ARJUN ARUNASALAM

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EDUCATION

Purdue University   Aug 2020 - May 2025 (Expected)

- Ph.D. Candidate in Computer Science (GPA: 4.0/4.0)
- Advisor: Professor Z. Berkay Celik
- Research Area: Human-Centered Security and Privacy of Sociotechnical Systems

University of Michigan, Ann Arbor   Aug 2016 - May 2020

- B.S.E in Computer Engineering (*summa cum laude*, GPA: 3.7/4.0)

RESEARCH INTERESTS

My research interests broadly lie in the area of **human-centered security and privacy**. By combining **user-centered data collection** (e.g., digital ethnography, human-subject studies) and **qualitative** as well as **quantitative methods**, I investigate end-users' security, privacy and trust on sociotechnical systems. My research is best illustrated by my work on bad actors' abuse of online platforms, impact of abuse on end users and trust within human-AI interfaces.

RESEARCH AND PROFESSIONAL EXPERIENCE

Lead Graduate Student Researcher   2024 - Current
Prof. Z. Berkay Celik's Research Group, Purdue University

Visiting Graduate Researcher   2024
Prof. Blase Ur, SUPERgroup, University of Chicago

Research Assistant   2020 - Current
Purdue University

Research Intern   2019 - 2020
IBM Research

PUBLICATIONS

Conferences are the primary academic publishing venues for computer scientists.

Peer-reviewed conference publications

∗ denotes equal contribution

C8 Chandrika Mukherjee, Reham Mohamed, **Arjun Arunasalam**, Habiba Farrukh, and Z. Berkay Celik
Shadowed Realities: An Investigation of UI Attacks in WebXR,
Proceedings of the **USENIX** Security Symposium, 2025

C7 **Arjun Arunasalam**, Jason Tong, Habiba Farrukh, Muslum Ozgur Ozmen, Koustuv Saha, and Z. Berkay Celik
Deceptive Sound Therapy on Online Platforms: Do Mental Wellbeing Tracks Conform to User Expectations?,
Proceedings of the International AAAI Conference on Web and Social Media (**ICWSM**), 2025

C6 **Arjun Arunasalam***, Habiba Farrukh*, Eliz Tekcan*, and Z. Berkay Celik
Understanding the Security and Privacy Implications of Online Toxic Content on Refugees,
Proceedings of the **USENIX** Security Symposium, 2024 (Acceptance Rate: 18%)

C5 Reham Mohamed, **Arjun Arunasalam**, Habiba Farrukh, Jason Tong, Antonio Bianchi, and Z. Berkay Celik
ATTention Please! An Investigation of the App Tracking Transparency Permission,
Proceedings of the **USENIX** Security Symposium, 2024 (Acceptance Rate: 18%)

C4 **Arjun Arunasalam**, Jason Tong, Habiba Farrukh, Muslum Ozgur Ozmen, Koustuv Saha, and Z. Berkay Celik
Expectation Conformance in Online Sound Therapy: Designing Tools for Users of Mental Wellbeing Applications
Companion Publication of the Conference on Computer Supported Cooperative Work and Social Computing (**CSCW**), 2024.

C3 **Arjun Arunasalam***, Andrew Chu*, Muslum Ozgur Ozmen, Habiba Farrukh, and Z. Berkay Celik
The Dark Side of E-Commerce: Dropshipping Abuse as a Business Model,
Proceedings of the Network and Distributed System Security Symposium (**NDSS**), 2024 (Acceptance Rate: 21%)

C2 **Arjun Arunasalam***, Yufan Chen* and Z. Berkay Celik
Can Large Language Models Provide Security & Privacy Advice? Measuring the Ability of LLMs to Refute Misconceptions
Proceedings of the Annual Computer Security Applications Conference (**ACSAC**), 2023 (Acceptance Rate: 23%)

C1 **Arjun Arunasalam***, Andrew Chu*, Muslum Ozgur Ozmen, and Z. Berkay Celik
Behind the Tube: Exploitative Monetization of Content on YouTube
Proceedings of the **USENIX** Security Symposium, 2022 (Acceptance Rate: 17%)

Peer-reviewed workshop publications
∗ denotes equal contribution

W1 **Arjun Arunasalam***, Habiba Farrukh*, Eliz Tekcan*, and Z. Berkay Celik
An Exploration of Online Toxic Content Against Refugees,
Usable Security and Privacy (**USEC**), 2024

TEACHING EXPERIENCE

Guest Lecturer

- CS390 Greater Issues in Computer Science, Purdue University — Fall 2023

- CS590 IoT & CPS Security, Purdue University — Spring 2022

Teaching Assistant

- CS390 Greater Issues in Computer Science, Purdue University — Spring 2024

- CS390 Greater Issues in Computer Science, Purdue University — Fall 2023

- CS188 Programming w/ Multimedia Objects, Purdue University — Fall 2022

- CS188 Programming w/ Multimedia Objects, Purdue University   Summer 2021

- CS188 Programming w/ Multimedia Objects, Purdue University   Fall 2020

PRESENTATIONS

Invited Talks

A1 Abuse within Socio-Technical Systems: Security and Privacy Consequences on End Users, UIowa CS Rising Stars Colloquium, Iowa City, IA, USA, December 2024

Conference and Workshop Talks

B5 Understanding the Security and Privacy Implications of Online Toxic Content on Refugees, USENIX Security. Philadelphia, PA, USA, August 2024

B4 The Dark Side of E-Commerce: Dropshipping Abuse as a Business Model, Network and Distributed System Security Symposium (NDSS). San Diego, CA, USA, March 2024

B3 An Exploration of Online Toxic Content Against Refugees, Usable Security and Privacy (USEC). San Diego, CA, USA, March 2024

B2 Can Large Language Models Provide Security & Privacy Advice? Measuring the Ability of LLMs to Refute Misconceptions, Annual Computer Security Applications Conference (ACSAC). Austin, TX, USA, December 2023

B1 Behind the Tube: Exploitative Monetization of Content on YouTube, USENIX Security. Boston, MA, USA, August 2022

STUDENT RESEARCH ADVISING

Varun Gannavarappu	B.S. CS, Purdue University → Sandia National Labs	2021-2023
Yufan Chen	M.S. CS, Purdue University → ByteDance	2022-2023
Eliz Teckan	M.S. CS, Purdue University → Vestel	2021-2022
Jason Perry	B.S. CS, Purdue University → Google	2020-2022

* CS: Computer Science

SERVICES

Program Committee Member

- USENIX Security Symposium, 2025

- Symposium on Usable Security (USEC), 2025

Reviewer

- ACM CHI Conference on Human Factors in Computing Systems, 2025

- ACM Conference on Computer-Supported Cooperative Work & Social Computing (CSCW), 2025

- AAAI Conference on Web and Social Media (ICWSM), 2025

External Reviewer

- Network and Distributed System Security (NDSS), 2023

- IEEE Symposium on Security and Privacy (Oakland), 2023, 2024

- USENIX Security Symposium, 2023, 2024

- ACM Conference on Computer and Communications Security (CCS), 2023

AWARDS AND HONORS

- University of Iowa, CS Rising Star, 2024.

- USENIX Security Travel Grant, 2024.

- Purdue CS Department Merit Recognition Award, 2024.

- Purdue CS Department Graduate Teaching Award, 2023.