

Understanding the Digital Economy

Data, Tools, and Research

edited by Erik Brynjolfsson and Brian Kahin

Contents

Introduction	1
<i>Erik Brynjolfsson and Brian Kahin</i>	
The Macroeconomic Perspective	
Measuring the Digital Economy	13
<i>John Haltiwanger and Ron S. Jarmin</i>	
GDP and the Digital Economy: Keeping up with the Changes	34
<i>Brent R. Moulton</i>	
Understanding Digital Technology's Evolution and the Path of Measured Productivity Growth: Present and Future in the Mirror of the Past	49
<i>Paul A. David</i>	
Market Structure, Competition, and the Role of Small Business	
Understanding Digital Markets: Review and Assessment	99
<i>Michael D. Smith, Joseph Bailey, and Erik Brynjolfsson</i>	
Market Structure in the Network Age	137
<i>Hal R. Varian</i>	
The Evolving Structure of Commercial Internet Markets	151
<i>Shane Greenstein</i>	
Small Companies in the Digital Economy	185
<i>Sulin Ba, Andrew B. Whinston, and Han Zhang</i>	

Small Business, Innovation, and Public Policy in the Information Technology Industry	201
<i>Josh Lerner</i>	
Employment, Workforce, and Access	
Technological Change, Computerization, and the Wage Structure	217
<i>Lawrence F. Katz</i>	
The Growing Digital Divide: Implications for an Open Research Agenda	245
<i>Donna L. Hoffman and Thomas P. Novak</i>	
Extending Access to the Digital Economy to Rural and Developing Regions	261
<i>Heather E. Hudson</i>	
Organizational Change	
IT and Organizational Change in Digital Economies: A Sociotechnical Approach	295
<i>Rob Kling and Roberta Lamb</i>	
Organizational Change and the Digital Economy: A Computational Organization Science Perspective	325
<i>Kathleen M. Carley</i>	
The Truth Is Not Out There: An Enacted View of the "Digital Economy"	352
<i>Wanda J. Orlikowski and C. Suzanne Iacono</i>	
Contributors	381
Index	389