

Yash Vekaria

Research Interests

Web Security & Privacy; Ad-fraud; Internet Measurements; Web Tracking; Applied Machine Learning.

Current Ongoing Research

Studying ad-fraud to understand the caveats in online advertisement ecosystem.

Online Misinformation: This work focuses to debunk the monetization mechanisms behind the spread of online misinformation through web-based ads.

Harmful Ads on Social Media: The objective of this work is to understand the harmful ads run on social media platforms like Twitter.

Employment

- 2021–Present **University of California, Davis, USA**, *Graduate Student Researcher*
Advisor: Prof. Zubair Shafiq
- Summer 2022 **Max Planck Institute for Informatics, Saarbrücken, Germany**, *Visiting Research Fellow*
Advisor: Prof. Savvas Zannettou
- 2020–21 **Innovaccer**, *Data Analyst*
- 2019 **Innovaccer**, *Decision Science Intern*
- 2017–19 **The LNMIIT, India**, *Teaching Assistant*
- 2017 **National Ilan University, Taiwan**, *Student Exchange AI Intern*

Education

- 2021–Present **Ph.D. in Computer Science**, 4.00/4.00
University of California, Davis
- 2016–20 **B.Tech. in Computer Science**, 9.04/10.00
The LNM Institute of Information Technology (LNMIIT), India.

Honors & Awards

- 2016–2018 **Merit Scholarships**, *The LNM Institute of Information Technology, India*
Awarded to Top 5% students with GPA greater than 9.
- 2019 **Spot Award**, *Innovaccer, India*
Quarterly Award for optimization of data model from 10 hrs to 3 hrs.

Publications

- WebSci **Differential Tracking Across Topical Webpages of Indian News Media**
2021 **Yash Vekaria***, Vibhor Agarwal*, Pushkal Agarwal, Sangeeta Mahapatra, Sakthi Balan Muthiah, Nishanth Sastry, Nicolas Kourtellis (*first co-authors)
13th ACM Web Science Conference, 2021

- ICWSM **Under the Spotlight: Web Tracking in Indian Partisan News Websites**
2021 Vibhor Agarwal*, **Yash Vekaria***, Pushkal Agarwal, Sangeeta Mahapatra, Sakthi Balan Muthiah, Nishanth Sastry, Nicolas Kourtellis (*first co-authors)
15th International AAAI Conference on Web and Social Media (ICWSM), 2021
- RCIS **A Metadata-based Event Detection Method using Temporal Herding Factor and Social Synchrony on Twitter Data**
2021 Nirmal Kumar Sivaraman, Vibhor Agarwal, **Yash Vekaria**, Sakthi Balan Muthiah
15th International Conference on Research Challenges in Information Science (RCIS), 2021
- SocInfo **Poster Acceptance Invitation: Event Detection in Twitter**
2019 Nirmal Kumar Sivaraman, Vibhor Agarwal, **Yash Vekaria**, Sakthi Balan Muthiah
11th International Conference on Social Informatics (SocInfo), 2019

Travel Grants

- 2022 **22nd Privacy Enhancing Technologies Symposium (PETS)**
- 2022 **15th ACM Conference on Security and Privacy in Wireless and Mobile Networks (WiSec)**
- 2021 **42nd IEEE Symposium on Security and Privacy (S&P)**
- 2021 **34th IEEE Computer Security Foundations Symposium (CSF)**

Teaching

- 2022 **Computer Networks (ECS 152A)**, *Teaching Assistant*
University of California, Davis, USA
- 2019 **Data Structures & Algorithms**, *Teaching Assistant*
The LNM Institute of Information Technology, India
- 2018 **Computer Organization & Architecture**, *Teaching Assistant*
The LNM Institute of Information Technology, India
- 2017 **Computer Programming**, *Teaching Assistant*
The LNM Institute of Information Technology, India

Invited Talks

- 2021 **Differential Tracking Across Topical Webpages of Indian News Media**
The LNM Institute of Information Technology, India

Selected Media Coverage

- Mar 2021 **Tracking the Trackers (Open The Magazine)**, Ullekh NP, [\[Link\]](#)

References

Prof. Zubair Shafiq

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Prof. Savvas Zannettou

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Email: s.zannettou@tudelft.nl
Webpage: <https://zsavvas.github.io>

Prof. Sakthi Balan Muthiah

Associate Professor, The LNM Institute of Information Technology, India
Email: sakthi.balan@lnmiit.ac.in
Webpage: <http://sakthibalan.in/>

Dr. Nicolas Kourtellis

Research Scientist, Telefonica Research Labs, Spain

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Webpage: <https://www.concordia-h2020.eu/nicolas-kourtellis/>

Prof. Nishanth Sastry

Professor, University of Surrey, England

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Webpage: <https://www.surrey.ac.uk/people/nishanth-sastry>