

Hal R. Varian

Contact information

Hal R. Varian
School of Information, 102 South Hall
UC Berkeley
Berkeley, CA 94720-4600

Voice: 510-642-9980
Fax: 510-642-5814

Email: hal@ischool.berkeley.edu
Web: <http://www.ischool.berkeley.edu/~hal>

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, 1995–2010
Dean, School of Information Management and Systems (SIMS),
UC Berkeley, 1995–2003
Professor, SIMS, UC Berkeley, 1995–2010
Professor, Haas School of Business, UC Berkeley, 1995–2010
Professor, Department of Economics, UC Berkeley, 1995–2010
Professor Emeritus, UC Berkeley, 2010–present
Chief Economist, Google, 2007–present

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
Alexander von Humboldt Foundation Fellow, 2007
Ely Lecture 2010, American Economics Association
Distinguished Fellow 2015, American Economics Association

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 of 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.
- Hal R. Varian. Gerard Debreu’s contributions to economics. *Scandinavian Journal of Economics*, 86(1), 1984.
- Hal R. Varian. The nonparametric approach to production analysis. *Econometrica*, 52(3):579–598, 1984.
- 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_EX and microT_EX: 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.
- Hal R. Varian. Revealed preference with a subset of goods. *Journal of Economic Theory*, 46(1):179–185, 1988.
- Hal R. Varian. Symposium on takeovers. *Journal of Economic Perspectives*, 2(1):3–5, 1988.
- Roger Gordon and Hal R. Varian. Taxation of asset income in the presence of a world securities market. *Journal of International Economics*, 26:205–226, 1989.
- 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.
- Hal R. Varian. Price discrimination. In R. Schmalensee and R. Willig, editors, *Handbook of Industrial Organization*. North-Holland Press, Amsterdam, 1989.
- Hal R. Varian. Goodness-of-fit in optimizing models. *Journal of Econometrics*, 46:125–140, 1990.
- Hal R. Varian. Monitoring agents with other agents. *Journal of Institutional and Theoretical Economics*, pages 153–174, 1990. Reprinted in *The New Institutional Economics*, E. Furubotn and R. Richter, eds., Texas A&M Press, 1991.
- Theodore Bergstrom and Hal R. Varian. Uniqueness of Nash equilibrium in private provision of public goods: An improved proof. *Journal of Public Economics*, 49:391–392, 1992.

- Hal R. Varian. Differences of opinion. In J. Eatwell, M. Milgate, and P. Newman, editors, *The New Palgrave Dictionary of Money and Finance*. Macmillan Press, Cambridge, 1992.
- Hal R. Varian. Symbolic optimization. In Hal R. Varian, editor, *Economic and Financial Modeling with Mathematica*. Telos/Springer-Verlag, 1992.
- Hal R. Varian. A portfolio of Nobel laureates: Markowitz, Miller and Sharpe. *Journal of Economic Perspectives*, 7(1):159–169, 1993.
- Hal R. Varian. Economic incentives in software design. *Computational Economics*, 6:201–217, 1993. Reprinted in *1993 Conference of Industry Economics*, Occasional Paper 14, University of Sydney.
- Hal R. Varian. A solution to the problem of externalities when agents are well-informed. *American Economic Review*, 84(5):1278–1293, 1994.
- Eduardo Ley and Hal R. Varian. A note on the Dow-Jones’ digits. *Applied Financial Economics*, 4:217–224, 1994.
- Jeffrey K. MacKie-Mason and Hal R. Varian. Economic FAQs about the Internet. *Journal of Economic Perspectives*, 8(3):75–96, 1994.
- Jeffrey K. MacKie-Mason and Hal R. Varian. Pricing congestible network resources. *IEEE Journal on Selected Areas in Communications*, 13:1141–1149, 1995.
- Hal R. Varian. Markets for public goods? *Critical Review*, 7(4):539–557, 1994.
- Hal R. Varian. Sequential provision of public goods. *Journal of Public Economics*, 53:165–186, 1994.
- Jeffrey K. MacKie-Mason and Hal R. Varian. Pricing the Internet. In Werner Sichel and Donald L. Alexander, editors, *Public Access to the Internet*. MIT Press, Cambridge, 1995.
- Hal R. Varian. Coase, competition, and compensation. *Japan and the World Economy*, 7:13–27, 1995.
- Hal R. Varian. Economic mechanism design for computerized agents. In Usenix, editor, *Proceedings of Usenix Conference on Electronic Commerce*. Usenix, New York, 1995. July 11-12.

Hal R. Varian. Entry and cost reduction. *Japan and the World Economy*, 7(4):399–410, 1995.

Hal R. Varian. How to build an economic model in your spare time. In Michael Szenberg, editor, *Passion and Craft, How Economists Work*. University of Michigan Press, 1995. Also published in *American Economist*.

Hal R. Varian. The information economy. *Scientific American*, pages 200–202, September 1995.

Hal R. Varian. Pricing information goods. In Research Libraries Group, editor, *Symposium on Scholarship of the New Information Environment Proceedings*. Research Libraries Group, Harvard Law School, 1995. May 2-3.

Hal R. Varian. A quoi sert la théorie économique? In Antoine d’Autume and Jean Cartelier, editors, *L’Économie Devient-Elle une Science Dure?* Economica, Paris, 1995.

Jeffrey K. MacKie-Mason, Scott Shenker, and Hal R. Varian. Network architecture and content provision: An economic analysis. In G. Brock and G. Rosston, editors, *The Internet and Telecommunications Policy*. Lawrence Erlbaum, 1996.

Jeffrey K. MacKie-Mason, Scott Shenker, and Hal R. Varian. Network architecture and content provision: An economic analysis. *Telecommunications Policy*, 20(3):203–217, 1996.

Jeffrey K. MacKie-Mason and Hal R. Varian. Some economics of the Internet. In Werner Sichel and Donald L. Alexander, editors, *Networks, Infrastructure and the New Task for Regulation*. University of Michigan Press, 1996.

Hal R. Varian. The economics of the Internet and academia. In Ann Oker-son, editor, *The Economics of Information in a Networked Environment Conference Proceedings*. Association of Research Libraries, 1996.

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

Hal R. Varian. Pricing electronic journals. *D-Lib Magazine*, June 1996.

- 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.
- Hal R. Varian. The AEA's electronic publishing plans: A progress report. *Journal of Economic Perspectives*, 11(3):95–104, 1997.
- Jeffrey K. MacKie-Mason and Hal R. Varian. Economic FAQs about the Internet. In Lee W. McKnight and Joseph P. Bailey, editors, *Internet Economics*. MIT Press, 1997. Updated version of 1994 article of same title.
- Paul Resnick and Hal R. Varian. Recommender systems. *Communications of the ACM*, 40:56–58, 1997.
- Hal R. Varian. Economic aspects of personal privacy. In NTIA, editor, *Privacy and Self-Regulation in the Information Age*. Department of Commerce, 1997.
- Hal R. Varian. Economic issues facing the Internet. In Aspen Institute, editor, *The Internet as Paradigm*. The Institute for Information Studies, 1997.
- Carl Shapiro and Hal R. Varian. Locked in, not locked out. *The Industry Standard*, Oct 1998.
- 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 Kumarasamy 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 *Wirtschaftspolitische 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, Raghuram 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/econsecurity/>.
- 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.

Hal R. Varian. Review of Gifts of Athena. *Journal of Economic Literature*, September 2004.

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 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. Reprinted in *Mathematica in Education and Research*, 6, 3, 1997.

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.
- Hal R. Varian. Designing the perfect auction. *Communications of the ACM*, 51(8):9–11, August 2008.
- Hal R. Varian. Online ad auctions. *American Economic Review*, 99(2):430–434, May 2009.
- Hal R. Varian. Computer mediated transactions. *American Economic Review*, 100(2):1–10, May 2010.
- Hyunyoung Choi and Hal Varian. Predicting the present with Google Trends. Technical report, Google, 2009.
- Hyunyoung Choi and Hal Varian. Predicting initial claims for unemployment insurance using Google Trends. Technical report, Google, 2009.
- Hal R. Varian. Revealed preference and its applications. *Economic Journal*, 122(560):332–338, 2012. Royal Economics Society session in honor of Sydney Afriat.
- Hal R. Varian. Predicting the present with google trends. *Economic Record*, 88:2–9, 2012. Keynote at Australian Conference of Economists annual meeting, July 2011, Canberra.
- Hal R. Varian. Big data: New tricks for econometrics. *Journal of Economic Perspectives*, 28(2):3–28, 2014.
- Hal R. Varian and Steven L. Scott. Predicting the present with Bayesian structural time series. *International Journal of Mathematical Modeling and Numerical Optimisation*, 5(1/2):2–23, 2014.
- Steven L. Scott and Hal R. Varian. Bayesian variable selection for now-casting economic time series. In Avi Goldfarb, Shane Greenstein, and

Catherine Tucker, editors, *Economic Analysis of the Digital Economy*. University of Chicago Press, 2015.

Hal R. Varian. Causal inference in economics and marketing. *Proceedings of the National Academy of Sciences*, 113(27):73107315, 2016.

Seth Stephens-Davidowitz, Hal R. Varian, and Michael D. Smith. Super returns to super bowl ads? *Quantitative Marketing and Economics*, 15(1), 2017.

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

Hal Varian. No hope of a quiet life in the age of disruption. *Financial Times*, October 3 2016.

Boost private investment to boost the economy. *Wall Street Journal*, January 7 2009.

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.

The rapidly changing signs at the gas station show markets at work. *New York Times*, August 24 2006.

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.

Beauty and the fattened wallet. *New York Times*, April 6 2006.

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.

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

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

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

Technology levels the business playing field,. *New York Times*, August 25 2005. Information technology allows start-ups access to global labor markets.

Reading between the lines of used book sales. *New York Times*, July 28 2005. How much do used book sales cannibalize new book sales?

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?

File-sharing is the latest battleground in the clash of technology and copyright. *New York Times*, April 6 2005. Piano rolls, VCRs and file sharing have been at issue.

Five years after Nasdaq hit its peak, some lessons learned. *New York Times*, March 10 2005. Financial economists are trying to find out how stock prices were pushed to such irrational and unsustainable levels during the dot-com bubble.

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 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 2004. Changes in the patent system have contributed to a deterioration in patent quality.

Patent protection gone awry. *New York Times*, October 21, 2004 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?

Donations can buy you profits. *New York Times*, August 25 2004. Little wonder that companies pour huge sums into presidential campaigns. The payoffs can be far greater.

Analyzing the marriage gap. *New York Times*, July 29 2004. According to recent research a married male identical twin makes more money than his single brother.

Parsing California gas prices. *New York Times*, July 1 2004. Small fluctuations in supply or demand can mean large price swings in California's gas market.

Exchange rates the economy. *New York Times*, May 6 2004. Exchange rates have a lot to do with the health of the world economy.

How much does information technology matter? *New York Times*, May 6 2004. Does information technology confer a competitive advantage?

Options accounting rules are changing. *New York Times*, April 8 2004. Stock options are still a gamble, but the size of the pot may soon be clearer.

What goes abroad usually comes back, with benefits. *New York Times*, March 11 2004. Trade is a two way street.

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.

Why is that dollar in your pocket worth anything? *New York Times*, January 15 2004. The Iraqi dinar provides a lesson in monetary theory.

The true costs of S.U.V.s. *New York Times*, page C2, December 18 2003.

Which party in the White House means good times for investors? *New York Times*, Nov 20, 2003 2004. Which is better for the stock market, a Republican president or a Democratic one?

The mixed bag of productivity. *New York Times*, October 23, 2004 2004.

Lessons from California's budget. *New York Times*, September 25, 2003.

The hunk differential. *New York Times*, July 31, 2003 2003.

A good idea with bad press. *New York Times*, July 31, 2003.

When emotions guide investors. *New York Times*, July 3, 2003 2003.

Dealing with deflation. *New York Times*, June 5, 2003.

A market approach to politics. *New York Times*, May 7, 2003.

Novel ideas for a risky world. *New York Times*, April 10, 2003.

Why new savings plans won't work. *New York Times*, March 13, 2003.

Deficits and political pain. *New York Times*, Feb 14, 2003.

Bush's plan to eliminate taxes on stock dividends. *New York Times*, Jan 16, 2003.

Online sales offer fresh look at economy. *New York Times*, Dec 19, 2002.

The economics of innovation. *InfoWorld*, December 6, 2002.

The Fed trounces the private sector in crystal-ball gazing. *New York Times*, November 21, 2002.

Try, fail, then gain insights. *New York Times*, October 24, 2002.

Employment and prosperity affect body inflation. *New York Times*, September 26, 2002.

When economics shifts from science to engineering. *New York Times*, August 29, 2002.

Tales of manipulation and design. *New York Times*, August 1, 2002.

New chips can keep a tight rein on consumers. *New York Times*, July 4, 2002.

Productivity and profitability make odd couple in odd recession. *New York Times*, June 6, 2002.

Knowing about diluted earnings is a powerful tool. *New York Times*, May 9, 2002.

What, exactly, was on John Nash's beautiful mind? *New York Times*, April 11, 2002.

Enron is worst-case example of need for clearer accounting rules. *New York Times*, March 14, 2002.

Investor behavior plays role in debate over wider choice in 401(k)s. *New York Times*, February 14, 2002.

A new economy with no new economics. *New York Times*, January 17, 2002.

For too many, Social Security is main retirement plan. *New York Times*, December 20 2001.

A Bangladesh bank relies on peer pressure for collateral. *New York Times*, November 22, 2001.

The case for catastrophe bonds. *New York Times*, October 25, 2001.

Some views on how to steer the economy towards recovery. *New York Times*, October 13, 2001.

Videoconferencing may get much-needed critical mass. *New York Times*, October 4, 2001.

Slowdown in IT equipment sales fuels push into services business. *New York Times*, September 10, 2001.

Good monitors make for better contracts. *New York Times*, August 23, 2001.

Sorting out bundling and antitrust law. *New York Times*, July 26, 2001.

G.E. and Honeywell ran afoul of 19th-century thinking. *New York Times*, June 28, 2001.

Market risks could hurt the Social Security safety net. *New York Times*, May 31, 2001.

The power of luck is important in tax policy. *New York Times*, May 3, 2001.

Special rate schedules may solve energy woes. *New York Times*, April 5, 2001.

Forget net taxes. forget sales taxes altogether. *New York Times*, March 8, 2001.

Comparing Nasdaq and tulips unfair to flowers. *New York Times*, February 8, 2001.

California must control demand for power. *New York Times*, January 11, 2001.

Exposing the fraying edges in the fabric of the economy. *New York Times*, December 18, 2000.

Technology rise and fall is as American as the Model T. *New York Times*, December 14, 2000.

Online users as laboratory rats. *New York Times*, November 16, 2000.

Tax cuts may be fashionable, but now's a good time to raise gas taxes. *New York Times*, October 19, 2000.

Examining differences in drug prices. *New York Times*, September 21, 2000.

Online commerce creates strange competition. *New York Times*, August 24, 2000.

Internet changes the economics of information industries. *New York Times*, July 27, 2000.

Mixing economics and political science at universities. *New York Times*, June 29, 2000.

Managing online security risks. *New York Times*, June 1, 2000.

Cool media. *Industry Standard*, November 13, 2000.

Paying complements. *Industry Standard*, May 22, 2000.

Priceline's magic show. *Industry Standard*, April 17, 2000.

Field of dreams. *Industry Standard*, March 17, 2000.

Hal R. Varian. The law of recombinant growth. *Industry Standard*, February 28, 2000.

Drop the sales tax. *Industry Standard*, January 21, 2000.

High tech will rise again. *Newsweek*, January 2002.

The computer mediated economy. *Communications of the Association for Computing Machinery*, 44(3):93, 2001.

Miles and miles of flexible track. *Forbes ASAP*, October 2, 2000.

Carl Shapiro and Hal R. Varian. Five habits of highly effective revolutions. *Forbes ASAP*, February 21, 2000.

Carl Shapiro and Hal R. Varian. Versioning: the smart way to sell information. *Harvard Business Review*, Nov-Dec, 1998.

Locked in, not locked out. *The Industry Standard*, October 23, 1998.

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

The art of war. *Wired*, October 1998.

Q&A with UC Berkeley's Hal Varian. *Business Week*, March 26, 2001.

To Hal Varian, the price is always right. *Strategy and Business*, First Quarter, 2000.

Hal R. Varian. Board of economists. *Time Magazine*, Oct 4, 1999.

Hal R. Varian. Beer, peanuts and money on the net. *Newsweek International*, February 11, 2001.

Hal R. Varian. Boolean trades and hurricane bonds. *Wall Street Journal*, Monday, May 8, 2000.

Carl Shapiro and Hal R. Varian. A judo blow against Microsoft. *Wall Street Journal*, page A22, Monday, Feb 2, 1998.

Hal R. Varian. How to strengthen the Internet backbone. *Wall Street Journal*, Monday, June 8, 1998.

Hal R. Varian. Netting a profit. *Optimize*, May 2002. <http://www.optimizemag.com/issue/007/financial.htm>.

June 8, 2023