Date	**November 30, 2018 (Friday)**
Speaker	**Prof. Matthew Shum**
Affiliation	**California Institute of Technology**
Paper Title	**Split-second Decision-Making in the Field: Response Times in Mobile Advertising**
Abstract	**In this paper we take the class of drift-diffusion or bounded accumulation models from psychology and neuroeconomics, which were developed to jointly explain subjects' choices and decision times in laboratory experiments, to data from a field setting – app users' response to advertisements on their mobile devices. We expand the classic drift-diffusion models into a two-stage to ac- commodate features of mobile advertisements. In most mobile advertising plat- forms, including our application, ads are "non-skippable"– that is, users are forced to watch the ad in its entirety. We use our estimates to simulate the counterfactual of "skippable" ads, and we find that permitting users to take an action while the ad is still playing would lead to lower click-through rates, thus rationalizing industry practice. However, the effects are very heterogeneous across users.**