

Yash Vekaria

Research Interests

Web Security; Privacy; Applied Machine Learning; Online Tracking; Web Measurements.

Current Ongoing Research

Federated Learning of Cohorts: Trying to learn the interest segments represented by Google's FLoC-based cohorts and analysing cookie-based vs. cookie-less tracking.

Online Misinformation: Understanding the caveats of Brand-safeying and monetization mechanisms that fund the online misinformation through web-based advertisements.

Employment

- 2021–Present **University of California, Davis, USA**, *Graduate Student Researcher*
Advisor: Prof. Zubair Shafiq
- 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**
University of California, Davis
- 2016–20 **B.Tech. in Computer Science**, *9.04/10*
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**
2021 **and Social Synchrony on Twitter Data**
Nirmal Kumar Sivaraman, Vibhor Agarwal, **Yash Vekaria**, Balan Sakthi 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**, Balan Sakthi Muthiah
11th International Conference on Social Informatics (SocInfo), 2019

Travel Grants

2021 **42nd IEEE Symposium on Security and Privacy (S&P)**
2021 **34th IEEE Computer Security Foundations Symposium (CSF)**

Teaching

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)**, *Ullek NP*, [\[Link\]](#)

References

Prof. Zubair Shafiq

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Prof. Sakthi Balan Muthiah

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Webpage: <http://sakthibalan.in/>

Dr. Nicolas Kourtellis

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

Prof. Nishanth Sastry

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