

LAURA BRANDIMARTE

Eller College of Management
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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 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

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 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.
2. 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.

3. 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.
4. 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.
5. 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.
6. 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.
7. 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.
8. Acquisti, A., Brandimarte, L., and Loewenstein, G. (2015). Privacy and Human Behavior in the Age of Information. **Science**, 347(6221): 509-514.
9. Brandimarte, L. (2015). Surveillance. **Rivista di Politica Economica** (in Italian), 6: 305-331.
10. Brandimarte, L., Acquisti, A., and Loewenstein, G. (2013). Misplaced Confidences: Privacy and the Control Paradox. **Social Psychological and Personality Science**, 4(3): 340-347.
11. 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.
12. 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

1. 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).
2. 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.
3. 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)**.
4. 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.
5. 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.

6. 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. “Field Test of PSA Message Framing on Mask Wearing,” with Anastasiya Pocheptsova Ghosh, Kristen Lane, Jennifer Savary, John Taylor, Jeff Stone and Ricardo Valerdi. Submitted to *Psychological Science*.
2. “Does Government Surveillance Give Twitter the Chills,” with Uttara Ananthakrishnan, Edward McFowland III and Sriram Somanchi. In preparation for submission to *Management Science*.
3. “The Unexplored Consequences of Fear Appeal in Mobile Banking,” with Marco Terlizzi, Sue Brown, and Otavio Sanchez. In preparation for submission to *Journal of Management Information Systems*.
4. “Evolutionary Approaches to Privacy and Information Security,” with Alessandro Acquisti and Jeff Hancock. In preparation for submission to *Science*.
5. “How do Downvotes Affect Online Platform Participation?” with Wei Chen, Yinchu Zhu and Dong Jing. In preparation for submission to *Management Science*.
6. “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. “Field Experiments to Increase Use of Face Coverings on UA Campus,” with Anastasiya Pocheptsova Ghosh and Jennifer Savary.
3. “Consumers’ response to data breaches – The role of switching costs,” with Joseph Buckman.
4. “SecureDrop user studies: Secure communication between journalists and sources,” with David Sidi.
5. “Experiments in Social Engineering,” with Matthew Hashim and Jesse Bockstedt.
6. “TD-CHAIN: A System to Enhance Transparency in Data Flows,” with Wei Chen and David Sidi.
7. “New Frontiers of Piracy,” with Sriram Somanchi and Nelson Granados.
8. “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

- 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 EXPERIENCE

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

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.