

# MSc Project Topic: Regulation of Online Platforms

Online market platforms like Uber, AirBnB and eBay enable millions of small suppliers to compete with large, established market participants (sellers of goods and service providers). However, the platform operators have a **power monopoly**: by setting the rules of the market (i.e., by specifying the market design) and by providing the search algorithms, the ranking algorithms, the filtering algorithms, etc., the platform operator determines which information the users see, and thus, which users will ultimately engage in economic transactions with each other. The goal of this MSc project is to analyze the question, **how dangerous this power monopoly** is for the users, and **which technical, economic, and legal mechanisms could be implemented**, such that the platform operators cannot misuse their power monopoly, so that the users are protected and social welfare is maximized (in equilibrium).



## Requirements from the MSc Project Team:

1. Background in economics, in particular mechanism design and market design
2. Background in law (ideally regulation)
3. Computer Science background in recommender systems, search algorithms, ranking algorithms, cryptography, differential privacy,...

## Supervision:

- Prof. Sven Seuken, PhD
- In collaboration with the UZH Center for Information Technology, Society, and Law

## Contact:

Write an email to: [seuken@ifi.uzh.ch](mailto:seuken@ifi.uzh.ch)