Yixin Zou

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EDUCATION

UNIVERSITY OF MICHIGAN
PH.D. IN INFORMATION COMPUTER SCIENCE
Sep 2017 - Present | Ann Arbor, MI, USA
Advisor: Florian Schaub; Committee members: Tawanna Dillahunt, Denise Anthony, Alessandro Acquisti (external)

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN
B.S. IN ADVERTISING
Jan 2015 - May 2017 | Urbana, IL, USA
Graduated with the Highest Honor (top 5% in College of Media)

PROFESSIONAL EXPERIENCE

FACEBOOK | USER EXPERIENCE RESEARCH INTERN
Jun 2020 – Aug 2020 | Remote
- Conducted a content analysis of internal databases to surface the core privacy-related data practices at Facebook.
- Planned and led 1:1 qualitative interviews with Facebook users on the alignment and misalignment between company practices and user expectations.
- Worked closely with other researchers, product teams, and data scientists to define research questions and communicate insights.

NORTONLIFELOCK | RESEARCH INTERN
May 2019 – Aug 2019 | Culver City, CA
- Conducted an online survey to examine the adoption of expert-recommended practices for security, privacy, and identity theft protection.
- Planned, organized, and ran focus groups to understand how computer security customer support could serve the needs of intimate partner abuse victims.

MOZILLA | USER EXPERIENCE RESEARCH INTERN
Jan 2019 - Apr 2019 | Remote
- Ran usability testings on wireframe prototypes for Firefox Monitor. Insights were integrated to the product's new site to refine risk communications and interface design.
- Conducted an online experiment to investigate how content and format impact user reactions to data breach notifications.

SELECTED PUBLICATIONS

(* indicates co-first authorship.)

Habib, H.*, **Zou, Y.**,* Yao, Y., Acquisti, A., Cranor, L. F., Reidenberg, J., Sadeh, N., & Schaub, F. (2021). Toggles, Dollar Signs, and Triangles: How to (In)Effectively Convey Privacy Choices with Icons and Link Texts. *ACM CHI*. [Icon adopted by the CCPA]

Zou, Y., Roundy, K., Tamersoy, A., Shintre, S., Roturier, J., & Schaub, F. (2020). Examining the Adoption and Abandonment of Security, Privacy, and Identity Theft Protection Practices. *ACM CHI*. [Best Paper Honorable Mention]

Zou, Y., Mhaidli, A. H., McCall, A., & Schaub, F. (2018). "I've Got Nothing to Lose": Consumers' Risk Perceptions and Protective Actions after the Equifax Data Breach. *SOUPS*. [Distinguished Paper Award]

SKILLS

PROGRAMMING
Proficient:
R • Python • LaTeX
Familiar:
JavaScript • HTML • CSS • MySQL

RESEARCH METHODS
Qualitative:
Semi-structured interviews • Focus groups •Participatory design
Quantitative:
Surveys • Experimental design •Log analysis

LANGUAGES
Mandarin (native) • English (full proficiency)

SELECTED AWARDS

2021 FPF Privacy Papers for Policymaker Award, Student Paper Honorable Mention
2020, 2021 Facebook Fellowship Finalist
2019, 2020 ACM CHI Best Paper Honorable Mention
2019 NortonLifeLock Fellowship
2018 SOUPS Distinguished Paper Award

SERVICE

Poster Co-chair SOUPS: 2021
PC Member ACM CHI Late Breaking Works: 2020, 2021
External Reviewer ACM CHI, ACM CSCW, ACM DIS, PoPETs, IJHCI, JASIST
Student Coordinator Michigan Interactive and Social Computing speaker series: 2021

TEACHING

Fall '21 User Experience Design Capstone (SI 407)
Fall '19 Contextual Inquiry (SI 501): (4.8 / 5.0 median rating; 37 out of 48 students)
Fall '18 Introduction to Information (SI 110): (4.4 / 5.0 median rating; 20 out of 48 students)