



The Coase-Sandor Institute for Law and Economics is hosting a series of advanced lectures in Law and Economics, featuring the cutting-edge work of its faculty. The Fall 2020 Global Lectures Series will take place over five dates, September 10–24. All lectures are open to any interested party.



### “Dark Patterns”: Online Manipulation of Consumers

**Lior J. Strahilevitz**  
Moderated by Xin Dai, Peking University Law School

THURSDAY, SEPTEMBER 10, 2020

Firms exploit consumers’ cognitive biases to manipulate them into buying goods or services they do not want. Professor Strahilevitz will describe the use of a particular strategy—“Dark Patterns,” present his new experimental research on their troubling effectiveness, and assess the role of market forces and legal regulation in constraining their use.



### Innovation During Pandemics: Patents, Prizes, and More

**Daniel Hemel**  
Moderated by Haitian Lu, Hong Kong Polytechnic University

MONDAY, SEPTEMBER 14, 2020

The Covid-19 crisis added new urgency to an old debate: patents versus prizes as mechanisms for innovation. It also cast light on other innovation policies, including public-private partnerships and drug-development tax credits. Professor Hemel will evaluate innovation incentives in a pandemic, within a framework informed by economics, political science, and distributive justice.



### Coordinating Behavior Through Law and Norms: Covid-19, Climate Change, and Beyond

**Lee Fennell**  
Moderated by Ruoying Chen, Peking University

THURSDAY, SEPTEMBER 17, 2020

Tackling large, volatile problems like Covid-19 and climate change requires coordinating many small, interacting decisions. In this talk, Professor Fennell discusses how law and norms might be leveraged to assemble the cooperation necessary to avoid catastrophic outcomes and pursue desirable ones.



### Personalized Law

**Omri Ben-Shahar**  
Moderated by Florence G’Sell, Université de Lorraine

MONDAY, SEPTEMBER 21, 2020

Personalized Law—rules that vary person by person—may be a profound revolution in law’s future. A legal norm aimed for the “reasonable person” could be replaced by a multitude of rules—each actor with their own “reasonable you” standard. Weaker consumers would receive stronger protections; borrowers would be entitled to personalized loan disclosures, and default rules would vary across people. In this lecture, Professor Ben-Shahar discusses his forthcoming book, *Different Rules for Different People*.



### The Scope of Normative Law and Economics

**Eric A. Posner**  
Moderated by Fernando Gomez, Pompeu Fabra University

THURSDAY, SEPTEMBER 24, 2020

Normative law and economics remains controversial decades after its emergence, despite its successes in legal scholarship. Many of its proponents have exaggerated its value for policy while discounting other methods. Professor Posner examines the premises of normative law and economics and explains when such work is more successful. He argues that even the more successful research can be properly put to use only if additional factors are reintroduced into analysis prior to application.



**All lectures start at 7:30 am US-Central (CDT) time.**  
Lectures are 60 minutes long, with some time for Q&A.

Lectures will be delivered via Zoom.

For registration and to receive the Zoom link, please go to  
[https://uchicago.zoom.us/meeting/register/LJ0sdeGurDooHNU\\_m-EjNRCQqPWgAxI9nrPE](https://uchicago.zoom.us/meeting/register/LJ0sdeGurDooHNU_m-EjNRCQqPWgAxI9nrPE)  
or email Norma R de Yagcier at  
[ndeyagci@uchicago.edu](mailto:ndeyagci@uchicago.edu).

Registration is not required for attendance, only for active participation in Q&A.