

Yixin Zou

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Research Focus

My research sits at the intersection of human-computer interaction and computer security and privacy. 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 where digital technologies are safe and equitable for all, especially for 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 Intern

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

Selected Awards & Honors

- 2025 Diversity and Inclusion Recognition, ACM CSCW [[P11](#)]
- 2025 Runner up, CNIL-EHESS Award in Social Science [[P3](#)]
- 2025 Best Paper Honorable Mention, ACM CHI [[P8](#)]
- 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 [P25]
2020	Best Paper Honorable Mention, ACM CHI [P27]
2019	Best Paper Honorable Mention, ACM CHI [P30]
2019	NortonLifeLock Research Group Graduate Fellowship
2018	Distinguished Paper Award, SOUPS [P32]

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] 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.
- [P2] 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.
- [P3] 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.
- [P4] 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. [\[link\]](#).
- [P5] 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. [\[link\]](#).
- [P6] 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. [\[link\]](#).

- [P7] 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. [\[link\]](#).
- [P8] 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.
- [P9] Byron Lowens, Sean Scarnecchia, 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. [\[link\]](#).
- [P10] 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. [\[link\]](#).
- [P11] 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.
- [P12] 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. [\[link\]](#).
- [P13] 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. [\[link\]](#).
- [P14] 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. [\[link\]](#).
- [P15] 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.
- [P16] **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.
- [P17] **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. [\[link\]](#).
- [P18] 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. [\[link\]](#).

- [P19] 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. [\[link\]](#).
- [P20] 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. [\[link\]](#).
- [P21] 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.
- [P22] 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.
- [P23] 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.
- [P24] **Yixin Zou**, Allison McDonald, Julia Narakornpichit, 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. [\[link\]](#).
- [P25] 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.
- [P26] 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. [\[link\]](#).
- [P27] **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.
- [P28] 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.

- [P29] 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. [\[link\]](#).
- [P30] 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.
- [P31] **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.
- [P32] **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: *Are We Ready to Tackle Online Misinformation at Scale? A Comprehensive Benchmark and Evaluation of LLM-based Fact-checking Paradigms on Social Media*
€12,870 at MPI-SP | 01.01.26-31.12.27 | DAAD PI; with RGC PI Yupeng Li
- 2024 Google Academic Research Award: *Safeguarding Emerging Adults from Scams on Short-Form Video Platforms*
\$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: *Requirements, Metrics, and Tools for Effective and Interpretable Content Moderation Transparency*
€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: *Improving IT Security and Privacy for Deaf and Hard-of-Hearing People*
€253,000 at MPI-SP | 01.09.24-31.08.27 | PI; with co-PI Veelasha Moonsamy
- 2024 Stanford Internet Observatory Gift: *A Cross-Country Exploration of Security and Privacy Advice*
\$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: *The Whole is Greater than the Sum of Its Parts: Understanding and Improving a Population’s Security and Privacy*
€253,000 at MPI-SP | 01.03.23-15.08.26 | co-PI; with PI Angela Sasse
- 2023 Meta Research Award: *Predictors of Privacy Preferences in Social Virtual Reality*

\$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 *Targeted Advertising and Privacy in Cross-Cultural Settings*
Google, Privacy Sandbox Team | Virtual | co-presented with Smirity Kaushik
- 2024 *Nudging Users to Change Breached Passwords Using the Protection Motivation Theory*
CNIL Privacy Research Day | Paris, FR
- 2024 *From Notifications to Icons: Empowering People in the Face of Privacy Risks*
ACM SIGCHI Outstanding Dissertation Awardee Invited Talk | Honolulu, USA
- 2023 *Learning from the People: A Human-Centered Approach to Security and Privacy Research*
Women in Security and Cryptography Workshop | Bochum, DE
- 2023 *Cross-Contextual Examination of Older Adults' Privacy Concerns, Behaviors, and Vulnerabilities*
Security and Human Behavior Workshop | Pittsburgh, USA
- 2022 *Consumer Reactions to Data Breaches, Deficiencies of Breach Notifications, and Opportunities for Intervention*
MPI-SP Symposium on Human and Societal Aspects in Computing | Bochum, DE
- 2022 *Improving People's Security and Privacy Behaviors*
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 *Consumer Reactions to Data Breaches and Opportunities for Interventions*
Capital-Area Colloquium on Trustworthy & Usable Security/Privacy | Washington D.C., USA
- 2021 *Consumer Reactions to Data Breaches, Deficiencies of Breach Notifications, and Opportunities for Public Policy*
The US Federal Trade Commission | Virtual | co-presented with 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 | Virtual | co-presented with Peter Mayer
- 2021 *Spyware and Digital Intimate Partner Abuse*

- 2020 University of Michigan Sexual Assault Prevention and Awareness Center | Virtual | co-presented with Allison McDonald
Examining the Adoption and Abandonment of Security, Privacy, and Identity Theft Protection Practices
- 2019 The US Federal Trade Commission PrivacyCon | Virtual
Lengthy, Vague, and Inactionable: Issues with Data Breach Notifications and Implications for Public Policy
- 2018 The US Federal Trade Commission PrivacyCon | Washington D.C., USA
Designing Effective and Actionable Data Breach Notices: Implications for Firefox Monitor
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 Nachgehakt: “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

- 2025/26 AI Ethics and Society (212044)
Ruhr University Bochum | course co-taught with Gabriel Lima
- 2023– Privacy Engineering, Usability, and Data Governance (212037)
Ruhr University Bochum | course co-taught with Veelasha Moonsamy and Asia Biega

As Teaching Assistant

- 2019 Contextual Inquiry (SI 501), University of Michigan
- 2018 Introduction to Information (SI 110), University of Michigan

Guest Lectures

- 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
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
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.

Academic Advising

Current Advisees

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
2025	Yue Deng	Visiting Ph.D. student, HKUST

Past Advisees

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 Cintahia	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.

2025	Nele Borgert	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 Scarnecchia	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 Narakornpichit	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 (with Jacob Abbott)
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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 (with Emiliano De Cristofaro)

Program Committee Member / Associate Chair / Editorial Board Member

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

2025	SOUPS	Best Paper Award Selection Committee
2025	USEC	Test-of-Time Award Selection Committee
2024	SOUPS	Karat Award Selection Committee
2024	SOUPS	Impact Award Selection Committee

Workshop Organization

2023	ACM ASSETS	Bridging the Gap: Towards Advancing Privacy and Accessibility [proposal] [website]
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Other Conference Volunteering

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 journals, conferences, and grant reviewing panels.

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)
ACM Conference on Designing Interactive Systems (DIS)
U.S. National Science Foundation (NSF) SaTC

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), 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