

ECON 321, Assignment 22: George and Hogendorn, Local News Online

1. Read Sections 1-4.

2. Read Section 5.1.

3. In Column 1 of Table 5 the change in log local visits is given for the control and treatment groups. I see there's a typo, where it says "Post Treatment" it should just say "Post." That's the effect on the control group of Yahoo News users, not the treatment group which is the one represented by "Post x Google."

How many more/fewer visits did the average user of each type make after the Google News update? Use the summary statistics in Table 4.

4. Skim the rest.