

Alessandro Acquisti (CMU, Heinz College)

Title: Who Benefits from the Data Economy

Abstract: He will discuss recent and ongoing work that aims at understanding benefits allocation in a data economy. First, he will review works that attempt to estimate how the economic value extracted from consumer data is allocated to different stakeholders, and the way privacy protection can influence those allocations. Next, he will focus on two studies: an investigation of the impact that the application of differential privacy to U.S. Census data can have on the allocation of Title I funding; and an online experiment on the impact of behaviorally targeted advertising on consumer welfare.

Bio: Alessandro Acquisti is the Trustees Professor of Information Technology and Public Policy at the Heinz College, Carnegie Mellon University. He is an Andrew Carnegie Fellow (inaugural class), the director of the PeeX (Privacy Economics Experiments) lab at CMU, a member of the steering committee of CMU's Center for Behavioral and Decision Research (CBDR), and the Faculty Chair of the Heinz College's Master of Science in Information Security Policy & Management (MISPM) program. He is the current Chair of CMU Institutional Review Board (IRB). Previously, for four years he was the Faculty Director of the CMU Digital Transformation and Innovation Center sponsored by PwC (where he managed a multi-million dollar budget to fund CMU research in areas including analytics, security, and public policy), and the PwC William W. Cooper Professor of Risk and Regulatory Innovation. Alessandro has been a member of the Board of Regents of the U.S. National Library of Medicine (NLM), and a member of the U.S. National Academies' Committee on public response to alerts and warnings using social media.