



GEORGE MASON UNIVERSITY SCHOOL OF LAW



PROGRAM ON ECONOMICS & PRIVACY
DIGITAL INFORMATION POLICY SCHOLARS CONFERENCE

APRIL 29, 2016

PROGRAM ON ECONOMICS & PRIVACY DIGITAL INFORMATION POLICY SCHOLARS CONFERENCE

Friday, April 29

Founders Hall Rooms 120
and 121, All Sessions

8:00 – 8:55 AM

BREAKFAST AND REGISTRATION

Founders Hall Multipurpose Room

8:55 – 9:00 AM

WELCOME

HENRY N. BUTLER

Dean and Professor of Law, George Mason University School of Law

JAMES C. COOPER

Associate Professor of Law and Director, Program on Economics & Privacy,
George Mason University School of Law

9:00 – 10:15 AM

CONCURRENT SESSIONS

SESSION 1 - ROOM 120

Boundaries of Consumers' Privacy Exchange Online: Measuring the Impact of Privacy Violations on Trust

KIRSTEN E. MARTIN

Assistant Professor of Strategic Management & Public Policy, The George Washington University School of Business

Discussant

MICHAEL E. KUMMER

Assistant Professor of Economics, Georgia Institute of Technology School of Economics

A Bad Education

JANE R. BAMBAUER

Associate Professor of Law, University of Arizona James E. Rogers College of Law

Discussant

ROBERT M. HUNT

Vice President and Director, Payment Cards Center, Federal Reserve Bank of Philadelphia

Moderator

JAMES C. COOPER

SESSION 2 - ROOM 121

Big Data in the Lab – How Do Consumers Fare When Predictive Algorithms Work Against Them?

SEBASTIAN DENGLER

PhD Student, Tilburg University

Discussant

VALERIO POTI

Senior Lecturer in Banking and Finance, University College Dublin Smurfit Graduate Business School

Hello Barbie: First They Will Monitor You, Then They Will Discriminate Against You. Perfectly.

IRINA D. MANTA

Professor of Law and Founding Director, Center for Intellectual Property Law, Maurice A. Deane School of Law at Hofstra University

Discussant

DANIEL J. GILMAN

Attorney Advisor, Federal Trade Commission

Moderator

ALESSANDRO ACQUISTI

Professor of Information Technology and Public Policy and Andrew Carnegie Fellow, Heinz College, Carnegie Mellon University

SESSIONS:

George Mason University School of Law, Founders Hall, 3351 Fairfax Drive, Arlington, VA 22201

Friday, April 29

Founders Hall Rooms 120
and 121, All Sessions

10:30 – 11:45 AM

CONCURRENT SESSIONS

SESSION 1 - ROOM 120

Cybersecurity, Data Breaches and the Economic Loss Doctrine in the Payment Card Industry

DAVID W. OPDERBECK

Professor of Law and Director, The Gibbons Institute of Law, Science, and Technology, Seton Hall University School of Law

Discussant

JUSTIN W. HURWITZ

Assistant Professor of Law, University of Nebraska College of Law

A Closer Look at Payment Cards

D. BRUCE JOHNSEN

Professor of Law, George Mason University School of Law and Director, Mason Judicial Education Program, Law & Economics Center

Discussant

JANE R. BAMBAUER

Moderator

TODD J. ZYWICKI

Executive Director, Law & Economics Center and Foundation Professor of Law, George Mason University School of Law

SESSION 2 - ROOM 121

Privacy in Online Markets: A Welfare Analysis of Demand Rotations

DANIEL P. O'BRIEN

Senior Economic Advisor, Federal Trade Commission

Discussant

VERONICA MAROTTA

PhD Student, Heinz College at Carnegie Mellon University

The Impact of Access to Consumer Data on the Competitive Effects of Horizontal Mergers

LIAD WAGMAN

Associate Professor of Economics, Illinois Institute of Technology, Stuart School of Business

Discussant

MURAT C. MUNGAN

Assistant Professor of Law, Florida State University College of Law

Moderator

BRUCE H. KOBAYASHI

Associate Dean for Research & Faculty Development and Professor of Law, George Mason University School of Law

11:45 AM – 1:00 PM LUNCHEON AND KEYNOTE

WELCOME AND INTRODUCTION
TODD J. ZYWICKI

KEYNOTE SPEAKER

What Can Economics Tell Us About Privacy?

ALESSANDRO ACQUISTI

PROGRAM ON ECONOMICS & PRIVACY
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Friday, April 29

*Founders Hall Rooms 120
and 121, All Sessions*

1:15 – 2:30 PM

CONCURRENT SESSIONS

SESSION 1 - ROOM 120

Cyberensuring Security

JUSTIN W. HURWITZ

Discussant

SASHA L. ROMANOSKY

Associate Policy Researcher, RAND Corporation

Identity Theft as a Teachable Moment

ROBERT M. HUNT

Discussant

CALEB FULLER

PhD Fellow, Mercatus Center at George Mason University

Moderator

BRUCE H. KOBAYASHI

SESSION 2 - ROOM 121

Money and Privacy – Android Market Evidence

MICHAEL E. KUMMER

Discussant

SLAVA MIKHED

Senior Industry Specialist, Federal Reserve Bank of Philadelphia

Privacy Protection, Personalized Medicine and Genetic Testing

CATHERINE E. TUCKER

Sloan Distinguished Professor of Management Science and Professor of Marketing, MIT Sloan School of Management

Discussant

JOHN M. YUN

Economist, Federal Trade Commission

Moderator

ANDREW E. STIVERS

Deputy Director for Consumer Protection, Bureau of Economics, Federal Trade Commission

SESSIONS:

George Mason University School of Law, Founders Hall, 3351 Fairfax Drive, Arlington, VA 22201

Friday, April 29

Founders Hall Rooms 120
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2:45 – 4:00 PM

CONCURRENT SESSIONS

SESSION 1 - ROOM 120

Conditional Privacy Rights

MURAT C. MUNGAN

Discussant

LIAD WAGMAN

Out of Sight, Out of Mind: Consumer Reaction to News on Data Breaches and Identity Theft

SLAVA MIKHED

Discussant

KIRSTEN E. MARTIN

Moderator

ANDREW E. STIVERS

SESSION 2 - ROOM 121

The Information Value of Online Social Networks:

Lessons from Peer-to-Peer Lending

GINGER ZHE JIN

Director, Bureau of Economics, Federal Trade Commission

Discussant

CATHERINE E. TUCKER

A Behavioral Perspective on the Privacy Calculus Models

VALERIO POTI

Discussant

SEBASTIAN DENGLER

Moderator

MICHAEL R. BAYE

Bert Elwert Professor of Business, Indiana University Kelley School of Business

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Friday, April 29

*Founders Hall Rooms 120
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4:15 – 5:30 PM

CONCURRENT SESSIONS

SESSION 1 - ROOM 120

Who Benefits from Targeted Advertising?

VERONICA MAROTTA

Discussant

DANIEL P. O'BRIEN

Examining the Costs and Causes of Cyber Incidents

SASHA L. ROMANOSKY

Discussant

D. BRUCE JOHNSEN

Moderator

MICHAEL R. BAYE

SESSION 2 - ROOM 121

*Slouching Towards Coherence (and Error Cost Avoidance):
Rationalizing Competition and Consumer Protection
Approaches to Privacy and Data Security Policy*

DANIEL J. GILMAN

Discussant

IRINA D. MANTA

The Perils of Privacy Regulation

CALEB FULLER

Discussant

DAVID W. OPDERBECK

Moderator

JAMES C. COOPER

5:30 PM

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