

Notes on Lecture 2

References for Lecture 2

1. Paid per click data:
http://www.marinsoftware.com/downloads/marin_Q2_2011_research_brief.pdf
2. You can read a lot about the Rock-scissors-paper game at <http://en.wikipedia.org/wiki/Rock-paper-scissors>. Important decisions were made using RPS!
3. There are many companies that provide e-bay “sniping” services, that is they place a bid on your behalf in the last few seconds of the auction. See for instance <http://www.esnipe.com/> and <http://www.auctionsniper.com/>.
4. The swopoo site is dead, but there are still some pay-per-bid auctions going, for instance <http://www.madbid.com/> available in Europe. In general pay-per-bid auctions are rightly or wrongly perceived as scams. See this paper by John W. Byers, Michael Mitzenmacher, and Georgios Zervas at <http://www.eecs.harvard.edu/~michaelm/postscripts/swoopoarxivv1.pdf> to understand why they can make huge profits.