



**Empirical Research Projects Workshop**  
**Program on Economics & Privacy**  
**Law & Economics Center**  
**Antonin Scalia Law School**  
**George Mason University**

Thursday, September 26 to Friday, September 27, 2024

## Agenda

### Thursday, September 26

- 12:00 – 12:30 pm**      **Arrive and Welcome**
- 12:30 – 1:30 pm**      **Working Lunch & Paper 1: *Demand for Privacy from Data Brokers***  
**Author: Avinash Collis**, Assistant Professor, Carnegie Mellon University
- 1:30 – 1:45 pm**      **Break**
- 1:45 – 2:45 pm**      **Paper 2: *Does Transparency Matter in Opaque Product Markets? Insights from Privacy***  
**Author: Samuel Goldberg**, Assistant Professor of Marketing, Stanford University
- 2:45 – 3:00 pm**      **Break**
- 3:00 – 4:00 pm**      **Paper 3: *Current Prospects for Automated Data Privacy Opt-Outs***  
**Author: Aileen Nielsen**, Visiting Assistant Professor, Harvard Law School
- 4:00 – 6:00 pm**      **Break**
- 6:00 – 8:00 pm**      **Reception and Dinner**

### Friday, September 27

- 8:30 – 9:00 am**      **Continental Breakfast**
- 9:00 – 10:00 am**      **Paper 4: *Social Media Advertising Loads as Prices***  
**Author: Andrey Simonov**, Associate Professor, Columbia University
- 10:00 – 10:15 am**      **Break**
- 10:15 – 11:15 am**      **Paper 5: *Evaluating The Impact of Privacy Regulation on E-Commerce Firms: Evidence from Apple's App Tracking Transparency***  
**Author: Brett Hollenbeck**, Associate Professor, University of California, Los Angeles
- 11:15 – 11:30 am**      **Break**

<b>11:30 am – 12:30 pm</b>	<b>Paper 6:</b> <i>“Do We Care About Your Privacy?” User-Data Collection and Strategic Tracker Disclosure</i>  <b>Author:</b> <b>Bernhard Ganglmair</b> , Professor, ZEW Mannheim
<b>12:30 – 1:00 pm</b>	<b>Break</b>
<b>1:00 – 2:00 pm</b>	<b>Working Lunch &amp; Paper 7:</b> <i>An Experimental Infrastructure to Investigate the Impact of Online Tracking, Targeting, and Advertising on Consumer Behavior and Consumer Welfare</i>  <b>Author:</b> <b>Alessandro Acquisti</b> , Trustees Professor of Information Technology and Public Policy, Carnegie Mellon University Heinz College of Information Systems and Public Policy
<b>2:00 pm</b>	<b>Program Adjourns</b> , <i>Participants depart at their leisure</i>

## Participants

**Alessandro Acquisti**, Trustees Professor of Information Technology and Public Policy, Carnegie Mellon University Heinz College of Information Systems and Public Policy

**Avinash Collis**, Assistant Professor, Carnegie Mellon University Heinz College of Information Systems and Public Policy

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

**J. Shahar Dillbary**, Professor of Law; Associate Dean for Faculty Research, George Mason University Antonin Scalia Law School

**Bernhard Ganglmair**, Associate Professor of Economics, University of Mannheim; Head, Junior Research Group, ZEW Mannheim

**Samuel Goldberg**, Assistant Professor of Marketing, Stanford University

**Brad Greenwood**, Professor, Information Systems and Operations Management, George Mason University Costello College of Business

**Brett Hollenbeck**, Associate Professor, University of California, Los Angeles Anderson School of Management

**Ginger Zhe Jin**, Professor of Economics, University of Maryland

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

**Jonathan Klick**, Charles A. Heimbald Jr. Professor of Law, University of Pennsylvania Carey Law School

**Bruce H. Kobayashi**, Paige V. and Henry N. Butler Chair in Law and Economics, George Mason University Antonin Scalia Law School

**Aileen Nielsen**, Visiting Assistant Professor, Harvard Law School

**Andrey Simonov**, Associate Professor, Columbia University