



**Institut d'Economie Industrielle
Institute for Advanced Study in Toulouse**

**Joint Workshop
The Psychology and Economics of Scarce Attention
22/23 September 2011**

Draft Program as at 20 September 2011

Outline program:

Thursday 22nd September

12.00-13.00 Buffet lunch

13.00-19.00 Pre-Workshop Session

20.30 Speakers Dinner

Friday 23rd September

8.45 Introduction and welcome

9.00-10.30 Session 1: Awareness and attention

11.00-12.30 Session 2: The conscious allocation of attention

12.30-13.30 Buffet lunch

13.30-15.00 Session 3: Attention, advertising and the internet

15.15-16.45 Session 4: Attention and firms

17.00-19.00 Session 5: Wrap-up

20.00 Museum visit and dinner

Detailed program:

Thursday 22nd September

13.00-19.00 Pre-Workshop Session

(speakers 30 minutes, discussants 5 minutes, floor 5 minutes)

13.00-15.00: Session 1

Chair: Patrick Rey

Drazen Prelec (MIT):

“Self-resemblance modulates amygdala activation and trust in a high-stakes online investment task”

Discussant: Astrid Hopfensitz (TSE)

Sven Seuken (University of Zurich):

“Market user Interface Design”

Discussant: Karine van der Straeten (TSE)

Kevin O'Regan (Institut Paris Descartes):

“The hard problem of phenomenal consciousness”

Discussant: Paul Seabright (TSE)

15.00-15.20: Coffee

15.20-17.20: Session 2

Chair: Jean Tirole

Anna Dreber-Almenberg (SIFR, Stockholm):

“Risk-taking and the DRD4 dopamine receptor gene”

Discussant: Drazen Prelec (MIT)

Daniella Laureiro Martinez (ETH-Zurich):

“The Innovative Brain”

Discussant: David Reiley (Yahoo)

Christopher Chabris (Union College):

“A Collective Intelligence Factor in the Performance of Human Groups”

Discussant: Philipp Kircher (London School of Economics)

17.20-17.40: Coffee

17.40-19.00: Session 3

Chair: Patrick Bolton

Anja Lambrecht (London Business School):

“When Talk is Free: The effect of Tariff Structure on Usage under 2- and 3-part Tariffs”

Discussant: Doh-Shin Jeon (TSE)

André de Palma (ENS-Cachan):

“Competition for Attention in the Information (Overload) Age”

Discussant: Bruno Jullien (TSE)

20.30: Speakers’ Dinner (7 Place St. Sernin)

**Friday 23rd September: Workshop on Scarce Attention
(speakers 20 minutes, discussants 5 minutes, floor 5 minutes)**

8.45: Introduction and Welcome

Session 1: Awareness and Attention (Chair: Jean Tirole)

9.00-9.30: The limits to conscious awareness

Speaker: Kevin O'Regan (Institut Paris Descartes)

Discussant: Anna Dreber-Almenberg (SIFR, Stockholm)

9.30-10.00: Voluntary factors affecting the control of attention

Speaker: Kia Nobre (University of Oxford)

Discussant: Patrick Bolton (Columbia and TSE)

10.00-10.30: Involuntary factors affecting the control of attention

Speaker: Geraint Rees (Institute of Cognitive Neuroscience, University College, London)

Discussant: Jean-François Bonnefon (Université de Toulouse Le Mirail)

10.30: Coffee

Session 2: The conscious allocation of attention (Chair: Patrick Rey)

11.00-11.30: Can conscious subjects learn to resist unconscious manipulation?

Speaker: Christopher Chabris (Union College)

Discussant: Jean Tirole (TSE)

11.30-12.00: What do we mean by the scarcity of cognitive resources?

Speaker: Martin Eimer (Birkbeck College, London)

Discussant: Ailsa Roell (Columbia and TSE)

12.00-12.30 The economics of information congestion

Speaker: Simon Anderson (University of Virginia)

Discussant: Franck Portier (TSE)

12.30 – 13.30 Buffet Lunch

Session 3: Attention, advertising and the internet (Chair: Patrick Bolton)

13.30-14.00: Internet search

Speaker: Hal Varian (Google)

Discussant: Geraint Rees (Institute of Cognitive Neuroscience, University College, London)

14.00-14.30: When does retargeting work? Timing information specificity

Speaker: Anja Lambrecht (London Business School)

Discussant: Sven Seuken (University of Zurich)

14.30-15.00: Measuring the effects of online advertising

Speaker: David Reiley (Yahoo)

Discussant: Michèle Belot (Oxford University)

15.00 Coffee

Session 4: Attention and firms (Chair: Paul Seabright)

15.15-15.45: Email and communication inside firms

Speaker: Marshall van Alstyne (MIT)

Discussant: James Hammitt (Harvard University and TSE)

15.45-16.15: Using impact factors to measure the importance of individuals to organizations

Speaker: Ignacio Palacios-Huerta (London School of Economics)

Discussant: Gilles St. Paul (TSE)

16.15-16.45: Cognitive costs and firm organization

Speaker: Luis Garicano (London School of Economics)

Discussant: Denis Hilton (Université de Toulouse Le Mirail)

16.45 Coffee

Session 5: Wrap-Up

17.00-17.30: Attention and networks:

Speaker: Sanjeev Goyal (University of Cambridge)

Discussant: Patrick Rey (TSE)

17.30-18.00: Is the internet changing the influence of scientific findings on public policy?

Speaker: Tyler Cowen (George Mason University)

Discussant: Roland Bénabou (Princeton)

18.00-19.00 Closing panel and general discussion:

Patrick Bolton (Columbia and TSE)

Tyler Cowen (George Mason University)

Cecilia Heyes (Oxford University)

Paul Seabright (TSE)

20.00: Museum visit (Fondation Bemberg) and dinner