Abstract

As consumers have limited capacity to process information, adver   tisers must compete for attention. This creates information congestion
which produces social loss like unread advertisements. We apply popula   tion games and best response dynamics to analyze information congestion.
Multiple equilibria impair traditional policies, and thus, non-traditional
policies are examined to lead the system to a Pareto efficient equilibrium.
We achieve this, for example, by changing the cost per message multiple
times during the evolutionary process. In this process, policymakers grad   ually investigate externalities. However, these policies are costly, which