



## NEWSLETTER 2018-06

## CALENDAR:

**IOS Seminar**

Serafima Chirkova (University of Chile):

*Estimating the effect of maternal stress on birth outcomes in Chile: a pseudo-panel approach*

**Special Time**

Tuesday, February 13

10:00–11:30

WiOS 109 (Landshuter Str. 4)

**IOS Seminar**

Felix Weißmüller (LMU Munich):

*The Influence of Weather on the Effectiveness of Multiple Advertising Channels*

**Special Time**

Tuesday, February 27

10:30–12:00

WiOS 109 (Landshuter Str. 4)

**ABSTRACTS:****IOS Seminar**

Serafima Chirkova

*Estimating the effect of maternal stress on birth outcomes in Chile: a pseudo-panel approach*

*Abstract:* We study how prenatal maternal stress, caused by sustained seismic activity, affects birth outcomes in Chile. Using administrative data on the Chilean births during the period 2005-2015, we exploit spatial and temporal variation in exposure to earthquakes across Chile. First, assuming the random occurrence of earthquakes we apply the standard estimation strategy comparing affected and not affected groups. The problem of this approach is that it does not account for an unobserved heterogeneity (genetic predisposition, health or environmental conditions, etc.). If so, a pregnant women may not be randomly allocated between affected and not affected groups, as existing literature typically assumes, and it may result in biased estimators. To explore this possibility, we use the interactive-effects estimator, proposed by Bai (2009), on the constructed cohort pseudo-panel. Our approach allows us to consider the possibility that common shocks can have heterogeneous effects on each cross-sectional unit via the individual specific unobservable factors. Hence, the interactive-effects estimator provides more accurate estimates of the impacts that maternal characteristics have on birth outcomes. Our empirical evidence suggests that exposure to sustained seismic activity in early pregnancy increases (on average) newborns' birth weight and has no effect on gestational length.

**IOS Seminar**

Felix Weißmüller

*The Influence of Weather on the Effectiveness of Multiple Advertising Channels*

*Abstract:* In this study, the authors investigate how weather influences the effectiveness of different advertising channels. Specifically, they use field data from an online streaming provider to capture advertising-spending, -reach, as well as subscriptions. Furthermore, weather data from different weather stations across Germany are matched with customer data. The authors analyze five different advertising channels: television, e-mail, affiliate, online display and search engine. By applying a count regression, preliminary empirical evidence suggests that weather-induced changes in media consumption might leverage advertising effectiveness.

**MISCELLANEOUS:**

The next issue of RegensburgEconNews will be published at the beginning of the summer term; editorial deadline: April 11, 2018.

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Editorial deadline for Newsletter No. 2018-07:  
Wednesday, April 11 – 11 pm

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