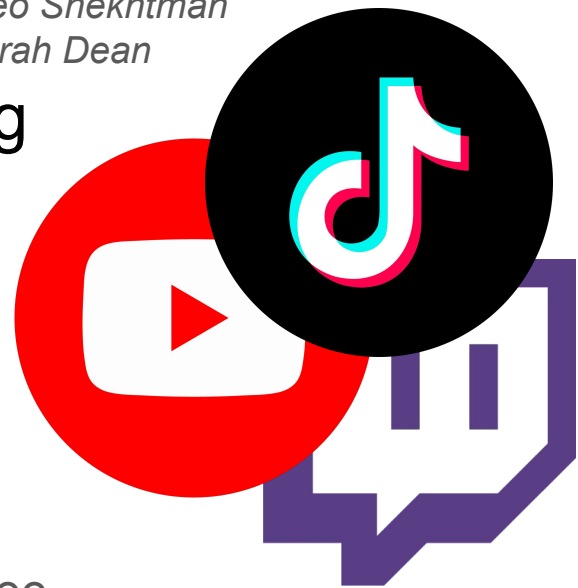


Strategic Usage in a Multi-Learner Setting

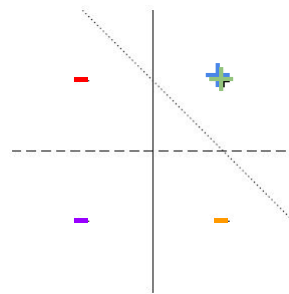
We introduce a new setting where:

- Services optimize for advertiser revenue
- Creators want to reach wide audiences
- Services learn to filter out unprofitable content they see
- Creators may prioritize other platforms where their content is more successful

We study the dynamics of these interactions!

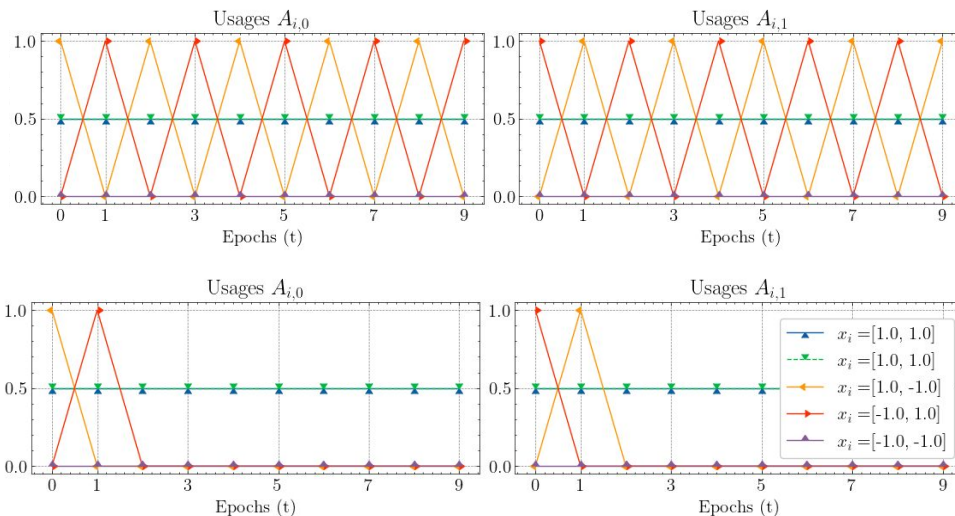


Strategic Usage in a Multi-Learner Setting



We study a realizable setting with joint updates and show:

- Without memory:
 - Creators can continually switch between platforms to avoid content suppression
- With memory:
 - All services will learn to make accurate assessments
 - Unprofitable creators will leave the market



Amount that each creator (x) “uses” service 0 (left) and service 1 (right)