



50th
1974-2024

Agenda
Advanced Institute on the Economics of
Information: Advertising, Privacy,
and Data Security
Sunday, May 19 through Wednesday, May 22, 2024

Sunday, May 19

5:30 pm **Registration**
5:30 – 7:00 pm **Welcome Reception**

Monday, May 20

6:30 – 7:40 am **Breakfast (on own at the hotel)**
7:40 – 8:00 am **Walk from hotel to Antonin Scalia Law School**
8:00 – 9:15 am **Session 1: Introduction to the Economics of Information**

James C. Cooper, Professor of Law; Director, Program on Economics & Privacy, George Mason University Antonin Scalia Law School

Reading Assignment:

Howard Beales et al., *The Efficient Regulation of Consumer Information*, 24 J. L. ECON. 491 (1989).

9:15 – 9:30 am **Break**

9:30 – 10:45 am **Session 2: Economics of Information II: Solutions**

John M. Yun, Associate Professor of Law, George Mason University Antonin Scalia Law School

Reading Assignment:

HENRY N. BUTLER ET AL., *Chapter V: Information Costs and Transaction Costs*, in ECONOMIC ANALYSIS FOR LAWYERS 231, 231-241 (3d ed. 2014).

F. A. Hayek, *The Use of Knowledge in Society*, 35 AM. ECON. REV. 519 (1945).

10:45 – 11:00 am **Break**

11:00 am – 12:15 pm **Session 3: Economics of Information: Quality Disclosure**

Ginger Zhe Jin, Professor of Economics, University of Maryland

Reading Assignment:

David Dranove & Ginger Zhe Jin, *Quality Disclosure and Certification: Theory and Practice*, 48 J. OF ECON. LITERATURE 935 (2010).

Daniel Martin, Michael Luca, & Ginger Zhe Jin, *Is No News (Perceived As) Bad News? An Experimental Investigation of Information Disclosure*, 13 AM. ECON. J.: MICROECONOMICS 141 (2021).

Daniel Martin, Michael Luca, & Ginger Zhe Jin, *Complex Disclosure*, 68 MGMT. SCI. 5 (2022).

12:15 pm **Adjourn for the Day**

Tuesday, May 21

6:30 – 7:40 am **Breakfast (on own at the hotel)**

7:40 – 8:00 am **Walk from hotel to Antonin Scalia Law School**

8:00 – 9:15 am Session 4: Online Advertising

Garrett Johnson, Associate Professor, Marketing, Boston University Questrom School of Business

Reading Assignment:

Brett Gordon & Garrett Johnson, *How Well Do You Understand Digital Advertising?*, KELLOGG INSIGHT (2018).

IAB UK, *The Evolution of Online Display Advertising*, YOUTUBE (2012).

Eric Benjamin Seufert & Garrett Johnson, *The Economics of Advertising Auctions*, MOBILE DEV MEMO (2022).

9:15 – 9:30 am **Break**

9:30 – 10:45 am Session 5: Empirical lessons from GDPR and PET | Johnson

Reading Assignment:

Samuel G. Goldberg, Garrett A. Johnson, & Scott K. Shriver, *Privacy & Market Concentration: Intended & Unintended Consequences of the GDPR*, SSRN (2022).

Samuel G. Goldberg, Garrett A. Johnson, & Scott K. Shriver, *Regulating Privacy Online: An Economic Evaluation of the GDPR*, 16 AM. ECON. J.: ECON. POL'Y. 325 (2024).

Meg Leta Jones & Margot E. Kaminski, *An American's Guide to the GDPR*, 98 DENV. L. REV. 93 (2020).

Garrett A. Johnson, *Economic Research on Privacy Regulation: Lessons from the GDPR and Beyond*. THE ECON. OF PRIV. (2023).

Google, *The Privacy Sandbox for the Web*.

10:45 – 11:00 am Break

11:00 am – 12:10 pm Session 6: Platforms | Yun

Reading Assignment:

John M. Yun, *Overview of Network Effects & Platforms in Digital Markets*, GLOB. ANTITRUST INSTI. REP. ON THE DIGIT. ECON (2020).

Catherine Tucker, *What Have We Learned in the Last Decade? Network Effects and Market Power*, 32 ANTITRUST 77 (2018).

12:10 – 12:15 pm Welcome

Ken Randall, Allison and Dorothy Rouse Dean and George Mason University Foundation
Professor of Law, George Mason University Antonin Scalia Law School

12:15 pm **Adjourn for Day**

Wednesday, May 22

6:30 – 7:40 am **Breakfast (on own at the hotel)**

7:40 – 8:00 am **Walk from hotel to Antonin Scalia Law School**

8:00 – 9:15 am **Session 7: Privacy & Antitrust | Cooper**

Reading Assignment:

Alessandro Acquisti, et al., *The Economics of Privacy*, 54 J. ECON. LITERATURE 442 (2016).

James C. Cooper & John M. Yun, *Antitrust & Privacy: It's Complicated*, 2022 UNIV. ILL., J. L., TECH. & POL'Y 243 (2022).

9:15 – 9:30 am **Break**

9:30 – 10:45 am **Session 8: Data Security I**

Sasha Romanosky, Senior Policy Researcher, RAND Corporation; Professor of Policy Analysis, Pardee RAND Graduate School

Reading Assignment:

Sasha Romanosky & Alessandro Acquisti, *Privacy Costs and Personal Data Protection: Economic and Legal Perspectives*, 24 BERKELEY TECH. L. J. 1060 (2009).

Sasha Romanosky, *Are Firms Investing Enough in Data Security?*, PROGRAM ON ECON. & PRIV. (2019).

Sasha Romanosky, Alessandro Acquisti & David Hoffman, *Empirical Analysis of Data Breach Litigation*, 11 J. EMPIRICAL LEGAL STUD. 74 (2014).

10:45 – 11:00 am **Break**

11:00 am – 12:15 pm **Session 9: Data Security II | Romanosky**

12:15 pm **Program Adjourns**

Participants depart at their leisure