

**LAURA BRANDIMARTE**  
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University of Arizona  
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## **CURRENT POSITION**

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

## **EDUCATION**

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- 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.

## **AWARDS AND SCHOLARSHIPS**

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- 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.

## **PUBLICATIONS**

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"Privacy and Human Behavior in the Information Age," with Acquisti, A. and Loewenstein, G. (2015). **Science**, 347(6221): 509-514.

"Would a privacy fundamentalist sell their DNA for \$1000... if nothing bad happened thereafter? A study of the Westin categories, behavioral intentions, and consequences," with Woodruff, A., Pihur V., Acquisti, A., Consolvo, S., and Schmidt, L. (2014). **Proceedings of the Tenth Symposium on Usable Privacy and Security** (SOUPS, 27% acceptance rate), ACM New York, NY. IAPP SOUPS Privacy Award Winner.

"Spiny CACTOS: OSN Users Attitudes and Perceptions Towards Cryptographic Access Control Tools," with Balsa, E., Acquisti, A., Diaz, C., and Gürses, S. (2014). **Proceedings of the Workshop on Usable Security** (USEC).

"Misplaced Confidences: Privacy and the Control Paradox," with Acquisti, A. and Loewenstein, G. (2013). **Social Psychological and Personality Science**, 4(3): 340-347 (17% acceptance rate).

"Sleights of Privacy: Framing, Disclosures, and the Limits of Transparency," with Adjerid, I. Acquisti, A. and Loewenstein, G. (2013). **Proceedings of the Ninth Symposium on Usable Privacy and Security** (SOUPS, 29% acceptance rate), ACM New York, NY.

"Is it the Typeset or the Type of Statistics? Disfluent Font and Self-Disclosure," with Balebako, R., Pe'er, E., Cranor, L. F. and Acquisti, A. (2013). **Proceedings of Learning from Authoritative Security Experiment Results** (LASER, 35% acceptance rate), USENIX Association.

"Gone in 15 Seconds: The Limits of Privacy Transparency and Control," with Acquisti, A., Adjerid, I. (2013). **IEEE Security & Privacy**, 11(4): 72-74.

"The Economics of Privacy," with Acquisti, A. (2012). In Peitz, M. and Waldfoegel, J. (Eds.), *The Handbook of the Digital Economy*, Oxford University Press, New York.

Brandimarte L. (2004). "The optimal exchange rate regime choice towards EU accession. The case of Estonia." **Mondo Bancario**, 4: 51-57.

## **WORKING PAPERS**

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"Differential Depreciation and the Present Impact of Past Information," with Joachim Vosgerau (Tilburg University) and Alessandro Acquisti (CMU), in preparation for submission to *MISQ*.

"A Disclosure Paradox: The Effect of Revealing Personal Information on Judgments of Other People's Personal Disclosures," with Alessandro Acquisti (CMU) and Francesca Gino (Harvard Business School). In preparation for submission to *Science*.

"Evolutionary Approaches to Privacy and Information Security," with Alessandro Acquisti (CMU) and Jeff Hancock (Cornell). In preparation for submission to *Nature*.

"Aiming at a more cost-efficient Census via online data collection – Privacy trade-offs of geo-location," with Alessandro Acquisti (CMU). In preparation for submission to *Information Systems Research*.

"Coming Clean and Harsh – The Role of Admissions in Reactions to Others' Unethical Behaviors," with Alessandro Acquisti (CMU) and Francesca Gino (Harvard Business School).

"Privacy concerns and adoption of privacy relevant technologies: The 'privacy-just-because' factor," with Alessandro Acquisti (CMU) and Allison Woodruff (Google).

"Content vs. Format: The Relative Impact of Objective Risks and Framing on Disclosure Decisions," with Sonam Samat, Alessandro Acquisti, Pedro Leon (CMU) and Idris Adjerid (Notre Dame).

"Privacy and Security Nudges: Using Behavioral Economics to Improve Users' Choices," with Alessandro Acquisti et al. (CMU).

#### **PEER-REVIEWED CONFERENCE PRESENTATIONS**

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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 14<sup>th</sup> 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**

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- 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.
- 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**

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- September 2011 - present: Member of the Privacy Economics Experiments (PeeX) Lab, at Carnegie Mellon University.
- August 2010 - present: Member of the Privacy Economics Research Network (<http://privacyresearch.net>).
- October 17-21, 2011: Visitor at Microsoft Research New England

## **TEACHING EXPERIENCE**

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- August 2014 - June 2015: Instructor of Empirical Methods for Public Policy and Management (90-711) at Carnegie Mellon University, Heinz College of Public Policy and Management.
- March 2014 - present: 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) at Carnegie Mellon University, Heinz College of Public Policy and Management.
- August 2010 - June 2015: Instructor of Economic Analysis (95-710) at Carnegie Mellon University, Heinz College of Public Policy and Management.
- August 2008 - December 2012: Teaching Assistant at Carnegie Mellon University, 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).

Teaching evaluations available at <http://www.heinz.cmu.edu/academic-resources/course-evaluations/index.aspx>

## **PROFESSIONAL EXPERIENCE**

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- October 2013 - present: 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. The project regards the improvement of the methods of analysis and estimation used by the Fund, currently developed through quantitative data processing, with sensible qualitative information. In particular, the project focuses on singling out elements of homogeneity, possibly identifiable in cases of real bank crisis.
- February - July 2005: Short term contract at the Bondholders Guarantee Fund of Cooperative Credit. The project concerns the realization of an econometric model for estimating the default probability of Cooperative Banks.

September - December 2004: In-service training at the European Investment Bank at its HQ in Luxembourg, Lending Operations, Baltic Department.

## **JOURNAL, CONFERENCES, AND WORKSHOPS REVIEWING**

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- Management Science
- Information Systems Research
- Journal of Economics and Management Strategy
- Journal of Economics & Management Strategy
- ACM Transactions on Computer-Human Interaction
- Journal of Information Technology
- Journal of Empirical Legal Studies
- iConference (2015)
- Workshop on Privacy in the Electronic Society (WPES 2014)
- Workshop on the Economics of Information Systems (WEIS 2013, 2014 Program Committee)
- International Conference on Information Systems (ICIS 2014)
- Workshop on Privacy Enhancing Technologies (PETs 2013)
- Symposium on Usable Privacy and Security (SOUPS 2013)

## **MEDIA MENTIONS**

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Pacific Standard, Your Privacy Settings Make No Sense, October 31, 2013.

New York Times, Letting down our guard with web privacy, March 31, 2013.

Tulsa World, Safety of social networking sites is concern to parents, December 23, 2012.

India Education Diary, Increasing Control Over Release of Information Leads People To Divulge More Online, Carnegie Mellon Researchers Find, November 28, 2012.

CMU.edu, Increasing Control Over Release of Information Leads People To Divulge More Online, Carnegie Mellon Researchers Find, November 2012.

## **LANGUAGES**

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**Italian:** Native speaker

**English:** Proficient in written and spoken language.

Certificates: 2005: GRE  
2004: TOEFL  
1998: Certificate of attendance from the International English Institute at Nashville, Tennessee.

**French:** Fluent in written and spoken language.

Certificates: 2001: Certificate of attendance from the Alliance Française de Rome. Intensive language course at the Centre Audiovisuel de Royan pour l'Étude des Langues, Université de Poitiers, France.

## **OTHER INTERESTS**

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2008 - 2010: PhD Student Representative at the H. John Heinz III College, Carnegie Mellon University.

2011: Blogger on [blogintegrita.sspa.it](http://blogintegrita.sspa.it) (articles related to corruption in the Italian Public Administration and abroad).

February 2011 - present: United States Tennis Association (USTA) Official Umpire.



## REFERENCES

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Prof. Alessandro Acquisti  
Carnegie Mellon University, School of Public Policy and Management, Heinz College  
5000 Forbes Avenue, Pittsburgh, PA 15213  
Email: [acquisti@andrew.cmu.edu](mailto:acquisti@andrew.cmu.edu)

Prof. George Loewenstein  
Carnegie Mellon University, Social Decision Sciences, Dietrich College  
5000 Forbes Avenue, Pittsburgh, PA 15213  
Email: [gl20@andrew.cmu.edu](mailto:gl20@andrew.cmu.edu)

Prof. Francesca Gino  
Harvard Business School, Unit of Negotiation, Organizations and Markets  
Soldiers Field, Boston, MA 02163  
Email: [fgino@hbs.edu](mailto:fgino@hbs.edu)

Prof. Jeff Hancock  
Stanford University, Department of Communication  
450 Serra Mall, Stanford, CA 94305  
Email: [hancockj@stanford.edu](mailto:hancockj@stanford.edu)