



Second Federal Trade Commission

# CONFERENCE ON MARKETING AND PUBLIC POLICY



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

## Constitution Center

400 7th St SW, Washington, DC 20024

### Agenda

8:00 AM – 8:45 AM Registration/Breakfast

#### **WELCOME AND INTRODUCTION – 8:45 AM – 9:00 AM**

8:45 AM – 9:00 AM Welcome  
Aviv Nevo (Federal Trade Commission)

#### **ACADEMIC SESSION ONE: PRIVACY AND USER DATA – 9:00 AM – 10:15 AM**

*Chair:* Yeşim Orhun (University of Michigan)

9:00 AM – 9:25 AM “COPPAocalypse? The YouTube Settlement’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 Acquisti (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 IN CONSUMER 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”

**Bernhard Ganglmair (University of Mannheim)**, Julia Krämer (Erasmus University Rotterdam) & Jacopo Gambato (University of Mannheim)

“Notice and Choice Framework for Fostering Marketer Trustworthiness and Ensuring Customer Engagement”

**Qiyao Pu (Case Western Reserve University)**, Jagdip Singh (Case Western Reserve University), Robert Widing (Case Western Reserve University)

“Consumer Profiling via Information Design”

**Itay P. Fainmesser (Johns Hopkins University)**, Andrea Galeotti (London Business School) & Ruslan Momot (University of Michigan)

“Online Gambling Policy Effects on Tax Revenue and Irresponsible Gambling”

Wayne J. Taylor (Southern Methodist University), Daniel M. McCarthy (Emory University) & **Kenneth C. Wilbur (UCSD)**

11:07 AM – 11:20 AM

Q&A and Floor Discussion

11:20 AM – 11:30 AM

Short Break

**PANEL: FTC RESEARCH & POLICY ON CONSUMER PROTECTION – 11:30 AM – 12:40 PM**

*Chair:* Devesh Raval (Federal Trade Commission)

11:30 AM – 12:00 PM

Consumer Protection Policy at the FTC

“What’s New in Consumer Protection at the FTC?”

**Devesh Raval (FTC)**

“Economic Analysis of the CARS Rule”

**Michael LeGower (FTC)**

12:00 PM – 12:32 PM

Consumer Protection Research at the FTC

“Clear Disclosures”

**Eric Spurlino (FTC)**, Stefan Bucher (MIT Sloan), Andrew Caplin (NYU), Ryan Oprea (UCSB)

“Spillovers and Adjustments under Information and Search Frictions in a Developing Online Marketplace”

**Shotaro Nakamura (FTC)**, Syed Ali Hasanain (LUMS), Adeel Tariq (LUMS)

“How Does Consumer Voice Respond to Antitrust Policy? Evidence from Supermarket Divestitures”

Frank Pinter (FTC), **Dan Hosken (FTC)**, Devesh Raval (FTC)

“Lowering the Garden Wall: Marketplace Leakage and Quality Curation”

**Ben Casner (FTC)**

12:32 PM – 12:45 PM

Q&A and Floor Discussion

12:45 PM – 1:45 PM

Lunch

**ACADEMIC SESSION TWO: ADVERTISING AND INFORMATION – 1:45 PM – 3:00 PM**

*Chair:* K. Sudhir (Yale University)

- 1:45 PM – 2:10 PM “Bad-drug Ads or Killer Ads: The Effects of Drug Injury Advertising on Viewers’ Health Outcomes”  
**Sylvia Hristakeva (Cornell University)**  
  
Discussant: **Sarah Moshary (UC Berkeley)**
- 2:10 PM – 2:35 PM “Unmasking the Deception: The Interplay between Fake Reviews, Ratings Discrepancy, and Consumer Demand”  
Yunhao Huang (UC Berkeley), J. Miguel Villas-Boas (UC Berkeley) & **Mingduo Zhao (UC Berkeley)**  
  
Discussant: **Mike Luca (Johns Hopkins)**
- 2:35 PM – 3:00 PM “Concealing Prices: Can Delayed Price Disclosure Influence Consumer Purchase Decisions?”  
Amin Shiri (Texas A&M), Felipe M. Affonso (Oklahoma State University), **Diego Aparicio (IESE Business School)**, Minzhe Xu (Iowa State University), Xiang Wang (Lingnan University), Chris Janiszewski (University of Florida) & Marco Bertini (*Universitat Ramon Llull*)  
  
Discussant: **Vicki Morwitz (Columbia University)**
- 3:00 PM – 3:20 PM Break

**LIGHTNING ROUND TWO: NEW FINDINGS IN CONSUMER BEHAVIOR – 3:20 PM – 4:05 PM**

*Chair:* Dan Wood (Federal Trade Commission)

- 3:20 PM – 3:52 PM “Social Media, Music Consumption and Cross-Platform Spillover Effects”  
**Mimansa Bairathi (University College London)**, Anja Lambrecht (London Business School) & Anita Rao (Georgetown University)
- “The Value of Silence: The Effect of UMG’s Licensing Dispute with TikTok on Music Demand”  
Mengjie (Magie) Cheng (Harvard Business School), Elie Ofek (Harvard Business School), **Hema Yoganasimhan (University of Washington)**
- “Shrinkflation: Evidence on Product Downsizing and Consumer Response”  
**Youngeun Lee (Boston College)**
- “The Consumer Welfare Effects of Online Ads: Evidence from a 9-Year Experiment”  
Erik Brynjolfsson (Stanford), **Avinash Collis (Carnegie Mellon University)**, Asad Liaqat (Meta), Daley Kutzman (Meta), Haritz Garro (Meta), Daniel Deisenroth (Meta), Nils Wernerfelt (Northwestern)

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 Musolff (University of Pennsylvania)**

5:30 PM

Closing

6:30 PM

Dinner at Zaytinya by José Andrés (701 9<sup>th</sup> Street NW, Washington DC)

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