



Workshop on the Law & Economics of Privacy for State Attorneys General

Wednesday, February 25 – Friday, February 27, 2026

Agenda

Wednesday, February 25

5:30 – 7:00 pm **Registration and Opening Reception**

Thursday, February 26

7:00 – 8:00 am **Breakfast**

8:00 – 9:15 am **Session 1: Asymmetric Information I: Introduction and Concepts**

James C. Cooper, Professor of Law and Director, Program on Economics & Privacy, George Mason University Antonin Scalia Law School

Reading Assignment:

Howard Beales et al., *The Efficient Regulation of Consumer Information*, 24 J. OF L. ECON. 491 (1981).

9:15 – 9:30 am **Break**

9:30 – 10:45 am **Session 2: Asymmetric Information II: Government & Private Solutions**

John M. Yun, Professor of Law, George Mason University Antonin Scalia Law School

Reading Assignment:

HENRY N. BUTLER, JOANNA SHEPHERD, & JAMES C. COOPER, *Chapter V: Information Costs and Transaction Costs*, in *ECONOMIC ANALYSIS FOR LAWYERS* 182-205 (Carolina Academic Press, ed., 4th ed. 2024).

F.A. Hayek, *The Use of Knowledge in Society*, 35 AM. ECON. REV. 519 (1945).

10:45 – 11:00 am **Break**

11:00 am – 12:15 pm **Session 3: Economics of Privacy | Cooper**

Reading Assignment:

Alessandro Acquisti et. al., *The Economics of Privacy*, 54 J. OF ECON. LITERATURE 442 (2016).

12:15 – 12:45 pm **Lunch**

12:45 – 2:00 pm **Working Lunch and Session 4: Algorithmic Collusion | Yun**

Reading Assignment:

Ai Deng, *Algorithmic Collusion and Algorithmic Compliance: Risks and Opportunities*, GLOBAL ANTITRUST INSTITUTE REPORT ON THE DIGITAL ECONOMY, 2020.

Maureen Ohlhausen, Taylor Owings & Cora Allen, *What About Bob? Revisiting the Intersection of Antitrust Law and Algorithmic Pricing in 2024*, ARTIFICIAL INTELLIGENCE AND COMPETITION POLICY 187 (2024).

2:00 pm **Adjourn for the Day**

Friday, February 27

7:00 – 8:00 am **Breakfast**

8:00 – 9:15 am **Session 5: Data & Antitrust | Cooper**

Reading Assignment:

James C. Cooper & John M. Yun, *Antitrust & Privacy: It's Complicated*, 2022 UNIV. ILL., J. L., TECH. & POL'Y 243 (2022).

9:15 – 9:30 am **Break**

9:30 – 10:45 am **Session 6: Digital Advertising**

Garrett Johnson, Associate Professor, Marketing, Boston University Questrom School of Business

Reading Assignment:

Brett Gordon & Garrett Johnson, *How Well Do You Understand Digital Advertising?*, KELLOGG SCHOOL OF MANAGEMENT, NORTHWESTERN UNIVERSITY: KELLOGG INSIGHT (2018).

IAB UK, *The Evolution of Online Display Advertising* (YouTube, May 13, 2012).

MOBILE DEV MEMO PODCAST: *The Economics of Advertising Auctions with Garrett Johnson*, (Spotify, February 28, 2022).

10:45 – 11:00 am **Break**

11:00 am – 12:15 pm **Session 7: Empirical Examination of Privacy Regulation | Johnson**

Reading Assignment:

Jean-Pierre Dubé, John G. Lynch, Dirk Bergemann, Mert Demirer, Avi Goldfarb, Garrett Johnson, Anja Lambrecht, Tesary Lin, Anna Tuchman & Catherine Tucker, *Frontiers: The Intended and Unintended Consequences of Privacy Regulation for Consumer Marketing*, 44 MARKETING SCIENCE 975 (2025).

Garrett A. Johnson, *Economic Research on Privacy Regulation: Lessons from the GDPR and Beyond*, in THE ECON. OF PRIV. (Avi Goldfarb & Catherine Tucker eds., U. of Chi. Press 2024).

Meg Leta Jones & Margot E. Kaminski, *An American's Guide to the GDPR*, 98 DENV. L. REV. 93 (2020).

12:15 pm **Program Adjourns**