

# Jeffrey K. MacKie-Mason

## Contact Information

University Librarian and Chief  
Digital Scholarship Officer  
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## Education

Ph.D. Economics, MIT, 1986  
Master of Public Policy, University of Michigan, 1982  
A.B. Environmental Policy, Summa Cum Laude, Dartmouth College, 1980

## Administrative Positions

University Librarian and Chief Digital Scholarship Officer, University of California, Berkeley, 2015-present  
Dean Emeritus, School of Information, University of Michigan, 2015- present  
Dean, School of Information, University of Michigan, 2010-2015  
Associate Dean for Academic Affairs, School of Information, 2008-2010  
Director, Program for Socio-Technical Infrastructure for Electronic Transaction (STIET) (formerly PRIE), 1996-2008  
Managing Partner, applEcon LLC, 2001-2008  
Ph.D. Program Director, School of Information, 1998-2003

## Academic Positions

Professor, School of Information, University of California, Berkeley, 2015-present  
Professor, Department of Economics, University of California, Berkeley, 2015-present  
Arthur W. Burks Emeritus Collegiate Professor of Information and Computer Science, University of Michigan, 2015-present  
Emeritus Professor of Economics, University of Michigan, 2015-present  
Emeritus Professor of Public Policy, University of Michigan, 2015-present

## Past Academic Positions

Arthur W. Burks Collegiate Professor of Information and Computer Science, University of Michigan, 2000-2015  
Professor of Economics, University of Michigan, 1999-2015  
Professor of Public Policy, University of Michigan, 1999-2015  
Professor of Information, University of Michigan, 1998-2000  
Associate Professor of Information, University of Michigan, 1996-1998  
Associate Professor of Economics, University of Michigan, 1992-1999  
Associate Professor of Public Policy, University of Michigan, 1992-1999  
Associate Research Scientist, Institute of Public Policy Studies, University of Michigan, 1992-1995

Research Associate, National Bureau of Economic Research, 1993-1999  
Faculty Research Fellow, National Bureau of Economic Research, 1987-1993  
Assistant Professor of Economics and Public Policy, University of Michigan, 1986-1992  
Assistant Research Scientist, Institute of Public Policy Studies, University of Michigan, 1986-1992

### **Visiting Academic Positions**

Visiting Scholar, California Energy Institute, University of California, Berkeley, 1994  
Visiting Faculty Scholar, University of Oslo, Norway, 1993  
National Fellow, Hoover Institution, Stanford University, 1990-91

### **Other Positions**

Partner, applEcon LLC (antitrust and regulatory consulting), 2001-present  
Research Resident, U.S. Department of Energy, Office of Policy, Planning and Evaluation, 1981  
Consultant, National Audubon Society, Washington, DC, 1979

### **External Service Positions**

Board of Trustees, Cal Performances, UC Berkeley, 2016-present  
Board of Directors, Authors Alliance, 2016-present  
Association of Research Libraries, Innovation Lab Advisory Group, 2016-present  
Coalition of Networked Resources, Paul Evan Peters Award Committee, 2016-17  
External Review Committee, School of Information, University of Texas, Austin, 2016  
External Review Committee, Department of Media and Information, College of Communications Arts and Sciences, Michigan State University, 2016  
External Review Committee, School of Information Science, Singapore Management University, 2015  
Board of Directors, University Musical Society, 2014-2015  
Board of Directors, Kerrytown Concert House, 2013-2015  
Treasurer, iSchools Association, 2012-2015  
External Review Panel, Social Informatics Program at Indiana University School of Informatics and Computing, May 2010  
Advisory Board, ACM SIGecom, 2000-present  
National Science Foundation Advisory Committee, Directorate for Computer and Information Sciences & Engineering (CISE), 2008-2011  
National Science Foundation Advisory Committee, Directorate for Social, Behavioral and Economic Sciences (SBE), 2008-2011  
ACM Digital Library Advisory Board, 2007-2008  
Visiting Committee, NSF, Large ITR site, May 2005  
Co-Chair, NSF Cyberinfrastructure and Social Sciences Workshop, March 2005  
Board of Directors, Telecommunications Policy Research Conference, 1997-2000  
Commissioner, Ann Arbor Cable Communications Commission, 1996-1998  
Numerous NSF review panels (anonymous), 1995-present

### **University Service Positions (selected)**

Provost's Working Group on Public and Common Goods Funding (chair), UC Berkeley, 2016-present  
UC Shared Library Facilities Board (chair), University of California, 2016-present  
University Information Technology Strategy Committee, University of California, Berkeley, 2015-present  
Digital Humanities Council, University of California, Berkeley, 2015-present  
International Alliance of Research Universities, Library Leadership Group, 2015-present  
President's Advisory Commission on Women's Issues, University of Michigan, 2014-2015  
University of Michigan Information Technology Council, 2014-2015  
Presidential Inauguration Symposium Organizing Committee and Moderator, University of Michigan, 2014  
Presidential Search Advisory Committee, University of Michigan, 2013-2014  
Executive Committee, Institute for Social Research, 2013-2015

Dean of Libraries Search Committee, University of Michigan, 2012-2013  
Chair, APG Budget Subcommittee, University of Michigan, 2011-2012  
Dean of the School of Information Search Committee, 2006-2007

### **Honors and Awards**

University of Michigan Distinguished Faculty Achievement Award, 2010  
University Partnership Fellow, IBM, 1998-99, 1999-2000, 2000-2001  
National Fellow, Hoover Institution, Stanford, 1990-91  
Joseph A. Livingston Research Scholar, University of Michigan, 1989-90  
Collegiate Council Fellow, University of Michigan, 1987-1988  
National Tax Association outstanding Doctoral Dissertation Award, 1986  
Alfred P. Sloan Foundation Fellowship, 1985-1986  
National Science Foundation Fellowship, 1982-1985  
Phoenix Memorial Laboratory Energy Research Fellowship, 1981-1982  
Rackham First Year Graduate Fellowship, 1980-81  
Phi Beta Kappa, Highest Distinction Honors, 1980  
Andrew W. Mellon National Resource Economics Fellowship, 1980  
Paul R. Richter Fellowship, 1979-1980

### **Research Grants**

National Science Foundation, "REU Site: Incentive-Centered Design for Cyberinfrastructure," NSF-0755147, Co-Principal Investigator, 2008-2011. Budget: \$286,743.

National Science Foundation, "STIET: Incentive-Centered Design," DGE-0654014, Project Director and Principal Investigator, 2007-2012, with co-PIs Michael Wellman, Yan Chen, Brian Noble, Tilman Borgers and Daniel Grosu. Budget: \$3 million.

National Science Foundation, "CT-ER: Incentive-Centered Technology Design For Home User Security," CNS-0716196, Principal Investigator, 2007-2009. Budget: \$200,000.

National Science Foundation, "Practical Strategic Reasoning for Intractable Games," IIS 0414710, 2005-2008, with Michael Wellman.

National Science Foundation, "Computational Markets for Decentralization of Complex Time-Dependent Activities," CSS-9988715, 2000-2004, with Michael Wellman. Budget: \$585,835.

National Science Foundation, "Socio-Technical Infrastructure for Electronic Transactions," Project Director and Principal Investigator, 2001-2007, with Michael Wellman and Michael Gordon. Budget: \$2.7 million.

National Science Foundation, "Strategic Positioning in Information Product Space," IIS-0112669, 2001-2003, with Ed Durfee. Budget: \$150,000.

IBM, University Partnership Grant, "Incentive Engineering," 1998-2001. Budget: \$120,000.

DARPA, "Market-Based Adaptive Architectures for Information Survivability," 1997-2000, with Mike Wellman and Sugih Jamin. DARPA/ITO grant F30602-97-1-0228.

IBM, University Partnership Grant, "Competition in Product Space for a Multi-Agent Information Goods Economy," 1999, with Ed Durfee. Budget: \$75,000.

Council on Library Resources, "Pricing Electronic Scholarly Information," 1997-99.

National Science Foundation Grant, "Economics of the Internet," SBR-9230481, 1994-99, with Hal Varian

National Science Foundation Grant, "Measuring Distortions from the Differential Tax Treatment of Corporate and Noncorporate Income," SES-9122240, 1992-94, with Roger Gordon

National Science Foundation Grant, "Interactions Between Seasonal Cycles and Business Cycles," SES-8921506, 1990-92, with Jeff Miron and Robert Barsky

University of Michigan Faculty Recognition Fund Grant, 1990-93

Office of Tax Policy Research Grant, 1990

Faculty Assistance Fund Grant, 1990

Research Partnership Grant, UM, 1988-89

Rackham Faculty Research Grant, 1987-88

### **Journal Editorial Positions**

Editorial Board and Department Co-Editor, IEEE *Security & Privacy*, 2009-2015 (Security & Privacy Economics)

Editorial Board, Information Economics and Policy, 2004-present

Founding Editorial Board, Netnomics: Economic research and Electronic Networking, 1996-2015

Founding Editorial Board, SSRN E-Business and E-Commerce Abstracting Journal, 2004-2015

Founding Editorial Board, Electronic Commerce Research, 1999-2002

Editorial Board, Telecommunication Systems, 1996-2002

Associate Editor, RAND Journal of Economics, 1995-2002

Advisory Board, The Ecommerce Research Forum (MIT Sloan and INFORMS), 1998-2004

### **Conference Positions**

Program Committee, Internet Monetization and Incentives, World Wide Web 2014 (WWW2014), Seoul, Korea, 7-11 April 2014.

Senior Program Committee, ACM Ecommerce 2013 (EC-13), Philadelphia, PA, 17-21 June 2013.

Chair, Invited Panel on Multidisciplinary Research, Computing Research Association Conference, Snowbird, Utah, July 2012.

Program Committee, Internet Monetization and Incentives, World Wide Web 2012 (WWW2012), Lyon, France, 16-20 April 2012.

Senior Program Committee, ACM Conference on Electronic Commerce (EC-09), Cambridge, MA, June 2009.

Program Committee, 5th Annual Ad Auctions Workshop, co-located with ACM Electronic Commerce (EC-09), Stanford, CA, July 2009.

Program Committee, ACM Conference on Electronic Commerce (EC-08), Chicago, IL, 2008.

General Chair, ACM Electronic Commerce 2007, San Diego, CA, June 2007.

Co-Chair, Economics of Cyberinfrastructure, NSF Workshop on Cyberinfrastructure and Social Sciences, Airlie House, Virginia, March 2005.

Program Committee, Electronic Scientific, Technical and Medical Journal Publishing and Its Implications, National Research Council, Washington D.C., May 2003.

Co-Chair, Program Committee, ACM Conference on Electronic Commerce (EC-00), Minneapolis, Minnesota, 2000.

Chair, Conference on Economics and Usage of Digital Library Collections, Ann Arbor, Michigan, 2000.

Board of Directors, Telecommunications Policy Research Conference, 1997-2000

Program Committee, Internet Quality of Service, Massachusetts Institute of Technology, December 2-3, 1999

Program Committee, ACM Conference on Electronic Commerce (EC-99), 1999

Co-Chair, Program Committee, First International Conference on Information Economies, October 1998

Program Committee, Second European Conference on Research and Advanced Technology for Digital Libraries, September 19-23, 1998

Chair, Program Committee, 25th Annual Telecommunications Policy Research Conference, September 1997

Organizing Committee, The Economics of Digital Information and Intellectual Property Conference, Harvard University, January 1997

NSF Panel on Instrumentation for Social, Behavioral and Economic Research, 1995, 1996, 1997

Organizing Committee, 24th Annual Telecommunications Policy Research Conference, October 1996

Organizing Committee, Internet Economics Conference, Massachusetts Institute of Technology, May 1995

Organizing Committee, 10th Michigan Conference on Public Utility Regulation, April 1994

Conference Chair, NBER Universities Research Conference on Environmental Economics, Cambridge, MA, 1992

## **Publications**

MacKie-Mason, Jeffrey K. (2014), "Can We Afford Privacy from Surveillance?" *IEEE Security & Privacy*, vol. 12, no. 5, pp. 86-89, Sept.-Oct. 2014, <http://doi.ieeecomputersociety.org/10.1109/MSP.2014.88>.

Lian, Jian and Jeffrey K. MacKie-Mason (2012), "Incentive-Centered Design for User-Contributed Content," in M. Peitz and J. Waldfoegel, eds., *The Oxford Handbook of The Digital Economy* (Oxford University Press): 399-433.

Chiao, Benjamin and Jeffrey K. MacKie-Mason (2012), "Using uncensored communication channels to divert spam traffic," *Information Economics and Policy*, 24(3-4, December), pp. 173-186. Available from <http://dx.doi.org/10.1016/j.infoecopol.2012.07.001>.

Mackie-Mason, J.K. (2011), "All Space Will Be Public Space," *IEEE Security & Privacy*, Set/Oct, pp. 77-80.

Lian, Jian, Jeffrey K. Mackie-Mason, and Paul Resnick (2010) "I Scratched Yours: The Prevalence of Reciprocation in Feedback Provision on eBay," *The B.E. Journal of Economic Analysis & Policy*, 10(1). Available at: <http://www.bepress.com/bejeap/vol10/iss1/art92>.

Groth, Dennis P. and J. K. Mackie-Mason (2010), "Why an Informatics Degree? Isn't Computer Science Enough?" *Communications of the ACM*, February, vol. 53, no. 2.

Mackie-Mason, J. K. (2009), "Incentive-Centered Design for Security," *IEEE Security & Privacy*, July/August, pp. 72-75.

Wellman, M. P. and A. Osepayshvili and J. K. Mackie-Mason and D. Reeves (2008), "Bidding Strategies for Simultaneous Ascending Auctions", *BE Journal of Theoretical Economics*, 8(1). Available at: <http://www.bepress.com/bejte/vol8/iss1/art27>.

Wash, R. and J. K. Mackie-Mason (2008), "A Social Mechanism for Home Computer Security," Workshop on Information System Economics (WISE) '08, Paris, France, 13-14 December 2008.

Lian Jian and Jeffrey K. Mackie-Mason (2008), "Why Share in Peer-to-Peer Networks?" International Conference on Electronic Commerce (ICEC'08), Innsbruck, Austria, 19-22 August 2008.

M. S. Bonn, W. P. Lougee, J. K. Mackie-Mason, and J. F. Riveros (2008), "The Peak project: A field experiment in pricing and usage of a digital collection." In J. K. Mackie-Mason and W. P. Lougee, eds., *Economics and Usage of Digital Libraries: Byting the Bullet*. (University of Michigan Scholarly Publishing Office, Ann Arbor, MI. Available online at <http://hdl.handle.net/2027/spo.5621225.0001.001>).

W. P. Lougee and J. K. Mackie-Mason (2008), "Stakeholders and successful digital transformation of the research library." In J. K. Mackie-Mason and W. P. Lougee, eds., *Economics and Usage of Digital Libraries: Byting the Bullet*. (University of Michigan Scholarly Publishing Office, Ann Arbor, MI. Available online at <http://hdl.handle.net/2027/spo.5621225.0001.001>).

R. S. Gazzale and J. K. Mackie-Mason (2008), "User cost, usage and library purchasing of electronically-accessed journals." In J. K. Mackie-Mason and W. P. Lougee, eds., *Economics and Usage of Digital Libraries: Byting the Bullet*. (University of Michigan Scholarly Publishing Office, Ann Arbor, MI. Available online at <http://hdl.handle.net/2027/spo.5621225.0001.001>).

J. K. Mackie-Mason and W. P. Lougee, editors (2008). *Economics and Usage of Digital Libraries: Byting the Bullet* (edited book). University of Michigan Scholarly Publishing Office, Ann Arbor, MI. Available online at <http://hdl.handle.net/2027/spo.5621225.0001.001>.

Rick Wash and Jeffrey K. Mackie-Mason (2007), "Security When People Matter: Structuring Incentives For User Behavior," International Conference on Electronic Commerce (ICEC'07), Minneapolis, MN, 19-22 August 2007.

Jeffrey K. Mackie-Mason and Janet S. Netz (2007). "Manipulating Interface Standards as an Anti-Competitive Strategy," in S. Greenstein and V. Stango, *Standards and Public Policy* (Cambridge University Press).

Rick Wash and Jeffrey K. Mackie-Mason (2006), "Incentive-Centered Design for Information Security," USENIX Hot Topics in Security (HotSec 06), Vancouver, BC, 31 July 2006.

Lian Jian and Jeffrey K. MacKie-Mason (2006), "Generalized Reciprocity on Peer-to-Peer Networks," Workshop on the Economics of Networked Systems (NetEcon06), Ann Arbor, MI, 11 June 2006.

Yan Chen, Xin Li, and Jeffrey K. MacKie-Mason (2006) "Online Fund-Raising Mechanisms: A Field Experiment," *BE Contributions to Economic Analysis & Policy*, vol. 5, no. 2. Available from <http://www.bepress.com/bejeap/contributions/vol5/iss2/art4>.

Anna Osepayshvili, Michael P. Wellman, Daniel M. Reeves, and Jeffrey K. MacKie-Mason. "Self-Confirming Price Prediction for Bidding in Simultaneous Ascending Auctions," *Proceedings of the 21st Conference on Uncertainty in Artificial Intelligence (UAI 2005)*, (July 2005).

Jeffrey K. MacKie-Mason and Michael P. Wellman. "Automated Markets and Trading Agents," in L. Tesfatsion and K. Judd, *Handbook of Computational Economics*, vol. 2 (North-Holland, 2006).

Jeffrey K. MacKie-Mason (co-author with Committee on Electronic Scientific, Technical, and Medical Journal Publishing, The National Academies). *Electronic Scientific, Technical, and Medical Journal Publishing and Its Implications* (2004).

Daniel M. Reeves, Michael P. Wellman, Jeffrey K. MacKie-Mason, and Anna Osepayshvili. "Exploring bidding strategies for market-based scheduling," *Decision Support Systems* 39(1): 67--85 (March 2005)

Christopher H. Brooks, Robert S. Gazzale, Jeffrey K. MacKie-Mason, and Edmund H. Durfee. "Improving Learning Performance by Applying Economic Knowledge," in *Agent-Mediated Electronic Commerce V: Designing Mechanisms and Systems*, Lecture Notes in Artificial Intelligence vol. 3048 (Springer-Verlag, 2004).

Daniel M. Reeves, Michael P. Wellman, Jeffrey K. MacKie-Mason, Anna Osepayshvili, and S. Swaminathan. "Exploring bidding strategies for market-based scheduling," *Fourth ACM Conference on Electronic Commerce* 39(1): (June 2003), 115-124.

Christopher H. Brooks, Robert S. Gazzale, Jeffrey K. MacKie-Mason, and Edmund H. Durfee. "Improving Learning Performance by Applying Economic Knowledge," *Fourth ACM Conference on Electronic Commerce* (June 2003), 252-253.

Jeffrey K. MacKie-Mason, Anna Osepayshvili, Daniel M. Reeves and Michael P. Wellman. "Price Prediction Strategies for Market-Based Scheduling," *18th International Conference on Automated Planning and Scheduling*, Whistler, British Columbia, (June, 2004)

Aarbu, Karl Ove and Jeffrey K. MacKie-Mason, "Explaining underutilization of tax depreciation deductions: Empirical evidence from Norway," *International Tax and Public Finance*, 10 (May 2003): 229-257.

MacKie-Mason, Jeffrey K., "Antitrust Immunity for Refusals to Deal in (Intellectual) Property Is a Slippery Slope," *The Antitrust Source* (July 2002).

Christopher H. Brooks, Robert S. Gazzale, Rajarshi Das, Jeffrey O. Kephart, Jeffrey K. MacKie-Mason, and Edmund H. Durfee. "Model Selection in an Information Economy: Choosing what to Learn," *Computational Intelligence*, vol. 18, no. 4 (Nov. 2002): 566-582.

Thomas, Panagiotis, Demosthenis Teneketzis and Jeffrey K. MacKie-Mason, "A Market-Based Approach to Optimal Resource Allocation in Integrated-Services connection-Oriented Networks." *Operations Research*, 50:4 (July-August 2002).

Jeffrey O. Kephart, Rajarshi Das, Christopher H. Brooks, Edmund H. Durfee, Robert S. Gazzale and Jeffrey K. MacKie-Mason., "Pricing Information Bundles in a Dynamic Environment." ACM Electronic Commerce 2001, Tampa.

Robert S. Gazzale and Jeffrey K. MacKie-Mason, "Endogenous Differentiation of Information Goods Under Uncertainty." ACM Electronic Commerce 2001, Tampa.

Christopher H. Brooks, Rajarshi Das, Jeffrey O. Kephart, Jeffrey K. MacKie-Mason, Robert S. Gazzale, and Edmund H. Durfee. "Information Bundling in a Dynamic Environment." Proceedings of the IJCAI-01 Workshop on Economic Agents, Models, and Mechanisms, Seattle, WA, August, 2001.

Wellman, M. P., W. E. Walsh, P. R. Wurman and Jeffrey K. MacKie-Mason, "Auction Protocols for Decentralized Scheduling." *Games and Economic Behavior* vol 35, 2001.

Borenstein, Severin, Jeffrey K. MacKie-Mason and Janet S. Netz, "Exercising Market Power in Proprietary Aftermarkets." *Journal of Economics and Management Strategy*, 9:2 (2000):157--88.

MacKie-Mason, Jeffrey K. "Economic Incentives," in *The Marshall Cavendish Encyclopedia of the Environment*, Marshall Cavendish, Tarrytown, NY, 2000.

MacKie-Mason, Jeffrey K., Juan F. Riveros and Robert S. Gazzale, "Pricing and Bundling Electronic Information Goods: Experimental Evidence." *The Internet Upheaval: Raising Questions, Seeking Answers in Communications Policy*, B. Compaine and I. Vogelsang, eds., MIT Press, 2000.

MacKie-Mason, Jeffrey K. and Juan Riveros, "Economics and Electronic Access to Scholarly Information," *Internet Publishing and Beyond: The Economics of Digital Information and Intellectual Property*, B. Kahin and H. Varian, eds. MIT Press, 2000.

Kephart, Jeffrey O., Rajarshi Das and Jeffrey K. MacKie-Mason, "Two-sided Learning in an Agent Economy for Information Bundles," in *Agent-mediated Electronic Commerce*, Lecture Notes in Artificial Intelligence. Berlin: Springer-Verlag, 2000.

Kelly, Terence P., Sugih Jamin and Jeffrey K. MacKie-Mason, "Variable QoS From Shared Web Caches: User-Centered Design and Value-Sensitive Replacement." in *Workshop on Internet Service Quality Economics*, Dec. 2-3, 1999, MIT.

Eggleston, J.E., Jamin, S., Kelly, T.P., MacKie-Mason, J.K., Walsh, W.E, and Wellman, M., "Survivability through Market-Based Adaptivity: The MARX Project," *DARPA Information Survivability Conference & Exposition (DISCEX'00)*, Jan. 2000.

Brooks, Christopher H., Scott Fay, Rajarshi Das, Jeffrey K. MacKie-Mason, Jeffrey O. Kephart and Edmund Durfee, "Automated Strategy Searches in an Electronic Goods Market: Learning and Complex Price Schedules," in *Proceedings of Electronic Commerce 1999 (EC-99)*. ACM Press, Denver, CO, November 1999.



Chan, Yee Man, Jonathan Womer, Sugih Jamin and Jeffrey K. MacKie-Mason, "The Case for Market-based Push Caching." *Proceedings of the Second International Conference on Telecommunications and Electronic Commerce*, Nashville, TN, November 1999.

Chan, Yee Man, Jonathan Womer, Jeffrey K. MacKie-Mason and Sugih Jamin, "One Size Doesn't Fit All: Improving Network QoS Through Preference-driven Web Caching." *Second Berlin Internet Economics Workshop*, May 28-29, 1999. Also in *Proceedings of the 27th Annual Telecommunications Policy Research Conference*, Alexandria, VA, August 1999.

MacKie-Mason, Jeffrey K. and Richard A. Pfau, "Inducements to Advocacy: The Economist as Independent Expert," in *The Expert Economist in Antitrust Litigation*, Daniel Slottje, ed. Amsterdam: North-Holland, 1999.

MacKie-Mason, Jeffrey K. and Christopher Lee, *Telecommunications Information Resource Directory*. Government Institutes, 1999.

MacKie-Mason, Jeffrey K. and John Metzler, "Links Between Vertically Related Markets: ITS v. Kodak," in *The Antitrust Revolution*, 3rd ed., J. Kwoka and L. White, eds., 1999. Revised for Kwoka and White, 4th ed., 2002.

MacKie-Mason, Jeffrey K., Juan F. Riveros, Maria S. Bonn and Wendy P. Lougee, "The PEAK Experiment: Usage and Economic Behavior," *D-lib Magazine*, vol. 5, no. 7/8, July/August 1999.

Bonn, Maria S., Wendy P. Lougee, Jeffrey K. MacKie-Mason and Juan F. Riveros, "A Report on the PEAK Experiment: Context and Design," *D-lib Magazine*, vol. 5, no. 6, June 1999.

Kelly, T.P., Y. M. Chan, S. Jamin and J. MacKie-Mason, "Biased Replacement Policies for Web Caches: Differential Quality-of-Service and Aggregate User Value," *Proceedings of the Fourth International Web Caching Workshop*, San Diego, CA, March 31-April 2, 1999 (refereed).

Anderson, A., I. Birgean and J. MacKie-Mason, "Bilateral Negotiation With Fees," *Proceedings of the First IAC Workshop on Internet Based Negotiation Technologies*, Hawthorne, NY, March 18-19, 1999.

MacKie-Mason, Jeffrey K. and David Waterman, editors., *Telephony, the Internet, and the Media* (edited book). Lawrence Erlbaum Associates, Inc., 1998.

MacKie-Mason, Jeffrey K. and David Waterman, "Introduction" in *Telephony, the Internet, and the Media*, Jeffrey K. MacKie-Mason and David Waterman, eds. Lawrence Erlbaum Associates, Inc., 1998.

MacKie-Mason, Jeffrey K. and Juan F. Riveros, " 'Bundling' y el Acceso Electronico a la Informacion Academica: El Proyecto PEAK" (in Spanish), *Proceedings of II Seminario Internacional Computense de Telecomunicaciones e Informacion Retos Jirdicos de la Informacion en Internet*, Universidad Complutense, Madrid, Spain, December 3-4, 1998.

Walsh, William E., Michael P. Wellman, Peter Wurman and Jeffrey K. MacKie-Mason, "Some Economics of Market-Based Distributed Scheduling," *The 18th International Conference on Distributed Computing Systems (ICDCS'98)*, May 1998.

MacKie-Mason, Jeffrey K. and Alexandra Jankovich, "PEAK: Pricing Electronic Access to Knowledge," *Library Acquisitions: Practice & Theory*, vol. 21, no. 3, Fall 1997: 281-96.

Mackie-Mason, Jeffrey K. and Roger H. Gordon, "How Much Do Taxes Discourage Incorporation?" *The Journal of Finance*, June 1997.

Mackie-Mason, Jeffrey K. and Kimberly White, "Evaluating and Selecting Digital Payment Mechanisms," in *Interconnection and the Internet*, G. Rosston and D. Waterman, eds. Lawrence Erlbaum, 1997: 113-134.

Mackie-Mason, Jeffrey K., Scott Shenker and Hal Varian, "Network Architecture and Content Provision: An Economic Analysis," in *The Internet and Telecommunications Policy*, G. Brock and G. Rosston, eds. Lawrence Erlbaum: 1996. Also published as "Service Architecture and Content Provision: The Network Provider as Editor," in *Telecommunications Policy*, vol. 20, no. 3, April 1996: 203-17.

Murphy, Liam, John Murphy, and Jeffrey K. Mackie-Mason, "Feedback And Efficiency In ATM Networks," *Proceedings of the International Conference on Communications (ICC'96)*. Piscataway, NJ: IEEE, 1996.

Mackie-Mason, Jeffrey K., Liam Murphy and John Murphy, "The Role of Responsive Pricing in the Internet," *Internet Economics*, J. Bailey and L. McKnight, eds. Cambridge: MIT Press, 1996: 279-304. Also published in *The Journal of Electronic Publishing*, 1996, online at <http://www.press.umich.edu/jep/>.

Mackie-Mason, Jeffrey K. and Hal Varian, "Some Economics of the Internet," in *Networks, Infrastructure and the New Task for Regulation*, W. Sichel, ed. Ann Arbor: University of Michigan Press, 1996.

Mackie-Mason, Jeffrey K. and Hal Varian, "Economic FAQs About the Internet," *The Journal of Economic Perspectives*, vol. 8, no. 3 (Summer 1994): 75-96. Reprinted (with revisions) in *Dr. Dobbs Journal*, vol. 19 (Winter 1994). Reprinted with extensive updating and revisions in the *Journal of Electronic Publishing*, 1995 (online at <http://www.press.umich.edu/jep/>); in *Research Milestones on the Information Highway*, S. Kiesler, ed. Lawrence Erlbaum, 1996; in *Quill*, vol. 84, no. 9 (Nov. 1996); also published in *Internet Economics*, J. Bailey and L. McKnight, eds. Cambridge: MIT Press, 1996.

Borenstein, Severin, Jeffrey K. Mackie-Mason and Janet Netz, "Antitrust Policy in Aftermarkets," *Antitrust Law Journal*, vol 63, Winter 1995: 455-82.

Mackie-Mason, Jeffrey K. and Hal Varian, "Pricing Congestible Resources," *IEEE Journal of Selected Areas in Communications*, vol. 13, no. 7, Sept. 1995: 1141-49. Reprinted in *Annales des Ponts et Chaussées* as "La tarification des ressources de reeseax susceptibles de congestion: Le cas d'Internet", vol 96, October-December 2000: 49-60.

Mackie-Mason, Jeffrey K. and Hal Varian, "Pricing the Internet," in *Public Access to the Internet*, Brian Kahin and James Keller, eds. Cambridge, MA: MIT Press, 1995: 269-314.

Mackie-Mason, Jeffrey K. and Hal Varian, "Some FAQs about Usage-Based Pricing," *Computer Networks and ISDN Systems*, vol. 28, 1995: 257-65. Also in *Filling the Pipeline and Paying the Piper: Scholarly Publishing on the Electronic Network*, Association of Research Libraries Conference Proceedings. Also in *The Journal of Electronic Publishing*, online at <http://www.press.umich.edu/jep/works/mackiemason.usage.html>.

Gordon, Roger H. and Jeffrey K. Mackie-Mason, "The Importance of Income Shifting in the Design and Analysis of Tax Policy," in *Taxing Multinational Corporations*, M. Feldstein, J. Hines and R. Glenn Hubbard, eds. Chicago: University of Chicago Press, 1995: 29-37.

Gordon, Roger H. and Jeffrey K. MacKie-Mason, "Why is There Corporate Taxation in a Small Open Economy?," in *International Taxation*, M. Feldstein, J. Hines and R. Glenn Hubbard, eds. Chicago: University of Chicago Press, 1995: 67-94. Also published in *The Effects of Taxation on Multinational Corporations*, Martin Feldstein, James R. Hines, Jr., and R. Glenn Hubbard, eds. Chicago: University of Chicago Press, 1995. Also NBER Working Paper No. 4690.

Gordon, Roger H. and Jeffrey K. MacKie-Mason, "Tax Distortions to the Choice of Organizational Form," *Journal of Public Economics*, vol. 55, no. 2, Oct. 1994: 279-306. Also NBER Working Paper No. 4227.

"A Reader's Guide to the Blue Book: Issues in California's Electric Industry Restructuring and Regulatory Reform" (with 13 coauthors), *Electricity Journal*, Sept. 1994. Written by the Program on Workable Energy Regulation (POWER), California Energy Institute, University of California, Berkeley.

MacKie-Mason, Jeffrey K., "Economic Issues in Building a National Information Infrastructure," in *The Economics of Information Infrastructure*, Proceedings of the Information Infrastructure Forum, Washington, DC, July 1994.

Borenstein, Severin, Jeffrey K. MacKie-Mason and Janet Netz, "The Economics of Customer Lock-in and Market Power in Services," in *The Service Productivity and Quality Challenge*, P. Harker, ed. Kluwer Academic Press, 1993.

MacKie-Mason, Jeffrey K., "Using Economic Incentives for Environmental Policy," in *The Encyclopedia of the Environment*, R. Eblen and W. Eblen, eds. Boston: Houghton Mifflin Co., 1994.

MacKie-Mason, Jeffrey K., "Econometric Software: A User's View," *Journal of Economic Perspectives*, vol. 6, no. 4, Fall 1992: 165-87.

Beaulieu, Joseph J., Jeffrey K. MacKie-Mason and Jeffrey J. Miron, "Why Do Countries and Industries With Large Seasonal Cycles Also Have Large Business Cycles?" *Quarterly Journal of Economics*, vol. 107, no. 2, May 1992: 621-56.

Bergstrom, Ted and Jeffrey K. MacKie-Mason, "Some Simple Analytics of Peak-Load Pricing," *RAND Journal of Economics*, vol. 22, no. 2, Summer 1991: 241-49. Reprinted (in Japanese) in *Kosokudoro Po Jidosha*, vol. 37, no. 4: 37-64.

Gordon, Roger H. and Jeffrey K. MacKie-Mason, "Effects of the Tax Reform Act of 1986 on Corporate Financial Policy and Organizational Form," in *Do Taxes Matter? The Impact of the Tax Reform Act of 1986*, Joel Slemrod, ed. Cambridge: MIT Press, 1991: 91-131. Also NBER Working Paper No. 3222.

MacKie-Mason, Jeffrey K., "Do Firms Care Who Provides Their Financing?" in *Asymmetric Information, Corporate Finance, and Investment*, R. Glenn Hubbard, ed. Chicago: University of Chicago Press, 1990: 63-104. Also NBER Working Paper No. 3039.

MacKie-Mason, Jeffrey K., "Do Taxes Affect Corporate Financing Decisions?" *Journal of Finance*, vol. 45, no. 5, Dec. 1990: 1471-93. Also NBER Working Paper No. 2632.

MacKie-Mason, Jeffrey K., "Some Nonlinear Tax Effects on Asset Values and Investment Decisions Under Uncertainty," *Journal of Public Economics*, vol. 42, no. 3, Aug. 1990: 301-27. Also NBER Working Paper No. 2631.

Levinsohn, James L. and Jeffrey K. MacKie-Mason, "A Simple, Consistent Estimator for Disturbance Components in Financial Models," *Review of Economics and Statistics*, vol. 72, no. 3, Aug. 1990: 516-20.

MacKie-Mason, Jeffrey K., "Optional Time-of-Use Pricing Can Be Pareto Superior or Pareto Inferior," *Economics Letters*, vol. 33, no. 4, Aug. 1990: 363-67.

Hausman, Jerry A. and Jeffrey K. MacKie-Mason, "Price Discrimination and Patent Policy," *RAND Journal of Economics*, vol. 19, no. 2, Summer 1988: 253-65. Reprinted in *Mathematical Models in Economics*, M.O.L. Bacharach, M.A.H. Dempster, J.L. Enos, eds. Oxford: Oxford University Press, 1989.

Hausman, Jerry A. and Jeffrey K. MacKie-Mason, "Innovation and International Trade Policy: Some Lessons from the U.S.," *Oxford Review of Economic Policy*, vol. 4, no. 4, Winter 1988: 56-72.

MacKie-Mason, Jeffrey K., "Taxes and Investment with Dynamic and Asymmetric Uncertainty," in *Proceedings of the National Tax Association*, Tax Institute of America, 1987: 158-70.

MacKie-Mason, Jeffrey K. and Robert S. Pindyck, "Cartel Theory and Cartel Experience in International Minerals Markets," in *Energy: Markets and Regulation*, Richard L. Gordon, Henry D. Jacoby and Martin B. Zimmerman, eds. Cambridge: MIT Press, 1987: 187-214.

### **Working Papers and Work in Progress**

L. Jian and J. K. MacKie-Mason. Why leave Wikipedia? In iConference, UCLA, February 2008. Extended abstract and poster.

R. Wash and J. K. MacKie-Mason. Incentive design for home computer security. In iConference, UCLA, 2008. Extended abstract and poster.

Ben Chiao and Jeffrey K. MacKie-Mason (2006), "Using Uncensored Communication Channels to Divert Spam Traffic", 34th Research Conference on Communication, Information and Internet Policy (TPRC), 29 September – 1 October 2006.

Jeffrey K. MacKie-Mason, "What to do About Unilateral Refusals to License?" Paper submitted as testimony to 2002 FTC-DOJ Hearings on "Competition and Intellectual Property Law and Policy in the Knowledge-Based Economy," available at <http://www.ftc.gov/opp/intellect/detailsandparticipants.htm#May%201>.

Jeffrey K. MacKie-Mason, Christopher H. Brooks, Rajarshi Das, Jeffrey O. Kephart, Robert S. Gazzale and Edmund H. Durfee., "Information Bundling in a Dynamic Environment." Presented at International Conference of the Society for Computational Economics, June 2001, New Haven, CT.

Gazzale, Robert S. and Jeffrey K. MacKie-Mason, "System Design, User Cost and Electronic Usage of Journals". Presented at the Conference on Economics and Usage of Digital Library Collections, Ann Arbor, MI, 23-24 March 2000. Presented at the 28th Annual Telecom Policy Research Conference, Alexandria, VA, 23-25 September 2000.

Fay, Scott and Jeffrey K. MacKie-Mason, "Competition Between Firms that Bundle." *Proceedings of the 27th Annual Telecommunications Policy Research Conference*, Alexandria, VA, August 1999.

Chan, Yee Man, Jonathan Womer, Jeffrey K. MacKie-Mason and Sugih Jamin, "One Size Doesn't Fit All: Improving Network QoS Through Preference-driven Web Caching." Presented at Second Berlin Internet Economics Workshop, May 28-29, 1999. *Proceedings of the 27th Annual Telecommunications Policy Research Conference*, Alexandria, VA, August 1999. In submission to *Netnomics: Economic Research and Electronic Networking*.

Kelly, Terence P., Sugih Jamin and Jeffrey K. MacKie-Mason, "Variable QoS from Shared Web Caches: User-Centered Design and Value-Sensitive Replacement." Draft, June 1999.

MacKie-Mason, Jeffrey K. and Juan Riveros, "Exploring the Bundling Design Space: Generalized Subscriptions."

MacKie-Mason, Jeffrey K., "A Smart Market for Resource Reservation in a Multiple Quality of Service Information Network." Draft, September 1997.

MacKie-Mason, Jeffrey K. and Hal R. Varian, "Distributed Accounting." Draft, August 1994.

Varian, Hal R. and Jeffrey K. MacKie-Mason, "Generalized Vickrey Auctions." Draft, July 1994.

MacKie-Mason, Jeffrey K., "A Spatial Smart Market for Wholesale Electricity Exchanges." Working paper, California Energy Institute, University of California at Berkeley. Draft, June 1994.

Gordon, Roger H., Joosung Jun and Jeffrey K. MacKie-Mason, "Multi-Country Taxation and the Financing of Multinational Corporation Investment." Presented at the NBER Summer Institute Workshop on International Taxation, August 1993.

Lawson, Donna and Jeffrey K. MacKie-Mason, "Local Telephone Calling Demand When Customers Face Optional and Nonlinear Price Schedules." Draft, September 1991.

MacKie-Mason, Jeffrey K. and Jack Mintz, "Taxation and Uncertainty When Capital Takes Time to Build." Draft, December 1991.

MacKie-Mason, Jeffrey K., "Sequential Investment Decisions with Asymmetric Learning." University of Michigan Working Paper, March 1987.

### **Journal Referee**

ACM Transactions on Internet Technology  
American Economic Review  
The B.E. Journals in Theoretical Economics  
Canadian Journal of Economics  
Canadian Social Science Research Council  
Cambridge University Press  
The Economic Journal  
Economic Education  
Economics Letters  
Electronic Commerce Research  
Financial Management  
IEEE/ACM  
IEEE Transactions on Networking  
Information Economics and Policy  
International Journal of Applied Intelligence  
International Journal of Industrial Organization  
International Tax and Public Finance  
Journal of Business  
Journal of Econometrics  
Journal of Economic Behavior and Organization

Journal of Economic Dynamics and Control  
Journal of Economics  
Journal of Economics and Business  
Journal of Economics and Management Strategy  
Journal of Electronic Publication  
Journal of Finance  
Journal of Financial and Quantitative Analysis  
Journal of Industrial Economics  
Journal of Law and Economics  
Journal of Money, Credit and Banking  
Journal of Political Economy  
Journal of Public Economics  
MIT Press  
National Science Foundation  
National Tax Journal  
Netnomics: Economic research and Electronic Networking  
Parallel Computing  
Quarterly Journal of Business and Economics  
RAND Journal of Economics  
Review of Economic Studies  
Review of Economics and Statistics  
Review of Financial Economics  
Review of Industrial Organization  
Scandinavian Journal of Economics  
Telecommunications Systems  
University of Michigan Press

### **Ongoing Consulting & Testifying**

Undisclosed consumer packaged goods company, 2017-present  
Antitrust litigation (damages, for plaintiffs)

Valassis Communication v. News America, 2016-present  
Antitrust litigation (liability, for plaintiffs)

Undisclosed coffee brewer company, 2016-present  
Antitrust litigation (liability, for plaintiffs)

### **Past Consulting & Testifying**

Dial Corporation et al. vs. News Corporation, 2013-2016  
Antitrust litigation (liability and class certification, for plaintiffs)

GO Computer vs. Microsoft, 2007-2015  
Antitrust litigation (liability, for plaintiff)

Dealer Computer Services, Inc., 2013-2014  
Defendant in antitrust litigation brought by Gallagher Ford-Lincoln-Mercury Inc.

Desotech v. 3D Systems, 2009-2014  
Antitrust litigation (liability, for plaintiff)

Undisclosed financial services company, 2008-2013  
Antitrust litigation (liability, for defendant in two litigations brought by named plaintiffs, and by a class, respectively)

Pecover et al. vs. Electronic Arts, 2008-2012  
Antitrust litigation (liability, for plaintiffs).

Datel v. Microsoft, 2009-2012  
Antitrust litigation (liability, for plaintiff)

Nationwide et al., 2008-2010  
Antitrust litigation (liability, for plaintiffs, vs. Eaton)

Valassis Communication, 2006-2010  
Plaintiff in antitrust and tortious interference litigation against News America Corp (liability)

Masimo Corp., 2006-2008  
Plaintiff in antitrust litigation against Tyco Healthcare (damages)

Cumberland Truck, Diamond International, et al., 2006-2008  
Plaintiff in antitrust litigation against Detroit Diesel, Inc. (liability)

Katun Corp., 2005-2007  
Plaintiff in antitrust litigation against Ricoh

Hewlett-Packard, 2005-2007  
Antitrust consulting

Hope Land Corp., 2006-2007  
Plaintiff in contract and trespass litigation against Pan Gas Storage and Panhandle Eastern Pipeline

Candace Bettendorf et al., 2005-2007  
Antitrust litigation against Microsoft on behalf of Wisconsin consumers

Joe Comes et al. v. Microsoft, 2002-2007  
Antitrust litigation against Microsoft on behalf of Iowa consumers

Dealer Computer Services, Inc., 2006  
Defendant in antitrust litigation brought by Wiegand, Inc.

Dealer Computer Services, Inc., 2004-2006  
Defendant in antitrust litigation brought by Larry McLeod Ford-Lincoln Mercury et al.

Dealer Computer Services, Inc., 2004-2006  
Defendant in antitrust litigation brought by VanDyck Motors

Qwest Communications, 2005  
Antitrust consulting re: MCI-Verizon and ATT-SBC mergers

Northwest Airlines, 2005-2006  
Antitrust litigation against Sabre

Office Depot, 2004-2005  
Defendant in contract termination litigation brought by The Service Source, Inc.

Confidential engagement, 2004-2005  
Copier industry

Dealer Computer Services, Inc., 2004-2005  
Defendant in antitrust litigation brought by Ray Fladeboe Lincoln Mercury

General Plastics, 2005-2006  
Plaintiff in antitrust litigation against Ricoh

Compuware, 2002-2005  
Antitrust litigation against IBM

In re: Microsoft Corporation Massachusetts Consumer Protection Litigation, 2002-2004  
Antitrust litigation against Microsoft on behalf of Massachusetts consumers

Daniel Gordon et al. v. Microsoft, 2002-2005  
Antitrust litigation against Microsoft on behalf of Minnesota consumers

Covad, 2001-2004  
Antitrust litigation against Verizon (Bell Atlantic)

Advanced Micro Devices (AMD), 2000-2004  
Litigation consulting

Microtune, 2003-2004  
Patent and antitrust litigation against Broadcomm

Lingo et al., 1999-2003  
California consumer antitrust litigation against Microsoft

AOL Time Warner, 2001-2002  
Regulatory analysis and consulting

Mason et al., 2001-2002  
Antitrust litigation against Motorola

Gravity et al., 1999-2003  
Antitrust litigation against Microsoft

HPS, Inc., *et al.*, 1996-2002  
Private plaintiff and class action antitrust litigation concerning Caller ID; plaintiff vs. AT&T

Intergraph, 1998-2002  
Antitrust and patent litigation against Intel

SBC, 2000  
Strategic consulting

Biotechnology Developer (confidential engagement), 1998-2001  
Biotechnology patent and antitrust litigation

Capp et al., 2001-2002  
Antitrust litigation against Microsoft

Glynn-Brunswick Memorial Hospital et al., 2000  
Damages for antitrust litigation against General Electric



Cable & Wireless Optus (Australia), 2000  
Regulatory proceeding against Telstra (Internet service provider (ISP) merger); telecom and Internet regulatory restructuring

Henrico County, Virginia, 2000  
Cable open access litigation, defendant against AT&T

City and County of San Francisco, 1999  
Antitrust litigation against Hearst Newspapers

America OnLine, Inc., 1998-1999  
Cable modem access proceedings and universal service proceedings before the FCC

GTE, 1997-1999  
Internet content and services antitrust litigation

Creative Copier Services, Inc., 1996-2000  
high-volume copier antitrust litigation; plaintiff vs. Xerox

Disc Manufacturing, Inc., 1996-1999  
Disc manufacturing antitrust and patent litigation; plaintiff vs. Pioneer Electronics

Borg-Warner, Inc., 1998  
Antitrust litigation against United Technologies, Inc.

Alfred Stephenson et al. (residential phone customer class), 1998  
Class action antitrust litigation against Bell Atlantic

Nationwide *et al.*, 1996-98  
High-volume copier antitrust litigation; plaintiff vs. Kodak

Acquisition Specialists, Inc., 1995-97  
High-volume copier antitrust litigation; plaintiff vs. Xerox

Telcom Technical Services, Inc., *et al.*, 1995-97  
Telecommunications equipment maintenance litigation; plaintiff vs. Rolm Company

America OnLine, 1995  
Antitrust consulting

AT&T, 1995  
Antitrust consulting

Sun Microsystems, 1995  
Antitrust consulting

Electronic Data Systems, Inc. (EDS), 1994-95  
Computer services antitrust litigation; defendant

Image Tech Services (ITS) *et al.*, 1994-98  
High-volume copier and micrographics antitrust litigation; plaintiff vs. Kodak

Independent Service Network International, 1994-96  
Antitrust consulting in re: IBM motion to lift the 1956 Consent Decree

Bell Atlantic Business Systems Services, 1994-96

Antitrust consulting

Southeastern Express, Inc., 1994

Computer maintenance antitrust and litigation; plaintiff

Micro Rim Corporation, 1993-97

Replacement urethane bumper antitrust litigation; plaintiff vs. The Colonel's

Datasat Company, Inc., 1992-94

Computer maintenance antitrust and intellectual property litigation; plaintiff vs. Unisys

St. John's Hospital, 1992-93

Hospital monopolization litigation; defendant vs. private plaintiff

Comm-Tract, Inc., 1991-97

Telecommunications switching equipment antitrust litigation; plaintiff vs. Northern Telecom

Systemcare, Inc., 1991-93

Computer maintenance antitrust and intellectual property litigation; plaintiff vs. Wang

Grumman Systems Support Corporation, 1990-94

Computer maintenance antitrust and intellectual property litigation; plaintiff vs. Data General

Virtual Maintenance, Inc., 1989-94

Computer maintenance antitrust litigation; plaintiff vs. Prime Computer

Intel, 1988

Semiconductor patent protection and antitrust proceedings; plaintiff vs. Hyundai

Special consultant to National Economic Research Associates, 1984-89

Antitrust and patent economics. Projects included: Pacific Telesis, 1986, cellular radio licensing and merger proceedings; Bristol-Myers, 1986, antitrust proceedings

du Pont, 1984-85

Aramid fiber patent protection and antitrust proceedings; plaintiff vs. Akzo NV

### **Conference and Workshop Presentations**

"Can we afford to go Gold? (Can we afford not to?)". OA2020 Conference, Freie Universitet and Max Planck Institute, Berlin, Germany, 21 March 2017

"Bringing Together People, Information and Technology: Connected Learning", Charting the Library's Future Symposium, UC Santa Cruz, 31 May 2017.

"Can we afford not to go Gold?" Open Access Innovations (OAI-10), CERN and University of Geneva, Geneva, Switzerland, 22 June 2017.

"Information Pollution and How to Fight It", Berkeley Communicators Conference, 13 June 2017.

"Separating fact from fantasy: Is fake news undermining the truth?" School of Journalism, University of California – Berkeley, 19 January 2017.

"Fake news and information literacy", KALW (San Francisco public radio, panel program), 6 February 2017.

"Integrating 21st century information fluency education with the emerging undergraduate Berkeley Curriculum", Pacific Rim Research Library Alliance, 4-7 December 2016, University of Melbourne, Australia.

"Future of Digital Libraries", Library Leaders Forum at the Internet Archive, 27 October 2016.

"Wasn't Digitization Supposed to be Easy? And good for us?", Berkeley Breakfast Club, 8 July 2016

"Wasn't Digitization Supposed to be Easy? And good for us?", Keynote Address, American Theological Libraries Association Annual Conference, Long Beach, California, Berkeley, 18 June 2016.

"Wasn't Digitization Supposed to be Easy? And good for us?", Information Access Seminar, School of Information, UC Berkeley, 15 April 2016.

"Some Economics of Universal Access and Open Access", ACRL Workshop on Scholarly Communications, UC Berkeley, 24 March 2016.

"Future of Open Science and Publishing", Berkely Institute for Data Science Symposium, 2 Nov 2015.

"Do Universities Need Libraries? Isn't Google Free?" Berkeley Foundation Board Meeting, 9 Oct 2015.

"Can We Afford Privacy from Surveillance?" Dean's Seminar, School of Information, University of California, Berkeley, 23 Sept 2015.

"No More Privacy?" University of Michigan Alumni Society, Camp Michigania, 25 June 2015.

"Are You Scared Yet? Cybersecurity," University of Michigan Alumni Society, Camp Michigania, 22 June 2015.

"Security and Privacy Issues of Social Media," Osher Lifelong Learning Institute, Ann Arbor, MI, 12 March 2015.

"Can We Afford Privacy from Surveillance?" Computer Science Department, Shanghai Jiaotong University, Shanghai, 20 December 2014.

"Can We Afford Privacy from Surveillance?" Forum on Network Economics, Shanghai University of Finance and Economics, 20 December 2014.

"Can We Afford Privacy from Surveillance?" College of Computer Science, Fudan University, Shanghai, 19 December 2014.

"Can We Afford Privacy from Surveillance?" Baidu Inc., Institute of Deep Learning, Beijing, 17 December 2014.

"Can We Afford Privacy from Surveillance?" Department of Electrical Engineering and Computer Science, Tsinghua University, Beijing, 16 December 2014.

"Can We Afford Privacy from Surveillance?" Guanghua School of Management, Peking University,

Beijing, 15 December 2014.

"Can we afford personal privacy?" Economic Dinner Group, Ann Arbor, MI, 13 January 2014.

"Can we afford personal privacy?" Informatics Colloquium, Bren School of Information and Computer Sciences, UC Irvine, 6 December 2013.

"Leadership in the Internet Age," graduation speech to University of Michigan Business and Finance Leadership Academy, 7 November 2012.

"The Second Gutenberg Revolution," University of Michigan School of Information, Convocation, September 2012.

"Do Social Media Matter?" University of Michigan Classes Without Quizzes, Homecoming, October 2011.

"Communicating, not presenting," Skills Enrichment Workshop for School of Information students, 11 October 2011.

"The vanishing line between public and private," Michigan Seminars, Naples, Florida, 9 Feb 2011.

"All space will be public space," Future of Technology Conference, Taubman College of Architecture and Urban Planning, 24-25 Sept 2010.

"Social media and teaching / learning in higher education," presentation to University of Michigan Executive Officers, 28 Sept 2010.

"Communicating, not presenting," Skills Enrichment Workshop for School of Information students, 28 Sept 2010.

"Understanding, explaining and designing the information revolution," presentation to Michigan Economic Society and Dept of Psychology undergraduates, 1 Oct 2010.

"Social media and teaching / learning in higher education," presentation to University of Michigan Regents, 14 Oct 2010.

"Understanding, explaining, designing the information revolution," presentation to University of Chicago Careers in Science and Technology, 22 Oct 2010.

"Understanding, explaining, designing the information revolution," presentation to University of Michigan Informatics career workshop, 30 Nov 2010.

"Economic Design for Social Computing," Invited Keynote Lecture, 8th ZEW Conference on the Economics of Information and Communication Technologies, Mannheim, Germany, 2-3 July 2010.

"Economic Design for Social Computing: Building a Better Facebook, Flickr, Wikipedia...." Michigan Economic Society, University of Michigan, 29 Jan 2010.

"Who is doing the work?" Cornell Workshop on Computation and Economics, 3 September 2009.

"Motivating user-contribution: Non-monetary exclusion," OPIM Research Seminar, Wharton School of Business, University of Pennsylvania, 14 April 2009.

"Getting the Good Stuff In, Keeping the Bad Stuff Out: Incentives and User-contributed Content," Behavioral Research Seminar, University of Texas at Dallas, 22 September 2008.

"Getting the Good Stuff In, Keeping the Bad Stuff Out: Incentives and User-contributed Content," STIET Research Seminar, Ann Arbor, MI, 27 March 2008.

"A Big Thinkers Event: Getting the Good Stuff In, Keeping the Bad Stuff Out - Incentives and User-contributed Content," Yahoo! Research, Santa Clara, CA, 12 March 2008.

"Tom Sawyer production on the Internet: Getting the Good Stuff In, Keeping the Bad Stuff Out," UM Law School, Seminar on Intellectual Property, 5 Dec 2007.

"Keeping the bad stuff out: structuring incentives for user behavior," Dagstuhl International Research Center (Germany), Computational Social Systems and the Internet, 1-6 July 2007.

"Incentive-Centered Design for Information Security," Ford Motor Co. Security & Controls Community of Practice, Dearborn, MI, 28 June 2007.

"Incentive-Centered Design for Information Security," DIMACS Workshop on Information Security Economics, Rutgers University, NJ, 18-19 January 2007.

"Incentive-Centered Design for Internet Information Services," Association Lecture (invited plenary), Southern Economic Association, 20 November 2006.

"Generalized Reciprocity in Peer-to-Peer Networks," Heinz School, Carnegie-Mellon University, 22 September 2006.

"Generalized Reciprocity in Peer-to-Peer Networks," Workshop on the Economics of Networked Systems (NetEcon), 11 June 2006.

"Incentive-Centered Design for Information and Communication Systems," NSF IGERT Conference, Arlington, VA, 14-16 May 2006.

"Why Roll Back Facilities-Based Competition and Mandatory Unbundling at the Same Time?" TPRC Conference, George Mason University, 23-25 September 2005.

"Self-Confirming Price Prediction for Bidding in Simultaneous Ascending Auctions," May 2005, Microeconomics Seminar, INSEAD, Fontainebleau, France.

"Self-Confirming Price Prediction Bidding in Simultaneous Ascending Auctions," January 2005, Seminar on Computing and Markets, Dagstuhl, Germany.

"An Empirical Game-Theoretic Methodology for Intractable Games," August 2004, Stanford Institute for Theoretical Economics.

"Automating Markets and Trading Agents," Conference on Agent-Based Computational Economics, May 2004, University of Michigan.

"Manipulating Interface Standards as an Anti-Competitive Strategy," May 2004, Northwestern University and Federal Reserve Bank of Chicago Conference on Standards and Public Policy.

"An Empirical Game-Theoretic Methodology for Intractable Games," April 2004, California Institute of Technology.

"Price Prediction Strategies for Market-Based Scheduling," June 2004, 14th International Conference on Automated Planning & Scheduling, British Columbia, Canada (presented by co-author).

"Price Prediction Strategies for Market-Based Scheduling," November 2003, STIET Research Seminar, University of Michigan.

University of Arizona Business School and Economics Department, "Improving Learning Performance by Applying Economic Knowledge", April 2003.

"What to Do About Refusals to Deal in Intellectual Property?" at the FTC-DOJ Hearings on "Competition and Intellectual Property Law and Policy in the Knowledge-Based Economy," 1 May 2002, Washington, D.C. Available online at <http://www.ftc.gov/opp/intellect/detailsandparticipants.htm#May%201>.

"Evaluating mechanism quality: An Evolutionary Games Approach," at the DIMACS Workshop on Computational Issues in Game Theory and Mechanism Design, Rutgers University, Piscataway, NJ, 31 October - 2 November 2001.

"Learning and Strategic Configuration for Information Goods," Electronic Markets Workshop, Robert H. Smith School of Business, University of Maryland, 15 February 2001.

"Auction Protocols for Decentralized Scheduling," Lucent Bell Laboratories, 6 February 2001.

"Internet Media: What are the Markets?" Allied Social Science Associations Annual Meetings, New Orleans, 5 January 2001.

"Endogenous Production Differentiation Under Uncertainty," Microeconomics Workshop, Department of Economics, Johns Hopkins University, November 2000.

"System Design, User Cost and Electronic Usage of Journals," Conference on Economics and Usage of Digital Library Collections, March 23-24, 2000, Ann Arbor, MI.

"Variable QoS From Shared Web Caches: User-Centered Design and Value-Sensitive Replacement," MIT Workshop on Internet Service Quality Economics, December 2-3, 1999, Cambridge, MA.

"Pricing and Bundling Electronic Information Goods: Experimental Evidence," 27th Annual Telecom Policy Research Conference, Alexandria, VA, September 1999.

"Competition Between Firms that Bundle Information Goods," 27th Annual Telecom Policy Research Conference, Alexandria, VA, September 1999.

"One Size Doesn't Fit All: Improving Network QoS Through Preference-Driven Web Caching," 27th Annual Telecom Policy Research Conference, Alexandria, VA, September 1999.

"Mechanisms, Institutions and Multi-Agent Systems," Northwestern/MEDS Workshop on Microeconomic Theory, Northwestern University, Evanston, Illinois, July 22-25, 1999.

"Competition Between Firms that Bundle," Invited presentation, U.S. Federal Trade Commission, Washington, DC, April 15, 1999.

"Bilateral Negotiation with Fees," Workshop on Automated Negotiation, IBM T. J. Watson Research Labs, Yorktown Heights, NY, March 18, 1999.

"Auction Protocols for Decentralized Scheduling," Computer Science Colloquium, Purdue University, March 1, 1999.

"Market-Biased Replacement Policies for QoS Web Caching," Invited presentation, Microsoft Research, Redmond, WA, February 25, 1999.

"Institutions and Multi-Agent Systems," Bell Atlantic Distinguished Lecture, Carnegie-Mellon University, Pittsburgh, PA, February 18, 1999.

"Economics in the Design of Computer-Assisted Auctions," invited paper at the IBM Conference on Trends and Research in Advanced E-Commerce, November 2-3, 1998, Ruschlikon, Switzerland.

"Multi-Agent Systems, Mechanism Design and Institutions," invited talk, First International Conference on Information and Computation Economies (ICE'98), Charleston, SC, October 25-27, 1998.

"Pricing, Bundling and Electronic Access to Information," Columbia University Business School, New York, NY, invited lecture, October 14, 1998.

"Economics of Electronic Access to Scholarly Journals," American Libraries Association, Workshop on PEAK, Washington, DC, June 28, 1998.

"Mechanism Designs for Distributed Network Scheduling," IBM T. J. Watson Research Labs lecture, Hawthorne, NY, June 18, 1998.

"Mechanism Designs for Distributed Network Scheduling," Microeconomics Seminar, University of Iowa, May 13, 1998.

"Cyberdoodling: Management in the Information Age," invited lecture at the Kellogg School of Management, Northwestern University, May 12, 1998.

"Network Architecture and Content Provision: An Economic Analysis," Columbia University Business School, New York, NY, May 4, 1998.

"Why Do Corporations Pay Too Much Tax?" Public Finance Seminar, University of Michigan, Ann Arbor, MI, April 20, 1998.

"Info Bundling: Exploring the Design Space," Conference on Electronic Markets and Economics 1998, Austin, TX, February 17, 1998.

"Mechanisms for Resource Allocation in Integrated Services Networks," Bell Labs, Murray Hill, NJ, November 21, 1997.

"A Smart Market for Resource Reservation in a Multiple QoS Network," 25th Annual Telecom Policy Research Conference, Alexandria, VA, September 28, 1997.

"Research and Policy Issues: Digital Libraries," Intellectual Property and Economics Workshop, Pisa, Italy, August 27-29, 1997.

"Why Do Some Corporations Pay More Tax Than Necessary?" NBER Summer Institute, Public Economics Workshop, Cambridge, MA, August 5, 1997.

"Allocating Bandwidth for Multiple Qualities of Service," IBM T.J. Watson Research Lab, Hawthorne, NY, June 23, 1997.

"Economic Issues For the Future Internet," Highlands Forum, Bell Labs, Murray Hill, NJ, April 28, 1997.

"Restricting and Leveraging Complementary Products After Kodak," ALI-ABA Conference, "Antitrust/Intellectual Property Claims in High Technology Markets," Boston, MA, April 24-25, 1997.

"Market-based Adaptive Architectures for Information Survivability," presented at Bell Labs, Holmdel, NJ, March 28, 1997.

"A Smart Market for Resource Reservation in a Multiple QoS Network," Columbia Workshop on Networking Games and Pricing, New York, NY, March 27, 1997.

"Economics of Distribution Restraints and Antitrust," Conference Board Conference on Antitrust, New York, NY, March 6, 1997.

"Pricing Electronic Access to Scholarly Journals: A Field Experiment," Conference on Economics of Digital Information and Intellectual Property, Harvard University, Boston, MA, January 23-25, 1997.

"Economic Issues of the Future Internet," North American Network Operators Group (NANOG), Ann Arbor, MI, October 24, 1996.

"PEAK: Pricing Electronic Access to Knowledge," PRIE Brownbag, Ann Arbor, MI, October 23, 1996.

"PEAK: Pricing Electronic Access to Knowledge," Conference on Electronic Subscriptions, Heemskerk, Netherlands, October 17, 1996.

"Aftermarket Antitrust and Intellectual Property Post-Kodak," American Bar Association Antitrust Section Annual Meetings, Orlando, FL, August 5, 1996.

"Layering and Leveraging: Making Sense of Telecom Market Structure," Federal Communications Commission, Washington, DC, July 17, 1996.

"Pricing Scholarly Information: Opportunities," Elsevier Conference on Scholarly Electronic Publishing, New York, NY, July 9, 1996.

"Digital Pricing: The University of Michigan Journals Pricing Experiment," Elsevier Conference on Scholarly Electronic Publishing, New York, NY, July 9, 1996.

"Research on Intellectual Property Economics," panel presentation, Digital Libraries Initiative Conference, School of Information, University of Michigan, Ann Arbor, MI, May 17, 1996.

"Information Economics," faculty education series, School of Information, University of Michigan, Ann Arbor, MI, April 19, 1996.

"Pricing in Information Networks," INFOCOM '96, San Francisco, March 28, 1996.

"The Role of Economics in Information Science," faculty seminar, School of Information, University of Michigan, Ann Arbor, MI, February 29, 1996.

"Network Architecture and Content Provision: An Economic Analysis," Allied Social Science Association Convention, San Francisco, CA, January 4-7, 1996.

"Pricing Congestible Resources," Allied Social Science Association Convention, San Francisco, CA, January 4-7, 1996.

"Network Architecture and Content Provision: An Economic Analysis," Microeconomics Workshop, Michigan State University, November 20, 1995.

"Network Architecture and Content Provision: An Economic Analysis," Telecommunications Policy Research Conference, Solomons, MD, September 30-October 2, 1995.

"A 'Smart' Spatial Market for Spot Electricity Exchanges," University of Michigan Business School, Ann Arbor, MI, April 14, 1995.

"Using Pricing for Efficiency in ATM Networks," 3rd International Telecommunications Systems Analysis and Design Conference, Vanderbilt University, Nashville, TN, March 17, 1995.

"Allocating Resources in Future Integrated Services Information Networks," MIT Workshop on Internet Economics, Cambridge, MA, March 10, 1995.



"Reserving Network Resources in Advance," Computer Science Department Seminar, Auburn University, February 1, 1995.

"The Economics of Future Integrated Services Information Networks," Auburn University lecture, January 31, 1995.

"Economic Attributes of High Technology Markets: Antitrust Issues," American Law Institute / American Bar Association Conference, San Francisco, CA, January 26-27, 1995.

"The Economics of Future Integrated Services Information Networks," University of Michigan Telecommunications Symposium, Ann Arbor, MI, December 9, 1994.

"The Economics of Future Integrated Services Information Networks," Conference on the Future of Mathematical Communication, Math Sciences Research Institute, University of California, Berkeley, CA, December 1-4, 1994.

"A 'Smart' Spatial Market for Spot Electricity Exchanges," Harvard University, Boston, MA, November 16, 1994.

"Information Goods and Networks: Economic Issues," FARNET Conference on Health Care and Information Networks, Washington, DC, November 10-11, 1994.

"Pricing Congestible Resources," Microeconomics Workshop, Western Michigan University, November 3, 1994.

"The Economics of Future Integrated Services Information Networks," EDUCOM '94, San Antonio, TX, October 31-November 2, 1994.

"Economic FAQs About the Internet," Time-Warner Conference on Interactive Multimedia in the Classroom, University of Michigan, Ann Arbor, MI, October 20-22, 1994.

"Economic Issues in Data and Integrated Telecommunications Networks," Forum on the Economics of Information Infrastructure, National Science Foundation, Washington, D.C., July 20, 1994.

"Antitrust Policy in Aftermarkets," US Department of Justice, Federal Trade Commission and American Bar Association Antitrust Conference, Washington, DC, May 25-26, 1994.

"Comment on 'Market Failure in the Small Group Market: Evidence from Medical Insurance,' by David Cutler," Transatlantic Public Economics Seminar, Turin, Italy, May 19-21, 1994.

"Exercising Market Power in Proprietary Aftermarkets," Industrial Organization Workshop, University of California, Berkeley, CA, April 26, 1994.

"The Importance of Income Shifting to the Design and Analysis of Tax Policy," International Taxation Policy Conference, Washington, DC, April 19, 1994.

"The Coming Integrated Services Information Networks," Micronet Workshop, University of California, Berkeley, CA, April 12, 1994.

"Information Networks and Public Policy," Graduate School of Public Policy Faculty Seminar, University of California, Berkeley, CA, April 8, 1994.

"Pricing the Internet to Manage Congestion," 2nd International Conference on Telecommunication Systems Modelling and Analysis, Vanderbilt University, Nashville, TN, March 27, 1994.

"A 'Smart' Spatial Market for Spot Electricity Exchanges," California Energy Institute, March 18, 1994.

"Controlling Internet Congestion and Other Economic Problems," UNIX SIG Forum, University of California, Berkeley, CA, March 7, 1994.

"Local Telephone Calling Demand When Customers Face Optional and Nonlinear Price Schedules," Econometrics Workshop, University of California, Berkeley, CA, March 3, 1994.

"Why is There Corporate Taxation in a Small Open Economy? The Role of Transfer Pricing and Income Shifting," Public Economics Workshop, University of California, Berkeley, CA, February 14, 1994.

"Why is There Corporate Taxation in a Small Open Economy? The Role of Transfer Pricing and Income Shifting," NBER Conference on International Taxation, Cambridge, MA, January 14, 1994.

"Why is There Corporate Taxation in a Small Open Economy? The Role of Transfer Pricing and Income Shifting," Economics Workshop, Copenhagen Business School, Copenhagen, Denmark, December 6, 1993.

"Why is There Corporate Taxation in a Small Open Economy? The Role of Transfer Pricing and Income Shifting," Public Economics Workshop, Uppsala University, Uppsala, Sweden, November 1993.

"Tax Distortions to the Choice of Organizational Form," Finance Workshop, Norwegian School of Management, Oslo, Norway, October 14, 1993.

"Why is There Corporate Taxation in a Small Open Economy? The Role of Transfer Pricing and Income Shifting," Faculty Research Seminar, Institute of Economics, University of Oslo, Norway, October 7, 1993.

"Tax Distortions to the Choice of Organizational Form," Business Economics Workshop, Norwegian School of Business and Economics, Bergen, Norway, September 27, 1993.

"Pricing the Internet," Harvard Conference on NREN Implementation, JFK School of Government, Harvard University, Boston, MA, May 1993.

"Local Telephone Calling Demand When Customers Face Optional and Nonlinear Price Schedules," 12th Annual Conference of the Advanced Workshop in Regulation and Public Utility Economics, Cape Cod, MA, May 1993.

"Tax Distortions to the Choice of Organizational Form," NBER Public Economics Meetings, April 14-15, 1993.

"Multi-national Taxes and the Financing of Foreign Direct Investment," Nordic Council Conference on International Taxation, Reykjavik, Iceland, April 1-4, 1993.

"Some Economics of the Internet," 10th Michigan Public Utilities Conference, University of Western Michigan, March 25-27, 1993.

"Exercising Market Power in Proprietary Aftermarkets," Business Economics Seminar, University of Michigan Business School, Ann Arbor, MI, March 5, 1993.

"The Excess Burden from Different Taxation of Corporate and Noncorporate Businesses," University of Michigan Public Finance Seminar, Ann Arbor, MI, December 14, 1992.

"Taxes and the Choice of Organizational Form," NBER Finance Program Meetings, December 11, 1992.

"The Economics of Customer Lock-in and Market Power in Services," Conference on the Service Industry, Wharton Graduate School of Management, University of Pennsylvania, Philadelphia, PA, October 20, 1992.

"The Excess Burden from Different Taxation of Corporate and Noncorporate Businesses," Michigan State University Microeconomics Seminar, May 11, 1992.

"The Excess Burden from Different Taxation of Corporate and Noncorporate Businesses," Northwestern University Microeconomics Seminar, May 3, 1992.

"Comment on 'Energy Tax Credits and Residential Conservation Investment', by Kevin Hassett and Gilbert Metcalf," NBER Public Economics Program Meetings, April 2-3, 1992.

"Taxes and the Choice of Organizational Form," University of Toronto Business Economics Workshop, Toronto, Canada, March 6, 1992.