

# Hal R. Varian

## Contact information

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## Education

S.B. Economics, Massachusetts Institute of Technology, 1969  
M.A. Mathematics, University of California at Berkeley, 1973  
Ph.D. Economics, University of California at Berkeley, 1973

## Regular positions

Assistant Professor, M.I.T., 1973–1977  
Professor of Economics, University of Michigan, 1977–1984  
Professor of Finance, University of Michigan, 1983–1996  
Interim Chair, Department of Economics, 1991  
Reuben Kempf Chair, University of Michigan, 1984–1996  
Class of 1944 Chair, UC Berkeley, 1995–present  
Dean, School of Information Management and Systems (SIMS),  
UC Berkeley, 1995–2003  
Professor, SIMS, UC Berkeley, 1995–present  
Professor, Haas School of Business, UC Berkeley, 1995–present  
Professor, Department of Economics, UC Berkeley, 1995–present  
Chief Economist, Google, 2007

## Visiting positions

Visiting Assistant Professor, Berkeley, 1977  
Visiting Assistant Professor, Stanford, 1977  
Visiting Professor, University of Stockholm, 1980

Visiting Professor, Helsinki School of Business, 1980  
Academic Visitor, Nuffield College, Oxford, 1980–81  
Visitor, Centre of Policy Studies, Monash University, Melbourne,  
Australia, 1983  
Visiting Professor, Universität des Saarlandes, Saarbrücken, Germany,  
May, 1988  
Visiting Professor, University of Arizona, Winter, 1992

## Honors and Awards

National Science Foundation Fellow, 1970–73  
Guggenheim Fellow, 1979–80  
Econometrics Society Fellow, 1983  
Erskine Fellow, University of Canterbury, Christchurch, New Zealand,  
1984  
Siena Chair in Economics (Fulbright Distinguished Lecturing Award),  
Siena, Italy, 1990  
American Academy of Arts and Sciences Fellow, 1995  
Center for Advanced Studies in the Behavioral Sciences, Stanford, 1995  
(postponed)  
John von Neumann Award, Hungarian School of Economics, 1996  
California Council on Science and Technology Fellow, 2001  
Accenture's list of top 50 business intellectuals  
Honorary Ph.D., University of Oulu, Finland, 2002  
Honorary Ph.D., University of Karlsruhe, Germany, 2006

## Miscellaneous

Program Committee Chairman, Summer Econometric Society  
Meetings, Ann Arbor, 1989  
Keynote address, Australasian Econometrics Society, Sydney, 1993  
Internet II Advisory Committee, 1997  
Presenter, World Economic Forum, Davos, Switzerland, 1997  
*Time Magazine* Board of Economists, October 4, 1999  
Internet Policy Institute, Board of Directors, 2000-01  
Fellow, California Council on Science and Technology, 2001  
*Business Week's* 25 Most Influential People in Electronic Business, 2001  
Task force on private sector supplemental disclosures, Security and

Exchange Commission, 2000-01  
Presenter, World Economic Forum, Davos, Switzerland, 1997  
Presenter, World Economic Forum, New York, 2002  
Presenter, World Economic Forum, Davos, Switzerland, 2006

## Personal

Born Wooster, Ohio, March 18, 1947. Married, one child.

## Editorial positions

*American Economic Review*, Co-Editor, 1987–1990  
*American Economic Review*, Associate Editor, 1990–1995  
*Computational Economics*, Editorial Board, 1992–present  
*Journal of Philosophy and Economics*, Editorial Board, 1985–1994  
*Journal Economic Perspectives*, Editorial Board, 1986–1996  
*Japan and the World Economy*, Editorial Board, 1987–1997  
*Mathematica Journal*, Editorial Advisory Board, 1990–2000  
*Mathematica in Education*, Editorial Board, 1993–1999  
*Ricerche Economiche*, Editorial Board, 1992–2000

## Papers

Hal R. Varian and Paul Wendt. A note on Hoyt's 'Importance of real estate in basic employment'. *Land Economics*, 44(3):350–54, 1970.

Hal R. Varian. A Bayesian approach to real estate assessment. In S. Fienberg and A. Zellner, editors, *Studies in Bayesian Econometrics and Statistics*, pages 195–208. North Holland Press, 1974.

Hal R. Varian. Equity, envy, and efficiency. *Journal of Economic Theory*, 9(1):63–91, 1974.

Hal R. Varian. A third remark on the number of equilibria of an economy. *Econometrica*, 43(5/6):985–986, 1975.

Hal R. Varian. Distributive justice, welfare economics, and the theory of fairness. *Philosophy and Public Affairs*, 4(3):223–247, 1975. Reprinted in Hahn and Hollis, *Philosophy and Economic Theory*, Oxford University Press, 1979.

- Hal R. Varian. On persistent disequilibrium. *Journal of Economic Theory*, 10(2):218–228, 1975.
- Hal R. Varian. On balanced inflation. *Economic Inquiry*, 14(1):45–51, 1976.
- Hal R. Varian. Two problems in the theory of fairness. *Journal of Public Economics*, 5:249–260, 1976.
- Hal R. Varian. Non-Walrasian equilibria. *Econometrica*, 45(3):573–590, 1977.
- Hal R. Varian. A remark on boundary restrictions in the Global Newton Method. *Journal of Mathematical Economics*, 4:127–130, 1977.
- Hal R. Varian. The stability of a disequilibrium IS-LM model. *Scandinavian Journal of Economics*, pages 260–270, 1977.
- Allan Gibbard and Hal R. Varian. Economic models. *Journal of Philosophy*, 75(11):664–678, 1978.
- Hal R. Varian. A note on locally constant income elasticities. *Economic Letters*, 1:9–13, 1978. Erratum, December, 1978, 295.
- Vincent Crawford and Hal R. Varian. Distortion of preferences and the Nash theory of bargaining. *Economic Letters*, 3:203–206, 1979.
- Hal R. Varian. Catastrophe theory and the business cycle. *Economic Inquiry*, 17(1):14–28, 1979.
- Hal R. Varian. A model of sales. *American Economic Review*, 70:651–659, 1980. Erratum, 70, 4 (June), p. 517, 1981.
- Hal R. Varian. Redistributive taxation as social insurance. *Journal of Public Economics*, 14:49–68, 1980.
- Hal R. Varian. Nonparametric methods in demand analysis. *Economic Letters*, 9:23–29, 1980.
- Hal R. Varian. Dynamical systems with applications to economics. In K. Arrow and M. Intriligator, editors, *Handbook of Mathematical Economics*. North Holland Press, 1982.
- Hal R. Varian. The nonparametric approach to demand analysis. *Econometrica*, 50(4):945–974, 1982.

Hal R. Varian. Trois evaluations de l'impact 'social' d'un changement de prix. *Cahiers du Seminar d'Econométrie*, 24:13–30, 1982.

Barry Nalebuff and Hal R. Varian. Some remarks on risk bearing in non-classical environments. In *Arne Ryde Symposium on Social Insurance*. North-Holland Press, 1983.

Hal R. Varian. Non-parametric tests of consumer behaviour. *Review of Economic Studies*, 50(1):99–110, 1983.

Hal R. Varian. Nonparametric tests of models of investor behavior. *Journal of Financial and Quantitative Analysis*, 18(3):269–278, 1983.

Philip Howrey and Hal R. Varian. Estimating the distributional impact of time-of-day pricing of electricity. *Journal of Econometrics*, 26:65–82, 1984. Reprinted in *The Econometrics of Panel Data*, ed. G S Maddala, Edward Elgar Publishing Ltd, year=1992.

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Hal R. Varian. Social indifference curves and aggregate demand. *Quarterly Journal of Economics*, 99:403–414, 1984.

Theodore C. Bergstrom and Hal R. Varian. When are Nash equilibria independent of the distribution of agents' characteristics? *Review of Economic Studies*, 52(4), 1985.

Theodore Bergstrom and Hal R. Varian. When do market games have transferable utility? *Journal of Economic Theory*, 35(2):222–233, 1985.

Hal R. Varian. Divergence of opinion in complete markets. *Journal of Finance*, 40(1):309–318, 1985.

Hal R. Varian. Dworkin on equality of resources. *Journal of Economics and Philosophy*, 1(1):110–125, 1985.

Hal R. Varian. Nonparametric analysis of optimizing behavior with measurement error. *Journal of Econometrics*, 30(1):445–458, 1985. Reprinted in *New Approaches to Modeling Specification Selection, and Econometric*

*Inference*, William B. Barnett and A. Ronald Gallant, eds., Cambridge University Press, 1990.

Hal R. Varian. Price discrimination and social welfare. *American Economic Review*, 75(4):870–875, 1985.

Theodore Bergstrom, Lawrence Blume, and Hal R. Varian. On the private provision of public goods. *Journal of Public Economics*, 29(1):25–49, 1986.

Theodore Bergstrom and Hal R. Varian. Two remarks on Cournot equilibria. *Economics Letters*, 19(1):5–8, 1986.

Hal R. Varian. PCT<sub>E</sub>X and microT<sub>E</sub>X: Professional typesetting on MS-DOS machines. *BYTE*, pages 267–272, April 1986.

Hal R. Varian. The arbitrage principle in financial economics. *Journal of Economic Perspectives*, 1(2):55–72, 1987.

Hal R. Varian. Economic theory. In J. Eatwell, M. Milgate, and P. Newman, editors, *The New Palgrave: A Dictionary of Economic Theory and Doctrine*. Macmillan Press, Cambridge, 1987.

Hal R. Varian. Fairness. In J. Eatwell, M. Milgate, and P. Newman, editors, *The New Palgrave: A Dictionary of Economic Theory and Doctrine*. Macmillan Press, Cambridge, 1987.

Roger Gordon and Hal R. Varian. Intergenerational risk sharing. *Journal of Public Economics*, 37:185–202, 1988.

Roger Gordon and Hal R. Varian. Optimal tariffs and financial assets. *Japan and the World Economy*, 1(1):89–99, 1988.

Hal R. Varian. Differences of opinion in financial markets. In C. C. Stone, editor, *Financial Risk: Theory, Evidence, and Implications*. Kluwer, Norwell, MA, 1988.

Hal R. Varian. Estimating risk aversion from Arrow-Debreu portfolio choice. *Econometrica*, 56(4):973–979, 1988.

Hal R. Varian. Le principe d'arbitrage en économie financière. *Annales d'Économie et de Statistique*, 10:1–22, 1988. French translation.

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William Thomson and Hal R. Varian. Theories of justice based on symmetry. In L. Hurwicz and H. Sonnenschein, editors, *Social Goals and Social Organization: Volume in Memory of Elisha Pazner*. Cambridge University Press, 1989.

Hal R. Varian. Measuring the deadweight costs of DUP and rent seeking activities. *Economics and Politics*, 1(1):81–95, 1989. Reprinted in Rosendorff, P., *Readings in the Political Economy of Trade Policy*, MIT Press, 1998.

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Hal R. Varian. Differential pricing and efficiency. *First Monday*, 1(2), 1996.

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Hal R. Varian. What use is economic theory? In Steven Medema, editor, *Foundations of Research in Economics: How do Economists Do Economics?* Edward Elgar, 1996.

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Carl Shapiro and Hal R. Varian. Lock 'em up. *CIO Magazine*, Oct 15 1998.

Carl Shapiro and Hal R. Varian. Versioning: the smart way to sell information. *Harvard Business Review*, 1998. Reprinted in *Internet Marketing: Readings and Online Resources*, Paul Richardson (ed.), McGraw-Hill Irwin, 2001.

Carl Shapiro and Hal R. Varian. The art of (standards) wars. *Wired Magazine*, 6(10), 1998. Reprinted in *Managing in the Modular Age*, Raghu Garud, Arun Kumarawsamy and Richard Langlois (ed.), Blackwell, 2002.

James Andreoni and Hal R. Varian. Pre-play contracting in the prisoners' dilemma. *Proceedings of National Academy of Sciences*, Aug-Sep 1999.

Carl Shapiro and Hal R. Varian. Standards wars. *California Management Review*, 1999.

Hal R. Varian. Commentary on economic preferences or attitude expressions: An analysis of dollar responses to public issues by Kahneman et. al. *Journal of Risk and Uncertainty*, pages 241–242, 1999.

Hal R. Varian. Economics and search. *SIGIR Forum*, 1999. Fall.

Hal R. Varian. Future of electronic journals. In Richard Eckman and Richard E. Quandt, editors, *Technology and Scholarly Communication*. University of California Press, 1999.

Hal R. Varian. Impact of the Internet on users and suppliers of financial services. In Robert E. Litan and Antony M. Santomero, editors, *Brookings-Wharton Papers on Financial Services*. Brookings Press, 1999.

Peter Lyman and Hal R. Varian. How much information? Technical report, School of Information Management, UC Berkeley, 2000. Reprinted in *Wirtschafts Politische Blätter*, 48, Jahrgang 2001.

Hal R. Varian. Buying, sharing and renting information goods. *Journal of Industrial Economics*, 48(4):473–488, 2000.

Hal R. Varian. Habits of highly effective revolutions. *Forbes ASAP*, pages 73–76, Feb 23 2000.

Hal R. Varian. Market structure in the network age. In Erik Brynjolfs-son and Brian Kahin, editors, *Understanding the Digital Economy*. MIT Press, 2000.

Hal R. Varian. Taxation of electronic commerce. *Harvard Journal of Law & Technology*, 13(3):639–651, 2000.

Hal R. Varian. Taxation of electronic commerce. In IPI, editor, *Briefing the President*. Internet Policy Institute, 2000. Reprinted in *CESifo Forum*, Autumn 2000, 3-9.

Richard Roehl and Hal R. Varian. Circulating libraries and video rental stores. *First Monday*, 6(5), 2001.

Carl Shapiro and Hal R. Varian. Introduction to standards wars. In Richard Langlois, Raghu Garud, and Arun Kumaraswamy, editors, *Managing in a Modular Age: Architectures, Networks and Organizations*. Blackwell, 2001.

Hal R. Varian. The computer mediated economy. *Communications of the ACM*, 44(5), 2001.

Hal R. Varian. Markets for information goods. In Kunio Okina Tetsuya Inoue, editor, *Monetary Policy in a World of Knowledge-Based Growth, Quality Change and Uncertain Measurement*. Macmillan Press, 2001.

Hal R. Varian. Versioning information goods. In Brian Kahin and Hal R. Varian, editors, *Internet Publishing and Beyond: The Economics of Digital Information and Intellectual Property*. MIT Press, 2001.

Hal R. Varian. What I've learned about writing economics. *Journal of Economic Methodology*, 8(1):129–132, 2001.

Pamela Samuelson and Hal R. Varian. The 'New Economy' and information technology policy. In Jeffrey A. Frankel and Peter R. Orszag, editors, *Economic Policy During the 1990s*. MIT Press, Cambridge, MA, 2002.

Hal R. Varian. High technology industries and market structure. In Thomas M. Hoenig, editor, *Economic Policy for the Information Economy*. St. Louis Federal Reserve Bank, 2002. Kansas City Federal Reserve Bank Jackson Hole Symposium.

Hal R. Varian. The demand for bandwidth: Evidence from the INDEX experiment. In James Alleman and Robert Crandall, editors, *Broadband: Should We Regulate High-Speed Internet Access?* Brookings Institution, Washington, DC, 2002. <http://www.sims.berkeley.edu/~hal>.

Hal R. Varian. Bootstrap tutorial. *Mathematica Journal*, 9(3), 2004.

Hal R. Varian. The social cost of sharing. In John Chuang, editor, *Workshop on the Economics of Peer-to-Peer*, Berkeley, CA, June 5-6, 2003. <http://www.sims.berkeley.edu/research/conferences/p2pecon>.

Hal R. Varian. System reliability and free riding. In L. Jean Camp and Stephen Lewis, editors, *Economics of Information Security*. Springer-Verlag, May 16-17, 2004. <http://www.sims.berkeley.edu/resources/affiliates/workshops/econsecurit%y/>.

Chris Varian and Hal Varian. MOXIE: Microsoft Office-Linux interoperability experiment. *ACM Queue*, 1(5), 2003. <http://www.acmqueue.com/modules.php?name=Content&pa=showpage&pid=55>.

Peter Lyman and Hal R. Varian. How much information. Technical report, UC Berkeley, 2000. <http://www.sims.berkeley.edu/research/projects/how-much-info/>.

Peter Lyman and Hal R. Varian. The democratization of data. *Harvard Business Review*, page 137, January 2001.

Peter Lyman and Hal R. Varian. How much information, 2003. Technical report, UC Berkeley, 2003. <http://www.sims.berkeley.edu/research/projects/how-much-info-2003/>.

Hal R. Varian and Carl Shapiro. Linux adoption in the public sector: An economic analysis. Technical report, UC Berkeley, 2003.

- Hal R. Varian. How to make a scene. *Journal of Economic Education*, 2005.
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- Hal R. Varian, Glenn Woroch, and Fredrik Wallenburg. The demographics of the do not call list. *IEEE Security and Privacy*, 3(1):34–39, 2005.
- Hal R. Varian, Glenn Woroch, and Fredrik Wallenburg. Who signed up up for the Do Not Call list? Technical report, UC Berkeley, 2004. <http://www.sims.berkeley.edu/~hal/Papers/2004/do-not-call.pdf>.
- Hal R. Varian. Currency exchange rates. In John Leonard, editor, *The New York Times Guide to Essential Knowledge*. St. Martins Press, 2004.
- Alessandro Acquisti and Hal R. Varian. Conditioning prices on purchase history. *Marketing Science*, 24(3):367–381, 2005.
- Hal R. Varian. Copying and copyright. *Journal of Economic Perspectives*, 19(2):121–138, 2005.
- Hal R. Varian. Revealed preference. In Michael Szenberg, editor, *Samuelsonian Economics and the 21st Century*. Oxford University Press, Oxford, England, 2006.
- Hal R. Varian. Bootstrap tutorial. *Mathematica Journal*, 9(4):0–0, 2005.
- Hal R. Varian. Position auctions. Technical report, UC Berkeley, 2006. *International Journal of Industrial Organization*, to appear.
- Hal R. Varian. The Google library project. Technical report, UC Berkeley, 2005.
- Hal R. Varian. Universal access to information. *Association for Computing Machinery*, 48(10):66, 2005.
- Hal R. Varian. Copyright term and orphan works. *Industrial and Corporate Change*, pages 1–16, 2006.
- Hal R. Varian. Economics of Internet search. *Rivista di politica Economica*, pages 177–192, 2006.

## Books

Hal R. Varian. *Microeconomic Analysis*. W. W. Norton, New York, 1978. Second edition, 1987. Third edition, 1992. Translated into German, Japanese, Spanish.

Theodore Bergstrom and Hal R. Varian. *Workouts for Intermediate Microeconomics*. W. W. Norton, New York, 1987. Now in 7th edition.

Hal R. Varian. *Intermediate Microeconomics*. W. W. Norton, 1987. Now in 7th edition, translated into Spanish, Italian, German, Hungarian, Portuguese, French, Greek, Russian, Chinese, Georgian, Basque.

Hal R. Varian, editor. *Economic and Financial Modeling with Mathematica*. TELOS/Springer-Verlag, 1992.

Hal R. Varian, editor. *Computational Economics: Economic and Financial Analysis with Mathematica*. TELOS/Springer-Verlag, 1996.

Carl Shapiro and Hal R. Varian. *Information Rules: A Strategic Guide to the Network Economy*. Harvard Business School Press, 1998. Chinese, Dutch, French, German, Greek, Italian, Japanese, Korean, Norwegian, Portuguese, Spanish translations.

Hal R. Varian. *Fostering Research on the Economic and Social Impacts of Information Technology*. National Academy of Sciences Press, 1998. Chair and principal author of report.

Brian Kahin and Hal R. Varian, editors. *Internet Publishing and Beyond*. MIT Press, 2000.

Hal R. Varian. *Variants in Economic Theory: Selected Papers of Hal R. Varian*. Edward Elgar, 2000.

Hal R. Varian, Joseph Farrell, and Carl Shapiro. *Economics of Information Technology*. Mattioli Lectures. Cambridge University Press, Cambridge, England, 2004.

## Articles

An iPod has global value. Ask the (many) countries that make it. *New York Times*, June 28 2007.

Copyrights that no one knows about don't help anyone. *New York Times*, May 31 2007.

Sometimes the stock does better than the investor that buys the stock. *New York Times*, May 5 2007.

Why that hoodie your son wears isn't trademarked. *New York Times*, April 5 2007.

The future of leisure that never arrived. *New York Times*, March 8 2007.

Kaizen, that continuous improvement strategy, finds its ideal environment. *New York Times*, February 8 2007.

Why Crazy Eddie wouldn't be undersold, and other economic mysteries. *New York Times*, January 11 2007.

Recalculating the costs of global climate change. *New York Times*, December 14 2006.

Beyond insurance: Weighing the benefits of driving vs. the total costs of driving. *New York Times*, November 16 2006.

Why old media and Tom Cruise should worry about cheaper technology. *New York Times*, October 19 2006.

Many theories on income inequality, but one answer lies in just a few places. *New York Times*, September 21 2006.

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The global interest rate dance, with bernanke leading. *New York Times*, July 27 2006.

Looking for the incentives that will prompt americans to save more. *New York Times*, June 29 2006.

Advertising commodities can be tricky, but it does pay off. *New York Times*, June 1 2006.

Red states, blue states: New labels for long-running differences. *New York Times*, May 4 2006.

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The difference between men and women revisited. *New York Times*, March 9 2006.

A plug for the unplugged \$100 laptop computer for developing nations. *New York Times*, February 9 2006.

American companies show an edge in putting information to work. *New York Times*, January 11 2006.

What can we learn from how a manager invests his own money? *New York Times*, December 15, 2005 2005.

An opportunity to consider if homeowners get too many breaks. *New York Times*, November 17, 2005 2005.

Is affordable housing becoming an oxymoron. *New York Times*, October 21, 2005 2005.

Tenure, turnover and quality of teaching. *New York Times*, September 22, 2005 2005.

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Online dating? Thin and rich works here, too. *New York Times*, June 30 2005. What are people looking for and do they find it?

Putting a white house annual report to a test. *New York Times*, June 2 2005. Does the Economic Report of the President accurately reflect the consensus views of the profession.

What should a reconfigured tax system look like? *New York Times*, May 5 2005. How should the tax system be reformed?

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Five years after Nasdaq hit its peak, some lessons learned. *New York Times*, March 10 2005.

Two issues face social security, and applying one answer to both is risky. *New York Times*, February 9 2005. Balancing the Social Security budget and introducing private accounts are two distinct issues.

The dynamics of pricing tickets for Broadway shows. *New York Times*, January 13 2005. Like airlines, Broadway shows use a variety of methods to price discriminate.

Burden growing on pension group. *New York Times*, December 16 2004. Easing the burden on the Pension Benefit Guaranty Corporation will do the same for taxpayers.

Competition and incentives may help control health care costs. *New York Times*, November 17 2004. Changes in the patent system have contributed to a deterioration in patent quality.

Patent protection gone awry. *New York Times*, October 21 2004. Changes in the patent system have contributed to a deterioration in patent quality.

Good stock advice or online noise? *New York Times*, September 23 2004. Do online stock message boards contain any useful information?

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Information technology may have cured low service-sector productivity. *New York Times*, February 11 2004. IT's big productivity impact seems to have been on services.

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