

## Academic Seminar

# First Week Human, Second Week Algorithm: Curation Source Advertising for Breadth-Then-Depth Selling

Many platforms like Netflix strategically advertise and highlight their algorithm curation as a core product benefit for customers, while others like Apple News differentiate on the basis of human curation. Using sequential field experiments on a large mobile reading platform, we examine whether and how advertising algorithm versus human curation impacts consumption behaviors, and how they can be optimally sequenced to best improve the advertising effects. Findings suggest that, despite their similar efficacy in lifting purchases when used in isolation, a human-then-algorithm (HA) advertising sequence surpasses the reversed and non-hybrid sequences' purchases by 7%–11%. We find advertising algorithm (human) curation leads to depth (breadth) selling by increasing purchases in previously (not) consumed genres. In the best performing HA sequence, this complementarity leads to the initial breadth selling amplifying the subsequent depth selling effectiveness. Importantly, we show that the depth (breadth) selling effects are driven by consumer preference shifts towards previously (not) consumed genres, rather than merely shifting attention to source labeled curated assortments that happen to be deeper (broader). Our findings suggest that carefully-sequenced advertising of product curation source can help cultivate consumers' ever-renewing interests by stimulating demand across and within product categories.



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Han Chen is a Ph.D. candidate in marketing at the Fox School of Business, Temple University. His research interests are digital advertising, price promotion, product innovation and recommendations, and human-computer interaction. Broadly, his research examines 1) how firms effectively use marketing mix tools to influence consumer behavior in the era of artificial intelligence and the digital world, and 2) how marketers use machine learning algorithms to boost the efficacy of marketing mix tools. His dissertation examines consumers' responses to marketing messages and disclosures, with a special focus on their long-term, sequential, dynamic, and unintended effects, and the optimization of firms' sequential marketing communications and interventions. He employs a multi-method approach, including causal inference, experiments, and machine/deep learning, to examine these research questions.



**Date: 19 October 2022 (Wednesday)**

**Time: 9:00 a.m.– 10:30 a.m. (HK Time)**

**Venue: Zoom** (id: 930 5094 7025)

**Language: English**



**\*\*ALL ARE WELCOME\*\***