



Friday October 18, 2024, 8:00am – 6:00pm

Consent (Federal Commission)



ACADEMIC SESSION ONE: PRIVACY AND DATA – 9:00 AM – 10:15 AM
Chair: Ye'im Orhun (University of Michigan)

- 9:00 AM – 9:25 AM “COPPAocalypse? The YouTube Comment’s Impact on Kids Content”
Garrett A. Johnson (Boston University), Tesary Lin (Boston University), James C. Cooper (George Mason University), & Liang Zhong (Boston University)

Discussant: Guy Aridor (Northwestern University)
- 9:25 AM – 9:50 AM “Behavioral Advertising and Consumer Welfare”
Eduardo Abraham Schnadower Mustri (Carnegie Mellon University), Idris Adjerid (Virginia Tech) & Alessandro Acquisto (Carnegie Mellon University)

Discussant: Li Jiang (George Washington University)
- 9:50 AM – 10:15 AM “Balancing User Privacy and Personalization”
Malika Korganbekova (University of Chicago) & Cole Zuber (Wayfair)

Discussant: Scott Shriver (University of Colorado Boulder)
- 10:15 AM – 10:35 AM Break

LIGHTNING ROUND ONE: REGULATIONS AND PROTECTION – 10:35 AM – 11:20 AM
Chair: Nellie Lew (Federal Trade Commission)

- 10:35 AM – 11:07 AM “Regulatory Compliance with Limited Enforceability: Evidence from Privacy Policies”

3:52 PM – 4:05 PM Q&A and Floor Discussion

4:05 PM – 4:15 PM Short Break

ACADEMIC SESSION THREE: ONLINE PLATFORMS – 4:15 PM – 5:30 PM

Chair:Ginger Jin (University of Maryland)

4:15 PM – 4:40 PM “Algorithmic Collusion of Pricing and Advertising on E-commerce Platforms”
Hangchen Zhao (University of Pennsylvania) & Ron Berman (University of Pennsylvania)

Discussant:Kanishka Misra (Boston College)

4:40 PM – 5:05 PM “The Impact of “From” prices on the Purchase Funnel: Insights from Field Experiments at an Online Travel Marketplace”
Shrabastee Banerjee (Tilburg University), Anita Rao (Georgetown University), Georgios Zervas (Boston University)

Discussant:Navdeep Sahni (Stanford)

5:05 PM – 5:30 PM “The Welfare Effects of Sponsored Product Advertising”
Chuan Yu (Harvard Business School)

Discussant:Leon Musoh+(University of Pennsylvania)

5:30PM Closing

6:30 PM Dinner at Zaynya by José Andrés (701 Street NW, Washington DC)

The Second Federal Trade Commission Conference on Big Data and Public Policy sponsored by

