



Alessandro Acquisti

Professor of Information Technology

"A recipient of the PET Award for Outstanding Research in Privacy Enhancing"

Alessandro Acquisti is a Professor of Information Technology and Public Policy at the Heinz College, Carnegie Mellon University. His research combines economics, decision research, and data mining to investigate the role of privacy in a digital society.

TOPICS:

- The Necessities of Privacy
- Privacy is an Illusion
- What will a Future Without Secrets Look Like?

LANGUAGES:

He presents in English.

PUBLICATIONS:

2007 Digital Privacy: Theory, Technologies, and Practices

IN DETAIL:

Alessandro's studies have spearheaded the economic analysis of privacy, the application of behavioural economics to the understanding of consumer privacy valuations and decision-making, and the investigation of privacy and personal disclosures in online social networks. He has been published in journals across several disciplines (including *Science*, *Journal of Economic Literature*, *Proceedings of the National Academy of Science*, *Management Science*, *Journal of Consumer Research*, *Journal of Marketing Research*, *Marketing Science*), as well as edited books, conference proceedings, and numerous keynotes. He is the director of the Peex (Privacy Economics Experiments) lab at CMU and the co-director of CMU CBDR (Center for Behavioral and Decision Research).

WHAT HE OFFERS YOU:

Alessandro Acquisti's talks focus on the importance and economics of privacy in the digital age as the line between public and private has blurred both online and in real life. Alessandro is here to explain what this means and why it matters in his thought-provoking talks.

HOW HE PRESENTS:

Alessandro shares with audiences what motivates people to put their personal information online, and the value of privacy in this information age.