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SUMMARY

Lisa M. George is an empirical applied economist specializing in industrial organization and political economy. Her research focuses on the economics of media markets, spanning traditional and new media. Professor George has published in top economics journals including the *American Economic Review*, *Journal of Political Economy* and *Journal of Industrial Economics*. She is Editor-in-Chief of the media and telecommunications journal *Information Economics and Policy*.

Professor George is a leader in the media economics community. She is a member of the newly-formed scientific advisory committee of the Associated Press in New York City and the EU Media Pluralism Project at the Florence School of Regulation. Professor George has managed public and private grants and awards for research in media economics, including a 2011 award from the Time Warner Cable Research Program in Digital Communications and a 2010 Federal Communications Commission grant to study diversity in television news. She regularly advises the FCC on media regulation and conducts joint research with the European Commission. Professor George co-organizes an annual Media Economics Workshop, now in its 11th year, and co-founded the interdisciplinary New York City Media Seminar.

Professor George completed her Ph.D. in Applied Economics at the University of Pennsylvania. She also earned a Bachelor of Science and a Master of Engineering degree from Cornell University. Professor George currently holds a tenured Associate Professor position in the Department of Economics, Hunter College and the Graduate Center, City University of New York. She has served in the past as a Visiting Associate Professor of Business and Public Policy at the Wharton School, University of Pennsylvania and an Assistant Professor of Economics at Michigan State University. Before embarking on doctoral studies, Professor George served five years as an officer in the U.S. Navy.

APPOINTMENTS

2010-current	Hunter College and the Graduate Center, City University of New York Associate Professor of Economics
2011-2012	The Wharton School, University of Pennsylvania Visiting Associate Professor of Business and Public Policy
2003-2010	Hunter College and the Graduate Center, City University of New York Assistant Professor of Economics
2001-2003	Michigan State University Assistant Professor of Economics

EDUCATION

- 2001 Ph.D., Applied Economics, The Wharton School, University of Pennsylvania
1998 M.A., Applied Economics, The Wharton School, University of Pennsylvania
1990 M. Eng., Civil Engineering, Cornell University
1989 B.S., Operations Research and Industrial Engineering, Cornell University

PROFESSIONAL EXPERIENCE

- 1990-1995 Lieutenant, US Navy, Office of Naval Reactors, Washington, DC

FIELDS OF INTEREST

Industrial Organization, Political Economy, Economics of Media & Advertising

RECENT PUBLICATIONS

George, Lisa M. (2014). "Out of Work?" [Review of the book *Out of Print: Newspapers, Journalism and the Business of News in the Digital Age*, by George Brock]. *Journal of Economic Literature*, Vol. 52 Issue 2 pp. 552-553.

George, Lisa M., "Digital Technology, Disruption and the Market for News" in Robert G. Picard and Steven S. Wildman, eds. *Handbook on the Economics of the Media*. Cheltenham, UK: Edward Elgar Publishing, 2015.

George, Lisa M., "Local News Online: Aggregators, Geo-Targeting and the Market for Local News" *Time Warner Cable Research Program on Digital Communications*, Washington, DC, Winter 2013.

George, Lisa M., Filistrucchi, Lapo and Catherine Tucker (2012). "Editorial: The Economics of Digital Media Markets." *Information Economics and Policy*, Vol. 22: Issue 1 pp. 1-2.

George, Lisa M. and Christiaan Hogendorn (2012). "Aggregators, Search and the Economics of New Media Institutions." *Information Economics and Policy*, Vol. 22: Issue 1 pp. 40-51.

George, Lisa M. and Felix Oberholzer-Gee, "Diversity in Local Television News," *US Federal Communications Commission Quadrennial Review*, Washington, DC, July 2011.

George, Lisa M. "The Growth of Television and the Decline of Local Beer" in Swinnen, Johan, ed. *The Economics of Beer*. Oxford University Press, 2011.

Baker, Matthew J. and George, Lisa M. (2010) "The Role of Television in Household Debt: Evidence from the 1950's," *The B.E. Journal of Economic Analysis & Policy*: Vol. 10: Issue 1 (Advances), Article 41.

WORKING PAPERS & CURRENT RESEARCH

"The News Hour: The Case of Local Television News." *With Matthew J. Baker (Hunter College and the Graduate Center, CUNY)*. This paper estimates a structural model of television viewing, advertising and station competition to estimate whether television markets produce too little or too much local news. We find that station competition leads to a modest under-provision of local news from the viewer perspective. Business stealing effects rather than two-sided market pricing drive the inefficiency, as an increase in local news broadcasts would improve total welfare for viewers, advertisers and stations.

WORKING PAPERS & CURRENT RESEARCH (CONTINUED)

“Local News Online: Aggregators, Geo-Targeting and the Market for Local News.” *With Christiaan Hogendorn (Wesleyan)*. This paper estimates the effect of adding geo-targeted local news links to the Google News front page. We find that geo-targeting increases local news consumption by a small amount from a low base, with most gains accruing as additional visits to familiar news sites rather than additional viewing diversity.

“Social Networks and the Demand for News.” *With Christian Peukert (University of Zurich)*. This paper measures the effect of minority group population on minority news consumption and sharing. We study online consumption of traditional news outlets and news sharing on Twitter. We find a strong positive relationship between group size and both local and non-local news consumption, which cannot be explained by supply-side models. The paper finds evidence that social networks drive the relationship between groups size and consumption, with implications for media markets and policy.

“YouTube Decade: Cultural Convergence in Recorded Music” *With Christian Peukert (University of Zurich)*. We study the impact of free music videos on YouTube on listening patterns across the US and Europe. Economic theory predicts that digitization can increase new artist entry but also contribute to the dominance of superstars. Exploiting a contract dispute that has blocked official music videos in Germany since 2009, we find that YouTube speeds the music cycle and increases the number of US hits on European charts.

“The Market for Diversity in Local Television News.” *With Felix Oberholzer-Gee (Harvard Business School)*. This paper develops a novel measure of product differentiation in local television news, showing that differentiation increases advertising prices. Results using digital text analysis indicate that content differentiation matters more than political differentiation in news markets.

SELECTED RECENT CONFERENCE PRESENTATIONS & INVITED TALKS

“The News Hour: Welfare Estimation in the Market for TV News.” NYC Media Seminar, December 2015.

“Social Networks and the Demand for News.” Seminar, NHH, April 2015.

“Social Networks and the Demand for News.” *Searle Center on Law, Regulation and Economic Growth*, Chicago, IL, June 2015.

“Social Networks and the Demand for News.” Seminar, Microsoft Research, November 2014.

“Local News Online: Aggregators, Geo-Targeting and the Market for Local News.” Fourth Annual Conference on Internet Search and Innovation *Searle Center on Law, Regulation and Economic Growth*, Chicago, IL, June 2013.

“Local News Online: Aggregators, Geo-Targeting and the Market for Local News.” Microsoft Session on Internet Competition, International Industrial Organization Conference, Boston, MA, May 2013.

“Digital Intermediaries in the Market for Online News.” 10th Workshop on Media Economics, University of the Andes, Bogota, Columbia, October 2012.

“The Market for Diversity in Local Television News” 9th Workshop on Media Economics, The New Economic School, Moscow, Russia, October 2011.

RECENT GRANTS & AWARDS

- 2013-2014 PSC-CUNY Competitive Research Award. Amount: \$5,900.
- 2012 Time Warner Cable Research Program in Digital Communications. Amount: \$20,000.
- 2012 GRTI Funding Program, The Graduate Center, CUNY. Amount: \$7,733.
- 2010-2011 Federal Communications Commission Media Ownership Study. Amount: \$200,000.
- 2010-2011 Reynolds Journalism Institute. Amount: \$8,000.
- 2010-2011 PSC-CUNY Competitive Research Awards. Amount: \$5,000.

TEACHING INTERESTS

Microeconomics, Industrial Organization & Strategy, Economics of Media & Entertainment Industries,

PROFESSIONAL ACTIVITIES

Editor-in-Chief

Information Economics and Policy

Industry & Scientific Leadership

Scientific Advisory Group, Associated Press, New York City

International Industrial Organization Committee (IIOC), Program Chair, Media Economics

Scientific Committee, Florence School of Regulation & European Union Media Pluralism Project

American Press Institute Research Advisory Group

Organizer, Annual Workshop on Media Economics & Public Policy

Organizer & Founder, New York City Media Seminar

Professional & Community Service

American Economic Association

Committee on the Status of Women in the Economics Profession

American Political Science Association

Academy of Management

American Nuclear Society

Board of Education Special Revenue Committee, Haddonfield, NJ

Cornell University National Regional Campaign Committee

Cornell Alumni Admissions Ambassador Network

Board of Trustees, Cornell Club of Philadelphia (1997-2001)

HONORS AND AWARDS

First Prize, Telecommunications Research Policy Conference Student Paper Competition, 2001

Amy Morse Public Policy Prize, University of Pennsylvania, 1996

University of Pennsylvania Doctoral Fellowship, 1995-1999

U.S. Department of Energy Superior Achievement Award, 1995

McMullin Scholarship, 1989-1990

Naval ROTC Scholarship 1985-1989

Society of American Military Engineers Gold Medal, 1987

Garden State Scholar, 1985

New Jersey Scholar, 1984