This file is the **"Readme file"** for the posted Stata programs that generate the results reported in "**Growth, Adoption, and Use of Mobile E-Commerce**," by Einav, Levin, Popov, and Sundaresan.

The data used for the paper is proprietary, and therefore cannot be posted online. However, we hope that interested researchers could understand the code (which we hope is self-explanatory) and make requests for further analysis. We will do our best to accommodate such requests within the limits of our nondisclosure agreement. These are the files included in the posted zip file:

Code computing normalized mobile purchase, user, and event shares over time (Figure 1)
  ➢ Normalize Variables for Figure 1.do

Code that exports mean prior year purchases for those adopting vs. not adopting mobile in the following quarter (Figure 2)
  ➢ Format Purchasing Comparison for Figure 2.do

Code for generating the mobile penetration heat maps (Figure 3 and Figure A2)
  ➢ Construct Heat Map for Figure 3.do

Code for generating before and after adoption purchasing and re-weighted non-adopter purchasing pattern (Figure 4 and Figure A3)
  ➢ Construct Monthly Average Purchases for Figure 4 and Figure A3.do

Code generating data underlying hour of day and day of week purchasing distributions for mobile and core site (Figure 5)
  ➢ Make Timestamp Distributions for Figure 5.do

Code for generating data underlying mobile penetration and commoditization measure scatterplot (Figure 6)
  ➢ Mobile Penetration by Category Commoditization for Figure 6.do