LAURA BRANDIMARTE

Eller College of Management University of Arizona McClelland Hall 430Y lbrandimarte@arizona.edu

CURRENT POSITION

Assistant Professor, Management Information Systems Department, Eller College of Management.

EDUCATION

2013 - 2015:	Post-doctoral fellow at Carnegie Mellon University, H. John Heinz III College
December 2012:	PhD in Public Policy and Management (Behavioral Science) H. John Heinz III College - Carnegie Mellon University Dissertation Committee: Prof. Alessandro Acquisti (Chair), Prof. George Loewenstein, and Prof. Francesca Gino
December 2010:	Master of Philosophy in Public Policy and Management H. John Heinz III College - Carnegie Mellon University
July 2006:	Master of Science in Economics London School of Economics Major: Industrial Organization Thesis: "Multiplier and competition effects: explaining the dynamics of the U.S. tyre industry."
February 2004:	Laurea (4-year program) in Economics at the University of Rome "La Sapienza" Class: 110/110 cum laude Dissertation: "The optimal exchange rate regime choice towards EU accession. The case of Estonia." Adviser: Prof. Mauro Mellano - Cooperation and economic development.

GRANTS

January 2022:	Eller College Small Research Grant, "Distributed Web Measurement as a Service for Large Scale Experiments" (\$1,200).
January 2021:	Eller College Small Research Grant, "Reacting to Dark Patterns: Strategic Adversarial Privacy Behaviors" (\$1,500).
July 2020:	University of Arizona Research Innovation & Impact Grant, "Effects of Social, Behavioral and Informational Factors in Adherence to Face Covering Guidelines" (\$35,000).
May 2019:	Eller College Small Research Grant, "Privacy Concerns of Geolocation" (\$1,500).

May 2018:	Eller College Small Research Grant, "Privacy Concerns Associated with Mobile banking: Is It Scary?" (\$1,190).
May 2017:	Eller College Small Research Grant, "The Robot-in-the-Middle: Privacy and Security Concerns in Human-Robot Interactions" (\$1,800).
December 2016:	Subcontractor for CNS NSF Award Number 1551194, "A Workshop on How to Create Lasting Relationships Among Computer Scientists and Social Scientists: What Works and What Doesn't" (\$5,290).
June-July 2016:	Subcontractor for SES NSF Award Number 1130706, "NCRN-MN: Data Integration, Online Data Collection, and Privacy Protection for Census 2020" (\$75,690).
December 2015:	Eller College Small Research Grant, "Effects of Government Surveillance on Social Media Activity" (\$2,000).

Awards and Scholarships

May 2021:	2021 Undergraduate Outstanding MIS Instructor, Eller College of Management.
July 2014:	International Association of Privacy Professionals (IAPP) Privacy Paper Award, for the paper "Would a privacy fundamentalist sell their DNA for \$1000 if nothing bad happened thereafter? A study of the Westin categories, behavioral intentions, and consequences," presented at the Ninth Symposium on Usable Privacy and Security (SOUPS).
January 2013:	Finalist – Computers, Privacy and Data Protection (CPDP) Multidisciplinary Privacy Research Award, for the paper "Misplaced Confidences: Privacy and the Control Paradox."
November 2010:	Best Student Paper Award and Runner-up for Best Paper Award at the Conference on Information Systems and Technology (CIST), for the paper "Misplaced Confidences: Privacy and the Control Paradox."
October 2010:	Selected – Future of Privacy Forum's "Privacy Papers for Policy Makers 2010," "Misplaced Confidences: Privacy and the Control Paradox."
August 2005:	Graduate Merit Award from the London School of Economics.
November 2005:	Scholarship for specialization courses abroad from the University of Rome "La Sapienza." Ranked first in her class.
AA.YY. 01-02 / 02-03:	Assistantship at the Library of the Institute of Mathematics for Economic, Financial and Insurance Decisions at the University of Rome "La Sapienza" - Department of Economics.

JOURNAL PUBLICATIONS

1. Acquisti, A., Brandimarte, L., and Hancock, J. (2022). How Privacy's Past May Shape Its Future. Science, 375(6578): 270-272.

- 2. Brandimarte, L., Pecchi, L., and Piga, G. (2021). Big Tech: Slaves of the Law in order to Be Free? Diritto Pubblico (in Italian), 3: 811-835.
- 3. Acquisti, A., Brandimarte, L., and Loewenstein, G. (2020). Secrets and Likes: The Drive for Privacy and the Difficulty of Achieving It in the Digital Age. **Journal of Consumer Psychology**, 30(4): 736-758.
- 4. Acquisti, A., Brandimarte, L., and Loewenstein, G. (2020). Reasons for both pessimism and optimism: A response to the commentaries. **Journal of Consumer Psychology**, 30(4): 780-783.
- 5. Lobschat, L., Müller, B., Eggers, F., Brandimarte, L., Diefenbach, S., Kroshke, M., and Wirtz, J. (2020). Corporate Digital Responsibility. Journal of Business Research, 122: 875-888.
- 6. Terlizzi, M., Brandimarte, L., and Sanchez, O. (2019). Replication of Internet Privacy Concerns in the Mobile Banking Context, **AIS Transactions on Replication Research**, 5(1), 8.
- 7. Brandimarte, L., Vosgerau, J., and Acquisti, A. (2018). Differential Discounting and Present Impact of Past Information. Journal of Experimental Psychology: General, 147(1): 74-92.
- Acquisti, A., Adjerid, I., Balebako, R., Brandimarte, L., Cranor, L. F., Komanduri, S., Leon, P. G., Sadeh, N., Schaub, F., Sleeper, M., Wang, Y., and Wilson, S. (2017). Nudges for Privacy and Security: Understanding and Assisting Users' Choices Online. ACM Computing Surveys, 50(3): 1-41.
- 9. Peer, E., Brandimarte, L., Samat, S., and Acquisti, A. (2017). Beyond the Turk: Alternative platforms for crowdsourcing behavioral research. Journal of Experimental Social Psychology, 70: 153-163.
- 10. Acquisti, A., Brandimarte, L., and Loewenstein, G. (2015). Privacy and Human Behavior in the Age of Information. Science, 347(6221): 509-514.
- 11. Brandimarte, L. (2015). Surveillance. Rivista di Politica Economica (in Italian), 6: 305-331.
- 12. Brandimarte, L., Acquisti, A., and Loewenstein, G. (2013). Misplaced Confidences: Privacy and the Control Paradox. Social Psychological and Personality Science, 4(3): 340-347.
- 13. Acquisti, A., Adjerid, I., and Brandimarte, L. (2013). Gone in 15 Seconds: The Limits of Privacy Transparency and Control. IEEE Security & Privacy, 11(4): 72-74.
- 14. Brandimarte L. (2004). "The optimal exchange rate regime choice towards EU accession. The case of Estonia." **Mondo Bancario**, 4: 51-57.

CONFERENCE PROCEEDINGS AND BOOK CHAPTERS

- Acquisti A., Brandimarte L., Loewenstein G. (2022). Privacy and Behavioral Economics. In: Knijnenburg B.P., Page X., Wisniewski P., Lipford H.R., Proferes N., Romano J. (eds) Modern Socio-Technical Perspectives on Privacy. Springer, Cham. <u>https://doi.org/10.1007/978-3-030-82786-1_4</u>
- Suntwal, S., Brown, S., and Brandimarte, L. (2021). Pictographs, Ideograms, and Emojis (PIE): A Framework for Empirical Research Using Non-verbal Cues. In Proceedings of the 54th Hawaii International Conference on System Sciences (p. 6400).
- 3. Woodruff, A., Pihur, V., Consolvo, S., Schmidt, L., Brandimarte, L., and Acquisti, A. (2014). Would a privacy fundamentalist sell their DNA for \$1000... if nothing bad happened as a result? The Westin

categories, behavioral intentions, and consequences. **Proceedings of the Tenth Symposium on Usable Privacy and Security** (SOUPS), 4: 1-18. ACM New York, NY. IAPP SOUPS Privacy Award Winner.

- 4. Balsa, E., Brandimarte, L., Acquisti, A., Diaz, C., and Gürses, S. (2014). Spiny CACTOS: OSN Users Attitudes and Perceptions Towards Cryptographic Access Control Tools. **Proceedings of the Workshop on Usable Security** (USEC).
- 5. Adjerid, I. Acquisti, A., Brandimarte, L., and Loewenstein, G. (2013). Sleights of Privacy: Framing, Disclosures, and the Limits of Transparency. **Proceedings of the Ninth Symposium on Usable Privacy and Security** (SOUPS). ACM New York, NY.
- 6. Balebako, R., Pe'er, E., Brandimarte, L., Cranor, L. F., and Acquisti, A. (2013). Is it the Typeset or the Type of Statistics? Disfluent Font and Self-Disclosure. **Proceedings of Learning from Authoritative Security Experiment Results** (LASER). USENIX Association.
- 7. Brandimarte, L. and Acquisti, A. (2102). The Economics of Privacy. In Peitz, M. and Waldfogel, J. (Eds.), **The Handbook of the Digital Economy**, Oxford University Press, New York.

WORKING PAPERS

- 1. "Automated Analysis of Changes in Privacy Policies: A Structured Self-Attentive Sentence Embedding Approach," with Fang-Yu Lin, Sagar Samtani and Hsinchun Chen. Second round review at *Management Information Systems Quarterly*.
- 2. "Field Test of PSA Message Framing on Mask Wearing," with Anastasiya Pocheptsova Ghosh, Kristen Lane, Jennifer Savary, John Taylor, Jeff Stone and Ricardo Valerdi. Second round review at *Journal of Public Policy and Marketing*.
- 3. "The Unexplored Consequences of Fear Appeal in Mobile Banking," with Marco Terlizzi, Sue Brown, and Otavio Sanchez. Second round review at *Journal of the Association for Information Systems*.
- 4. "Sensorial cues and online privacy behavior: Offline cues inhibit online disclosure," with Alessandro Acquisti and Jeff Hancock. In preparation for submission to *Management Science*.
- 5. "Priming privacy," with Tawfiq Al Ashoor and Grace Fox. In preparation for submission to *Management Information Systems Quarterly.*

ONGOING PROJECTS

- 1. "Trustworthy models for automated detection of cyberpredators," with Ian Harris.
- 2. "SecureDrop user studies: Secure communication between journalists and sources," with David Sidi.
- 3. "Experiments in Social Engineering," with Matthew Hashim and Jesse Bockstedt.
- 4. "TD-CHAIN: A System to Enhance Transparency in Data Flows," David Sidi.
- 5. "Are Infrastructural Solutions to the Analog Keyhole Problem Worth the Cost?" with David Sidi.

PEER-REVIEWED CONFERENCE PRESENTATIONS

December 2019:	"Fear of Mobile Banking? Protection Motivation Theory and Privacy Concerns," Workshop on Information Systems and Economics (WISE).	
November 2019:	"Fear of Mobile Banking? Protection Motivation Theory and Privacy Concerns," Conference on Digital Experimentation (CODE).	
December 2018:	"Be Gentle to the Newbies: Heterogeneous Impact of Negative Feedback in Online Communities with a Field Experiment," presented by co-author, Workshop on Information Systems and Economics (WISE).	
October 2018:	"Does Government Surveillance Give Twitter the Chills," Conference on Digital Experimentation (CODE).	
December 2017:	"Does Government Surveillance Give Twitter the Chills," Workshop on Information Systems and Economics (WISE).	
October 2017:	"Does Government Surveillance Give Twitter the Chills," Conference on Information Systems and Technology (CIST).	
December 2016:	"Does Government Surveillance Give Twitter the Chills," Workshop on Information Security and Privacy (WISP).	
February 2016:	"Privacy Trade-Offs of Geolocation," Understanding and Enhancing Online Privacy (UEOP).	
June 2015:	"Beyond the Turk: An empirical comparison of alternative platforms for crowdsourcing online research," Workshop on Crowdsourcing and Online Behavioral Experiments (COBE).	
June 2015:	"Online Self-Disclosure and Offline Threat Detection" (presented by co-author Alessandro Acquisti), Workshop on the Economics of Information Systems (WEIS).	
December 2014:	"Content vs. Format: The Relative Impact of Objective Risks and Framing on Disclosure Decisions" (presented by co-author Sonam Samat), Workshop on Information Systems and Economics (WISE).	
November 2014:	"Aiming at a more cost-efficient Census via online data collection - Privacy trade- offs of geo-location," Conference on Information Systems and Technology (CIST) .	
	"Baring Out with Iron Hands – Can Disclosing Make Us Harsher?" Conference on Information Systems and Technology (CIST).	
June 2014:	"Aiming at a more cost-efficient Census via online data collection - Privacy trade- offs of geo-location," Workshop on the Economics of Information Systems (WEIS).	
	"Baring Out with Iron Hands: Can Disclosing Make Us Harsher?" Privacy Law Scholars Conference (PLSC).	

February 2014:	"Spiny CACTOS: OSN Users Attitudes and Perceptions Towards Cryptographic Access Control Tools" (presented by co-author Ero Balsa), Workshop on Usable Security (USEC).
December 2013:	"Aiming at a more cost-efficient Census via online data collection – Privacy trade-offs of geo-location," Workshop on Information Systems and Economics (WISE).
November 2013:	"For Trust Not Him that Hath Broken Faith Once: Judging the Morality of Others" (presented by co-author Joachim Vosgerau), Society for Judgment and Decision Making Annual Meeting (SJDM) .
	"The Discloser's Iron Hand – How Disclosures Make Us Harsher," Society for Judgment and Decision Making Annual Meeting (SJDM).
October 2013:	"Of Revelations and Iron Hands – Unexpected Effects of Sensitive Disclosures," Association for Consumer Research Conference (ACR).
	"Is it the Typeset or the Type of Statistics? Disfluent Font and Self-Disclosure," (presented by co-author Rebecca Balebako), Learning from Authoritative Security Experiment Result (LASER).
July 2013:	"Sleights of Privacy: Framing, Disclosures and the Limits of Transparency" (presented by co-author Idris Adjerid), Symposium on Usable Privacy and Security (SOUPS).
June 2013:	"Coming Clean – And With an Iron Hand: Unexpected Effects of Sensitive Disclosures," Advertising and Consumer Psychology Conference (ACP).
March 2013:	"Depreciation of The Past: Diagnostic Behaviors Have a Longer-Lasting Impact Than Non-Diagnostic Behaviors" (presented by co-author Joachim Vosgerau), Society for Consumer Psychology Conference (SCP).
January 2013:	"Online Disclosures and Impression Formation," Society for Personality and Social Psychology 14th Annual Meeting (SPSP).
June 2011:	"Negative Information Looms Longer than Positive Information," Workshop on the Economics of Information Security (WEIS).
November 2010:	"Misplaced Confidences: Privacy and the Control Paradox," Conference on Information Systems and Technology (CIST) , Best Student Paper Award and Best Paper Nomination.
June 2010:	"Misplaced Confidences: Privacy and the Control Paradox," Workshop on the Economics of Information Security (WEIS).
October 2009:	"Privacy concerns and information disclosure: An illusion of control hypothesis," Institute for Operations Research and the Management Sciences (INFORMS) Annual Meeting.
June 2009:	"Privacy concerns and information disclosure: An illusion of control hypothesis," Computers, Freedom, and Privacy (CFP).
February 2009:	"Privacy concerns and information disclosure: An illusion of control hypothesis," iConference.

INVITED TALKS AND WORKSHOPS

April 2022:	Discussant at the Spring 2022 NBER Economics of Privacy Conference.
March 2022:	"Trust via Transparency: TD-CHAIN, a system to enhance transparency in data flows." Workshop on Smart Products, Privacy, Trust, Center for Interdisciplinary Studies (ZiF) at Bielefeld University.
February 2022:	"A sense of privacy." Information Technology Management Seminar Series, Scheller College of Business at Georgia Tech.
November 2021:	"Trust via Transparency: TD-CHAIN, a system to enhance transparency in data flows." Workshop on Digital Trust, Center for Trust Studies, University of Arizona.
January 2021:	"A sense of privacy." IDSc Seminar Series, University of Minnesota.
December 2020:	"A sense of privacy." CEIS Seminar Series, University of Rome Tor Vergata.
October 2020:	"Understanding & Combating Online Manipulation: Setting an Interdisciplinary Research Agenda." Manipulation Workshop.
June 2020:	"Fear of Mobile Banking? Protection Motivation Theory and Privacy Concerns." Security and Human Behavior (SHB).
October 2019:	"Limits of Notice and Consent." World Economic Forum, Conference on Redesigning Consent for Better Data Protection.
March 2019:	"How to infer actual privacy concern from online behavior." RSAC 2019.
November 2018:	"The Value of Information in a Big Data Environment." The Central Bank Workshop on the Microstructure of Financial Markets," Hong Kong Monetary Authority.
	"Does Government Surveillance Give Twitter the Chills?" Security & Privacy in Informatics, Computing & Engineering (SPICE) Speaker Series, Indiana University.
May 2018:	"Are Infrastructural Solutions to the Analog Keyhole Problem Worth the Cost?" Workshop on Experimental and Behavioral Economics in Information Systems (WEBEIS) and Security and Human Behavior (SHB).
April 2018:	"Thought Leadership Conference on Digital Responsibility and Ethics." University of Groningen, The Netherlands.
January 2018:	"Grand Privacy Challenges," Privacy Day Panel, University of Arizona.
November 2017:	"Bridging Industry and Academia to Tackle Responsible Research and Privacy Practices," New York City.
October 2017:	"Does Government Surveillance Give Twitter the Chills?" University of Rome, Tor Vergata, Global Governance B.A.

May 2017:	"Does Government Surveillance Give Twitter the Chills," Workshop on Experimental and Behavioral Economics in Information Systems (WEBEIS).
	"TD-CHAIN: A System to Enhance Transparency in Data Flows," Harvard Privacy and Transparency Workshop, and Security and Human Behavior (SHB).
October 2016:	"How does Government surveillance affect perceived online privacy/security and online information disclosure?" Privacy: Recent Developments at the Interface between Economics and Computer Science, Isaac Newton Institute for Mathematical Sciences, Cambridge, UK.
September 2016:	"Does Government Surveillance Give Twitter the Chills?" IEEE Intelligence and Security Informatics.
May 2016:	"Attitudes towards Geo-location Enabled Census Forms," National Census Research Network & Workshop on Experimental and Behavioral Economics in Information Systems (WEBEIS).
January 2016:	"Economics vs. Privacy or Economics of Privacy? A new framework for thinking about privacy regulation," Catalyzing Privacy by Design – Does Privacy by Design Require Regulatory Intervention? Computing Research Association (CRA), Computing Community Consortium (CCC).
June 2015:	"Rational Privacy Trade-Offs versus Innate Preferences for Privacy," Security and Human Behavior (SHB).
May 2015:	"Privacy and Human Behavior: A Behavioral Economics Perspective to Privacy Decisions," Privacy and Freedom, Bielefeld University.
February 2015:	"The Limits of Control and Transparency," Meaningful Consent in the Digital Economy, University of Southampton.
November 2014:	"Baring Out with Iron Hands – Can Disclosing Make Us Harsher?" Institute for Operations Research and the Management Sciences Annual Meeting (INFORMS).
May 2014:	"Social Media and Voluntary Disclosure of Big Data: Unexpected Consequences of Online Disclosures," American Association for Public Opinion Research (AAPOR).
March 2014:	"Gone in 15 seconds: The Limits of Transparency and Control," National Institute for Standards and Technology (NIST) Cloud Computing & Mobility Forum/Workshop.
January 2014:	"The Breach of Privacy in the Digital Age," One World Week Forum, University of Warwick.
June 2013:	"The Discloser's Iron Hand – How Disclosures Make Us Harsher," Security and Human Behavior (SHB).
April 2013:	"Control and Transparency – Are They Sufficient Conditions for Privacy Protection?" Privacy feedback and awareness – the what, the how and the who, SPION DTAI Workshop.

September 2012:	"Are There Evolutionary Roots to Privacy and Security Concerns?" Cylab Partners Conference.
May 2012:	"Psychology and Privacy," Keynote Speech at Microsoft Research – MSR-OSD Privacy Summit.
November 2011:	"Nudging People Toward Better Privacy Decisions," Team for Research in Ubiquitous Secure Technology (TRUST) Autumn Conference.
October 2011:	"Negative Information Looms Longer than Positive Information," Cylab Partners Conference.
	"Social Media, Impression Management and Judgment," Microsoft Research, New England.
March 2011:	"From the Illusion of Control to Discounting the Past: Privacy and Behavior," Privacy Symposium: Vie Privie & Riseaux Sociaux en Ligne: Nouveaux Comportements et Nouvelles Regulations, Université Paris-Sud, Faculté Jean Monnet (presented by co-author Alessandro Acquisti).
November 2010:	"Discounting the Past: Bad Weighs Heavier Than Good," Team for Research in Ubiquitous Secure Technology (TRUST) Autumn Conference.
August 2010:	"Privacy and the Illusion of Control," PrimeLife/IFIP Summer School: Privacy and Identity Management for Life, Helsingborg, Sweden (presented by co-author Alessandro Acquisti).
February 2009:	Roundtable Discussion: "National Behavioral Anomaly Detection Platform," iConference.

Research Experience

September 2011 - present:	Member of the Privacy Economics Experiments (PeeX) Lab, at Carnegie Mellon University.
October 17-21, 2011:	Visitor at Microsoft Research New England

TEACHING EXPERIENCE

January 2018 - present:	Information Security in Public and Private Sectors (MIS515, Executive MBA), Module on Privacy and Ethics.
	Business Foundations of Information Technology (MIS513).
January 2016 - present:	Social and Ethical Issues of the Internet (MIS411/511).
January 2016 - May 2017:	Computers and Internet Society Lab (MIS111L).
August 2014 - June 2015:	Instructor of Empirical Methods for Public Policy and Management (90-711).
March 2014:	Instructor of Economics of Privacy and Big Data at Tor Vergata University in Rome, Department of Economics (Master in Customer Experience and Social Media Analytics).
March 2014 - May 2014:	Instructor of Privacy in the Digital Age (94-806).
August 2010 - June 2015:	Instructor of Economic Analysis (95-710).
August 2008 - December 2012:	 Teaching Assistant, for the following courses: At the Heinz College of Public Policy and Management: Economic Analysis (95-710) Privacy in the Digital Age (94-806) Introduction to Econometric Theory (90-906) Financial Accounting (95-715) Empirical Methods for Public Policy and Management (90-711). At the Tepper School of Business: Managerial Economics (45-710) Finance (45-720).
PROFESSIONAL EXPERIENC	Е
October - December 2013:	Consultant for the European Commission, Joint Research Center, for

October - December 2013:	Consultant for the European Commission, Joint Research Center, for the project "Behavioral Responses to Privacy Visceral Notices (B.R.E.V.E.)"
January - April 2011:	Consultant for Presidenza del Consiglio dei Ministri - Scuola Superiore della Pubblica Amministrazione (School of Public Administration) for a project on Integrity in Public Administration Institutions.
September 2006 - March 2007:	Short term contract at the Deposit Guarantee Fund of Cooperative Credit.
February - July 2005:	Short term contract at the Bondholders Guarantee Fund of Cooperative Credit.
September - December 2004:	In-service training at the European Investment Bank at its HQ in Luxembourg, Lending Operations, Baltic Department.

SERVICE – JOURNAL, CONFERENCES, AND WORKSHOPS REVIEWING

- Management Science
- Information Systems Research
- Management Information Systems Quarterly
- Journal of Management Information Systems
- American Economic Review
- Journal of Economics and Management Strategy
- ACM Transactions on Computer-Human Interaction
- Journal of Information Technology
- Information Technology and Management
- Journal of Empirical Legal Studies
- Journal of Legal Studies
- Conference on Human Factors in Computing Systems (CHI)
- Understanding and Enhancing Online Privacy (UEOP 2016, Program Committee)
- iConference
- Workshop on Privacy in the Electronic Society (WPES)
- Workshop on the Economics of Information Systems (WEIS, Program Committee)
- Workshop on Information Technology and Systems (WITS, Program Committee)
- International Conference on Information Systems (ICIS, Associate Editor)
- Conference on Information Systems and Technology (CIST)
- Hawaii International Conference on System Sciences (HICSS)
- Workshop on Privacy Enhancing Technologies (PETs)
- Symposium on Usable Privacy and Security (SOUPS)

SERVICE – CONFERENCE ORGANIZATION

July 2022:	Summer Institute in Computational Social Science, University of Rome Tor Vergata.
June 2022:	Workshop on the Economics of Information Security, Tulsa, OK.
November 2016:	SBS-sponsored Privacy Lectures: The Corporate World, Tucson, AZ.
January 2016:	NSF Workshop for SaTC EAGER Grantees, "Creating Lasting Relationships Among Computer Scientists and Social Scientists: What Works and What Doesn't," Washington, DC.