1. Introduction and
   1. Increasing concerns for privacy
   2. The objectification of privacy as a tradable good
   3. Changes in consumer behaviors in regards to this privacy-paradigm
2. Background & Related Literature
   1. Cases of valuating privacy
      1. Is privacy even worth valuating?
   2. The norm of WTA/WTP gap
      1. How nonnormative factors can influence the supposedly nonexistent gap
3. Hypothesis and purpose
   1. Purpose: replicate the *What is privacy worth?* results in an online setting where consumer behaviors can be further influenced by the cloak of anonymity
4. Methodology
   1. Reference the Jentzsch reading for framing survey and scenario
   2. Take into account Acquisiti conditions
5. Results
6. Discussion