



THE PROGRAM ON ECONOMICS & PRIVACY

THE HENRY G. MANNE PROGRAM IN LAW & ECONOMICS
STUDIES

LEC Workshop for Law Professors on the Introduction to the Economics of Information, Advertising, Privacy, and Data Security

Wednesday, May 19 – Sunday, May 23, 2021 | AMELIA ISLAND, FL

GEORGE MASON UNIVERSITY ANTONIN SCALIA LAW SCHOOL

**LAW &
ECONOMICS
CENTER**

WEDNESDAY, MAY 19

5:00 - 6:30 pm

Registration, *Lobby*

6:30 - 9:00 pm

Welcome Reception and Dinner, *Sunrise Café and Terrace*

Welcome Remarks

Henry N. Butler

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

THURSDAY, MAY 20

All sessions held in Magnolia A, B, C

7:00 - 7:50 am

Breakfast, *Magnolia Foyer*

8:00 - 9:15 am

Introduction to Economics of Information

James Cooper

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

John Yun

Associate Professor of Law and Director, Economic Education at the Global
Antitrust Institute, George Mason University Antonin Scalia Law School

Reading Assignment:

Harold Demsetz, *Information and Efficiency: Another Viewpoint*, 12 J. L. &
Econ. 1 (1969)

9:30 - 10:45 am

Signaling / Screening / Mandated Disclosures | Yun

Reading Assignment:

Jack Hirshleifer, *Where Are We in the Theory of Information?*, 63 Am. Econ.
Rev. 31 (1973).

11:00 am - 12:15 pm Theories of Advertising, Substantiation, and Optimal Remedies | Cooper

Reading Assignment:

Pauline M. Ippolito and Alan D. Mathios, *Information and Advertising: The Case of Fat Consumption in the United States*, *The American Economic Review* (1995)

In the Matter of POM Wonderful LLC and Roll Global LLC, Docket No. 9344, (Federal Trade Commission, 2013)

James C. Cooper and Bruce H. Kobayashi, *Equitable Monetary Relief Under the FTC Act: An Opportunity for a Marginal Improvement*, 83 *Antitrust Law Journal* 645 (forthcoming 2021)

12:15 pm Adjourn for Day

FRIDAY, MAY 21

All sessions held in the Magnolia A, B, C

7:00 - 7:50 am Breakfast, Magnolia Foyer

8:00 - 9:15 am Economics of Privacy | Cooper

Reading Assignment:

Alessandro Acquisti, Curtis Taylor, & Liad Wagman, *The Economics of Privacy*, 54 *J. Econ. Lit.* 442 (2016)

9:30 - 10:45 am Algorithmic Bias

Jane Bambauer

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

Reading Assignment:

Machine Bias, ProPublica Report (May 23, 2016)

Sandra Mayson, *Bias In, Bias Out*, 128 *Yale L. J.* 2218 (2019)

11:00 am - 12:15 pm Economics of Data Security | Cooper

Reading Assignment:

Sasha Romanosky, *Examining the costs and causes of cyber incidents*, *Journal of Cybersecurity*, Volume 2, Issue 2 (2016)

James C. Cooper and Bruce H. Kobayashi, *Unreasonable: A Strict Liability Solution to the FTC's Data Security Problem*, *Michigan Technology Law Review* (forthcoming 2021)

12:15 pm Adjourn for Day

SATURDAY, MAY 22

All sessions held in Magnolia A, B, C

7:00 - 7:50 am

Breakfast, *Magnolia Foyer*

8:00 - 9:15 am

Big Data, Privacy, and Antitrust | Yun

Reading Assignment:

John M. Yun, *Antitrust After Big Data*, 4 Criterion J. on Innovation 407 (2019)

James C. Cooper, *Privacy and Antitrust: Underpants Gnomes, the First Amendment, and Subjectivity*, 20 Geo. Mason L. Rev. 1129 (2013).

Alessandro Acquisti, Curtis Taylor, & Liad Wagman, *The Economics of Privacy*, 54 J. Econ. Lit. 442, 442-49 (2016).

9:30 - 10:45 am

First Amendment Issues | Bambauer

Reading Assignment:

Sorrell v. IMS, 564 U.S. 552 (2011)

Jane Bambauer, *Is Data Speech?*, 66 Stan. L. Rev. 57 (2014)

11:00 am - 12:15 pm

Social Media and Content Moderation | Bambauer

Reading Assignment:

Inside the Making of Facebook's Supreme Court, The New Yorker (Feb. 12, 2021)

Rutenberg v. Twitter, Order Dismissing Case for Lack of Subject-Matter Jurisdiction (N.D. Cal. 2021)

Constituents for Thoughtful Governance v. Twitter, Order Sustaining Demurrer To First Amended Petition Without Leave To Amend And Granting Special Motion To Strike The Petition Pursuant To California Code Of Civil Procedure Section 425.16 (Cal. App. Supp. 2020)

Conover et al., *Political Polarization on Twitter*, Proceedings of the Fifth International AAAI Conference on Weblogs and Social Media (2011)

Bail et al., *Exposure to Opposing Views on Social Media Can Increase Polarization*, Proceedings of the National Academy of Sciences (September 11, 2018)

12:15 pm

Afternoon Study Session

6:30 pm - 8:30 pm

Closing Reception and Dinner, *Oceanside Beach*

SUNDAY, MAY 23

Travel day; participants depart at their leisure