

The Law & Economics of Search Engines and Online Advertising Research Roundtable

Sponsored by the Henry G. Manne Program in Law & Economics Studies

November 3-4, 2011

All Roundtable Sessions in Hazel Hall, Room 215

Moderator: James C. Cooper, Director, Research & Policy, Law & Economics Center

Thursday, November 3

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| 12:00 – 1:00pm | Lunch, Hazel Hall Rear Atrium |
| 1:00 – 2:30pm | <i>Double Marginalization in Performance-Based Advertising: Implications and Solutions</i>
Chris Dellarocas, Boston University School of Management |
| 2:45 – 4:15pm | <i>Social Advertising</i>
Catherine E. Tucker, Massachusetts Institute of Technology |
| 4:30 – 6:00pm | <i>The Perfect is the Enemy of the Good: The Antitrust Objections to the Google Books Settlement</i>
Marina Lao, Seton Hall University Law School |
| 6:30pm | Reception & Dinner
Willow Restaurant, 4301 Fairfax Drive Arlington, VA |

Friday, November 4

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| 8:00 – 8:30am | Breakfast |
| 8:30 – 10:00am | <i>Defining and Measuring Search Bias: Some Preliminary Evidence</i>
Joshua D. Wright, George Mason University School of Law |
| 10:15 – 11:45am | <i>Using Antitrust Enforcement Prudently in High Tech Markets</i>
David A. Balto, Law Offices of David A. Balto; Center for American Progress |
| 11:45am | Adjourn |

Discussants

Michael R. Baye, Indiana University Kelley School of Business
Oren Bracha, University of Texas School of Law
Timothy J. Brennan, University of Maryland, Baltimore County
Justin “Gus” Hurwitz, University of Pennsylvania Law School
Stewart Jeffries, Google, Inc.

Bruce H. Kobayashi, George Mason University School of Law
Adam Kovacevich, Google, Inc.
Thomas M. Lenard, Technology Policy Institute
Geoffrey A. Manne, Lewis & Clark Law School
Stephen E. Margolis, North Carolina State University College of Management
Howard P. Marvel, Ohio State University
Murat C. Mungan, Florida State University College of Law
Frank Pasquale, Seton Hall University School of Law
Paul H. Rubin, Emory University
Alexander “Sasha” Volokh, Emory University School of Law