Yixin Zou

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Education

2017 – Present

University of Michigan | Ann Arbor, MI
Ph.D. in Information
Dissertation committee: Florian Schaub (chair), Alessandro Acquisti, Denise Anthony, Tawanna Dillahunt

2015 – 2017

University of Illinois at Urbana-Champaign | Champaign, IL
B.S. in Advertising, minor in Communication
Graduated with the Highest Honor (top 5% in College of Media)

Employment

2017 – Present

Graduate Student Research Assistant
University of Michigan | Ann Arbor, MI
- Consumer reactions to data breaches and effective notification mechanisms.
- Privacy expectation-risk misalignments in vulnerable populations.
- Usable privacy policy project (usableprivacy.org).
- A multi-stakeholder perspective of privacy in smart homes.
- Privacy attitudes and behaviors of software developers.
- Phishing warnings for online email clients.

2020

User Experience Research Intern
Facebook, Privacy & Data Use Team | Remote
- Conducted 1:1 interviews with Facebook users to understand their expectations of the company's data practices.
- Collaborated and communicated insights with product teams and data scientists.

2019

Research Intern
Norton Labs (previously Symantec Research Labs) | Culver City, CA
- Surveyed Internet users' adoption and abandonment of security, privacy and identity theft protection practices (published at CHI 2020).
- Conducted focus groups on computer security customer support for survivors of intimate partner violence (published at USENIX Security 2021).

2019

User Experience Research Intern
Mozilla, Firefox Monitor Team | Remote
- Conducted usability testings on wireframe prototypes to inform product design (more details).
- Conducted online experiments on content and format variations of breach notifications.

Honors & Awards

2021   **Finalist, Facebook Fellowship**
Facebook
Among the top 3.5% of about 2,100 applicants worldwide.

2021   **Privacy Papers for Policymakers – Student Paper Honorable Mention**
Future of Privacy Forum
For *"It's a scavenger hunt": Usability of Websites' Opt-Out and Data Deletion Choices.*

2020   **CHI Best Paper Honorable Mention**
ACM Conference on Human Factors in Computing Systems
For *Examining the Adoption and Abandonment of Security, Privacy, and Identity Theft Protection Practices.*

2020   **Finalist, Facebook Fellowship**
Facebook
Among the top 4% of about 1,800 applicants worldwide.

2019   **UMSI Field Prelim Milestone Distinction**
University of Michigan School of Information
The award is given to top 10% of students in this endeavor.

2019   **NortonLifeLock Fellowship**
NortonLifeLock Research Group
Awarded $20,000 USD. One of the three recipients selected worldwide.

2019   **CHI Best Paper Honorable Mention**
ACM Conference on Human Factors in Computing Systems
For *Putting Your Warning Where Your Link Is: Improving and Evaluating Email Phishing Warnings.*

2018   **SOUPS Distinguished Paper Award**
SOUPS 2018: Symposium on Usable Privacy and Security
For *"I've Got Nothing to Lose": Consumers' Risk Perceptions and Protective Actions after the Equifax Data Breach.*

2019   **UMSI Pre-Candidacy Milestone Distinction**
University of Michigan School of Information
The award is given to top 10% of students in this endeavor.

Publications

Journal & Magazine Articles (3)

2021   **Child Safety in the Smart Home: Parents' Perceptions, Needs, and Mitigation Strategies**
Kaiwen Sun, <u>Yixin Zou</u>, Jenny Radesky, Christopher Brooks, Florian Schaub.
Proceedings of the ACM on Human-Computer Interaction (CSCW), to appear.

2020   **Listen Only When Spoken To: Interpersonal Communication Cues as Smart Speaker Privacy Controls**
Abraham H. Mhaidli, Manikandan K. Venkatesh, <u>Yixin Zou</u>, Florian Schaub.
PoPETS: Proceedings on Privacy Enhancing Technologies, 2020(2), 251-270. Sciendo. (26.8% acceptance rate)
https://doi.org/10.2478/popets-2020-0026
Also presented at PETS 2020.

2019   **Beyond Mandatory: Making Data Breach Notifications Useful for Consumers**
<u>Yixin Zou</u> & Florian Schaub.
IEEE Security & Privacy, 17(2), 67-72. IEEE. (Invited paper)
https://doi.org/10.1109/MSEC.2019.2897834
Also presented at FTC PrivacyCon 2019.

Peer-reviewed Conference Proceedings (11)

2021   **The Role of Computer Security Customer Support in Helping Survivors of Intimate Partner Violence**
<u>Yixin Zou</u>, Allison McDonald, Julia Narakornpichit, Nicola Dell, Thomas Ristenpart, Kevin Roundy, Florian Schaub, Acar Tamersoy
USENIX Security Symposium. USENIX Association. (Acceptance rate TBD)

2021   **"Now I'm a bit angry:" Individuals' Awareness, Perception, and Responses to Data Breaches that Affected Them**
Peter Mayer*, <u>Yixin Zou</u>*, Florian Schaub, Adam J. Aviv
USENIX Security Symposium. USENIX Association. (Acceptance rate TBD)
https://www.usenix.org/conference/usenixsecurity21/presentation/mayer
Also presented at FTC PrivacyCon 2021.

2021   **Toggles, Dollar Signs, And Triangles: How to (In)Effectively Convey Privacy Choices with Icons and Link Texts**
Hana Habib*, <u>Yixin Zou</u>*, Yaxing Yao, Alessandro Acquisti, Lorrie Faith Cranor, Joel Reidenberg, Norman Sadeh, Florian Schaub
Conference on Human Factors in Computing Systems. ACM. (26.3% acceptance rate)
https://doi.org/10.1145/3411764.3445387
Icon recommendation adopted by the CCPA amendments.

2020   **Examining the Adoption and Abandonment of Security, Privacy, and Identity Theft Protection Practices**
<u>Yixin Zou</u>, Kevin Roundy, Acar Tamersoy, Saurabh Shintre, Johann Roturier, Florian Schaub
Conference on Human Factors in Computing Systems. ACM. (24.3% acceptance rate)
https://doi.org/10.1145/3313831.3376570
CHI Best Paper Honorable Mention Award. Also presented at FTC PrivacyCon 2020.

2020 **"It's a scavenger hunt": Usability of Websites' Opt-Out and Data Deletion Choices**
Hana Habib, Sarah Pearman, Jiamin Wang, <u>Yixin Zou</u>, Alessandro Acquisti, Lorrie Faith Cranor, Norman Sadeh, Florian Schaub
Conference on Human Factors in Computing Systems. ACM. (24.3% acceptance rate)
https://doi.org/10.1145/3313831.3376511
FPF 2020 Privacy Papers for Policy Makers Student Honorable Mention. Also presented at FTC PrivacyCon 2020.

2019 **"We Can't Live Without Them!" App Developers' Adoption of Ad Networks and Their Considerations of Consumer Risks**
Abraham H. Mhaidli, <u>Yixin Zou</u>, Florian Schaub
Symposium on Usable Privacy and Security. USENIX Association. (22.9% acceptance rate)
https://www.usenix.org/conference/soups2019/presentation/mhaidli

2019 **An Empirical Analysis of Data Deletion and Opt-Out Choices on 150 Websites**
Hana Habib, <u>Yixin Zou</u>, Aditi Jannu, Neha Sridhar, Chelse Swoopes, Alessandro Acquisti, Lorrie Faith Cranor, Norman Sadeh, Florian Schaub
Symposium on Usable Privacy and Security. USENIX Association. (22.9% acceptance rate)
https://www.usenix.org/conference/soups2019/presentation/habib
Also presented at FTC PrivacyCon 2020.

2019 **You 'Might' Be Affected: An Empirical Analysis of Usability Issues in Data Breach Notifications**
<u>Yixin Zou</u>, Shawn Danino, Kaiwen Sun, Florian Schaub
Conference on Human Factors in Computing Systems. ACM. (23.8% acceptance rate)
https://doi.org/10.1145/3290605.3300424
Also presented at FTC PrivacyCon 2020.

2019 **Put Your Warning Where Your Link Is: Improving and Evaluating Email Phishing Warnings**
Justin Petelka, <u>Yixin Zou</u>, Florian Schaub
Conference on Human Factors in Computing Systems. ACM. (23.8% acceptance rate)
https://doi.org/10.1145/3290605.3300748
CHI Best Paper Honorable Mention Award.

2018 **"I've Got Nothing to Lose": Consumers' Risk Perceptions and Protective Actions after the Equifax Data Breach**
<u>Yixin Zou</u>, Abraham H. Mhaidli, Austin McCall, Florian Schaub
Symposium on Usable Privacy and Security. USENIX Association. (22.8% acceptance rate)
https://www.usenix.org/conference/soups2018/presentation/zou
SOUPS Distinguished Paper Award.

2017 **Users' Attitudes towards the "Going Dark" Debate**
Aseel Addawood, <u>Yixin Zou</u>, Masooda Bashir
International Conference on Applied Human Factors and Ergonomics. Springer.
https://doi.org/10.1007/978-3-319-60585-2_28

Workshop Proceedings and Posters (6)

2018   **An Empirical Analysis of Online Consent and Opt-Out Experience**
Hana Habib, <u>Yixin Zou</u>, Chelse Swoopes, Aditi Jannu, Lorrie Faith Cranor, Florian Schaub
Privacy Law Scholars Conference. Washington D.C., USA. May 2018.

2018   **An Empirical Analysis of Website Data Deletion and Opt-Out Choices**
Hana Habib, <u>Yixin Zou</u>, Aditi Jannu, Chelse Swoopes, Alessandro Acquisti, Lorrie Faith Cranor, Norman Sadeh, Florian Schaub
CHI '18 Workshop on General Data Protection Regulation: An Opportunity for the HCI Community? Montreal, Canada. Apr 2018.

2018   **Concern But No Action: Consumers' Reactions to the Equifax Data Breach**
<u>Yixin Zou</u> & Florian Schaub
Conference on Human Factors in Computing Systems: Late Breaking Work. Montreal, Canada. Apr 2018.

2018   **Concern But No Action: Consumers' Reactions to the Equifax Data Breach**
<u>Yixin Zou</u> & Florian Schaub
Midwest Security Workshop. Champaign, IL, USA. Mar 2018.

2017   **Really Being There?: Telepresence in Virtual Reality Branded Content.**
Jie Shen, M. Stenger, J. Lechowicz, Chen Chen, Rachel Yang, Aparna Sivasankaran, Yanyun Wang, Ji Zhang, <u>Yixin Zou</u>, H. Katz, Michelle R. Nelson
Annual Conference of the Association for Education in Journalism and Mass Communication. Chicago, USA. Aug 2017.

2017   **The Impacts of Privacy Hypocrisy, Victim Characterization, Gender, and Context on Bystanders' Guilt Attribution in a Cyberbullying Suicide**
Mike Zhengyu Yao, <u>Yixin Zou</u>, Daniel Linz, P. Jaoude
Annual Conference of International Communication Association. San Diego, USA. May 2017.

Technical Reports (3)

2020   **CCPA Opt-Out Icon Testing – Phase 2**
Lorrie Faith Cranor, Hana Habib, Yaxing Yao, <u>Yixin Zou</u>, Alessandro Acquisti, Joel R. Reidenberg, Norman Sadeh, Florian Schaub
Report submitted to the Office of the California Attorney General.
https://www.oag.ca.gov/sites/all/files/agweb/pdfs/privacy/dns-icon-study-report-052822020.pdf

2020   **User Testing of the Proposed CCPA Do-Not-Sell Icon**
Lorrie Faith Cranor, Hana Habib, <u>Yixin Zou</u>, Alessandro Acquisti, Joel R. Reidenberg, Norman Sadeh, Florian Schaub
Report submitted to the Office of the California Attorney General.
http://cups.cs.cmu.edu/pubs/CCPA2020Feb24.pdf

2020 **Design and Evaluation of a Usable Icon and Tagline to Signal an Opt-Out of the Sale of Personal Information as Required by CCPA**
Lorrie Faith Cranor, Hana Habib, <u>Yixin Zou</u>, Alessandro Acquisti, Joel R. Reidenberg, Norman Sadeh, Florian Schaub
Report submitted to the Office of the California Attorney General.
https://oag.ca.gov/sites/all/files/agweb/pdfs/privacy/ccpa-cranor.pdf

Invited Talks and Panels

2021 **"Now I'm a bit angry:" Individuals' Awareness, Perception, and Responses to Data Breaches that Affected Them**
Invited speaker (w/ Peter Mayer). *SECUSO Research Group, Karlsruhe Institute of Technology.* Online. May 2021.

2021 **Toggles, Dollar Signs, and Triangles: How to (In)Effectively Convey Privacy Choices with Icons and Link Texts**
Invited speaker (w/ Hana Habib). *CHI '21: Conference on Human Factors in Computing Systems.* Online. May 2021.

2021 **"Now I'm a bit angry:" Individuals' Awareness, Perception, and Responses to Data Breaches that Affected Them**
Invited speaker (w/ Peter Mayer). *The George Washington University Usable Security and Privacy Lab.* Online. Apr 2021.

2021 **Spyware and Digital Intimate Partner Abuse**
Invited speaker (w/ Allison McDonald). *Sexual Assault Prevention and Awareness Center, University of Michigan.* Online. Mar 2021.

2020 **Examining the Adoption and Abandonment of Security, Privacy, and Identity Theft Protection Practices**
Invited speaker. *PrivacyCon, Federal Trade Commission.* Online. Jul 2020.

2019 **An Empirical Analysis of Data Deletion and Opt-Out Choices on 150 Websites**
Invited speaker. *SOUPS '19: Symposium on Usable Privacy and Security.* Santa Clara, USA. Aug 2019.

2019 **Lengthy, Vague, and Inactionable: Issues with Data Breach Notifications and Implications for Public Policy**
Invited speaker. *PrivacyCon, Federal Trade Commission.* Washington D.C., USA. Jun 2019.

2019 **An Empirical Analysis of Readability and Usability Issues in Data Breach Notifications**
Invited speaker. *CHI '19: Conference on Human Factors in Computing Systems.* Glasgow, UK. May 2019.

2018 **Designing Effective and Actionable Data Breach Notices: Implications for Firefox Monitor**
Invited speaker (w/ Florian Schaub). *Firefox Monitor Team, Mozilla.* Online. Nov 2018.

2018	**"I've Got Nothing to Lose": Consumers' Risk Perceptions and Protective Actions after the Equifax Data Breach**

Invited speaker. *SOUPS '19: Symposium on Usable Privacy and Security*. Baltimore, USA. Aug 2018.

Teaching Experience

Graduate Student Instructor

Fall 2019	**SI 501: Contextual Inquiry (University of Michigan)**

Led two weekly discussion sections, held office hours, and graded assignments. Oversaw ten consulting projects with local clients led by master students.
4.8 (of 5.0) median rating (37 of 48 students).

Fall 2018	**SI 110: Introduction to Information (University of Michigan)**

Led two weekly discussion sections, held office hours, and graded assignments. Also gave a guest lecture on net neutrality and privacy.
4.4 (of 5.0) median rating (20 of 48 students).

Mentoring of Undergraduate & Master Students

Khue Le. Undergraduate in CSE, University of Michigan. Since 2021.
Michael Ni. Undergraduate in CSE, University of Michigan. 2019-2021.
Jamie Lai. Undergraduate in Information, University of Michigan. 2019-2020.
Kaiwen Sun. Master in Information, University of Michigan. 2018.
Shawn Danino. Master in Information, University of Michigan. 2018.
Austin McCall. Undergraduate in Information, University of Michigan. 2018.

External Service

Conference Organization

2021	Symposium on Usable Privacy and Security: Poster Junior Co-Chair

Program Committee Member / Associate Chairing

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

External Reviewer

2020, 2021	ACM Conference on Human Factors in Computing Systems (CHI)
2020, 2021	Proceedings of the ACM on Human-Computer Interaction (CSCW)
2020, 2021	ACM Conference on Designing Interactive Systems (DIS)
2020, 2021	Proceedings on Privacy Enhancing Technologies (PoPETs)

| 2020, 2021 | Journal of the Association for Information Science and Technology (JAIST) |
| 2020 | International Journal of Human-Computer Interaction (IJHCI) |

University Service

University of Michigan

2020   **Privacy@Michigan Privacy Day Symposium**
Contributed to organizing the Privacy@Michigan symposium in celebration of International Data Privacy Day. Organized "privacy clinics" to raise awareness of privacy issues among symposium attendees.

2019-2020   **Mentor, Undergraduate Research Opportunity Program**
Mentored undergraduate students on research projects. Help students build research skills and identify academic & career interests through close collaborations.

U-M School of Information

2021   **Student coordinator, Michigan Interactive and Social Computing (MISC)**
Organized speaker series at the confluence of human-computer interaction, social computing, and computer-supported cooperative work from researchers at the University of Michigan and beyond.

2021   **Invited panelist, info sessions for PhD students**
Shared advice and experience on topics such as finding summer internships, completing milestones, and navigating advisor-advisee relationships.

Media Coverage

2021   **Quoted by WXYZ**
TV interview with WXYZ (Detroit ABC affiliate) on the dangers of data breaches and findings from our USENIX Security 2021 paper. Jul 2021.

2021   **California Attorney General adopts Privacy Options icon into CCPA**
The Privacy Options icon we designed in a CHI 2021 paper has been adopted into the official CCPA regulations through an amendment. Reported on by IAPP and JD Supra. Mar 2021.

2020   **Article on data breach notification research**
Chicago Policy Review reported on our research in "Data Breach Notifications Are Too Complex." Sep 2020.

2020   **Quoted by CIO Dive**
Quoted on potential changes of online safety practices during the COVID-19 pandemic in CIO Dive article "The Remote Playbook." Apr 2020.

2018   **The Equifax data breach study and implications for credit freezes**
New York Times and Detroit Free Press quoted our SOUPS 2018 paper in discussing the importance of credit freezes. The Detroit Free Press article was picked up by the Associated Press and subsequently appeared in over 80 regional and local media outlets. Sep 2018.

Op-Eds

2021   **An open letter to the U-M community**
Co-wrote an op-ed on Michigan Daily (w/ Heeryung Choi, Jane Im, and Cindy Lin) on anti-Asian racism in the United States and in academia. Apr 2021.