



NEWSLETTER 2025|18

## CALENDAR

### **IOS Seminar**

Zaruhi Hakobyan (University of Luxembourg)

"A behavioral model of popularity and polarization in social media"

### **Economic and Social History Seminar**

Alice Janssens (Southampton)

"Berlin Konfektion in International Markets (1920-1939)"

**Tue, July 15**

13:30 - 15:00

Zoom

**Wed, July 16**

18:00 - 20:15

PT 1.0.6



## ABSTRACTS AND FURTHER INFORMATION

### **IOS Seminar**

Zaruhi Hakobyan (University of Luxembourg)

"A behavioral model of popularity and polarization in social media"

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This paper examines how popularity incentives in social media affect content dynamics, distinct from opinion dynamics in society. Popularity-driven posts are more common when society is high-opinionated (e.g., political debates) or low-opinionated (e.g., natural disasters) on a subject, leading to amplified or curtailed opinionation in social media compared to society. Social media connectivity and the degree of opinionation in society collectively shape subject-specific content dynamics, offering new insights into how the degree of opinionation in social media differs from the one in society on different subjects.

*Info:*

Zoom-Meeting:

<https://ios-regensburg-de.zoom.us/j/61791297400?pwd=qWXxKXto1E81Sjz6RMmte3DbaoID6H.1>

Meeting ID: 617 9129 7400

Passcode: 194924

### **Economic and Social History Seminar**

Alice Janssens (Southampton)

"Berlin Konfektion in International Markets (1920-1939)"

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The role that reputation plays in international market development is well recognized, especially for fashion. However, most research focuses on sectors and brands at the top of the international fashion hierarchy. Diversifying this historiography, and that of early 20th century German internationalization, this lecture examines how the Berlin Konfektion sector redeveloped its international reputation after World War One and how this shifted throughout the 1930s. Employing underutilised international trade press sources and industry reports, it traces the role of international intermediaries, and sectoral strategies including information sharing, collective branding, and event development in regrowing Konfektion's competitive advantage. It examines the formation of global markets for Konfektion goods amidst increasing competition, and tension with established fashion centres.

*Info:*

in person



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**Editorial deadline for Newsletter No. 2025|19:**

**Wednesday, July 16 | 11 am**

## **FAKULTÄT FÜR WIRTSCHAFTSWISSENSCHAFTEN**

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