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Benjamin G. Edelman

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UNIT	NEGOTIATION, ORGANIZATIONS & MARKETS
CONTACT	 (617) 496-2055  Send E-Mail
INTERESTS	electronic commerce, electronic markets, market design, network organizations, networks, more >

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Overview **Biography** Publications & Course Materials Current Research Areas of Interest

Ben is an assistant professor at the Harvard Business School in the Negotiation, Organizations & Markets unit.
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FEATURED WORK

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New and Notable

Remedies for Search Bias
 February 22, 2011 - [Details](#)

In a forthcoming paper, I'll survey the problem of search bias – search engines granting preferred placement and/or terms to their own links or to others' links chosen for improper purposes. Today I'd like to focus on remedies – what tactics a dominant search engine ought not employ due to their detrimental effects on competition, and how prohibiting those tactics would help assure fair competition in search and related businesses.

[Continued: Specific practices that impede competition and ought not continue towards affirmative solutions.](#)

A Closer Look at Google's Advertisement Labels
 November 10, 2010 - [Details](#)

The FTC has called for "clear and conspicuous disclosures" in advertisement labels at search engines, and the FTC specifically emphasized the need for "terms and a format that are easy for consumers to understand." Unfortunately, Google's new advertisement labels fail this test: Google's "Ads" label is the [smallest](#) text on the page, far too easily overlooked. (Indeed, as I show in the image at left, the "Ads" label substantially fits within an "o" in "Google.") Meanwhile, Google now [merges](#) algorithmic and advertisement results [merged](#) within a single set of listings; Google's "help" explanations are [inaccurate](#); and Google uses [inconsistent labels](#) mere inches apart within search results, as well as across services.

[Continued: Details of these shortfalls; screenshots and comparisons; proposed alternatives.](#)

Featured Research

- [Delaying Payment to Deter Online Advertising Fraud](#)
- [IPv6 Incentives & Market Solutions to IPv4 Scarcity](#)
- [Resources for Affiliates and Affiliate Merchants](#)
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- Educational Technology
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- RESOURCES :**
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 - Business History Review
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 - HBS Alumni Bulletin
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