Materials Referenced in Speaker Presentations

Cognitive Models

Michael S. Wogalter

Multiple publications

Evaluation Procedures and Methods

Ilana Westerman

Craig Andrews

Adherence of Prime-Time Televised Advertising Disclosures to the “Clear and Conspicuous” Standard: 1990 Versus 2002

Copy Test Methods to Pretest Advertisements

Legal Developments: Special Issue on Advertising Law and Regulation

Methodological Issues and Challenges in Conducting Social Impact Evaluations
Chapter 12 in Scaling Social Impact – New Thinking

Warnings and Disclosures
Chapter 15 in Communicating Risks and Benefits: An Evidence-Based Users Guide

Your Attention Please!

Rebecca Balebako:

The Impact of Timing on the Salience of Smartphone App Privacy Notices

Nathaniel J. Evans
Coddling Our Kids: Can Parenting Style Affect Attitudes Toward Advergames?

Parents' Presumed Persuasion Knowledge of Children's Advergames: The Influence of Advertising Disclosure Modality and Cognitive Load

Pinpointing Persuasion in Children's Advergames: Exploring the Relationship Among Parents’ Internet Mediation, Marketplace Knowledge, Attitudes, and the Support for Regulation

(abstract, full text requires payment)

Mariea Grubbs Hoy

David A. Hyman

Search Bias and the Limits of Antitrust: An Empirical Perspective on Remedies

Trademarks as Search Engine Keywords: Much Ado About Something?

Going Native: Can Consumers Recognize Native Advertising? Does it Matter?

Comprehension

Elizabeth Howlett

Effects of Objective and Evaluative Front-of-Package Cues on Food Evaluation and Choice: The Moderating Influence of Comparative and Noncomparative Processing Contexts

Susan Kleimann

Evolution of a Prototype Financial Privacy Notice A Report on the Form Development Project

How We Improved the Disclosures

Joel R. Reidenberg

Impact on Decision Making and Behavior

Lillian Ablon:

Consumer Attitudes Toward Data Breach Notifications and Loss of Personal Information

(Infographic)

Idris Adjerid:

Beyond the Privacy Paradox: Objective versus Relative Risk in Privacy Decision Making
Choice Architecture, Framing, and Layered Privacy Choices

Ginger Zhe Jin

Adair Morse:

Multiple publications

Case Studies

Colin Campbell

Sarah J. Farnsworth

Manoj Hastak

Heidi Johnson

The Future of Disclosures?

Serge Egelman

Android Permissions Remystified: A Field Study on Contextual Integrity

Android Permissions: User Attention, Comprehension, and Behavior

How to Ask For Permission

Tamar Krishnamurti

A Patient-Centered Approach to Informed Consent: Results from a Survey and Randomized Trial
(abstract, full text requires payment)

Florian Schaub

Context-Adaptive Privacy: Leveraging Context Awareness to Support Privacy Decision Making

Expecting the Unexpected: Understanding Mismatched Privacy Expectations Online

Follow My Recommendations: A Personalized Privacy Assistant for Mobile App Permissions

How Short is Too Short? Implications of Length and Framing on the Effectiveness of Privacy Notices