



Programme



IAAEU

Institute for Labour Law
and Industrial Relations
in the European Union

Workshop on Media Economics

Institute for Labour Law and Industrial Relations in the European Union | Trier University

Workshop on Media Economics

15th January, 2021

Institute for Labour Law and Industrial Relations in
the European Union (IAAEU)
Trier University, Campus II
Behringstraße 21
54296 Trier

Welcome to the Institute for Labour Law and Industrial Relations in the European Union

The Institute for Labour Law and Industrial Relations in the European Union (IAAEU) was established as a public foundation in 1983 and is funded by the state government of Rhineland-Palatinate. While being a public foundation, the IAAEU is also a research institute of Trier University and is situated in the heart of the Petrisberg Technology Park on Campus II. The IAAEU comprises two working groups of which one engages in research in the area of European labour law (Legal Team) and one engages in the theoretical and empirical analysis of personnel and labour economic issues (Economics Team). Depending on the research questions and the available data the economists rely on experimental data drawn from the experiments conducted in the institute's laboratory or on survey and corporate data. Since January 2012 Laszlo Goerke is one of the directors of the IAAEU and head of the Chair of Personnel Economics at Trier University. He is also a research fellow of the Institute of Labor Economics (IZA) and the CESifo Group Munich.

For detailed information have a look at our website: <https://www.iaaeu.de/en>

About TriECON

TriECON is a workshop series initiated and conceptualized by the Institute for Labour Law and Industrial Relations in the European Union (IAAEU) in cooperation with the Chair of Personnel Economics at Trier University. Each workshop is designed to offer a platform for scientific exchange on a particular topic. The workshop series supports the networking among scientists and promotes the exchange of research ideas and results with other scientists as well as with the wider, interested public.

We hope you have a pleasant event and that you will get some new insights!

For information about the upcoming workshops, we invite you to visit the corresponding website:

[Institute for Labour Law and Industrial Relations in the European Union - Workshop Series \(iaaeu.de\)](https://iaaeu.de)

Registration

To register for the workshop, please use the following form:

[Workshop on Media Economics \(January 15th, 2021\)](#)

You will receive a confirmation email once your registration is noted.

The workshop will take place online via Zoom software. Information on how to log in will be sent around one day before the workshop.

Please refer to page 9 for more organizational information.

Schedule – Workshop on Media Economics

Friday, January 15th 2021

08:45 – 09:00	Welcome and Opening
09:00 – 11:00	Session I
11:00 – 11:30	General Discussion + Short Break
11:30 – 12:50	Session II
12:50 – 14:00	General Discussion + Lunch Break
14:00 – 15:20	Session III
15:20 – 15:50	General Discussion + Short Break
15:50 – 17:10	Session IV
17:10 – 17:20	General Discussion + Farewell

Programme

08:45 – 09:00 **Welcome and Opening**

09:00 – 11:00 **SESSION I:** (SESSION CHAIR: YUE HUANG)

Milena Djourelova: *“Media Persuasion through Slanted Language: Evidence from the Coverage of Immigration”*

Sven Hartmann: *“Can Television Reduce Xenophobia? The Case of East Germany”*
(Co-authored by Lars Hornuf & Marc Oliver Rieger)

Sekou Keita: *“The Usual Suspects. Offenders’ Origin, Media Reporting and Natives’ Attitudes Towards Immigration”*
(Co-authored by Thomas Renault & Jérôme Valette)

11:00 – 11:30 **General Discussion + Short Break**

11:30 – 12:50 **SESSION II:** (SESSION CHAIR: KONSTANTIN HOMOLKA)

Marcel Garz: *“Ownership and Media Slant: Evidence from Swedish Newspapers”*
(Co-authored by Jonna Rickardsson)

Felix Chopra: *“Do People Value More Informative News?”*
(Co-authored by Ingar Haaland & Christopher Roth)

12:50 – 14:00 **General Discussion + Lunch Break**

Programme

14:00 – 15:20

SESSION III: (SESSION CHAIR: LASZLO GOERKE)

Michael Rochlitz: *“The Polarization Effect of Independent Online Media: Experimental Evidence from Russia”*
(Co-authored by Ruben Enikolopov, Koen Schoors & Nikita Zakharov)

Junze Sun: *“Elections under Selective Media Exposure”*

15:20 – 15:50

General Discussion + Short Break

15:50 – 17:10

SESSION IV: (SESSION CHAIR: NORA PAULUS)

Nikita Zakharov: *“Political Cycles in Media Harassment”*
(Co-authored by Günther Schulze)

Adrian Chadi: *“Television, Health and Happiness: A Natural Experiment in West Germany”*
(Co-authored by Manuel Hoffmann)

17:10 – 17:20

General Discussion + Farewell

Organizational Information

Instructions for Presenters:

We scheduled 40 minutes for each paper:

- 30 minutes for your presentation and 10 minutes for questions.

The workshop will take place online via Zoom Software.

In case of unforeseen technical problems, our IT team is available during the workshop:

Email: edv@iaaeu.de

Tel.: +49 (0) 651 / 201 4755

Abstracts

Session I:

Milena Djourelova: “Media Persuasion through Slanted Language: Evidence from the Coverage of Immigration”

Can the language used by mass media to cover policy-relevant issues affect readers' policy preferences? I examine this question in the context of the US debate on immigration, exploiting an abrupt ban on the politically charged term "illegal immigrant" in dispatches distributed to media outlets by the Associated Press (AP) news wire. Using the text of AP's dispatches and about one million articles from 2200 outlets, I quantify outlets' prior reliance on AP-content and track their language and readers' views on immigration over time. I find that one standard deviation higher AP-intensity leads to a 10 to 14% decline in use of "illegal immigrant" after the ban. This change in language has a tangible impact on readers' views on immigration. Following AP's ban, individuals exposed to outlets with 1 standard deviation higher AP-intensity show 0.7 percentage point lower support for restrictive immigration and border security policies. The effect is driven by less engaged readers, and does not transfer to views on issues other than immigration.

Sven Hartmann, Lars Hornuf & Marc Oliver Rieger: “Can Television Reduce Xenophobia? The Case of East Germany”

Can television have a mitigating effect on xenophobia? To examine this question, we exploit the fact that individuals in some areas of East Germany - due to their geographic location - could not receive West German television until 1989. Following intergroup contact theory, we conjecture that individuals who received West German television were exposed more frequently to foreigners and thus have developed less xenophobia. We show that regions that could receive West German television were less likely to vote for extreme right parties during the national elections from 1990 to 2017 and exhibited less criminal offenses against refugees. In addition, a higher number of naturalizations was positively decided by government officers. By analyzing survey data, we find that people from these areas have on average, more positive attitudes towards refugees and are more likely to support them, for instance, by donating money.

Abstracts

Session I:

Sekou Keita, Thomas Renault & Jérôme Valette: “The Usual Suspects. Offenders’ Origin, Media Reporting and Natives’ Attitudes Towards Immigration”

This paper analyses how media reporting policies on crime impact natives’ attitudes towards immigration. We depart from most of the existing literature by investigating the content of crime-related articles instead of their coverage. Specifically, we use a radical change in local media reporting on crime in Germany, following hundreds of sexual assaults in Cologne on the 2015-2016 New Year’s Eve, as a natural experiment. This unique framework allows us to estimate whether systematically disclosing the origin of criminals affects natives’ attitudes towards immigration. Using individual survey data collected between January 2014 and December 2018 from the German Socio-Economic Panel and analysing more than 545,000 crime-related articles in German newspapers, and data on their diffusion across the country, we find that systematically mentioning the origin of criminals, especially when offenders are natives, significantly reduces natives’ worries about immigration.

Abstracts

Session II:

Marcel Garz & Jonna Rickardsson: “Ownership and Media Slant: Evidence from Swedish Newspapers”

This study investigates the role of media owners for the political bias of newspapers in Sweden, using an original dataset on outlets, consumer preferences, and ownership between January 2014 and April 2019. We construct an index of slant based on similarities in the language between newspapers and speeches given by members of parliament. We find that newspapers held by the same owner tend to offer the same mix of slant, rather than aligning their bias with heterogeneous consumer preferences in their area of circulation. Owners are even less inclined to differentiate the slant across their outlets before elections, when the political returns to persuasion are high. We find only limited evidence that owners impose a one-size-fits-all slant because product differentiation is too costly. The Swedish context illustrates that the possibility of supply-driven slant cannot be ruled out when the level of ownership concentration is high and the ties between media and politics are strong.

Felix Chopra, Ingar Haaland & Christopher Roth: “Do People Value More Informative News?”

Drawing on representative samples of the U.S. population with more than 15,000 respondents in total, we measure and experimentally vary people’s beliefs about the informativeness of news. Inconsistent with the desire for more information being the dominant motive for people’s news consumption, treated respondents who think that a newspaper is less likely to suppress information reduce their demand for news from this newspaper. Furthermore, treated respondents who think that a news outlet is more likely to make false claims do not reduce their demand for this outlet. These findings strongly suggest that people have other motives to read news that sometimes conflict with their desire for more information. We discuss the implications of our findings for the regulation of media markets.

Abstracts

Session III:

Michael Rochlitz, Ruben Enikolopov, Koen Schoors & Nikita Zakharov: “The Polarization Effect of Independent Online Media: Experimental Evidence from Russia”

How does new information affect voting behavior in an environment where media are largely captured by the state? We test this question with two randomized controlled trials during the Russian parliamentary elections in September 2016. In the first experiment, we provide a subsample of Russian cities with free access to and an advertisement campaign for the independent online channel TV Rain, while in the second experiment a subsample of survey respondents receives free access to TV Rain. In both experiments we find a polarization effect of independent information, conditional, however, on political news being received through social media.

Junze Sun: “Elections under Selective Media Exposure”

This paper explores the implications of the rapid proliferation of news sources on voters’ media consumption choices and welfare. We say ideological confirmation holds if voters are exclusively exposed to ideologically aligned news sources. We say exact information equivalence (EIE) holds if voters’ actual voting behavior would remain unchanged even if information from all news sources becomes common knowledge. We show that, when voting is compulsory (or voluntary but costless), both ideological confirmation and EIE hold in equilibrium. In sharp contrast, when voting incurs private and idiosyncratic costs, neither ideological confirmation nor EIE can hold in equilibrium. Finally, motivated by widespread public concerns about echo chamber in news consumption, we study the welfare implications of news proliferation under ideological confirmation through a set of numerical exercises. Our results demonstrate that news proliferation may substantially enhance voter welfare if (i) voters were exposed to ideologically biased media outlet prior to news proliferation, and (ii) the electorate has a low degree of polarization.

Abstracts

Session IV:

Nikita Zakharov & Günther Schulze: “Political Cycles in Media Harassment”

This paper explores the political economy of media harassment in Russia. We use a unique monthly dataset on the incidents of media harassment in Russian cities between 2004 and 2017 to establish real political cycles driven by local elections. We find that harassment incidents are 54% more likely to occur during the two months before a local election - a period that coincides with the official period of the electoral campaign. The effect differs with respect to the type of local election: more important elections produce bigger cycles.

Adrian Chadi & Manuel Hoffmann: “Television, Health and Happiness: A Natural Experiment in West Germany”

Watching television is the most time-consuming human activity besides work but its role for individual well-being is unclear. Negative consequences portrayed in the literature raise the question whether this popular activity constitutes an economic good or whether it is an economic bad and hence serves as a prime example of irrational behavior reducing individual health and happiness. We are the first to comprehensively address this question by exploiting a large-scale natural experiment in West Germany, where households in a few geographically restricted areas received commercial television via terrestrial frequencies. Rich panel data allow us to determine how signal availability over time changes individual time-use and well-being. Contrary to previous research, we find no health impact when television consumption increases. For life satisfaction, we even find positive effects. Additional data supports the notion that television is not an economic bad and that non-experimental evidence seems to be driven by negative selection.

Participants

Last Name	First Name	Affiliation
Bedaso	Fenet	IAAEU Trier & Trier University
Bucher	Hans-Jürgen	Trier University
Chadi	Adrian	University of Konstanz
Chopra	Felix	University of Bonn
Djourelouva	Milena	Pompeu Fabra University
Feld	Jonas	IAAEU Trier & Trier University
Fergusson	Leopoldo	University of Los Andes
Garz	Marcel	Jönköping University
Goerke	Laszlo	IAAEU Trier & Trier University
Hartmann	Sven	IAAEU Trier & Trier University
Homolka	Konstantin	IAAEU Trier & Trier University
Huang	Yue	IAAEU Trier & Trier University
Keita	Sekou	Institute for Employment Research (IAB)
Kellermann	Kim Leonie	University of Münster

Participants

Last Name	First Name	Affiliation
Matthews	Peter	Middlebury College & Aalto University
Palermo	Alberto	IAAEU Trier
Paulus	Nora	IAAEU Trier & Trier University
Rochlitz	Michael	University of Bremen
Sadowski	Dieter	IAAEU Trier & Trier University
Schultze	Gabriel	IAAEU Trier
Shanthikumar	Devin	University of California, Irvine
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Song	Lena	New York University (NYU)
Sun	Junze	European University Institute
Tyrowicz	Joanna	University of Warsaw & GRAPE
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Wu	Shijia	University of California, Irvine
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