

ATTORNEYS GENERAL EDUCATION PROGRAM

Workshop on the Economics of Information, Advertising, & Privacy

Tuesday, June 8 – Thursday, June 10, 2021 | ARLINGTON, VA

GEORGE MASON UNIVERSITY ANTONIN SCALIA LAW SCHOOL

LAW &
ECONOMICS
CENTER

TUESDAY, JUNE 8

All sessions held at Hyatt Place Arlington/Courthouse Plaza

4:30 - 6:00 pm

Registration, Lobby

6:00 - 7:30 pm

Welcome Reception, Venture X
(Guests welcome)

WEDNESDAY, JUNE 9

All sessions held in Manne Room

8:00 - 8:50 am

Breakfast, Antonin Scalia Plaza
(Guests welcome)

9:00 - 10:15 am

Class 1: Introduction to the Economics of Information

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

Reading Assignment:

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

10:30 - 11:45 am

Class 2: Signaling, Screening, and Adverse Selection | Cooper

12:00 - 1:15 pm

Working Lunch: Primer on the Digital Advertising Ecosystem

Leigh Freund, President & Chief Executive Officer, Network Advertising Initiative

1:30 - 2:45 pm

Class 3: First Amendment Issues

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

Reading Assignment:

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

Bambauer, Jane. "Is Data Speech?" *Stanford Law Review* 66, no. 13-19 (January 2014): 57-120.

3:00 - 4:15 pm

Class 4: Algorithmic Bias | Bambauer

Reading Assignment:

Angwin, Julia, Jeff Larson, Surya Mattu, and Lauren Kirchner. "Machine Bias," ProPublica (May 23, 2016).

Mayson, Sandra. "Bias In, Bias Out." *The Yale Law Journal* 128, no. 8 (June 2019): 2218-2300.

6:00 - 8:30 pm

Reception & Dinner, *Lyon Hall*

THURSDAY, JUNE 10

Ninth Annual Symposium on the Law & Economics of Privacy & Data Security