

## MONDAY, SEPTEMBER 14

12:00 - 1:15 pm

### Welcome and Introductions

### Economics of Information 1: Search and Adverse Selection

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

#### Reading Assignment:

Akerlof, George A. "[The Market for "Lemons": Quality Uncertainty and the Market Mechanism](#)." *The Quarterly Journal of Economics* 84, no. 3 (1970): 488-500.

Beales, Howard, Richard Craswell, and Steven C. Salop. "[The Efficient Regulation of Consumer Information](#)." *The Journal of Law & Economics* 24, no. 3 (1981): 491-539.

Bedard, Kelly. "[Human Capital versus Signaling Models: University Access and High School Dropouts](#)." *Journal of Political Economy* 109, no. 4 (2001): 749-75.

1:30 - 2:45 pm

### Economics of Information 2: Screening, Signaling, and Privacy I Cooper

2:45 pm

### Adjourn for Day

## TUESDAY, SEPTEMBER 15

12:00 - 1:15 pm

### Economics of Online Advertising

**Garrett Johnson**, Assistant Professor, Questrom School of Business, Boston University

Deshpande, Indrajeet. "[What Is Digital Advertising and Getting Started as a Digital Advertiser](#)." MarTech Advisor, January 31, 2019.

Frederik, Jesse, and Maurits Martijn. "[The New Dot Com Bubble Is Here: It's Called Online Advertising](#)." The Correspondent, November 6, 2019.

Gordon, Brett, and Garrett Johnson. "[How Well Do You Understand Digital Advertising?](#)" KelloggInsight, July 11, 2018.

Oldfield, Adam. [The Evolution of Online Display Advertising](#). YouTube, 2012.

#### Recommended Newsletters Subscriptions:

[AdExchanger](#) (Daily)

[U of Digital](#) (Weekly)

[AdProfs](#) (Weekly)

**1:30 - 2:45 pm**

**Privacy and the First Amendment**

**Jane Bambauer**, Professor of Law, University of Arizona James E. Rogers College of Law

**Reading Assignment:**

Bambauer, Jane R., and Derek E. Bambauer. "[Information Libertarianism.](#)" *California Law Review* 105, no. 2 (April 2017): 335-394.

**2:45 pm**

**Closing Remarks & Adjourn**