



Lancaster University Management School

Lancaster Game Theoretic and Behavioural Economics Insights on Social Media Conference

Thursday 25th and Friday 26th February 2021

Organizers: Luisa Affuso, Ofcom and Eyal Winter, Lancaster University

Day 1

16:-00 – 21:00 Thursday 25th February 2021

Moderator: Eyal Winter

16:00 – Opening and Welcome by Professor Angus Laing, Dean of Lancaster University Management School.

16:15 – Welcome/Introduction by Professor Themis Pavlidis, Head of Department of Economics, Lancaster University Management School.

Presentations of 20 minutes plus 5 minutes for questions

Time	Name	Title of Paper
16:30	Luisa Affuso – Chief Economist OfCom	Tackling online challenges via regulation
17:00	Andrea Galeotti – Professor of Economics LBS	Digital Privacy
17:30	Julian Jamison – Former US Consumer Protection Bureau Economist and Professor of Economics, Exeter	Behavioural Science, Welfare Analysis, and Regulation
18:00	Guy Ben-Ishai – Head of Economic Policy Research at Google	Ad-based digital platforms - practical insights and questions for future research
18:30-19:00	Break	
19:00	Matthew Jackson – Professor of Economics, Stanford	Social Network Structure and Impediments to Learning
19.30	Orly Sade – Professor of Finance, Hebrew U and NYU	Experimental Public Policy
20.00	Jeff Prince – Former Chief Economist at the FCC and Professor of Economics, Indiana	Empirical Evidence of the Value of Privacy: An Overview with Some New International Comparisons

Day 2

Friday 26th February 2021

Time	Name	Title of Paper
16:00	Eyal Winter	Summary/overview of key points from the presentations from the previous day.
16:30	Sanjeev Goyal – Professor of Economics, Cambridge	Large Scale Experiments on Networks
17:00	Martin Peitz – Former member of the economic advisory group on competition policy (EAGCP) at the European Commission and Professor of Economics, Mannheim	Network goods, price discrimination, and two-sided platforms (Paul Belleflamme).
17:30-18:00	Break	
18:00	Fernando Vega-Redondo, Professor of Economics, Bocconi	Some thoughts on polarization and social media
18:30	Eyal Winter, Professor of Economics, Lancaster	Distributing the Power of Influence More Evenly among Users of Social Media

19:15 40 minute panel discussion with all participants, moderated by Luisa Affuso, Chief Economist OfCom

Other Participants:

Eliana Garces, Director of Economic Policy, Facebook

Arturo Gonzalez, Director and global head of policy, Facebook