



CONSUMER INJURIES AND BENEFITS

IN THE DATA-DRIVEN ECONOMY

February 26, 2026

9:30 am

Welcome

9:35 am

Opening Remarks

Andrew N. Ferguson, Chairman, Federal Trade Commission

9:45 am

Panel 1: Quantifying Injuries & Benefits to Consumers (Part One)

Moderators:

Benjamin Wiseman, Associate Director, Division of Privacy and Identity Protection, Federal Trade Commission

Daniel Wood, Deputy Assistant Director, Bureau of Economics, Federal Trade Commission

Panelists:

Alessandro Acquisti, T. Wilson Professor in Management & Professor of Information Technology, MIT Sloan

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

Ginger Jin, Neil Moskowitz Professor of Economics, University of Maryland

Catherine Tucker, Sloan Distinguished Professor of Management & Professor of Marketing, MIT Sloan

10:45 am

Break

11:00 am

Panel 2: Quantifying Injuries & Benefits to Consumers (Part Two)

Moderators:

Mark Eichorn, Assistant Director, Division of Privacy and Identity Protection, Federal Trade Commission

Laura Hosken, Economist, Federal Trade Commission

Panelists:

Michael Baye, Professor of Business Economics & Public Policy, Kelley School of Business, Indiana University

Howard Beales, Emeritus Professor of Strategic Management and Public Policy at the George Washington School of Business

Omri Ben-Shahar, Leo and Eileen Herzel Distinguished Service Professor of Law & Kearney Director of the Coase-Sandor Institute for Law and Economics, University of Chicago Law School

Malika Korganbekova, Assistant Professor of Marketing and Fishman Faculty Fellow, University of Chicago Booth School of Business

12:00 pm

Lunch Break

1:10 pm

Afternoon Remarks: Privacy and Data Security Economics at the Federal Trade Commission

Daniel Wood, Deputy Assistant Director, Bureau of Economics, Federal Trade Commission

1:20 pm

Panel 3: Data Breaches, Impacts on Consumers, and Efforts to Minimize Injuries

Moderators:

Erik Jones, Attorney, Federal Trade Commission

Benjamin Smith, Economist, Federal Trade Commission

Panelists:

Tyler Moore, Professor of Cybersecurity and Information Assurance, University of Tulsa

Jeff Prince, Professor of Business Economics and Public Policy, Indiana University

Sebastian Schuetz, Assistant Professor of Organizational Leadership and Information Analytics, Leeds School of Business, University of Colorado Boulder

Sunil Wattal, Associate Dean, Temple University

2:20 pm

Break

2:30 pm

Panel 4: The Costs and Benefits of Behavioral & Contextual Advertising

Moderators:

David Walko, Attorney, Federal Trade Commission

Douglas Smith, Economist, Federal Trade Commission

Panelists:

Cristobal Cheyre, Assistant Professor, Information Science, Cornell University

Ananya Sen, Associate Professor, Carnegie Mellon University

Nils Wernerfelt, Assistant Professor of Marketing, Northwestern University Kellogg School of Business

3:30 pm

Break

3:45 pm

Panel 5: Measuring Consumer Preferences, Beliefs, and Decisions

Moderators:

Erik Jones, Attorney, Federal Trade Commission

Eric Spurlino, Economist, Federal Trade Commission

Panelists:

Serge Egelman, Research Director of the Usable Security & Privacy Group at the International Computer Science Institute at the University of California, Berkeley

Beibei Li, Professor of IT and Management, Carnegie Mellon University

Tesary Lin, Assistant Professor of Marketing, Boston University

Andrey Simonov, Associate Professor of Business, Columbia Business School

4:45 pm

Closing Remarks

Chris Mufarrige, Director, Bureau of Consumer Protection
