GEORGE MASON UNIVERSITY ANTONIN SCALIA LAW SCHOOL

LAW & ECONOMICS CENTER

Agenda
Advanced Institute on the Economics of Information: Advertising, Privacy, and Data Security

Sunday, April 2 through Wednesday, April 5, 2023

Sunday, April 2

6:00 pm — **Registration**

6:00 – 7:30 pm — **Welcome Reception**
(Guests Welcome)

Monday, April 3

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 Economics of Information**

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

Reading Assignment:
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 — **Session 2: Economics of Information II: Disclosure, Signaling, and Screening**

John M. Yun, Associate Professor of Law; Deputy Executive Director 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, 2014), Chapter V: Information Costs and Transaction Costs, pp 231-241.

10:45 – 11:00 am — **Break**

11:00 am – 12:15 pm — **Session 3: Economics of Advertising and 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 (2021).

12:15 pm — **Adjourn for the Day**

Tuesday, April 4

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: Economics of Privacy | Cooper**

Reading Assignment:
Alessandro Acquisti, Curtis Taylor, & Liad Wagman, "The Economics of Privacy," 54 *Journal of Economic Literature* 442 (2016).

9:15 – 9:30 am **Break**

9:30 – 10:45 am **Session 5: Algorithmic Bias**

Jane Bambauer, Dorothy H. and Lewis Rosenstiel Distinguished Professor of Law, University of Arizona James E. Rogers College of Law

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

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

10:45 – 11:00 am **Break**

11:00 am – 12:15 pm **Session 6: Content Moderation | Bambauer**

Reading Assignment:
Evelyn Douek, "Content Moderation as Administration," 136 *Harvard Law Review*.

12:15 pm **Adjourn for Day: Afternoon Study Session**

Wednesday, April 5

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 – 8:05 am **Welcome**

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

8:05 – 9:15 am **Session 7: Privacy & Competition | Cooper**

Reading Assignment:
Alessandro Acquisti, Curtis Taylor, & Liad Wagman, "The Economics of Privacy," 54 *Journal of Economic Literature* 442 (2016).

James C. Cooper and John M. Yun, "Antitrust & Privacy: It's Complicated," *University of Illinois Journal of Law, Technology & Policy (2022).*

9:15 – 9:30 am **Break**

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

Sasha Romanosky, Senior Policy Researcher, RAND Corporation

Reading Assignment:
Alessandro Acquisti and Sasha Romanosky, "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).

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

10:45 – 11:00 am **Break**

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

Reading Assignment:
Continuation of Previous Assignment.

12:15 pm **Program Adjourns**
Participants depart at their leisure