



FEDERAL TRADE
COMMISSION

Economic Conference on Marketing and Consumer Protection

SEPTEMBER 16, 2016

REGISTRATION/BREAKFAST – 7:30 AM – 8:30 AM

WELCOME AND INTRODUCTION – 8:30 AM – 9:00 AM

8:30 – 9:00 AM “Consumer Protection and Marketing Science”
Ginger Jin (Federal Trade Commission)

SESSION ONE - 9:00 AM – 10:20 AM

9:00 – 9:40 AM “The Impact of Privacy Policy on the Auction Market for Online Display Advertising”
Garrett Johnson (Northwestern University)

Discussant: **Douglas Smith (Federal Trade Commission)**

9:40 – 10:20 AM “Sponsorship Disclosure and Consumer Deception: Assessing Native Advertising in Mobile Search”

Navdeep S. Sahni (Stanford University), Harikesh Nair (Stanford University)

Discussant: **Yesim Orhun (University of Michigan)**

BREAK – 10:20 AM-10:40 PM

SESSION TWO – 10:40 AM – 12:00 PM

10:40 AM – 11:20 PM “The benefit of collective reputation”
Zvika Neeman (Tel Aviv University), Aniko Oery (Yale University), Jungju Yu (Yale University)

Discussant: **Anthony Dukes (University of Southern California)**

11:20 – 12:00 PM “Tailored Cheap Talk”
Pedro Gardete (Stanford University), Yakov Bart (Northeastern University)

Discussant: **Upender Subramanian (University of Texas at Dallas)**

LUNCH DISTRIBUTION – 12:00 PM – 12:20 PM

LUNCH PANEL – 12:20 PM – 1:20 PM

12:20 – 1:20 PM “Can Marketing Go Too Far?”
Avi Goldfarb (University of Toronto), Eric Johnson (Columbia University), Dina Mayzlin (University of Southern California), Janis Pappalardo (Federal Trade Commission)

Moderator: **Andrew Stivers (Federal Trade Commission)**

BREAK – 1:20 PM – 1:40 PM

SESSION THREE – 1:40 PM – 3:40 PM

- 1:40 – 2:20 PM** “Algorithmic Bias? A study of the data-based discrimination in the serving of ads in Social Media”
Catherine Tucker (MIT), Anja Lambrecht (London Business School)
Discussant: **Kanishka Misra (University of California at San Diego)**
- 2:20 – 3:00 PM** “Direct-to-Consumer Advertising and Online Search”
Matthew Chesnes (Federal Trade Commission), Ginger Zhe Jin (Federal Trade Commission)
Discussant: **Jura Liaukonyte (Cornell University)**
- 3:00 – 3:40 PM** “The Value of Information in Mobile Ad Targeting”
Omid Rafieian (University of Washington), **Hema Yoganarasimhan (University of Washington)**
Discussant: **Sridhar Narayanan (Stanford University)**

BREAK – 3:40 PM - 4:00 PM

SESSION FOUR – 4:00 PM – 5:20 PM

- 4:00 – 4:40 PM** “Might I Interest You in an Extended Warranty?”
Hyeong-Tak Lee (University of North Carolina-Chapel Hill), **Sriram Venkataraman (University of North Carolina-Chapel Hill)**
Discussant: **Matthew Jones (Federal Trade Commission)**
- 4:40 – 5:20 PM** “What Determines Consumer Complaining Behavior?”
Devesh Raval (Federal Trade Commission)
Discussant: **Anne Coughlan (Northwestern University)**

CONCLUSION – 5:20 – 5:30 PM

- 5:20 – 5:30 PM** Closing Remarks
K. Sudhir (Yale University)

CONFERENCE DINNER – 6:00 – 9:30 PM

- 6:00-9:30 PM** Charlie Palmer Steak
Dinner attendance is optional and interested attendees must register and pay for the Conference Dinner by September 1, 2016.