

**Program for the Workshop Inflation and the Media  
8th October 2010 in Zurich, Switzerland**

Location: KOF, ETH Zürich, Weinbergstrasse 35, 8092 Zürich, Conference Room D7

9:00h-9:15h *Opening Address*

09:15h-11:30h Session 1: *Perceptions, expectations and news* (Chair: Michael Lamla)

- Christian Badarinta (Goethe University, Frankfurt) and Marco Buchmann (ECB): Inflation perceptions and expectations in the Euro area: The role of news.
- Lena Dräger (University Hamburg and KOF, ETH Zurich): Inflation expectations and perceptions in Sweden: Are media reports the missing link?
- Michael Lamla (KOF, ETH Zurich): Updating inflation expectations

11:30h-11:45h Coffee Break

11:45h-12:45h *Keynote Speech I*

- Christopher Carroll: Sticky Expectations and Macroeconomic Puzzles

13:00h-14:30h Lunch + Coffee break (Dozentenfoyer, Nr.10, HG)

14:30h-15:30h *Keynote Speech II*

- Matthias Vollbracht (Mediatenor AG): Agenda setting analysis using encoded media data (working title)

15:30h-15:45h Coffee Break

15:45h-17:15h Session 3: *Media, news, inflation* (Chair: Jan-Oliver Menz)

- Henry Sabrowski (TU Dortmund): Inflation news coverage and the impact on inflation expectations across demographic groups
- Jan-Oliver Menz (University Hamburg): The media information transmission channel

17:15h-17:30h *Final Discussion*

Dinner at Zeughauskeller, 18:30h

<http://www.zeughauskeller.ch/>

Bahnhofstrasse 28a

Informal get-together 7<sup>th</sup> October 20.00h at Brasserie Federal directly at the main station

[http://www.smagoo.ch/p/3411/2/o/&company=Brasserie\\_Federal](http://www.smagoo.ch/p/3411/2/o/&company=Brasserie_Federal)