



Agenda
*Advanced Institute on the Economics of Information:
Advertising, Privacy, and Data Security*
Judicial Education Program
Law & Economics Center
Antonin Scalia Law School
George Mason University
Sunday, February 22 – Wednesday, February 25, 2026

Agenda

Sunday, February 22

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

Monday, February 23

- 7:00 – 7:50 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, Law & Economics Center, George Mason University Antonin Scalia Law School

Reading Assignment:

Howard Beales et al., *The Efficient Regulation of Consumer Information*, 24 J. 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 Assignments:

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: Law & Economics of Advertising | Cooper**

Reading Assignment:

Pauline M. Ippolito & Alan D. Mathios, *Information and Advertising: The Case of Fat Consumption in the United States*, 85 AM. ECON REV. 91 (1995).

James C. Cooper & Bruce H. Kobayashi, *Equitable Monetary Relief Under the FTC Act: An Opportunity for a Marginal Improvement*, 83 ANTITRUST L.J. 645 (2021).

12:15 pm **Adjourn for Day: Afternoon Study Session**

Tuesday, February 24

7:00 – 7:50 am **Breakfast**

8:00 – 9:15 am **Session 4: Digital Advertising**

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

Reading Assignments:

Brett Gordon & Garrett Johnson, How Well Do You Understand Digital Advertising?, *KELLOGG INSIGHT* (2018).

IAB UK, *The Evolution of Online Display Advertising*, *YOUTUBE* (2012).

Eric Benjamin Seufert & Garrett Johnson, *The Economics of Advertising Auctions*, *MOBILE DEV MEMO* (2022).

9:15 – 9:30 am **Break**

9:30 – 10:45 am **Session 5: Economics of Privacy | Cooper**

Reading Assignment:

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

10:45 – 11:00 am **Break**

11:00 am – 12:15 pm **Session 6: Data & Antitrust | Yun**

Reading Assignment:

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

12:15 – 12:45 pm **Lunch**

12:45 – 2:00 pm **Working Lunch and Session 7: Law & Economics of Data Security | Cooper**

Reading Assignment:

James C. Cooper & Bruce H. Kobayashi, *Unreasonable: A Strict Liability Solution to the FTC's Data Security Problem*, 28 *MICH. TECH. L. REV.* 257 (2022).

2:00 pm **Adjourn for Day: Afternoon Study Session**

Wednesday, February 25

7:00 – 7:50 am **Breakfast**

8:00 – 9:15 am **Session 8: Algorithmic Collusion | Yun**

Reading Assignments:

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).

9:15 – 9:30 am **Break**

9:30 – 10:45 am **Session 9: 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 MKTG. SCI. 975 (2025).

10:45 – 11:00 am **Break**

11:00 – 12:15 pm **Session 10: Lessons from GDPR | Johnson**

Reading Assignments:

Garrett A. Johnson, *Economic Research on Privacy Regulation: Lessons from the GDPR and Beyond*, in THE ECONOMICS OF PRIVACY 97-126 (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**
Participants depart at their leisure