Agenda

Sunday, May 18

5:30 pm **Registration**

5:30 – 7:00 pm **Welcome Reception**

Monday, May 19

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

7:30 – 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. OF 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 Assignments:
HENRY N. BUTLER, JOANNA SHEPHERD, & JAMES C. COOPER, *Chapter 1: The Economics Perspective*, *in* ECONOMIC ANALYSIS FOR LAWYERS 3-33 (4th ed. 2024).

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 Advertising: Remedies & Ad Substantiation | Cooper**

Reading Assignments:
Pauline M. Ippolito & Alan D. Mathios, *Information, Advertising and Health Choices: A Study of the Cereal Market,* THE RAND J. OF ECON. (1990).

James C. Cooper & Bruce H. Kobayashi, *Equitable Monetary Relief Under the FTC Act: An Opportunity for a Marginal Improvement,* 83 ANTITRUST L. J. 645 (2021).

12:15 – 12:45 pm **Lunch Break**

12:45 – 2:00 pm   **Working Lunch and Session 4: Economics of Privacy**

Andrew Stivers, Managing Director, National Economic Research Associates, Inc.

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

Tuesday, May 20

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

7:30 – 8:00 am   **Walk from hotel to Antonin Scalia Law School**

8:00 – 9:15 am   **Session 5: Privacy & Antitrust | Cooper**

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

9:15 – 9:30 am   **Break**

9:30 – 10:45 am   **Session 6: Data Security I**

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

Reading Assignments:
Sasha Romanosky, *Are Firms and Consumers 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 7: Data Security II | Romanosky**

Reading Assignment:
Continuation of Previous Assignment.

12:15 pm   **Adjourn for Day**

Wednesday, May 21

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

7:30 – 8:00 am   **Walk from hotel to Antonin Scalia Law School**

8:00 – 9:15 am   **Session 8: Algorithmic Collusion | Yun**

Reading Assignment:
Ai Deng, *What Do We Know About Algorithmic Collusion Now? New Insights from the Latest Academic Research* (Feb. 19, 2024).

9:15 – 9:30 am   **Break**

9:30 – 10:45 am	**Session 9: 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).
	iabuk, *The Evolution of Online Display Advertising*, YOUTUBE (May, 13 2012).
	The economics of advertising auctions, MOBILE DEV. MEMO (Feb. 28, 2022).
10:45 – 11:00 am	**Break**
11:00 – 11:05 am	**Remarks**
	Ken Randall, Allison and Dorothy Rouse Dean and George Mason University Foundation Professor of Law, George Mason University Antonin Scalia Law School
11:05 – 12:15 pm	**Session 10: Empirical Lessons from GDPR and PET	Johnson**
	Reading Assignments: Samuel G. Goldberg, Garrett A. Johnson, & Scott K. Shriver, *Privacy & market concentration: Intended & unintended consequences of the GDPR*, MGMT. SCI. (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* (Nat'l Bureau of Econ. Rsch., Working Paper 30705, 2023).
	The Privacy Sandbox, *The Privacy Sandbox for the Web*, GOOGLE (last updated Apr. 2025).
12:15 pm	**Program Adjourns** *Participants depart at their leisure*