UNIVERSIDAD DE GRANADA

Departamento de
Teoría e Historia
Económica

Seminario: Paolo Pin (Università di Siena)

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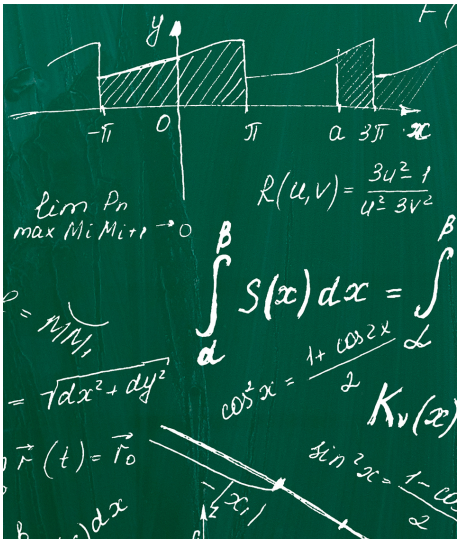
Seminarios 2025-2026



Título: How do you know you won't like it if you've (never) tried it? Preference discovery and data design

Sala: E22

Hora: 12:30

Resumen: Consumers discover their preferences through experience, yet the sequence and composition of those experiences are often designed by firms, digital platforms, or policymakers. We introduce a ``data-design'' framework for preference discovery, in which the structure of consumption data shapes learning. Bundling generates correlated exposure across goods, so utility surprises propagate through the co-consumption network. When estimation errors are known, bias-targeted design can shut down learning and amplify misperceptions. Conversely, robust design uses only the geometry of past co-consumption: popularity-biased bundles slow learning, while correlation-breaking bundles accelerate preference discovery. The framework thus explains how dominant platforms can sustain biased demand through exposure design, and why effective regulation may need to intervene on the structure of exposure itself rather than only on prices or market shares.

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