of data will be shared? What benefits does the firm receive for sharing data with the platform? How much data gather these firms from their consumers? How can projects such as the ICSI Haystack Project shed light into the data streams between consumers, apps and the platform? What are other possibilities to monitor the data streams of apps and what are the empirical findings?

References:

- Han, C., Reyes, I., Feal, Á., Reardon, J., Wijesekera, P., Vallina-Rodriguez, N., & Egelman, S. (2020). The Price is (Not) Right: Comparing Privacy in Free and Paid Apps. *Proceedings on Privacy Enhancing Technologies*, 2020(3), 222-242.
- Jun, B., Bustamante, F. E., Whang, S. Y., & Bischof, Z. S. (2019, August). AMP up your Mobile Web Experience: Characterizing the Impact of Google's Accelerated Mobile Project. In *The 25th Annual International Conference on Mobile Computing and Networking* (pp. 1-14).
- Kesler, R., Kummer, M. E., & Schulte, P. (2017). Mobile applications and access to private data: The supply side of the Android ecosystem. *ZEW-Centre for European Economic Research Discussion Paper*, (17-075).
- Kummer, M., & Schulte, P. (2019). When private information settles the bill: Money and privacy in Google's market for smartphone applications. *Management Science*, 65(8), 3470-3494.