Yixin Zou

yixin.zou@mpi-sp.org · yixinzou.github.io

Research interests

usable privacy and security; human-computer interaction; digital safety; marginalized communities; responsible AI

Employments

Academic Positions

01/2023 - now	Tenure-Track Faculty, Max Planck Institute for Security and Privacy
2022	Postdoctoral Fellow, University of Michigan

Industry Internships

2020	UX Research Intern, Meta (Privacy & Data Use)
2019	Research Intern, NortonLifeLock Research Group
2019	UX Research Intern, Mozilla (Firefox Monitor)

Education

2022	**Ph.D. in Information**, University of Michigan
	Thesis: *Understanding and Improving Consumers' Adoption of Online Privacy-Protective Behaviors*
	Committee: Florian Schaub (chair), Tawanna Dillahunt, Denise Anthony, Alessandro Acquisti (Carnegie Mellon University), Adam Aviv (The George Washington University)
2017	**B.Sc. in Advertising**, University of Illinois at Urbana-Champaign
	Graduated with the Highest Honor (top 5% in the College of Media)

Honors & Awards

2024	ACM SIGCHI Outstanding Dissertation Award
2022	John Karat Usable Privacy and Security Student Research Award
	Awarded at USENIX SOUPS annually to the top graduate student in usable security and privacy
2021	The Future of Privacy Forum's Privacy Papers for Policymakers Award: Student Paper Honorable Mention
	For *"It's a scavenger hunt": Usability of Websites' Opt-Out and Data Deletion Choices* [CHI'20b]
2020, 2021	Meta Research PhD Fellowship Finalist x2 *(top 4%)*
2020	Best Paper Honorable Mention, ACM CHI *(top 5%)*
	For *Examining the Adoption and Abandonment of Security, Privacy, and Identity Theft Protection Practices* [CHI'20a]
2019	Best Paper Honorable Mention, ACM CHI *(top 5%)*
	For *Put Your Warning Where Your Link Is: Improving and Evaluating Email Phishing Warnings* [CHI'19b]
2019	NortonLifeLock Research Group Graduate Fellowship
2018	Distinguished Paper Award, USENIX SOUPS

For *"I've Got Nothing to Lose": Consumers' Risk Perceptions and Protective Actions after the Equifax Data Breach* [SOUPS'18]

Grants and Competitive Funds

2024   Google Academic Research Award on Trust & Safety ($100k)
"Safeguarding Emerging Adults from Scams on Short-Form Video Platforms." Lead PI: Yixin Zou; Co-PI: Mainack Mondal.

2024   Collaborative Research: NSF-DFG: SaTC: CORE: Small (€688k at MPI-SP)
"Requirements, Metrics, and Tools for Effective and Interpretable Content Moderation Transparency." Lead PIs: Damon McCoy, Elissa Redmiles; Co-PI: Tobias Lauinger; Senior Consultant: Yixin Zou.

2024   Stanford Internet Observatory Gift on *Expanding Online Trust & Safety Research* ($15k)
"A Cross-Country Exploration of Security and Privacy Advice." Project team: Collins Munyendo (lead), Veronica Rivera, Jackie Hu, Elissa Redmiles, Yixin Zou.

2023   Meta Research Award on *People's Expectations and Experiences with Digital Privacy* ($100k)
"Predictors of Privacy Preferences in Social Virtual Reality." Lead PI: Anupam Das; Co-PIs: Yaxing Yao, Yixin Zou.

Publications

*See [Google Scholar](#) and [DBLP](#) for citation records. The majority of my research is published in conference proceedings, which are top-tier academic publishing venues for computer science and information science (CS/IS) research. * co-first authorship.*

Journal Articles and Conference Proceedings (Heavily Peer-reviewed)

CSCW'25   **Beyond "Vulnerable Populations": A Unified Understanding of Vulnerability From A Socio-Ecological Perspective**
X. Tang, G. Lima, L. Jiang, L. Simko, Y. Zou
To appear in Proceedings of the ACM on Human-Computer Interaction (CSCW). 2025.

PoPETs'25a   **Misalignments and Demographic Differences in Expected and Actual Privacy Settings on Facebook**
B. Lowens, S. Scarnecchia, J. Im, T. Afnan, A. Chen, Y. Zou, F. Schaub
Proceedings on Privacy Enhancing Technologies, 2025(1), 456-471. 2025.
https://doi.org/10.56553/popets-2025-0025

PoPETs'25b   **"What are they gonna do with my data?": Privacy Expectations, Concerns, and Behaviors in Virtual Reality**
A. S. Balaji, A. Agrawal, Y. Yao, Y. Zou, A. Das
Proceedings on Privacy Enhancing Technologies, 2025(1), 58-77. 2025.
https://doi.org/10.56553/popets-2025-0005

PoPETs'25c   **Privacy Perceptions and Behaviors Towards Targeted Advertising on Social Media: A Cross-Country Study on the Effect of Culture and Religion**
S. Kaushik, T. Sharma, Y. Yu, A. F. Ali, B. P. Knijnenburg, Y. Wang, Y. Zou
To appear in Proceedings on Privacy Enhancing Technologies. 2025.

CHI'25a   **Lay Perceptions of Algorithmic Discrimination in the Context of Systemic Injustice**
G. Lima, N. Grgić-Hlača, M. Langer, <u>Y. Zou</u>
To appear in ACM Conference on Human Factors in Computing Systems. 2025.

CHI'25b   **"Auntie, Please Don't Fall for Those Smooth Talkers": How Chinese Younger Family Members Safeguard Seniors from Online Fraud**
Y. Deng, C. He, <u>Y. Zou</u>, B. Li
To appear in ACM Conference on Human Factors in Computing Systems. 2025.

TOCHI'24   **Encouraging Users to Change Breached Passwords Using the Protection Motivation Theory**
<u>Y. Zou</u>, K. Le, P. Mayer, A. Acquisti, A. J. Aviv, F. Schaub
ACM Transactions on Computer-Human Interaction, 31(5), 63:1–63:45. 2024.
https://doi.org/10.1145/3689432
Selected for presentation at CNIL Privacy Research Day 2024.

CSCW'24   **Unfulfilled Promises of Child Safety and Privacy: Portrayals and Use of Children in Smart Home Marketing**
K. Sun, J. Li, <u>Y. Zou</u>, J. Radesky, C. Brooks, F. Schaub
Proceedings of the ACM on Human-Computer Interaction 8(CSCW1), 145:1–145:29. 2024.
https://doi.org/10.1145/3637422
Selected for presentation at CNIL Privacy Research Day 2024.

S&P'24   **Digital Security — A Question of Perspective. A Large-Scale Telephone Survey with Four At-Risk User Groups**
F. Herbert, S. Becker, A. Buckmann, M. Kowalewski, J. Hielscher, Y. Acar, M. Dürmuth, <u>Y. Zou</u>, M. A. Sasse
IEEE Symposium on Security and Privacy, 27:1–27:19. 2024.
https://doi.org/10.1109/SP54263.2024.00027

PoPETs'24   **Cross-Contextual Examination of Older Adults' Privacy Concerns, Behaviors, and Vulnerabilities**
<u>Y. Zou</u>, K. Sun, T. Afnan, R. Abu-Salma, R. Brewer, F. Schaub
Proceedings on Privacy Enhancing Technologies, 2024(1), 133-150. 2024.
https://doi.org/10.56553/popets-2024-0009

TOCHI'23   **Awareness, Intention, (In)Action: Individuals' Reactions to Data Breaches**
P. Mayer, <u>Y. Zou</u>, B. Lowens, H. Dyer, K. Le, F. Schaub, A. J. Aviv
ACM Transactions on Computer-Human Interaction, 30(5), 77:1–77:53. 2023.
https://doi.org/10.1145/3589958
Selected for presentation at FTC PrivacyCon 2024. Extended version of [SEC'21a].

SOUPS'22   **Aunties, Strangers, and the FBI: Online Privacy Concerns and Experiences of Muslim-American Women**
T. Afnan, <u>Y. Zou</u>, M. Mustafa, M. Naseem, F. Schaub
Symposium on Usable Privacy and Security, 387–406. 2022.
https://www.usenix.org/system/files/soups2022-afnan.pdf

CHI'22   **Trauma-Informed Computing: Towards Safer Technology Experiences for All**
N. Chen*, A. McDonald*, <u>Y. Zou</u>*, E. Tseng, K. Roundy, A. Tamersoy, F. Schaub, T. Ristenpart, N. Dell
ACM Conference on Human Factors in Computing Systems, 544:1–544:20. 2022.
https://doi.org/10.1145/3491102.3517475

CSCW'21   **Child Safety in the Smart Home: Parents' Perceptions, Needs, and Mitigation Strategies**
K. Sun, <u>Y. Zou</u>, J. Radesky, C. Brooks, F. Schaub
Proceedings of the ACM on Human-Computer Interaction, 5(CSCW2), 471:1–471:41. 2021.
https://doi.org/10.1145/3479858
Selected for presentation at FTC PrivacyCon 2022.

SEC'21a   **"Now I'm a bit angry:" Individuals' Awareness, Perception, and Responses to Data Breaches that Affected Them**
P. Mayer*, <u>Y. Zou</u>*, F. Schaub, A. J. Aviv
USENIX Security Symposium, 393–410. 2021.
https://www.usenix.org/system/files/sec21-mayer.pdf
Selected for presentation at FTC PrivacyCon 2021.

SEC'21b   **The Role of Computer Security Customer Support in Helping Survivors of Intimate Partner Violence**
<u>Y. Zou</u>, A. McDonald, J. Narakornpichit, N. Dell, T. Ristenpart, K. Roundy, F. Schaub, A. Tamersoy
USENIX Security Symposium, 429–446. 2021.
https://www.usenix.org/system/files/sec21-zou.pdf

CHI'21   **Toggles, Dollar Signs, And Triangles: How to (In)Effectively Convey Privacy Choices with Icons and Link Texts**
H. Habib*, <u>Y. Zou</u>*, Y. Yao, A. Acquisti, L. F. Cranor, J. Reidenberg, N. Sadeh, F. Schaub
ACM Conference on Human Factors in Computing Systems, 63:1–63:25. 2021.
https://doi.org/10.1145/3411764.3445387
Icon recommendation adopted into the California Consumer Privacy Act (CCPA) regulations.

CHI'20a   **Examining the Adoption and Abandonment of Security, Privacy, and Identity Theft Protection Practices** 🎖
<u>Y. Zou</u>, K. Roundy, A. Tamersoy, S. Shintre, J. Roturier, F. Schaub
ACM Conference on Human Factors in Computing Systems, 443:1–443:15. 2020.
https://doi.org/10.1145/3313831.3376570
Best Paper Honorable Mention. Selected for presentation at FTC PrivacyCon 2020.

CHI'20b   **"It's a scavenger hunt": Usability of Websites' Opt-Out and Data Deletion Choices** 🎖
H. Habib, S. Pearman, J. Wang, <u>Y. Zou</u>, A. Acquisti, L. F. Cranor, N. Sadeh, F. Schaub
ACM Conference on Human Factors in Computing Systems, 384:1–384:12. 2020.
https://doi.org/10.1145/3313831.3376511
FPF 2020 Privacy Papers for Policy Makers Student Honorable Mention. Selected for presentation at FTC PrivacyCon 2020.

PoPETS'20	**Listen Only When Spoken To: Interpersonal Communication Cues as Smart Speaker Privacy Controls** A. Mhaidli, M. K. Venkatesh, <u>Y. Zou</u>, F. Schaub Proceedings on Privacy Enhancing Technologies (PoPETs), 2020(2), 251-270. 2020. https://doi.org/10.2478/popets-2020-0026
SOUPS'19a	**An Empirical Analysis of Data Deletion and Opt-Out Choices on 150 Websites** H. Habib, <u>Y. Zou</u>, A. Jannu, N. Sridhar, C. Swoopes, A. Acquisti, L. F. Cranor, N. Sadeh, F. Schaub Symposium on Usable Privacy and Security, 387–406. 2019. https://www.usenix.org/system/files/soups2019-habib.pdf
SOUPS'19b	**"We Can't Live Without Them!" App Developers' Adoption of Ad Networks and Their Considerations of Consumer Risks** A. Mhaidli, <u>Y. Zou</u>, F. Schaub Symposium on Usable Privacy and Security, 225–244. 2019. https://www.usenix.org/system/files/soups2019-mhaidli.pdf
CHI'19a	**You 'Might' Be Affected: An Empirical Analysis of Usability Issues in Data Breach Notifications** <u>Y. Zou</u>, S. Danino, K. Sun, F. Schaub ACM Conference on Human Factors in Computing Systems, 194:1–194:14. 2019. https://doi.org/10.1145/3290605.3300424 *Selected for presentation at FTC PrivacyCon 2019.*
CHI'19b	**Put Your Warning Where Your Link Is: Improving and Evaluating Email Phishing Warnings** 🎖 J. Petelka, <u>Y. Zou</u>, F. Schaub ACM Conference on Human Factors in Computing Systems, 518:1–518:15. 2019. https://doi.org/10.1145/3290605.3300748 *Best Paper Honorable Mention.*
SOUPS'18	**"I've Got Nothing to Lose": Consumers' Risk Perceptions and Protective Actions after the Equifax Data Breach** 🎖 <u>Y. Zou</u>, A. Mhaidli, A. McCall, F. Schaub Symposium on Usable Privacy and Security, 197–216. 2018. https://www.usenix.org/system/files/conference/soups2018/soups2018-zou.pdf *Distinguished Paper Award.*
AHFE'17	**Users' Attitudes towards the "Going Dark" Debate** A. Addawood, <u>Y. Zou</u>, M. Bashir International Conference on Applied Human Factors and Ergonomics, 296–307. 2017. https://doi.org/10.1007/978-3-319-60585-2_28

Magazine Articles (Editor Reviewed)

IEEE S&P Magazine	**Beyond Mandatory: Making Data Breach Notifications Useful for Consumers** <u>Y. Zou</u>, F. Schaub IEEE Security & Privacy, 17(2), 67-72. 2019. https://doi.org/10.1109/MSEC.2019.2897834

Workshops and Panels Co-organized

ASSET'23	**Bridging the Gap: Towards Advancing Privacy and Accessibility**
	R. Alharbi, R. Brewer, G. India, L. Zhang, L. Findlater, <u>Y. Zou</u>, A. Stangl
	ACM SIGACCESS Conference on Computers and Accessibility, 108:1–108:4. 2023.
	https://doi.org/10.1145/3597638.3615653

RE@Next!'24	**Explainability as a Requirement for Hardware: Introducing Explainable Hardware**
	T. Speith, J. Speith, S. Becker, <u>Y. Zou</u>, A. Biega, C. Paar
	RE@Next! at IEEE International Requirements Engineering Conference. 2024.
WASP'24	**Position Paper: Exploring Security and Privacy Needs of d/Deaf Individuals**
	M. Tran, X. Tang, A. Hutchinson, A. J. Aviv, <u>Y. Zou</u>
	Workshop on Accessible Security and Privacy (co-located with EuroS&P). 2024.
CHI EA'24	**Cross-Country Examination of People's Experience with Targeted Advertising on Social Media**
	S. Kaushik, T. Sharma, Y. Yu, A. F. Ali, Y. Wang, <u>Y. Zou</u>
	ACM Conference on Human Factors in Computing Systems, Late-Breaking Work. 2024.
KOPS'23	**The Portrayal of Children in Smart Home Marketing**
	K. Sun, J. Li, <u>Y. Zou</u>, F. Schaub, C. Brooks
	Workshop on Kids' Online Privacy and Safety (co-located with SOUPS). 2022.
SOUPS'22 Poster	**"Now I'm a bit angry:" Individuals' Awareness, Perception, and Responses to Data Breaches that Affected Them**
	P. Mayer*, <u>Y. Zou</u>*, F. Schaub, A. J. Aviv
	Symposium on Usable Privacy and Security, Poster Session. 2022.
PLSC'18	**An Empirical Analysis of Online Consent and Opt-Out Experience**
	H. Habib, <u>Y. Zou</u>, C. Swoopes, A. Jannu, L. F. Cranor, F. Schaub
	Privacy Law Scholars Conference. 2018.
CHI EA'18	**Concern But No Action: Consumers' Reactions to the Equifax Data Breach**
	<u>Y. Zou</u>, F. Schaub
	ACM Conference on Human Factors in Computing Systems, Late-Breaking Work. 2024.
MSW'18	**Concern But No Action: Consumers' Reactions to the Equifax Data Breach**
	<u>Y. Zou</u>, F. Schaub
	Midwest Security Workshop. 2018.
AEJMC'17	**Really Being There?: Telepresence in Virtual Reality Branded Content**
	J. Shen, M. Stenger, J. Lechowicz, C. Chen, R. Yang, A. Sivasankaran, Y. Wang, J. Zhang, <u>Y. Zou</u>, H. Katz, M. R. Nelson
	Annual Conference of the Association for Education in Journalism and Mass Communication. 2017.
ICA'17	**The Impacts of Privacy Hypocrisy, Victim Characterization, Gender, and Context on Bystanders' Guilt Attribution in a Cyberbullying Suicide**
	M. Z. Yao, <u>Y. Zou</u>, D. Linz, P. L. Jaoude
	Annual Conference of International Communication Association. 2017.

[T3] **CCPA Opt-Out Icon Testing – Phase 2**
L. F. Cranor, H. Habib, Y. Yao, <u>Y. Zou</u>, A. Acquisti, J. R. Reidenberg, N. Sadeh, F. Schaub
Report submitted to the Office of the California Attorney General. 2020.
https://www.oag.ca.gov/sites/all/files/agweb/pdfs/privacy/dns-icon-study-report-052822020.pdf

[T2] **User Testing of the Proposed CCPA Do-Not-Sell Icon**
L. F. Cranor, H. Habib, <u>Y. Zou</u>, A. Acquisti, J. R. Reidenberg, N. Sadeh, F. Schaub
Report submitted to the Office of the California Attorney General. 2020.
http://cups.cs.cmu.edu/pubs/CCPA2020Feb24.pdf

[T1] **Design and Evaluation of a Usable Icon and Tagline to Signal an Opt-Out of the Sale of Personal Information as Required by CCPA**
L. F. Cranor, H. Habib, <u>Y. Zou</u>, A. Acquisti, J. R. Reidenberg, N. Sadeh, F. Schaub
Report submitted to the Office of the California Attorney General. 2020.
https://oag.ca.gov/sites/all/files/agweb/pdfs/privacy/ccpa-cranor.pdf

Dissertation

2022 **Understanding and Improving Consumers' Adoption of Online Privacy-Protective Behaviors** 🎗
<u>Y. Zou</u>. Doctoral Dissertation, University of Michigan.
https://deepblue.lib.umich.edu/bitstream/handle/2027.42/175700/yixinz_1.pdf
ACM SIGCHI Outstanding Dissertation Award.

Teaching Experience

Primary or Co-Instructor

Winter 23/24, 24/25 — Privacy, Data Governance, and Usability | Ruhr University Bochum
Course co-taught with Veelasha Moonsamy and Asia Biega

Graduate Student Instructor

Fall 2019 — SI 501: Contextual Inquiry | University of Michigan
Fall 2018 — SI 110: Introduction to Information | University of Michigan

Guest Lectures

2024 — CS Master course: Privacy and Technology | Paderborn University
"Talking to the Overlooked: Privacy and Security at the Margins" (1 lecture)

2023 — The Cornell, Maryland, Max Planck Pre-doctoral Research School | Saarbrücken, Germany
Human-Centered Security and Privacy (2 lectures)

2023 — SE 17-702: Current Topics in Privacy Seminar | Carnegie Mellon University
"Do Notice and Choice Work? A Close Look at Data Breaches" (1 lecture)

2023 — COMP 3/4732: Human-Centered Data Security and Privacy | University of Denver
"Security and Privacy of Marginalized Populations" (1 lecture)

2021 — Law 741-004/SI 605-004: Identity Theft Causes & Countermeasures | University of Michigan
"Why most consumers do not take countermeasures against identity theft" (1 lecture)

2019 — SI 110: Introduction to Information | University of Michigan
"Information and regulation: Net neutrality and privacy" (2 lectures)

2022   **Phone Classes with Older Adults**
Collaborated with Clear Computing LLC to deliver classes about smartphone use at the Glacier Hills Senior Living Community.

2021   **Online Self-Defense Workshops with Older Adults**
Organized and led a three-week workshop series in partnership with Ann Arbor Senior Center, Chelsea Senior Center, and Saline Senior Center to teach older adults common risks in technology use as well as tools and resources they can use to protect themselves.

Academic Advising & Mentoring

PhD Students (as sole or co-advisor)

Since 2024	Priyasha Chatterjee
Since 2024	Mindy Tran
Since 2023	Gabriel Camilo Lima

Project Advisor (for research interns and visiting scholars)

2025	Yue Deng (visiting PhD student, Hong Kong University of Science and Technology)
2024-2025	Emmanuel Tweneboah (research intern)
2024	Kyle Beadle (visiting PhD student, University College London)
2023-2024	Smirity Kaushik (visiting PhD student, UIUC)
2023-2024	Collins Munyendo* (visiting PhD student, the George Washington University)
2023-2024	Mindy Tran (research intern → PhD student, MPI-SP)
2023	Princessa Cintaqia (research intern → PhD student, Boston University)
2023	Johanna Gunawan (visiting PhD student, Northeastern University → Assistant Professor, Maastricht University)
2023	Jackie Hu* (research intern → PhD student, University of Michigan)
2023	Xinru Tang (research intern → PhD student, UC Irvine)
	* co-advised with Elissa Redmiles

PhD Dissertation Committee Member

Expected 2025	Smirity Kaushik (UIUC, PhD in Information Sciences)
Expected 2025	Collins Munyendo (The George Washington University, PhD in Computer Science)

Bachelor's and Master's Thesis Supervision

2024	Sophie-Charlotte Sommer (Bachelor's thesis at RUB; first supervisor)
2024	Agata Stanczyk (Master's thesis at RUB; co-supervised with Veelasha Moonsamy)

As a PhD Student/Postdoc at University of Michigan

2022	Annie Chen (undergraduate, University of Michigan) [PoPETs'25a]
2022	J.R. Robert Real (Master's student, University of Michigan)
2022	Sean Scarnecchia (undergraduate, University of Michigan) [PoPETs'25a]
2021-2022	Tanisha Afnan (PhD student, University of Michigan) [SOUPS'22]
2021-2022	Niu Chen (PhD student, Cornell University) [CHI'22]
2021-2022	Khue (Shay) Le (undergraduate, University of Michigan) [TOCHI'23][TOCHI'24]
2018-2022	Kaiwen Sun (PhD student, University of Michigan) [CHI'19a][CSCW'21][CSCW'24]

2021	Cami Goray (PhD student, University of Michigan)
2021	Julia Narakornpichit (Master's student, Cornell Tech) [SEC'21b]
2021	Carlo Sugatan (Master's student, University of Michigan)
2019-2020	Michael Ni (undergraduate, University of Michigan)
2019-2020	Jamie Lai (undergraduate, University of Michigan)
2018	Aditi Jannu (Master's student, Carnegie Mellon University) [SOUPS'19a]
2018	Chelse Swoopes (Master's student, Carnegie Mellon University) [SOUPS'19a]
2018	Shawn Danino (Master's student, University of Michigan) [CHI'19a]
2018	Austin McCall (undergraduate, University of Michigan) [SOUPS'18]

Service

Program Committee Chair

| 2023 | Workshop on Usable Security and Privacy (Co-Chair with Jacob Abbott) |

Track Chair

| 2025 | ACM CCS: Usability & Measurement Track (Co-Chair with Emiliano De Cristofaro) |

Program Committee Member / Associate Chair / Editorial Board Member

2025	Annual Symposium on Applications of Contextual Integrity (PrivaCI)
2024, 2025	ACM CHI: Privacy & Security Track
2024, 2025	Symposium on Usable Privacy and Security (SOUPS)
2023, 2025	Proceedings on Privacy Enhancing Technologies (PoPETs)
2024	NSF SaTC Panel
2023, 2024	ACM CCS: Usability & Measurement Track
2024	CSAW Applied Research Competition
2024	Proceedings of the ACM on Human-Computer Interaction (CSCW)
2023	USENIX Security Symposium
2023	ACM Conference on Fairness, Accountability, and Transparency (FAccT)
2022	International Symposium on Research in Attacks, Intrusions and Defenses (RAID)
2021	European Symposium on Usable Security (EuroUSEC)
2021	ACM CSCW Posters
2020, 2021	ACM CHI Late Breaking Work
2020	IEEE PerCom Workshop on Context Systems Design, Evaluation and Optimization

Other Conference Organizing and Volunteering

2022-2024	SOUPS Publicity Co-Chair
2024	SOUPS Karat Award Committee Member
2024	SOUPS Impact Award Committee Member
2024	PETS Stipend Committee Member
2023	PETS Birds-of-a-Feather (BoF) Co-Chair
2021	SOUPS Posters Junior Co-Chair

External Reviewer

I have served as an external reviewer at least once for the following venues:

ACM Conference on Designing Interactive Systems (DIS)

ACM Transactions on Computer-Human Interaction (TOCHI)

ACM Transactions on Privacy and Security (TOPS)

Behaviour & Information Technology

IEEE Transactions on Dependable and Secure Computing

IEEE Security and Privacy Magazine

International Journal of Human-Computer Interaction (IJHCI)

International Journal of Human-Computer Studies (IJHCS)

Journal of Cybersecurity

Journal of the Association for Information Science and Technology (JASIST)

Review Awards and Recognitions

I was recognized as a noteworthy reviewer for USENIX Security (2023) and as an outstanding reviewer for PoPETs (2023). My reviews have also received "special recognition for outstanding reviews" or the "good review" flags at CCS (2023, 2024), CHI (2024), CSCW (2020, 2024), and SOUPS (2024).

Internal Service

2024	CS@Max Planck Internship Program Co-Chair
2023	CS@Max Planck Doctoral Program Admission Committee
2023	Maryland Max Planck PhD Program in Computer Science Admission Committee
2023	CS@Max Planck Internship Program: Selection Committee Core Member
2020, 2022	Privacy@Michigan Privacy Day Symposium: Co-Organizer & Volunteer
2021	Michigan Interactive and Social Computing Speaker Series: Student Coordinator
2019, 2020	University of Michigan Undergraduate Research Opportunity Program: Mentor

Invited Talks and Panels

2025   **Targeted Advertising and Privacy in Cross-Cultural Settings**
Google's Privacy Sandbox Team, Momentum Series | Virtual (January 22) *[w/ Smirity Kaushik]*

2024   **Nudging Users to Change Breached Passwords Using the Protection Motivation Theory**
CNIL Privacy Research Day | Paris, France (June 4)

2024   **From Notifications to Icons: Empowering People in the Face of Privacy Risks**
Invited Talk for ACM SIGCHI Outstanding Dissertation Award | Honolulu, USA (May 15)

2023   **What do we know about Trust and Resilience? What role do they play in a digital society?**
Panel speaker. Workshop on Trust and Resilience in Digital Societies | Bochum, Germany (November 6)

2023   **Learning from the People: A Human-Centered Approach to Security and Privacy Research**
Women in Security and Cryptography Workshop | Bochum, Germany (June 27)

2023   **Cross-Contextual Examination of Older Adults' Privacy Concerns, Behaviors, and Vulnerabilities**
Security and Human Behavior Workshop | Pittsburgh, USA (June 15)

2022   **Consumer Reactions to Data Breaches, Deficiencies of Breach Notifications, and Opportunities for Intervention**
MPI-SP Human and Societal Aspects in Computing Interdisciplinary Symposium | Bochum, Germany (October 26)

2022   **Improving People's Security and Privacy Behaviors**
Northeastern University Khoury College | Boston, USA (April 8)
North Carolina State University CS Department | Raleigh, USA (March 31)
Virginia Tech CS Department | Blacksburg, USA (March 29)
New York University Shanghai CS Department | Virtual (March 25)
Arizona State University SCAI | Tempe, USA (March 21)
Penn State University College of IST | Virtual (March 17)
Georgia Tech School of Interactive Computing | Virtual (March 15)
CISPA – the Helmholtz Center for Information Security | Virtual (March 9)
University of Tennessee iSchool | Virtual (March 7)
Max Planck Institute for Security and Privacy | Virtual (March 1)
University College London CS Department | Virtual (February 24)
Drexel University College of Computing & Informatics | Virtual (February 22)
University of Texas at Austin iSchool | Virtual (February 17)
Duke University CS Department | Virtual (February 14)
National University of Singapore IS Department | Virtual (February 8)

2021   **Consumer Reactions to Data Breaches and Opportunities for Interventions**
Capital-Area Colloquium on Trustworthy & Usable Security/Privacy | Washington D.C., USA (December 14)

2021   **Improving People's Adoption of Protective Behaviors Against Security and Privacy Risks**
The George Washington University Usable Security and Privacy Lab | Washington D.C., USA (December 13)

2021   **Consumer Reactions to Data Breaches, Deficiencies of Breach Notifications, and Opportunities for Public Policy**
The US Federal Trade Commission Internal Seminar | Virtual (November 3) *[w/ Florian Schaub]*

2021   **'Now I'm a bit angry:' Individuals' Awareness, Perception, and Responses to Data Breaches that Affected Them**
Karlsruhe Institute of Technology SECUSO Research Group | Virtual (May 12) *[w/ Peter Mayer]*

2021   **Spyware and Digital Intimate Partner Abuse**
University of Michigan Sexual Assault Prevention and Awareness Center | Virtual (March 24) *[w/ Allison McDonald]*

2020   **Examining the Adoption and Abandonment of Security, Privacy, and Identity Theft Protection Practices**
The US Federal Trade Commission PrivacyCon | Virtual (Jul 21)

2019   **Lengthy, Vague, and Inactionable: Issues with Data Breach Notifications and Implications for Public Policy**
The US Federal Trade Commission PrivacyCon | Washington D.C., USA (Jun 27)

| 2018 | **Designing Effective and Actionable Data Breach Notices: Implications for Firefox Monitor**
Mozilla Firefox Monitor Team	Virtual (Nov 6) *[w/ Florian Schaub]*

Media Coverage

Research: The CCPA Opt-Out Icon

2021	Research featured by *IAPP*: "Research leads to CCPA's Privacy Options icon." [link]
2021	Research featured by *JD Supra*: "What A Long Strange Trip It's Been: Final CCPA Regulation Amendments Approved." [link]
2021	The Privacy Options icon informed by research in [CHI'21] was adopted into the official CCPA regulations. [link]

Research: Data Breaches

2021	Interviewed by *WXYZ-TV* Detroit Channel 7: "Data Breach Dangers." [video clip]
2020	Research featured by *Mozilla Blog*: "Designing a Content-First Experience on Firefox Monitor." [link]
2020	Research featured by *Chicago Policy Review*: "Data Breach Notifications Are Too Complex." [link]
2018	Research featured by *The New York Times*: "Freezing Credit Will Now Be Free. Here's Why You Should Go for It." [link]
2018	Interviewed and quoted by *Detroit Free Press*: "Credit freeze: A misunderstood freebie that you actually want." [link]

Research: Security Behavior and Advice

2020	Interviewed and quoted by *CIO Dive*: "The Remote Playbook: Logged on at home, employees are an attacker's dream." [link]

Research: Trauma-Informed Computing

2022	Research featured by *TechXplore*: "Considering trauma in tech design could benefit all users." [link]

Op-ed

2021	Co-authored "An open letter to the U-M community" on *Michigan Daily* about anti-Asian racism in the United States and in academia. [link]

Publicity by University PR

2024	Podcast Nachgehackt: "On the Way to More Digital Security and Privacy for All." [video clip] [audio clip]
2024	CASA Stories: "Yixin Zou on Working within Bochum Cybersecurity Research." [video clip]
2024	CASA News: "One Year at CASA: Yixin Zou's Research Experience in Bochum." [link]
2021	Michigan News: "Data breaches: Most victims unaware when shown evidence of multiple compromised accounts." [link]