



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

Henry G. Manne Program in Law & Economics Studies

Program on Economics & Privacy

Law & Economics Center

Antonin Scalia Law School

George Mason University

Wednesday, May 18 through Sunday, May 22, 2022

Omni Amelia Island Resort, 39 Beach Lagoon Rd, Fernandina Beach, FL 32034

Wednesday, May 18

5:00 – 6:00 pm **Registration**

6:30 – 9:00 pm **Welcome Reception and Dinner**

Thursday, May 19

7:00 – 7:50 am **Breakfast**

8:00 – 9:15 am **Class 1: Introduction to Economics of Information**
James C. Cooper, Associate Professor of Law; Director, Program on Economics & Privacy, George Mason University Antonin Scalia Law School

Reading Assignment:

Harold Demsetz, "Information and Efficiency: Another Viewpoint," 12 *Journal of Law & Economics* 1 (1969)

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

9:15 – 9:30 am **Break**

9:30 – 10:45 am **Class 2: Economics of information 2: Disclosure, Signaling, and Screening**
John M. Yun, Associate Professor of Law; Director of Economic Education at the Global Antitrust Institute, George Mason University Antonin Scalia Law School

Reading Assignment:

Henry N. Butler, et al, *Economic Analysis for Lawyers* (3rd Edition, 2016), Chapter V: Information Costs and Transaction Costs, pp 231-241

10:45 – 11:00 am **Break**

11:00 am – 12:15 pm	<p>Class 3: Economics of Advertising and Remedies Cooper</p> <p><u>Reading Assignment:</u></p> <p>Pauline M. Ippolito and Alan D. Mathios, “Information and Advertising: The Case of Fat Consumption in the United States,” <i>The American Economic Review</i> (1995)</p> <p><i>In the Matter of POM Wonderful LLC and Roll Global LLC</i>, Docket No. 9344, (Federal Trade Commission, 2013)</p> <p>James C. Cooper and Bruce H. Kobayashi, “Equitable Monetary Relief Under the FTC Act: An Opportunity for a Marginal Improvement,” 83 <i>Antitrust Law Journal</i> 645 (2021)</p>
12:15 pm – 1:30 pm	<p>Working Lunch / Class 4: Big Data and the Economics of Platforms Yun</p> <p><u>Reading Assignment:</u></p> <p>John M. Yun, “Antitrust After Big Data,” 4 <i>Criterion Journal on Innovation</i> 407 (2019)</p> <p>Marc Rysman, “The Economics of Two-Sided Markets,” 23 <i>Journal of Economic Perspectives</i> 125 (2009)</p>
1:30 pm	<p>Adjourn for the Day</p>
 Friday, May 20 	
7:00 – 7:50 am	<p>Breakfast</p>
8:00 – 9:15 am	<p>Class 5: Economics of Privacy Cooper</p> <p><u>Reading Assignment:</u></p> <p>Alessandro Acquisti, Curtis Taylor, & Liad Wagman, “The Economics of Privacy”, 54 <i>Journal of Economic Literature</i> 442 (2016)</p>
9:15 – 9:30 am	<p>Break</p>
9:30 – 10:45 am	<p>Class 6: Algorithmic Bias Jane Bambauer, Professor of Law, University of Arizona James E. Rogers College of Law</p> <p><u>Reading Assignment:</u></p> <p>Sandra G. Mayson, “Bias In, Bias Out,” 128 <i>Yale Law Journal</i> 2122 (No. 8, June 2019)</p> <p>Julia Angwin, et al, “Machine Bias,” <i>ProPublica</i> (May 23, 2016). Accessable at: https://www.propublica.org/article/machine-bias-risk-assessments-in-criminal-sentencing</p>
10:45 – 11:00 am	<p>Break</p>
11:00 am – 12:15 pm	<p>Class 7: Privacy & Competition Cooper</p> <p><u>Reading Assignment:</u></p> <p>Alessandro Acquisti, Curtis Taylor, & Liad Wagman, “The Economics of Privacy”, 54 <i>Journal of Economic Literature</i> 442 (2016)</p> <p>James C. Cooper and John M. Yun, “Antitrust & Privacy: It’s Complicated,” <i>University of Illinois Journal of Law, Technology & Policy</i> (forthcoming 2022)</p>
12:15 pm – 1:30 pm	<p>Working Lunch/Class 8: Content Moderation Bambauer</p>

Reading Assignment:

Evelyn Douek, "Content Moderation as Administration," 136 *Harvard Law Review* (forthcoming, 2022)

Mark A. Lemley, "The Contradictions of Platform Regulation," 1 *Journal of Free Speech Law* 303 (Symposium: Free Speech and Social Media Platform Regulation, 2021)

1:30 pm

Adjourn for the Day

Saturday, May 21

7:00 – 7:50 am

Breakfast

8:00 – 9:15 am

Class 9: Data Security 1: Framework

Sasha Romanosky, Senior Policy Researcher, RAND Corporation

Reading Assignment:

Sasha Romanosky and Alessandro Acquisti, "Privacy Costs and Personal Data Protection: Economic and Legal Perspectives," 24 *Berkeley Technology Law Journal* 1060 (No. 3, 2009)

Sasha Romanosky, *Are Firms Investing Enough in Data Security?*, Program on Economics & Privacy White Paper (January 10, 2019)

Sasha Romanosky, David Hoffman & Alessandro Acquisti, "Empirical Analysis of Data Breach Litigation," 11 *Journal of Empirical Legal Studies* 74 (Issue 1, March 2014)

9:15 – 9:30 am

Break

9:30 – 10:45 am

Class 10: Data Security 2: Topics | Romanosky

Reading Assignment:

Continuation of Previous Assignment

10:45 – 11:00 am

Break

11:00 am – 12:15 pm

Class 11: First Amendment | Bambauer

Reading Assignment:

Jane Bambauer, "Is Data Speech?," 66 *Stanford Law Review* 57 (January, 2014)

Katja Kukielski, "The First Amendment and Facial Recognition Technology," 55 *Loyola of Los Angeles Law Review* 231 (No. 1, 2022)

12:15- 6:30 pm

Afternoon Break

6:30 – 9:00 pm

Closing Reception and Dinner