

Yixin Zou

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Research Focus

My research sits at the intersection of human-computer interaction, computer security and privacy, and responsible artificial intelligence. I use computational and social science methods to (1) examine people's needs and experiences with digital technologies; (2) identify and measure the harms created and amplified by digital technologies; and (3) design and evaluate interventions that mitigate these harms and enhance people's online and offline experiences. My vision is to work toward a future in which digital technologies are safe and equitable for all, especially marginalized and underserved communities.

Education

- 2017–22 **Ph.D. in Information**, University of Michigan
 Advisor: Florian Schaub
- 2015–17 **B.Sc. in Advertising**, University of Illinois at Urbana-Champaign
 Graduated with the highest honor (top 5% in the College of Media)

Appointments

- 2023– Tenure-Track Faculty (W2), Max Planck Institute for Security and Privacy
2023– Principal Investigator, CASA Cluster of Excellence
2022 Postdoctoral Researcher, University of Michigan

Research Internships

- 2020 Meta, Privacy and Data Use
2019 NortonLifeLock Research Group
2019 Mozilla, Firefox Monitor

Selected Awards & Honors

- 2025 Diversity and Inclusion Recognition, ACM CSCW [[P18](#)]
2025 Runner up, CNIL-EHESS Award in Social Science [[P10](#)]
2025 Best Paper Honorable Mention, ACM CHI [[P15](#)]
2024 Google Academic Research Award
2024 ACM SIGCHI Outstanding Dissertation Award
2023 Meta Research Award
2022 John Karat Usable Privacy and Security Student Research Award

2021	Student Paper Honorable Mention, Future of Privacy Forum's Annual Privacy Papers for Policymakers Award [P32]
2020	Best Paper Honorable Mention, ACM CHI [P34]
2019	Best Paper Honorable Mention, ACM CHI [P37]
2019	NortonLifeLock Research Group Graduate Fellowship
2018	Distinguished Paper Award, SOUPS [P39]

Publications

See [Google Scholar](#) for citation records.

In computer science and information science (CS/IS) research, top-tier conferences are highly selective venues for archival papers only, comparable to journals in other disciplines for their selectivity, visibility, and impact. One may refer to the [CORE Rankings](#) and the acceptance rate for a general idea of a conference's standing.

Authors are typically ordered such that leading students are listed from largest to smallest contribution from the left. Supervising faculty and postdocs are typically ordered from the right. The last author is the primary sponsor and supervisor.

* indicates equal contributions, usually for co-first or co-last authors.

Peer-Reviewed Conference and Journal Publications

- [P1] Priyasha Chatterjee, Smirity Kaushik, Karola Marky, and **Yixin Zou**. "It Shouldn't Be This Difficult: Researcher Perspectives on Diversity and Inclusion in Usable Privacy and Security Research". *ACM Conference on Human Factors in Computing Systems (CHI)*. 2026. To appear.
- [P2] Xiaowei Chen, Mindy Tran, Yue Deng, Bhupendra Acharya, and **Yixin Zou**. "From Harm to Healing: Understanding Individual Resilience after Cybercrimes". *ACM Conference on Human Factors in Computing Systems (CHI)*. 2026. To appear.
- [P3] Ankolika De, Gabriel Lima, and **Yixin Zou**. "What is Safety? Corporate Discourse, Power, and the Politics of Generative AI Safety". *ACM Conference on Human Factors in Computing Systems (CHI)*. 2026. To appear.
- [P4] Yue Deng, Xiaowei Chen, Junxiang Liao, Bo Li, and **Yixin Zou**. "Experiencer, Helper, or Observer: Online Fraud Intervention for Older Adults Through a Role-based Simulation Approach". *ACM Conference on Human Factors in Computing Systems (CHI)*. 2026. To appear.
- [P5] Yue Deng, Changyang He, Bo Li, and **Yixin Zou**. ""What If My Face Gets Scanned Without Consent:" Understanding Older Adults' Experiences with Biometric Payment". *ACM Conference on Human Factors in Computing Systems (CHI)*. 2026. To appear.
- [P6] Gabriel Lima, Gustavo Gil Gasiola, Frederike Zufall, and **Yixin Zou**. "Do Citizens Agree with the EU AI Act? Public Perspectives on Risk and Regulation of AI Systems". *ACM Conference on Human Factors in Computing Systems (CHI)*. 2026. To appear.
- [P7] Collins W. Munyendo, Veronica A. Rivera, Jackie Hu, Emmanuel Tweneboah, Amna Shahnawaz, Karen Sowon, Dilara Keküllüoğlu, Marcos Silva, Yue Deng, Mercy Omeiza, Gayatri Priyadarsini Kancherla, Maria Rosario Niniz Silva, Maryam Mustafa, Abhishek Bichhawat, Francisco Marmolejo-Cossio, Elissa Redmiles*, and **Yixin Zou***. ""I Wonder if These Warnings Are Accurate": Security and Privacy Advice in Nine Majority World Countries". *IEEE Symposium on Security and Privacy (Oakland)*. 2026. To appear.

- [P8] Mindy Tran, Xinru Tang, Adryana Hutchinson, Adam Aviv, and **Yixin Zou**. “Toward Inclusive Security and Privacy for Deaf and Hard-of-Hearing People: A Community-Based Interview Study”. *IEEE Symposium on Security and Privacy (Oakland)*. 2026. To appear.
- [P9] Jiamin Zheng, Yue Deng, Jessica Chen, Shujun Li, **Yixin Zou**, and Jingjie Li. ““There is no way my own sister would scam me:” Understanding Narratives Around Scam-Driven Human Trafficking Across Chinese Borders on RedNote”. *ACM Conference on Human Factors in Computing Systems (CHI)*. 2026. To appear.
- [P10] Kyle Beadle, Kieron Ivy Turk, Aliai Eusebi, Mindy Tran, Marilyne Ordekian, Enrico Mariconti, **Yixin Zou***, and Marie Vasek*. “SoK: A Privacy Framework for Security Research Using Social Media Data”. *IEEE Symposium on Security and Privacy (Oakland)*. 2025. [\[link\]](#).
- Runner-up for CNIL-EHESS Award in Social Science
Selected for presentation at the CNIL Privacy Day 2025.
- [P11] Annalina Buckmann, Jan Magnus Nold, Yasemin Acar, and **Yixin Zou**. “More than Usability: Differential Access to Digital Security and Privacy”. *Symposium on Usable Privacy and Security (SOUPS)*. 2025. [\[link\]](#).
- [P12] Yue Deng, Changyang He, **Yixin Zou**, and Bo Li. ““Auntie, Please Don’t Fall for Those Smooth Talkers”: How Chinese Younger Family Members Safeguard Seniors from Online Fraud”. *ACM Conference on Human Factors in Computing Systems (CHI)*. 2025. [\[link\]](#).
- [P13] Franziska Herbert*, Collins W. Munyendo*, Jonas Hielscher, Steffen Becker, and **Yixin Zou**. “Digital Security Perceptions and Practices Around the World: A WEIRD versus Non-WEIRD Comparison”. *USENIX Security Symposium*. 2025. [\[link\]](#).
- [P14] Smirity Kaushik, Tanusree Sharma, Yaman Yu, Amna Ali, Bart Piet Knijnenburg, Yang Wang, and **Yixin Zou**. “Privacy Perceptions and Behaviors Towards Targeted Advertising on Social Media: A Cross-Country Study on the Effect of Culture and Religion”. *Proceedings on Privacy Enhancing Technologies (PoPETs)*. 2025. [\[link\]](#).
- [P15] Gabriel Lima, Nina Grgić-Hlača, Markus Langer, and **Yixin Zou**. “Lay Perceptions of Algorithmic Discrimination in the Context of Systemic Injustice”. *ACM Conference on Human Factors in Computing Systems (CHI)*. 2025. [\[link\]](#).
Best Paper Honorable Mention.
- [P16] Byron Lowens, Sean Scarneccchia, Jane Im, Tanisha Afnan, Annie Chen, **Yixin Zou**, and Florian Schaub. “Misalignments and Demographic Differences in Expected and Actual Privacy Settings on Facebook”. *Proceedings on Privacy Enhancing Technologies (PoPETs)*. 2025. [\[link\]](#).
- [P17] Abhinaya SB, Abhishri Agrawal, Yaxing Yao, **Yixin Zou**, and Anupam Das. ““What are they gonna do with my data?”: Privacy Expectations, Concerns, and Behaviors in Virtual Reality”. *Proceedings on Privacy Enhancing Technologies (PoPETs)*. 2025. [\[link\]](#).
- [P18] Xinru Tang, Gabriel Lima, Li Jiang, Lucy Simko, and **Yixin Zou**. “Beyond “Vulnerable Populations”: A Unified Understanding of Vulnerability From A Socio-Ecological Perspective”. *Proceedings of the ACM on Human-Computer Interaction (CSCW)*. 2025. [\[link\]](#).
Diversity and Inclusion Recognition.
- [P19] Emmanuel Tweneboah, Collins W Munyendo, and **Yixin Zou**. ““No, I Can’t Be a Security Personnel on Your Phone”: Security and Privacy Threats From Sharing Infrastructure in Rural Ghana”. *USENIX Security Symposium*. 2025. [\[link\]](#).

- [P20] Franziska Herbert, Steffen Becker, Annalina Buckmann, Marvin Kowalewski, Jonas Hielscher, Yasemin Acar, Markus Dürmuth, **Yixin Zou**, and M Angela Sasse. "Digital Security—A Question of Perspective. A Large-Scale Telephone Survey with Four At-Risk User Groups". *IEEE Symposium on Security and Privacy (Oakland)*. 2024. [\[link\]](#).
- [P21] Timo Speith, Julian Speith, Steffen Becker, **Yixin Zou**, Asia Biega, and Christof Paar. "Explainability as a Requirement for Hardware: Introducing Explainable Hardware (XHW)". *IEEE International Requirements Engineering Conference (RE)*. 2024. [\[link\]](#).
- [P22] Kaiwen Sun, Jingjie Li, **Yixin Zou**, Jenny Radesky, Christopher Brooks, and Florian Schaub. "Unfulfilled Promises of Child Safety and Privacy: Portrayals and Use of Children in Smart Home Marketing". *Proceedings of the ACM on Human-Computer Interaction (CSCW)*. 2024. [\[link\]](#).
Selected for presentation at the CNIL Privacy Day 2024.
- [P23] **Yixin Zou**, Khue Le, Peter Mayer, Alessandro Acquisti, Adam J Aviv, and Florian Schaub. "Encouraging Users to Change Breached Passwords Using the Protection Motivation Theory". *ACM Transactions on Computer-Human Interaction (TOCHI)*. 2024. [\[link\]](#).
Selected for presentation at the CNIL Privacy Day 2024.
- [P24] **Yixin Zou**, Kaiwen Sun, Tanisha Afnan, Ruba Abu-Salma, Robin Brewer, and Florian Schaub. "Cross-Contextual Examination of Older Adults' Privacy Concerns, Behaviors, and Vulnerabilities". *Proceedings on Privacy Enhancing Technologies (PoPETs)*. 2024. [\[link\]](#).
- [P25] Peter Mayer, **Yixin Zou**, Byron M Lowens, Hunter A Dyer, Khue Le, Florian Schaub, and Adam J Aviv. "Awareness, Intention, (In)Action: Individuals' Reactions to Data Breaches". *ACM Transactions on Computer-Human Interaction (TOCHI)*. 2023. [\[link\]](#).
- [P26] Tanisha Afnan, **Yixin Zou**, Maryam Mustafa, Mustafa Naseem, and Florian Schaub. "Aunties, Strangers, and the FBI: Online Privacy Concerns and Experiences of Muslim-American Women". *Symposium on Usable Privacy and Security (SOUPS)*. 2022. [\[link\]](#).
- [P27] Janet X Chen*, Allison McDonald*, **Yixin Zou***, Emily Tseng, Kevin A Roundy, Acar Tamersoy, Florian Schaub, Thomas Ristenpart, and Nicola Dell. "Trauma-Informed Computing: Towards Safer Technology Experiences for All". *ACM Conference on Human Factors in Computing Systems (CHI)*. 2022. [\[link\]](#).
- [P28] Hana Habib*, **Yixin Zou***, Yaxing Yao, Alessandro Acquisti, Lorrie Cranor, Joel Reidenberg, Norman Sadeh, and Florian Schaub. "Toggles, Dollar Signs, and Triangles: How to (In)Effectively Convey Privacy Choices with Icons and Link Texts". *ACM Conference on Human Factors in Computing Systems (CHI)*. 2021. [\[link\]](#).
Icon recommendation adopted into the California Consumer Privacy Act (CCPA) Regulations.
- [P29] Peter Mayer*, **Yixin Zou***, Florian Schaub, and Adam J Aviv. "'Now I'm a bit angry:' Individuals' Awareness, Perception, and Responses to Data Breaches that Affected Them". *USENIX Security Symposium*. 2021. [\[link\]](#).
Selected for presentation at the FTC PrivacyCon 2021.
- [P30] Kaiwen Sun, **Yixin Zou**, Jenny Radesky, Christopher Brooks, and Florian Schaub. "Child Safety in the Smart Home: Parents' Perceptions, Needs, and Mitigation Strategies". *Proceedings of the ACM on Human-Computer Interaction (CSCW)*. 2021. [\[link\]](#).
Selected for presentation at the FTC PrivacyCon 2022.

- [P31] **Yixin Zou**, Allison McDonald, Julia Narakornpitchit, Nicola Dell, Thomas Ristenpart, Kevin Roundy, Florian Schaub, and Acar Tamersoy. “The Role of Computer Security Customer Support in Helping Survivors of Intimate Partner Violence”. *USENIX Security Symposium*. 2021. [\[link\]](#).
- [P32] Hana Habib, Sarah Pearman, Jiamin Wang, **Yixin Zou**, Alessandro Acquisti, Lorrie Faith Cranor, Norman Sadeh, and Florian Schaub. ““It’s a scavenger hunt”: Usability of Websites’ Opt-Out and Data Deletion Choices”. *ACM Conference on Human Factors in Computing Systems (CHI)*. 2020. [\[link\]](#).
Honorable Mention, FPF Privacy Papers for Policymakers.
- [P33] Abraham Mhaidli, Manikandan Kandadai Venkatesh, **Yixin Zou**, and Florian Schaub. “Listen Only When Spoken To: Interpersonal Communication Cues as Smart Speaker Privacy Controls”. *Proceedings on Privacy Enhancing Technologies (PoPETs)*. 2020. [\[link\]](#).
- [P34] **Yixin Zou**, Kevin Roundy, Acar Tamersoy, Saurabh Shintre, Johann Roturier, and Florian Schaub. “Examining the Adoption and Abandonment of Security, Privacy, and Identity Theft Protection Practices”. *ACM Conference on Human Factors in Computing Systems (CHI)*. 2020. [\[link\]](#).
Best Paper Honorable Mention
Selected for presentation at the FTC PrivacyCon 2020.
- [P35] Hana Habib, **Yixin Zou**, Aditi Jannu, Neha Sridhar, Chelse Swoopes, Alessandro Acquisti, Lorrie Faith Cranor, Norman Sadeh, and Florian Schaub. “An Empirical Analysis of Data Deletion and Opt-Out Choices on 150 Websites”. *Symposium on Usable Privacy and Security (SOUPS)*. 2019. [\[link\]](#).
Selected for presentation at the FTC PrivacyCon 2020.
- [P36] Abraham Mhaidli, **Yixin Zou**, and Florian Schaub. ““We Can’t Live Without Them!” App Developers’ Adoption of Ad Networks and Their Considerations of Consumer Risks”. *Symposium on Usable Privacy and Security (SOUPS)*. 2019. [\[link\]](#).
- [P37] Justin Petelka, **Yixin Zou**, and Florian Schaub. “Put Your Warning Where Your Link Is: Improving and Evaluating Email Phishing Warnings”. *ACM Conference on Human Factors in Computing Systems (CHI)*. 2019. [\[link\]](#).
Best Paper Honorable Mention.
- [P38] **Yixin Zou**, Shawn Danino, Kaiwen Sun, and Florian Schaub. “You ‘Might’ Be Affected: An Empirical Analysis of Readability and Usability Issues in Data Breach Notifications”. *ACM Conference on Human Factors in Computing Systems (CHI)*. 2019. [\[link\]](#).
Selected for presentation at the FTC PrivacyCon 2019.
- [P39] **Yixin Zou**, Abraham H Mhaidli, Austin McCall, and Florian Schaub. ““I’ve Got Nothing to Lose”: Consumers’ Risk Perceptions and Protective Actions after the Equifax Data Breach”. *Symposium on Usable Privacy and Security (SOUPS)*. 2018. [\[link\]](#).
Distinguished Paper Award.

Workshop Papers and Posters

- [W1] Emmanuel Tweneboah, Collins W Munyendo, and **Yixin Zou**. ““No, I Can’t Be a Security Personnel on Your Phone”: Security and Privacy Threats From Sharing Infrastructure in Rural Ghana”. *NYC Privacy Day*. 2025. [\[link\]](#).
Best Poster Award.

- [W2] Smirity Kaushik, Tanusree Sharma, Yaman Yu, Amna F Ali, Yang Wang, and **Yixin Zou**. “Cross-Country Examination of People’s Experience with Targeted Advertising on Social Media”. *ACM Conference on Human Factors in Computing Systems Late-Breaking Work (CHI-LBW)*. 2024. [\[link\]](#).
- [W3] Mindy Tran, Xinru Tang, Adryana Hutchinson, Adam J Aviv, and **Yixin Zou**. “Position Paper: Exploring Security and Privacy Needs of d/Deaf Individuals”. *Workshop on Accessible Security and Privacy (co-located with IEEE Euro S&P)*. 2024. [\[link\]](#).
- [W4] Peter Mayer*, **Yixin Zou***, Florian Schaub, and Adam J Aviv. ““Now I’m a bit angry:” Individuals’ Awareness, Perception, and Responses to Data Breaches that Affected Them”. *Symposium on Usable Privacy and Security (SOUPS) Poster Session*. 2022.
- [W5] Kaiwen Sun, Jingjie Li, **Yixin Zou**, Florian Schaub, and Christopher Brooks. “The Portrayal of Children in Smart Home Marketing”. *Workshop on Kids Online Privacy and Safety (co-located with SOUPS)*. 2022.
- [W6] Hana Habib, **Yixin Zou**, Chelse Swoopes, Aditi Jannu, Lorrie Faith Cranor, and Florian Schaub. “An Empirical Analysis of Online Consent and Opt-Out Experience”. *Privacy Law Scholars Conference*. 2018.
- [W7] **Yixin Zou** and Florian Schaub. “Concern But No Action: Consumers’ Reactions to the Equifax Data Breach”. *ACM Conference on Human Factors in Computing Systems Late-Breaking Work (CHI-LBW)*. 2018. [\[link\]](#).

Invited Magazine Articles

- [M1] **Yixin Zou** and Florian Schaub. “Beyond Mandatory: Making Data Breach Notifications Useful for Consumers”. *IEEE Security & Privacy Magazine*. 2019. [\[link\]](#).

Technical Reports

- [TR1] Lorrie Faith Cranor, Hana Habib, Yaxing Yao, **Yixin Zou**, Alessandro Acquisti, Joel Reidenberg, Norman Sadeh, and Florian Schaub. *CCPA Opt-Out Icon Testing – Phase 2*. Technical Report. Report submitted to the California Office of the Attorney General. 2020. [\[link\]](#).
- [TR2] Lorrie Faith Cranor, Hana Habib, **Yixin Zou**, Alessandro Acquisti, Joel Reidenberg, Norman Sadeh, and Florian Schaub. *Design and Evaluation of a Usable Icon and Tagline to Signal an Opt-Out of the Sale of Personal Information as Required by CCPA*. Technical Report. Report submitted to the California Office of the Attorney General. 2020. [\[link\]](#).
- [TR3] Lorrie Faith Cranor, Hana Habib, **Yixin Zou**, Alessandro Acquisti, Joel Reidenberg, Norman Sadeh, and Florian Schaub. *User Testing of the Proposed CCPA Do-Not-Sell Icon*. Technical Report. Report submitted to the California Office of the Attorney General. 2020. [\[link\]](#).

Dissertations

- [D1] **Yixin Zou**. “Understanding and Improving Consumers’ Adoption of Online Privacy-Protective Behaviors”. PhD dissertation. University of Michigan. 2022. [\[link\]](#).
ACM SIGCHI Outstanding Dissertation Award.

Grants and Competitive Gifts

2025	DAAD Germany/Hong Kong Joint Research Scheme: <i>Are We Ready to Tackle Online Misinformation at Scale? A Comprehensive Benchmark and Evaluation of LLM-based Fact-checking Paradigms on Social Media</i> €12,870 at MPI-SP 01.01.26-31.12.27 DAAD PI; with RGC PI Yupeng Li
2024	Google Academic Research Award: <i>Safeguarding Emerging Adults from Scams on Short-Form Video Platforms</i> \$100,000 (€56,894 at MPI-SP) 01.07.25-30.06.26 PI; with co-PI Mainack Mondal
2024	NSF-DFG: SaTC: CORE: Small: <i>Requirements, Metrics, and Tools for Effective and Interpretable Content Moderation Transparency</i> €688,690 at MPI-SP 01.10.25-30.09.28 DFG PI; with NSF PIs Damon McCoy, Tobias Lauinger, and Elissa Redmiles
2024	CASA Excellence Cluster Fundamental Research Project: <i>Improving IT Security and Privacy for Deaf and Hard-of-Hearing People</i> €253,000 at MPI-SP 01.09.24-31.08.27 PI; with co-PI Veelasha Moonsamy
2024	Stanford Internet Observatory Gift: <i>A Cross-Country Exploration of Security and Privacy Advice</i> \$15,000 01.05.24-30.04.25 proposal submitted with Collins Munyendo (lead), Veronica Rivera, Jackie Hu, and Elissa Redmiles
2023	CASA Excellence Cluster Fundamental Research Project: <i>The Whole is Greater than the Sum of Its Parts: Understanding and Improving a Population's Security and Privacy</i> €253,000 at MPI-SP 01.03.23-15.08.26 co-PI; with PI Angela Sasse
2023	Meta Research Award: <i>Predictors of Privacy Preferences in Social Virtual Reality</i> \$100,000 (€16,352 at MPI-SP) 01.01.23-31.12.23 co-PI; with PI Anupam Das and co-PI Yaxing Yao

Presentations

Invited Talks

2025	<i>Targeted Advertising and Privacy in Cross-Cultural Settings</i> Google, Privacy Sandbox Team Virtual co-presented with Smirity Kaushik
2024	<i>Nudging Users to Change Breached Passwords Using the Protection Motivation Theory</i> CNIL Privacy Research Day Paris, FR
2024	<i>From Notifications to Icons: Empowering People in the Face of Privacy Risks</i> ACM SIGCHI Outstanding Dissertation Awardee Invited Talk Honolulu, USA
2023	<i>Learning from the People: A Human-Centered Approach to Security and Privacy Research</i> Women in Security and Cryptography Workshop Bochum, DE
2023	<i>Cross-Contextual Examination of Older Adults' Privacy Concerns, Behaviors, and Vulnerabilities</i> Security and Human Behavior Workshop Pittsburgh, USA
2022	<i>Consumer Reactions to Data Breaches, Deficiencies of Breach Notifications, and Opportunities for Intervention</i> MPI-SP Symposium on Human and Societal Aspects in Computing Bochum, DE
2022	<i>Improving People's Security and Privacy Behaviors</i>

	Northeastern University Khoury College Boston, USA North Carolina State University CS Raleigh, USA Virginia Tech CS Blacksburg, USA New York University Shanghai CS Virtual Arizona State University SCAI Tempe, USA Pennsylvania State University IST Virtual Georgia Institute of Technology IC & SCP Virtual CISPA – the Helmholtz Center for Information Security Virtual University of Tennessee iSchool Virtual Max Planck Institute for Security and Privacy Virtual University College London CS Virtual Drexel University College of Computing & Informatics Virtual University of Texas at Austin iSchool Virtual Duke University CS Virtual National University of Singapore IS Virtual
2021	<i>Consumer Reactions to Data Breaches and Opportunities for Interventions</i> Capital-Area Colloquium on Trustworthy & Usable Security/Privacy Washington D.C., USA
2021	<i>Consumer Reactions to Data Breaches, Deficiencies of Breach Notifications, and Opportunities for Public Policy</i> The US Federal Trade Commission Virtual co-presented with Florian Schaub
2021	<i>'Now I'm a bit angry:' Individuals' Awareness, Perception, and Responses to Data Breaches that Affected Them</i> Karlsruhe Institute of Technology SECUSO Virtual co-presented with Peter Mayer
2021	<i>Spyware and Digital Intimate Partner Abuse</i> University of Michigan Sexual Assault Prevention and Awareness Center Virtual co-presented with Allison McDonald
2020	<i>Examining the Adoption and Abandonment of Security, Privacy, and Identity Theft Protection Practices</i> The US Federal Trade Commission PrivacyCon Virtual
2019	<i>Lengthy, Vague, and Inactionable: Issues with Data Breach Notifications and Implications for Public Policy</i> The US Federal Trade Commission PrivacyCon Washington D.C., USA
2018	<i>Designing Effective and Actionable Data Breach Notices: Implications for Firefox Monitor</i> Mozilla, Firefox Monitor Team Virtual co-presented with Florian Schaub

Invited Panel Participation

2025	MPI-SP Symposium on Challenges in a Digitalized Society Bochum, DE
2025	Google, Workshop on "Post(card)s from Tokyo: A Safer Digital Future" Tokyo, JP
2023	SecHuman, Workshop on Trust and Resilience in Digital Societies Bochum, DE

Selected Media Coverage

Research on the CCPA opt-out icon

2021 Research featured by *IAPP*: “Research leads to CCPA’s Privacy Options icon.” [\[link\]](#)

Research on 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 on 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 on 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. [\[link\]](#)

University PR coverage

2025 RUB News: “How People Worldwide Understand Digital Security.” [\[link\]](#)

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.” [\[link\]](#)

Teaching

As Primary or Co-Instructor

212044 AI Ethics and Society

Ruhr University Bochum | course co-taught with Gabriel Lima | Offered in WS 25/26

212037 Privacy Engineering, Usability, and Data Governance

Ruhr University Bochum | course co-taught with Veelasha Moonsamy and Asia Biega | Offered in WS 23/24, WS 24/25, WS 25/26

As Teaching Assistant

SI 501 Contextual Inquiry

University of Michigan | Instructor: Kentaro Toyama | Fall 2019

SI 110 Introduction to Information

University of Michigan | Instructor: Chris Teplovs | Fall 2018

Guest Lectures

2026	University of Bonn Department for Security and Networked Systems Research Seminar
2025	Sabanci University Faculty of Engineering and Natural Sciences Graduate Seminar
2025	University of Luxembourg Lecture Series for MSc. students in Cybersecurity
2024	Paderborn University MSc Course on Privacy and Technology
2023	The Cornell, Maryland, Max Planck Pre-doctoral Research School
2023	Carnegie Mellon University Current Topics in Privacy Seminar
2023	University of Denver Human-Centered Data Security and Privacy
2021	University of Michigan Identity Theft Causes & Countermeasures
2019	University of Michigan Introduction to Information

Community Outreach

2022	Phone Classes with Older Adults <i>Collaborated with Clear Computing LLC to deliver classes about smartphone use at the Glacier Hills Senior Living Community.</i>
2021	Online Self-Defense Workshops with Older Adults <i>Led a three-week workshop series in partnership with Ann Arbor Senior Center, Chelsea Senior Center, and Saline Senior Center to teach older adults about risks and protective measures in technology use.</i>

Academic Advising

Current Advisees

2026–	Tarini Saka	Postdoc
2025–	Kentrell Owens	Postdoc
2025–	Veronica Rivera	Postdoc
2025–	Xiaowei Chen	Postdoc (co-advised with Thorsten Holz)
2025–	Guanming Shi	Ph.D. student
2025–	Yasamin Golzar	Ph.D. student (co-advised with Marcel Böhme)
2024–	Priyasha Chatterjee	Ph.D. student
2024–	Mindy Tran	Ph.D. student
2023–	Gabriel Lima	Ph.D. student

Past Advisees

2025	Yue Deng	Visiting Ph.D. student, HKUST
2025	Ankolika De	Visiting Ph.D. student, Penn State
2025	Marcos Silva	Research intern
2025	Xiaowei Chen	Visiting Ph.D. student, University of Luxembourg → Postdoc, MPI-SP
2024–25	Emmanuel Tweneboah	Research intern → Master's student, Ruhr University Bochum

2024	Kyle Beadle	Visiting Ph.D. student, UCL
2023–24	Collins Munyendo	Visiting Ph.D. student, George Washington University
2023–24	Smirity Kaushik	Visiting Ph.D. student, UIUC → Postdoc, George Washington University
2023–24	Mindy Tran	Research intern → Ph.D. student, MPI-SP
2023	Johanna Gunawan	Visiting Ph.D. student, Northeastern → Assistant Professor, Maastricht University
2023	Jackie Hu	Research intern → Ph.D. student, University of Michigan
2023	Princessa Cintaqia	Research intern → Ph.D. student, Boston University
2023	Xinru Tang	Research intern → Ph.D. student, UC Irvine

Ph.D. Dissertation Advisory Committee Member

Being on the advisory committee means I regularly meet with the student (sometimes also their primary advisor) to discuss progress.

2026	Franziska Herbert	Ruhr University Bochum, Ph.D. in Computer Science
2025	Smirity Kaushik	UIUC, Ph.D. in Information Sciences
2025	Collins Munyendo	George Washington University, Ph.D. in Computer Science

Ph.D. Dissertation Defense Committee Member

Being on the dissertation defense committee means I read and grade the student's dissertation, but I am less involved in the day-to-day advising.

2026	Asli Yardim	Ruhr University Bochum, Ph.D. in Computer Science
2025	Nele Borger	Ruhr University Bochum, Ph.D. in Psychology
2025	Xiaowei Chen	University of Luxembourg, Ph.D. in Psychology
2024	Jonas Hielscher	Ruhr University Bochum, Ph.D. in Computer Science

Supervision of Bachelor's and Master's Theses

2025	Sophie-Charlotte Sommer	Ruhr University Bochum, Bachelor's thesis
2024	Agata Stanczyk	Ruhr University Bochum, Master's thesis

Pair Mentoring in Diversity-Related Mentoring Program

2024–25	Hannah Greß	University of Bonn
2023–24	Emily Courtney	University of Passau

As a Ph.D. Student at the University of Michigan

2022	Annie Chen	University of Michigan, BSc. in Computer Science
2022	J.R. Robert Real	University of Michigan, MSc. in Information and LL.M.
2022	Sean Scarneccia	University of Michigan, BSc. in Computer Science
2021–22	Tanisha Afnan	University of Michigan, Ph.D. in Information
2021–22	Janet X Chen	Cornell Tech, Ph.D. in Information Sciences
2021–22	Khue Le	University of Michigan, BSc. in Computer Science

2021–22	Kaiwen Sun	University of Michigan, Ph.D. in Information
2021	Julia Narakornpitchit	Cornell Tech, MSc. in Connective Media
2021	Carlo Sugatan	University of Michigan, MSc. in Information
2019–20	Michael Ni	University of Michigan, BSc. in Computer Science
2019–20	Jamie Lai	University of Michigan, BSc. in Information
2018	Aditi Jannu	Carnegie Mellon University, MSc. in Information Technology
2018	Chelse Swoopes	Carnegie Mellon University, MSc. in ECE
2018	Shawn Danino	University of Michigan, MSc. in Information
2018	Austin McCall	University of Michigan, BSc. in Information

Service

Academic Community Service

Program Chair

2023	USEC	Program Committee Co-Chair
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Vice Program Chair / Track Chair / Area Chair

2026	ACM FAccT	Area Chair
2026	PETS/PoPETs	Vice Program Chair/Associate Editor-in-Chief
2025	ACM CCS	Usability and Measurements Track Co-Chair

Program Committee Member / Associate Chair / Editorial Board Member

2026	ASSETS	
2026	SOUPS	
2026	ACM CHI	Subcommittee: Specific Applications
2026	IEEE Euro S&P	
2025	ACM CHI	Subcommittee: Privacy & Security
2025	PETS/PoPETs	
2025	SOUPS	
2024	ACM CCS	Track: Usability and Measurements
2024	ACM CHI	Subcommittee: Privacy & Security
2024	SOUPS	
2023	ACM CCS	Track: Usability and Measurements
2023	ACM CSCW	
2023	ACM FAccT	
2023	PETS/PoPETs	
2023	USENIX Security	
2022	RAID	

Workshop Program Committee Member

2026	AsiaCCS Workshop on Security and Privacy for Asian Internet Communities
2025	PrivaCI
2024	CSAW Applied Research Competition
2021	EuroUSEC
2021	ACM CSCW Posters
2021	ACM CHI Late-Breaking Work

2020 ACM CHI Late-Breaking Work

Award Selection Committee Member

2026 CNIL-Inria Privacy Award
2025 SOUPS Best Paper Award
2025 USEC Test-of-Time Award
2024 SOUPS Karat Award
2024 SOUPS Impact Award

Workshop Organization

2023 ACM ASSETS Bridging the Gap: Towards Advancing Privacy and Accessibility
[\[proposal\]](#)
[\[website\]](#)

Other Conference Service

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

External Reviewing

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

Journals

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)

Conferences

ACM Conference on Designing Interactive Systems (DIS)

Grant reviewing panels

U.S. National Science Foundation, Security, Privacy, and Trust in Cyberspace (SaTC)
Israel Science Foundation (ISF)

Review Awards and Recognitions

2023 PETS/PoPETs Outstanding Reviewer
2023 USENIX Security Noteworthy Reviewer

My reviews have also received “special recognition for outstanding reviews” or the “good review” flags at CCS (2023, 2024), CHI (2024, 2025, 2026), CSCW (2020, 2024), PoPETs (2025), Euro S&P (2026), and SOUPS (2024, 2025).

Institutional Service

- 2025–28 Scientific Staff Representative, MPG Chemistry, Physics and Technology Section
2025– Member, MPI-SP Ethics Review Board
2025 Co-Organizer, MPI-SP Symposium on Challenges in a Digitalized Society
2024 Co-Founder, MPI-SP Buddy Program
2023–24 Co-Chair, CS@Max Planck Internship Program
2023 Admission Committee Member, CS@Max Planck Doctoral Program
2023 Admission Committee Member, Maryland Max Planck PhD Program
2023 Admission Committee Member, CS@Max Planck Internship Program