

Transparency in Information Markets

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Research on information economics is divided into two schools of thought: investigations into the role of information in neoclassical economics and characterization of information as an unusual economic good. Starting from this second school of thought, my research takes a behavioral perspective of the individual information user and focuses on information value perception. I will briefly describe highlights from several innovative online experiments and data analytics studies, showing that economic behavior of information users is irrational. Based on these results, I will share some thoughts about the construction of information markets.

My current research focuses on information as experience good. As such, information suffers from inherent opacity which may hinder information market activity. Behavioral experiments are used to explore the application of transparency in information markets and examine its influence on information value perception. Results of a first study will be presented together with some ideas for future research and a call for collaboration.