

The Role of Data for Contestability of Search Engine Markets [Working Title]

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Type: Bachelor's Thesis, Master's Thesis

Language: German or English

Motivation:

The market for internet search is highly concentrated. Google's global market share in October 2020 for example, amounted to 88%. This economic success has prompted significant concerns regarding market power and monopolization. However, it is often said that user can easily switch between different search engine providers, spurring the debate on contestability of search engine markets.

Goal:

The goal of this thesis is to discuss the contestability of search engine markets. Specifically, the student should examine and discuss the role of data collection and analysis, data-related network effects and the implications for service quality in this context. Furthermore, recent policy propositions such as mandated data-sharing should be discussed in terms of potential effects on competition, innovation, and consumer welfare. Moreover, the student should examine barriers regarding the implementation of such proposed remedies.

Suggested Literature:

- Argenton, C., & Prüfer, J. (2012). Search engine competition with network externalities. *Journal of Competition Law and Economics*, 8(1), 73-105.
- CMA. (2020). *Online platforms and digital advertising final report*. Retrieved from https://assets.publishing.service.gov.uk/media/5efc57ed3a6f4023d242ed56/Final_report_1_July_2020_.pdf.
- Lerner, A. V. (2014). The role of 'big data' in online platform competition. *Available at SSRN 2482780*.
- Pollock, R. (2010). Is Google the next Microsoft: competition, welfare and regulation in online search. *Review of Network Economics*, 9(4).