

Haifa-LINKS Symposium on Content Producers: Incentives, Motivations, and Value Creation

18-19.2.18

Location: FLS, 1st Floor, Brazil Building

Independent content producers are squeezed between two extremes. On one side are platforms, some of which also create content (Youtube [Google], Facebook, Amazon, Netflix and others), as well as publishing and media firms (Reed-Elsevier, Thomsons, Time-Warner, News Corp and others) that offer content under paywalls, subscription and advertising business models. On the other hand, there is a growing number of users who are willing to generate their content for free over a variety of online platforms, many of them owned by the former. Between these two extremes lies a group of professional content creators such as writers, artists, scientists and designers, both micro-firms and SMEs (Small and Medium Enterprises) that are trying to find sustainable business models/ practices in a challenging and turbulent environment. This middle group will be the focus of our symposium, with an emphasis on content production, incentive design, dissemination, curation, and monetization. We aim to present innovative work on this emerging topic as well as to highlight trends and insights from academic and industry perspectives regarding the future of content producers and the content industry as a whole.

Day 1: February 18th, 2018

- 9:30 Morning coffee at FLS, University of Haifa
- 10:00 Open symposium: Greeting and round of acquaintance
- Gig Economy**
- 10:30-11:30 Keynote: Vili Lehdonvirta, Oxford University
Collaborative Networks and Subcontracting Relationships between Content Producers
- 11:35-11:55 Coffee break
- 12:00-12:25 Anat Ben-David, Open University and Arianne Renan Barzilay, University of Haifa
Platform Inequality: Gender in the Gig-Economy
- 12:30-13:30 Industry Panel: Wix, Fiverr
The Future of Content Platforms
- 13:30-14:30 Lunch
- The Future Business of News**
- 14:35-14:55 Efrat Nechushtai, Columbia University and Lior Zalmanson, University of Haifa
Repackaging Newspaper Subscriptions in the Digital Age
- 15:00-15:20 Sagit Bar Gill, Yael Inbar and Shachar Reichman, Tel-Aviv University
The Impact of Social vs. Non-Social Referring Channels on Online News Consumption
- 15:25-15:40 Coffee break
- 15:45-16:45 Keynote: Axel Bruns, Queensland University of Technology
Gatewatching and News Curation: Industry Responses to Habitual Newssharing by Audiences
- 17:00-21:00 Haifa walking tour (weather permitting) and dinner at Fatoush

Day 2: February 19th, 2018

- 9:30 Morning coffee at FLS, University of Haifa
- 10:00 Morning panel: the research area and its challenges into the future
Sheizaf Rafaeli, Lior Zalmanson, David Bodoff, Daphne Raban, University of Haifa
- Issues in Crowdfunding**
- 10:30-11:00 Hilah Geva, Ohad Barzilay, and Gal Oestreicher-Singer, Tel-Aviv University
Potato Salad with a Lemon Twist: Using Supply-Side Shocks to Study the Impact of Low-Quality Actors on Crowdfunding
- 11:00-11:20 Coffee Break
- 11:20-11:50 Roei Davidson, University of Haifa
Psychological, Social and Spatial Constraints in the Crowdfunding of Culture
- 11:50-12:20 Lior Zalmanson, University of Haifa
The Social Price of Crowdfunding on the Content Maker
- 12:20-13:20 Lunch
- Law, Regulation, and Economics**
- 13:20-13:50 Iris Soroker, Heth Academic Center for Research of Competition and Regulation
Monopolies of Technology
- 13:50-14:20 Amit Schejter, Ben-Gurion University
Digital Transition and Audiovisual Quality Content: Challenges, Dynamics and Solutions
- 14:20-14:50 Sheizaf Rafaeli, University of Haifa
MOOCs and Checkbooks, Open and Closed Journals and Wallets
- 14:30-15:30 Closing keynote: Joel Waldfogel, University of Minnesota
Digital Renaissance
- 16:00 Explore Caesarea (weather permitting)
- 18:30 LINKS evening gathering at Beit Daniel