

## **Cristobal Cheyre Forestier**

Department of Information Science

Cornell Ann S. Bowers College of Computing and Information Science

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### **EMPLOYMENT**

#### **Assistant Professor, Information Science**

Cornell University, Department of Information Science

Ithaca, NY  
2019-current

#### **Postdoctoral Research Fellow, Information Systems and Management**

Carnegie Mellon University, Heinz College

Pittsburgh, PA  
2016-2019

#### **Executive Director – New Engineering for 2030**

Pontificia Universidad Católica de Chile, School of Engineering

Santiago, Chile  
2014-2016

#### **Research Scientist, Program in Engineering and Technology Innovation Management**

Carnegie Mellon University, Department of Engineering and Public Policy

Pittsburgh, PA  
2013-2014

#### **Universidad de Los Andes, School of Engineering**

Instructor

Santiago, Chile  
2005-2008

### **EDUCATION AND TRAINING**

#### **Ph.D. Engineering and Public Policy**

Carnegie Mellon University

Pittsburgh, PA  
2013

#### **M.Sc. Engineering. Concentration in Engineering Economic Systems**

Pontificia Universidad Católica de Chile

Santiago, Chile  
2005

#### **Industrial Engineer and Diploma in Electrical Engineering**

Pontificia Universidad Católica de Chile

Santiago, Chile  
2005

### **PUBLICATIONS**

#### **Peer Reviewed Publications/Conference Proceedings**

Lefrere, Vincent, Logan Warberg, Cristobal Cheyre, Veronica Marotta and Alessandro Acquisti,  
“The Impact of the GDPR on Content Providers.” *Accepted Management Science*

Moradi, Pegah, Karen Levy, and Cristobal Cheyre. "Pseudo-Automation: How Labor-Offsetting  
Technologies Reconfigure Roles and Relationships in Frontline Retail Work." *Accepted CSCW*

Guridi, Jose, Cristobal Cheyre, and Qian Yang. “Thoughtful Adoption of NLP for Public  
Participation Processes: Navigating the Differences between Politicians and Policymakers” *Accepted  
CSCW*

Guridi, Jose A., Cristobal Cheyre, Maria Goula, Duarte Santo, Lee Humphreys, Aishwarya Shankar, and Achilleas Souras. "Image Generative AI to Design Public Spaces: a Reflection of how AI Could Improve Co-Design of Public Parks." *Digital Government: Research and Practice* (2024).

Warberg, Logan, Vincent Lefrere, Cristobal Cheyre, and Alessandro Acquisti. "Trends in Privacy Dialog Design after the GDPR: The Impact of Industry and Government Actions." In *Proceedings of the 22nd Workshop on Privacy in the Electronic Society*, pp. 107-121. 2023.

Hasan, Rakibul, Cristobal Cheyre, Yong-Yeol Ahn, Roberto Hoyle, and Apu Kapadia. "The impact of viral posts on visibility and behavior of professionals: a longitudinal study of scientists on Twitter." In *Proceedings of the International AAAI Conference on Web and Social Media*, vol. 16, pp. 323-334. 2022.

Cheyre, Cristobal, Steven Klepper, and Francisco Veloso. "Spinoffs and the mobility of US merchant semiconductor inventors." *Management Science* 61, no. 3 (2015): 487-506.

Cheyre, Cristobal, Jon Kowalski, and Francisco M Veloso. "Spinoffs and the ascension of Silicon Valley." *Industrial and Corporate Change* 24, no. 4 (2015): 837-858.

### Submitted Manuscripts

Cheyre, Cristobal, Benjamin Leyden, Sagar Baviskar and Alessandro Acquisti. "The Impact of the Apple Tracking Transparency Framework on the App Ecosystem" *CESifo Working Paper No. 10456 Major Revision – Management Science*

Presented at: 2023 INFORMS Marketing Science, 2022 Workshop of Information Systems and Economics, 2022 Research Roundtable on Regulating Privacy (Program on Economics and Privacy, George Mason University), 19<sup>th</sup> Symposium on Statistical Challenges in Electronic Commerce Research (2022).

Guridi, Jose A., Angel Hsing-Chi Hwang, Duarte Santo, Maria Goula, Cristobal Cheyre, Lee Humphreys, and Marco Rangel. "From Fake Perfects to Conversational Imperfects: Exploring Image-Generative AI as a Boundary Object for Participatory Design of Public Spaces." *Accepted w/ Minor Revision CSCW*

Cheyre, Cristobal, and Alessandro Acquisti. "Online intermediation in legacy industries: Evidence from the Adoption of Restaurant Reservation Platforms."

Presented at: StratML'21, 2021 Paris Conference on Digital Economics, 2018 Workshop of Information System and Economics, 2018 International Conference on Information Systems, Arizona State University, Carnegie Mellon University, the Copenhagen Business School, Cornell University, The University of Arkansas, The University of Minnesota, and Tilburg University.

Moradi, Pegah, Cristobal Cheyre, and Alessandro Acquisti. "Economic Grounds for Regulating Behavioral Ads"

Presented at: 2024 Next Generation of Antitrust, Data Privacy & Data Protection Scholars Conference, 2023 Privacy Law Scholar Conference

## Working Papers

Firullo, Critiana, and Cristobal Cheyre. “The Cursed Equilibrium of Algorithmic Traumatization”  
Presented at: 2024 Stanford Trust and Safety Conference

Moradi, Pegah, Karen Levy, and Cristobal Cheyre. “Eyes, Locks, Patterns: AI and Crime Control in the Retail Workplace”  
Presented at: 2024 Conference Artificial Intelligence and the Future of Work

Carter, Anthonia, and Cristobal Cheyre “Do #BlackLivesMatter on Kickstarter? Evaluating the Effectiveness of Nudges on Crowdfunding Performance”  
Presented at: 20<sup>th</sup> Symposium on Statistical Challenges in Electronic Commerce Research

Cheyre, Cristobal, Zijun Ding, Li Jiang, Florian Schaub, and Alessandro Acquisti. “The Effect of Ad-Blocking and Anti-Tracking on Consumer Behavior”  
Presented at: 2022 and 2021 Economics of Digital Services Research Symposium (Warren Center for Networks and Data Science, University of Pennsylvania), 2019 Privacy Law Scholar Conference.

Carter, Anthonia, Atishay Jain, Hoda Heidari, and Cristobal Cheyre. “How race and gender stereotypes impact crowdfunding outcomes”  
Presented at: 2023 Industry Studies Association Conference

Lin, Fengyang, Cristobal Cheyre, and Alessandro Acquisti. “The Welfare Effects of Ad-Blocking”  
*NET Institute Working Paper No. 23-05*  
Presented at: ASSA 2025 Annual Meeting, 2024 Workshop on the Economics of Information Security, 2023 Workshop of Information Systems and Economics, 2023 Conference on Digital Experimentation @ MIT, 2023 Symposium on Statistical Challenges on E-Commerce Research (Poster), 20<sup>th</sup> Symposium on Statistical Challenges in Electronic Commerce Research (2023)

Guridi, Jose, Julio Pertuze, and Cristobal Cheyre. “Building resilient technology policy through public participation: The case of the Chilean National AI Strategy”  
Presented at: 2023 Atlanta Conference on Science and Innovation Policy - Georgia Tech School of Public Policy.

## Book Chapters

Castro, Rodrigo and Cristobal Cheyre, 2006. Midiendo la desigualdad del ingreso y la movilidad de la pobreza en Chile (Measuring the inequality of the income distribution and the dynamics of poverty in Chile) in *La Nueva Realidad de la Pobreza en Chile (The New Reality of Poverty in Chile)*. Libertad y Desarrollo, Santiago, Chile.

## GRANTS/AWARDS

2024	Racial Equity in Technology Entrepreneurship (RETE) Workshop Seed Grant. Co-PI: Antonia Carter (\$10,000)
2024	Program on Economics & Privacy – George Mason University. Large-scale empirical research grant Co-PI: Alessandro Acquisti (\$15,000)

2024	ACCESS Discover project award. Co-PI: Alessandro Acquisti.
2023	Cornell Center for Social Sciences Seed Grant: How race and gender stereotypes impact crowdfunding outcomes. Co-PI: Anthonia Carter (\$7,000)
2023	NET Institute Summer Research Grant: The Welfare Effect of Ad Blocking. NET Institute, New York University. (\$3,000)
2023	NSF SaTC: CORE: Medium: Collaborative: Understanding the Impact of Privacy Interventions on the Online Publishing Ecosystem. (\$1,200,000) Co-PIs: Alessandro Acquisti (CMU), Cristian Borcea (NJIT) and Yi Chen (NJIT)).
2022	Program on Economics & Privacy – George Mason University (\$8,000)
2022	Cornell Migrations Initiative - Mellon Foundation Just Futures Initiative (\$148,650) Co-PIs: Maria Goula, Lee Humphreys and Duarte Santos (Cornell University)
2020	Economics of Digital Services Grant. Center for Technology, Innovation, and Competition and Warren Center for Networks and Data Science. U. of Pennsylvania. (\$10,000)
2013	Distinguished Reviewer Award, Academy of Management
2011	Chile Scholarship for Doctoral Studies
2008	Scholarship from the Ministry of Science, Technology and Higher Education of the Portuguese Government

## CONFERENCE/INVITED PRESENTATIONS

Carter, Anthonia, and Cristobal Cheyre “How Race and Gender Stereotypes Impact Crowdfunding Performance”

06/2024      *20<sup>th</sup> Symposium on Statistical Challenges in Electronic Commerce Research*, Lisbon, Portugal

Moradi, Pegah, Cristobal Cheyre, and Alessandro Acquisti. “Economic Grounds for Regulating Behavioral Ads”

01/2024      *2024 Next Generation of Antitrust, Data Privacy & Data Protection Scholars Conference*, New York, NY

06/2023      *2023 Privacy Law Scholars Conference*. Boulder, CO.

Lin, Fengyang, Cristobal Cheyre, and Alessandro Acquisti. “The Welfare Effects of Ad-Blocking”

01/2024      *ASSA 2025 Annual Meeting*, San Francisco, CA

12/2023      *2023 Workshop of Information Systems and Economics*, Hyderabad, India

Warberg, Logan, Vicent Lefrere, Cristobal Cheyre, and Alessandro Acquisti. (2023). Trends in Privacy Dialog Design after the GDPR – The Impact of Industry and Government Actions.

11/2023      *22th ACM Workshop on Privacy in the Electronic Society*, Copenhagen, Denmark

Cheyre, Cristobal, Benjamin Leyden, Sagar Baviskar and Alessandro Acquisti. “The Impact of Apple Tracking Transparency Framework on the App Ecosystem”

06/2023      *2023 ISMS Marketing Science Conference*, Miami, Florida

12/2022      *2022 Workshop of Information Systems and Economics*, Copenhagen, Denmark

12/2022      *2022 Research Roundtable on Regulating Privacy*, George Mason University, Washington, DC

06/2022      *18th Symposium on Statistical Challenges in Electronic Commerce Research*, IE Business School, Madrid, Spain.

Guridi, Jose, Julio Pertuze, and Cristobal Cheyre. “Building resilient technology policy through public participation: The case of the Chilean National AI Strategy”

04/2023 \* 2023 Atlanta Conference on Science and Innovation Policy. Georgia Tech School of Public Policy, Atlanta, GA

\* Presented by a co-author

Lefrere, Vincent, Alessandro Acquisti, Cristobal Cheyre, Veronica Marotta and Logan Warberg. The Effect of the European General Data Protection Regulation on the Online Publishing Industry

11/2022 *FTC – PrivacyCon 2022*. Online

10/2022 *FTC Bureau of Economics – Seminar Presentation*, Washington, DC

03/2022 \* *NBER Economics of Privacy Conference*, Washington, DC

06/2019 *FTC – PrivacyCon 2019*. Washington, DC

05/2019 *PLSC – Privacy Law Scholar Conference*. Berkeley, CA

\* Presented by a co-author

Cheyre, Cristobal, Li Jiang, Florian Schaub, and Alessandro Acquisti. The Effect of Ad-Blocking and Anti-Tracking on Consumer Behavior

08/2022 *Economics of Digital Services Research Symposium (Warren Center UPenn)*, Philadelphia, PA.

09/2021 *Economics of Digital Services Inaugural Research Symposium (Warren Center UPenn)*, Online

05/2019 *PLSC – Privacy Law Scholar Conference*. Berkeley, CA

Cheyre, Cristobal and Alessandro Acquisti. Online Intermediaries, Prices, and Survival: A Study of OpenTable and New York City Restaurants

12/2021 *Learning and Decision-Making with Strategic Feedback Workshop*, NeurIPS’21(remote)

04/2021 *12<sup>th</sup> Paris Conference on Digital Economics*, Paris, France (remote)

08/2019 *FTC – Bureau of Competition*. Washington, DC

05/2019 *University of Minnesota, Carlson School of Management*. Minneapolis, MN

03/2019 *University of Arkansas, Walton College of Business*. Fayetteville, AR

02/2019 *Carnegie Mellon University, Heinz College*. Pittsburgh, PA

02/2019 *Cornell University, Department of Information Science*. Ithaca, NY

01/2019 *Tilburg University, Tilburg School of Economics and Management*. Tilburg, The Netherlands

01/2019 *Copenhagen Business School*. Copenhagen, Sweden

01/2019 *Arizona State University, W.P. Carey School of Business*. Tempe, AZ

12/2018 *WISE – Workshop on Information Systems and Economics*. San Francisco, CA

11/2018 *CIST – Conference on Information Systems and Technology*. Phoenix, AZ

06/2018 *Industry Studies Association Annual Conference*. Seattle, WA

Cheyre, Cristobal. What do you want from me? How recent entrants in the semiconductor industry learn from their first employees

08/2014 *School of Economics and Business, Universidad del Desarrollo*. Santiago, Chile

06/2014 *Adolfo Ibañez Business School*. Santiago, Chile

01/2014 *Faculty of Business, Economics and Statistics, University of Vienna*. Vienna, Austria.

12/2013 *MIT Sloan School of Management*. Boston, MA

08/2013 *Academy of Management Annual Meeting*. Lake Buena Vista, FL

05/2013 *Industry Studies Association Annual Conference*. Kansas City, MO

Cheyre, Cristobal, Steven Klepper and Francisco Veloso. Spinoffs and the Mobility of US Merchant Semiconductor Inventors.

08/2012      *Academy of Management Annual Meeting*, Boston, MA. (August 2012)

05/2011      *Darden Entrepreneurship and Innovation Research Conference*. Darden School of Business, University of Virginia, Charlottesville, VA. (May 2011)

Cheyre, Cristobal, Steven Klepper and Francisco Veloso. Job Hopping, spinoffs, and the mobility of U.S. merchant semiconductor inventors.

12/2010      *Frontiers in Entrepreneurship research: Entrepreneurship, Innovation and Human Capital*. Catolica-Lisbon Business School. Lisbon, Portugal.

Cheyre, Cristobal and Nicolas Majluf. Contribution of Firms to Human Capital: Lessons from the Dynamics of Poverty in Chile

01/2007      *Second International Conference on Strategic Management in Latin America* Santiago, Chile.

## **TEACHING EXPERIENCE**

### **At Cornell University:**

Digital Markets and Online Platforms

Instructor: Fall 2023

Privacy and Security in the Data Economy

Instructor: Fall 2020, Fall 2021, Fall 2022, Fall 2024

Networks II: Market Design

Instructor: Spring 2020, Spring 2021, Spring 2022, Spring 2023, Spring 2024

### **At Carnegie Mellon University:**

Information Systems Project

Instructor: Spring 2018

The Strategy and Management of Technological Innovation

Instructor: Spring 2013 and Spring 2014

Teaching Assistant: Spring 2011

Innovation Management in Practice

Co-Instructor: Fall 2013

### **At Pontificia Universidad Católica de Chile:**

Research, Innovation, and Entrepreneurship

Instructor: Spring 2015 and Fall 2016

Technology, Policy, and Society

Instructor: Spring 2015

**At Universidad de los Andes, Chile:**

Microeconomic Theory  
Instructor: Fall 2006 and Fall 2007

Corporate Finance  
Instructor: Spring 2006 and Spring 2007

**PARTICIPATION IN PROFESSIONAL WORKSHOPS**

08/2018 TIM Junior Faculty PDW, Academy of Management Annual Meeting, Chicago, IL  
05/2018 Industry Studies Association Professional Development Workshop, Seattle, WA  
08/2012 TIM Doctoral Consortium, Academy of Management Annual Meeting, Boston, MA  
07/2012 5<sup>th</sup> NBER Entrepreneurship Research Bootcamp, NBER, Cambridge, MA  
04/2012 CCC Doctoral Consortium, R.H. Smith School of Business, University of Maryland, MD

**REVIEWING**

Ad hoc reviewer: Economic Inquiry, Management Information Science Quarterly, Journal of Cybersecurity, Information Systems Research, Management Science, Information Systems Frontiers, International Conference on Information Systems, Industrial and Corporate Change, Small Business Economics Journal, Research Policy, Academy of Management Annual Conference, Second International Conference on Strategic Management in Latin America.

**SERVICE**

2022 to 2023: Department of Information Science Hiring Committee, Cornell University.

2021, 2022, 2024: Workshop in Technology and Consumer Protection Program Committee.

2021 to 2022, 2024: Department of Information Science Master of Professional Studies Committee. Cornell University.

2019 to 2021: Department of Information Science Graduate Committee. Cornell University.

2014 to 2016: Executive Director – The Clover 2030 Engineering Strategy. Strategic development plan to create a consortium between two leading engineering schools in Chile to promote engineering innovation and entrepreneurship in the Country. The plan was partially funded by Chile's Corporation for Industrial Development (CORFO) and compromised investments of ~US\$40 million over a 6 year period. Pontifica Universidad Católica de Chile.

2006 to 2008: Secretary of the Faculty – School of Engineering. Voting member of the Board of the School. Universidad de los Andes, Chile.