

# MARITA FREIMANE

University of Zurich, Department of Business Administration

Plattenstrasse 14, CH-8032 Zürich, Switzerland

+41 762 069 958 ◊ marita.freimane@uzh.ch ◊ sites.google.com/view/maritafreimane

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## RESEARCH INTERESTS

Primary: Applied Microeconomics, with focus on Digital and Media Markets.

Secondary: Political Economy and Empirical Industrial Organization.

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## REFERENCES

### **Mattia Nardotto**

Université libre de Bruxelles

Department of Economics

mattia.nardotto@ulb.be

### **Tommaso Valletti**

Imperial College London

Department of Economics & Public Policy

t.valletti@imperial.ac.uk

### **Andrea Prat**

Columbia University

Economics Division, Columbia Business School

andrea.prat@columbia.edu

### **Luis Aguiar**

University of Zurich

Department of Business Administration

luis.aguiar@business.uzh.ch

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## CURRENT POSITION

**University of Zurich, Dept. of Business Administration, Switzerland** *August 2022 - Ongoing*

Postdoc at the Professorship for Management and Economics of Digital Transformation

- Funded by the Swiss National Science Foundation Grant Number 207682:  
“Digitization and the Power of Online Platforms: Measurement and Implications.”

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## AFFILIATIONS

### **WZB, Berlin**

Visiting Researcher at Research Group “Information, Incentives, Inequality”

*February 2026 - Ongoing*

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## EDUCATION

### **KU Leuven, Belgium**

PhD in Business Economics

*2019 - 2025*

### **Stockholm School of Economics, Sweden**

MSc in Economics

*2015 - 2018*

### **University of St.Gallen, Switzerland**

Exchange Studies

*2017*

### **Stockholm University, Sweden**

BSc in Business Administration and Economics

*2012 - 2015*

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## RESEARCH VISITS

### **New York University, New York**

NYU Stern Economics Department

*November 2025 - December 2025*

### **Columbia University, New York**

Columbia Business School Economics Division

*September 2023 - February 2024*

### **ZEW Mannheim, Germany**

Department for Economics of Innovation and Industrial Dynamics

*August 2020 - August 2022*

## RESEARCH

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**Gender Bias, Feedback, and Productivity** (*Job Market Paper*)

**Substituting Away? The Effect of Platform Bargaining Regulation on Content Display** (*Working Paper*)

**News Access, News Consumption and Voting Behavior: Evidence from Facebook's News Ban in Australia** (*Working Paper*) with Mattia Nardotto

**Media Competition and News Quality: Evidence from Bargaining Regulation** (*Work in Progress*) with Enrico Camarda, Mattia Nardotto, and Tommaso Valletti

## PRESENTATIONS

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*2026*

*\*Scheduled*

WZB\*, Berlin, Germany; NYU Center for Conflict and Cooperation\*, Online; Women in Economics Brown Bag\*, Online

*2025* ASSA Annual Meeting, San Francisco; IWH Halle, Germany; Copenhagen Business School, Denmark; Central European University, Vienna, Austria; Hanken School of Economics/Helsinki GSE, Finland; Google, Online (Invited); Bocconi (Marketing), Online; Digital Economy Workshop, DIW Berlin, Germany; Workshop on Platform Analytics, University of California, San Diego; Paris Conference on Digital Economics, Paris, France; University of Lucerne, Switzerland; Economics of Media Bias Workshop, Frankfurt, Germany; Center for Law & Economics Brown Bag Seminar, ETH Zurich; EAYE Annual Meeting, Kings College London; SITE Gender Workshop, Stanford

*2024*: BSE Summer Forum Workshop on Digital Economics, Barcelona, Spain; ZEW Conference on the Economics of Information and Communication Technologies, Mannheim, Germany; PhD Consortium at Platform Strategy Research Symposium, Boston; EARIE, Amsterdam, Netherlands; Business Economics Seminar, University of Zurich, Switzerland

*2023*: CEPR meeting of RPNs on Media Plurality and on Competition Policy, Online (Invited); Joint Digital Economics Seminar (jDES), Online (Invited); Political Economy Colloquium at Columbia University, New York; MaCCI Law & Economics Conference on Media Funding, Mannheim, Germany (Invited); IO Colloquium at Columbia University, New York

*2022*: Business Economics Seminar, University of Zurich, Switzerland; Institut Mines Telecom, Business School, Paris, France; Young Economists Seminar on Digital Economics at Telecom Paris, France; Jornadas de Economía Industrial (JEI), Gran Canaria, Spain; EARIE, Vienna, Austria; MaCCI Summer School on Platform Economics, Annweiler, Germany; CRESSE Conference, Crete, Greece; XI IBEO Workshop, Sardinia, Italy; DRUID, Copenhagen, Denmark; Munich Summer Institute, Munich, Germany; Munich Summer Institute PhD Workshop, Munich, Germany; Augustin Cournot Doctoral Days, Strasbourg, France; MSI KU Leuven internal seminar series, Leuven, Belgium; ZEW IOEK Brown Bag Seminar, Mannheim, Germany

## SUMMER SCHOOLS & OTHER PHD ACTIVITIES

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*2024*: NBER Digital Economics and AI Tutorial, Toronto, Canada

*2022*: MaCCI Summer School on Platform Economics, Annweiler, Germany

*2019*: Competition & Innovation Summer School (CISS), Montenegro

## GRANTS

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**Economic Security Project, Anti-Monopoly Grant**  
*USD 20 000*

*September 2021*

## TEACHING EXPERIENCE

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**University of Zurich, Switzerland**

Teaching Assistant, Organizational Economics (6 ECTS), MSc-level

*February 2023 - Ongoing*

**University of Zurich, Switzerland**

Theses Supervisor, MSc and BSc Theses in Digital Economics

*August 2022 - Ongoing*

**KU Leuven, Belgium**

Teaching Assistant, Advanced Applied Econometrics (6 ECTS), MSc-level

*February 2021 - June 2022*

**KU Leuven, Belgium**

Theses Coach, MSc Theses in Business Economics, 8 students/year

*September 2019 - August 2022*

## SKILLS

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**Programming:** Stata, R, Python, MATLAB

**Languages:** English (fluent), Swedish (fluent), Latvian (native), German (basic), Russian (basic)

## NON-ACADEMIC EMPLOYMENT (SELECTED)

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**McKinsey & Company, Belgium**

*Consultant*

*January 2018 - March 2019*

**Copenhagen Economics, Sweden**

*Researcher*

*May 2016 - February 2017*

## ABSTRACTS

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**Gender Bias, Feedback, and Productivity (Job Market Paper)** Media coverage: [Fast Company](#)

I study how gender-biased feedback affects worker productivity in an online labor market. I focus on content creators, an increasingly important group of online workers, and show that female creators received more negative feedback than male creators for comparable content. This gap disappeared after YouTube removed public dislike counts. Using detailed data on videos and channels and a difference-in-differences design, I find that the reduction in negative feedback led to a lasting increase in both the productivity of female creators and demand for their content. After the change, women produced 8.4 percent more videos and saw a 15.5 percent larger increase in demand than men. The decline in negative feedback was driven by videos that had extremely high dislike counts, consistent with YouTube's goal of reducing harassment through "dislike attacks". A placebo test suggests that the effects arise from the drop in dislikes rather than their removal from public view, and I find little evidence of spillovers to comments.

**Substituting Away? The Effect of Platform Bargaining Regulation on Content Display (Working Paper)** Media coverage: [The Conversation](#); Short presentation: [News Bargaining Codes](#)

In response to growing platform market power, governments seek ways to strengthen the bargaining position of content providers and other suppliers of platforms. Due to information asymmetries between platforms and regulators, top-down interventions, such as mandated transaction prices, are difficult to implement. This paper examines the effects of a bottom-up, bargaining-based regulatory alternative: Australia's *News Media and Digital Platforms Mandatory Bargaining Code*. The Code mandates that platforms negotiate payments for content with domestic publishers, backed by final-offer arbitration. Using a difference-in-differences design and granular data from Google News, I show that the Code significantly altered the composition of news content. In particular, the share of content from large foreign publishers increased, while that of major domestic publishers declined, consistent with changes in the relative cost of displaying different types of content.