

Happy
Birthday
Niv!!!

Daphne Raban
University of Haifa



In the beginning...

Ahituv, N. (1989)



Information Systems: The Lemonade Stand

Lemonade Stand II



Cups: 66, Ice: 404, Lemons: 20, Sugar: 28, Cups in Pitcher: 4

Day: 2 Money: \$96.45 High Temperature: 90 degrees
Weather Forecast: Clear and Sunny

The Committee on Data Science for All



CODATA



The Elgar Companion to Information Economics

THE ELGAR COMPANION TO Information Economics

'Current and Thought-Provoking! This edited book on information economics presents a timely picture of the dynamics of the information economy given the digital revolution and the interaction between bits and markets. It features contributions from prominent researchers in the field, who distill years of academic research into their chapters. Academic researchers and policymakers will benefit from the authors' insights on topics such as information asymmetry, innovation, and crowdfunding.'
Raquel Benhunan-Fich, Baruch College, New York, NY, USA

The Elgar Companion to Information Economics dexterously navigates this interdisciplinary field of research which celebrates the crucial contribution of information to decision making, market dynamics, and economic well-being. Offering a wealth of conceptual analysis, this erudite *Companion* embarks on an intellectual journey exploring how the fundamentals of information economics explain rapid developments in the information landscape.

Featuring contributions from acclaimed international scholars, chapters expertly analyse the role of information for economic processes. From asymmetric information to AI and digital influencers, they examine the latest developments in research and the practical problems raised by recent innovative technologies while discussing important policy implications. Major themes such as information and disinformation, inequality, information asymmetry, innovation, informational influence, payment and value are examined, and special focus is given to the contrast between scarcity and abundance of information. A number of pressing issues in the processing of information are also identified.

This authoritative *Companion* will serve as a fundamental resource for policymakers, economists, sociologists, information scientists, communication scholars, and political scientists. Postgraduate students and academic researchers interested in the economics of innovation, industrial economics, technology and ICT will similarly benefit from this *Companion*.

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Information Economics

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THE ELGAR COMPANION TO Information Economics

Edited by
Daphne R. Raban • Julia Włodarczyk



Assessing the Perceived Value of Information in an Information Immersive World

Raban & Ahituv, 2024 😊

1989

ASSESSING THE VALUE OF INFORMATION: PROBLEMS AND APPROACHES

Niv Ahituv
Tel Aviv University

- Subjective value of information is solid theory
- 3 Groups of factors affect subjective value of information:
 - Content
 - Individual differences
 - System of delivery
- **Information markets require special design based on subjective value**

The Data Cycle (Ahituv, N., 2019)



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