

GEORGE MASON UNIVERSITY ANTONIN SCALIA LAW SCHOOL

**LAW &
ECONOMICS
CENTER**

ATTORNEYS GENERAL EDUCATION PROGRAM

AGEP/PEP Workshop on the Economics of Information, Advertising, & Privacy

Wednesday, June 1 – Friday, June 3, 2022

Washington, DC



WEDNESDAY, JUNE 1

6:00 pm

Registration

6:00 - 7:30 pm

Welcome Reception

THURSDAY, MAY 12

All sessions held at George Mason University Antonin Scalia Law School

7:50 am

Shuttle from Le Meridien to Law School

8:00 - 8:50 am

Breakfast

9:00 - 10:15 am

Class 1: Economics of Information I: Foundations

James Cooper, Associate Professor of Law and Director of Program on Economics of Privacy, 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: Economics of Information II: Signaling, Screening, and Privacy | Cooper

12:00 - 1:00 pm

Working Lunch: Digital Advertising

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

Reading Assignment:

Brett Gordon and Garrett Johnson. "How Well Do You Understand Digital Advertising?" *Kellogg Insight* (July 2018)

"The Evolution of Online Display Advertising" *Internet Advertising Bureau UK* (May 2012)

Seufert, Eric Benjamin. "The economics of advertising auctions" *Mobile Dev Demo* (February 2022)

1:15 - 2:30 pm

Class 3: Algorithmic Bias and Content Moderation

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

Reading Assignment:

Mayson, Sandra G. "Bias In, Bias Out," *128Yale Law Journal* 2122 (No. 8, June 2019)

Julia Angwin, et al, "Machine Bias," *ProPublica* (May 23, 2016)

2:45 - 4:00 pm

Class 4: First Amendment Concerns | Bambauer

Reading Assignment:

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

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

FRIDAY, MAY 13

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