

Yixin Zou

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Research interests

human-computer interaction; privacy; security; digital safety; 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

2025, 2020, 2019 Best Paper Honorable Mention, ACM CHI (*top 5%*)
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
2020, 2021 Meta Research PhD Fellowship Finalist (*top 4%*)
2019 NortonLifeLock Research Group Graduate Fellowship
2018 Distinguished Paper Award, USENIX SOUPS

Publications

See [Google Scholar](#) and [DBLP](#) 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. Thus, the majority of my research is published in conference proceedings.

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.

† indicates current or former PhD students, research interns, or visiting scholars directly supervised by me.

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.
- SEC'25 **Digital Security Perceptions and Practices Around the World: A WEIRD vs. Non-WEIRD Comparison**
F. Herbert*, C. W. Munyendo*†, J. Hielscher, S. Becker, Y. Zou
To appear in USENIX Security Symposium. 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.
- IEEE S&P'25 **SoK: A Privacy Framework for Security Research Using Social Media Data**
K. Beadle†, K. I. Turk, A. Eusebi, M. Tran†, M. Ordekian, E. Mariconti, Y. Zou*, M. Vasek*
To appear in IEEE Symposium on Security and Privacy. 2025.
- CHI'25a **Lay Perceptions of Algorithmic Discrimination in the Context of Systemic Injustice** 🏆
G. Lima†, N. Grgić-Hlača, M. Langer, Y. Zou
To appear in ACM Conference on Human Factors in Computing Systems. 2025.
Best Paper Honorable Mention.

- 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, Y. Zou, 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**
Y. Zou, 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, Y. Zou, 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, Y. Zou, 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**
Y. Zou, 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, Y. Zou, 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, Y. Zou, 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*, Y. Zou*, 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, Y. Zou, 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*, Y. Zou*, 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**
Y. Zou, 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*, Y. Zou*, 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** 🏆
Y. Zou, 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, Y. Zou, 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, Y. Zou, 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, Y. Zou, 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, Y. Zou, 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**
Y. Zou, 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, Y. Zou, 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** 🏆
Y. Zou, 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, Y. Zou, 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**
Y. Zou, 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, Y. Zou, A. Stangl
ACM SIGACCESS Conference on Computers and Accessibility, 108:1–108:4. 2023.
<https://doi.org/10.1145/3597638.3615653>
- Workshop Papers and Posters (Lightly Peer-reviewed)


- RE@Next!’24 **Explainability as a Requirement for Hardware: Introducing Explainable Hardware**
T. Speith, J. Speith, S. Becker, Y. Zou, 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, Y. Zou
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, Y. Zou
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, Y. Zou, F. Schaub, C. Brooks
Workshop on Kids’ Online Privacy and Safety (co-located with SOUPS). 2022.
- SOUPS’22 **“Now I’m a bit angry:” Individuals’ Awareness, Perception, and Responses to Data Breaches that Affected Them**
Poster
P. Mayer*, Y. Zou*, 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, Y. Zou, 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**
Y. Zou, 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**
Y. Zou, 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, Y. Zou, 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, Y. Zou, D. Linz, P. L. Jaoude
Annual Conference of International Communication Association. 2017.

Technical Reports

- [T3] **CCPA Opt-Out Icon Testing – Phase 2**
L. F. Cranor, H. Habib, Y. Yao, Y. Zou, 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, Y. Zou, 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, Y. Zou, 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** 
Y. Zou. Doctoral Dissertation, University of Michigan.
https://deepblue.lib.umich.edu/bitstream/handle/2027.42/175700/yixinz_1.pdf
ACM SIGCHI Outstanding Dissertation Award.

Grants and Competitive Funds

- 2024 Google Academic Research Award on Trust & Safety
“Safeguarding Emerging Adults from Scams on Short-Form Video Platforms.” Lead PI: Yixin Zou; Co-PI: Mainack Mondal. \$100,000 (\$60,000 at MPI-SP).
- 2024 Collaborative Research: NSF-DGF: SaTC: CORE: Small
“Requirements, Metrics, and Tools for Effective and Interpretable Content Moderation Transparency.” NYU PIs: Damon McCoy, Tobias Lauinger; Georgetown PI: Elissa Redmiles; DFG PI: Yixin Zou. \$600,000 + €668,000.
- 2024 Stanford Internet Observatory Gift on *Expanding Online Trust & Safety Research*
“A Cross-Country Exploration of Security and Privacy Advice.” Project team: Collins Munday (lead), Veronica Rivera, Jackie Hu, Elissa Redmiles, Yixin Zou. \$15,000.
- 2023 Meta Research Award on *People's Expectations and Experiences with Digital Privacy*
“Predictors of Privacy Preferences in Social Virtual Reality.” Lead PI: Anupam Das; Co-PIs: Yaxing Yao, Yixin Zou. \$100,000 (\$15,000 at MPI-SP).

Teaching Experience

Primary or Co-Instructor

- Winter 23/24, Privacy, Data Governance, and Usability | Ruhr University Bochum
24/25 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)

Community Outreach

- 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 Ankolika De (visiting PhD student, Pennsylvania State University)
- 2025 Marcos Silva (research intern)
- 2025 Xiaowei Chen (visiting PhD student, University of Luxembourg)
- 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)
2025	Collins Munyendo (The George Washington University, PhD in Computer Science)
	<i>Bachelor's and Master's Thesis Supervision</i>
2024	Sophie-Charlotte Sommer (Bachelor's thesis at RUB; first supervisor)
2024	Agata Stanczyk (Master's thesis at RUB; co-supervised with Veelasha Moonsamy)
	<i>As a PhD Student/Postdoc at University of Michigan</i>
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

Senior Roles in Conference Organization

2026	PETS/PoPETs, Vice Program Co-Chair
2025	ACM CCS, Usability & Measurement Track Co-Chair
2023	Symposium on Usable Security and Privacy (USEC), Program Committee Co-Chair

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

2025 USEC Test-of-Time Award Committee Member
 2022-2024 SOUPS Publicity Co-Chair
 2024 SOUPS Karat Award Committee Member & 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

2025 MPI-SP Symposium on Privacy and Society: Co-Organizer
 2025 MPI-SP Ethics Review Board Member
 2023-2024 CS@Max Planck Internship Program: Co-Chair
 2023 CS@Max Planck Doctoral Program: Admission Committee Member
 2023 Maryland Max Planck PhD Program in Computer Science: Admission Committee Member
 2023 CS@Max Planck Internship Program: Selection Committee 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 Khourey 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](#)]