

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
Proceedings of the ACM on Human-Computer Interaction 9(CSCW2), 37:1–37:30. 2025.
<https://dl.acm.org/doi/10.1145/3710935>
- SEC'25a **“No, I Can’t Be a Security Personnel on Your Phone”: Security and Privacy Threats From Sharing Infrastructure in Rural Ghana**
E. Tweneboth†, C. W. Munyendo*†, Y. Zou
To appear in USENIX Security Symposium. 2025.
- SEC'25b **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.
<https://www.usenix.org/system/files/conference/usenixsecurity25/sec25cycle1-prepub-793-herbert.pdf>
- SOUPS'25 **More than Usability: Differential Access to Digital Security and Privacy**
A. Buckmann, J. M. Nold, Y. Acar, Y. Zou
To appear in Symposium on Usable Privacy and Security. 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
Proceedings on Privacy Enhancing Technologies, 2025(2), 188-210. 2025.
<https://doi.org/10.56553/popets-2025-0057>
- 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*
IEEE Symposium on Security and Privacy, 1140-1158. 2025.
<https://doi.ieeecomputersociety.org/10.1109/SP61157.2025.00145>
Selected for presentation at CNIL Privacy Research Day 2025.
- CHI'25a **Lay Perceptions of Algorithmic Discrimination in the Context of Systemic Injustice** 🏆
G. Lima†, N. Grgić-Hlača, M. Langer, Y. Zou
ACM Conference on Human Factors in Computing Systems, 1114:1–1114:30. 2025.
<https://doi.org/10.1145/3706598.3713536>
CHI 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
ACM Conference on Human Factors in Computing Systems, 864:1–864:17. 2025.
<https://doi.org/10.1145/3706598.3714137>
- 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.
- IEEE 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>

^As faculty ^

- 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>
CHI 2020 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>
CHI 2019 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>
SOUPS 2018 Distinguished Paper Award.
- ^As a Ph.D. student ^
- 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**
 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-DFG: 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 Munyendo (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, 24/25 Privacy, Data Governance, and Usability | Ruhr University Bochum
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 Cintaquia (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 Advisory Committee Member

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

Expected 2025	Smirity Kaushik (UIUC, PhD in Information Sciences)
2025	Collins Munyendo (The George Washington University, PhD in Computer Science)

PhD Dissertation Defense Committee Member

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

Expected 2025	Nele Borgert (Ruhr University Bochum, PhD in Psychology)
2024	Jonas Hielscher (Ruhr University Bochum, PhD in Computer Science)

Bachelor's and Master's Thesis Supervision

2024	Sophie-Charlotte Sommer (Bachelor's thesis at RUB; first supervisor)
2024	Agata Stanczyk (Master's thesis at RUB; co-supervised with Veelasha Moonsamy)

As a PhD Student/Postdoc at University of Michigan

2022	Annie Chen (undergraduate, University of Michigan)
2022	J.R. Robert Real (Master's student, University of Michigan)
2022	Sean Scarnecchia (undergraduate, University of Michigan)
2021-2022	Tanisha Afnan (PhD student, University of Michigan)
2021-2022	Niu Chen (PhD student, Cornell University)
2021-2022	Khue (Shay) Le (undergraduate, University of Michigan)
2018-2022	Kaiwen Sun (PhD student, University of Michigan)
2021	Cami Goray (PhD student, University of Michigan)
2021	Julia Narakornpichit (Master's student, Cornell Tech)
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)
2018	Chelse Swoopes (Master's student, Carnegie Mellon University)
2018	Shawn Danino (Master's student, University of Michigan)

2018 Austin McCall (undergraduate, University of Michigan)

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), PoPETs (2025), and SOUPS (2024, 2025).

Internal Service

2025-2028	MPI-SP Scientific Staff Representative, Chemistry, Physics and Technology Section of the Scientific Council of the Max Planck Society
2025	MPI-SP Symposium on Privacy and Society: Co-Organizer
Since 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 Presentations

2025	<i>Targeted Advertising and Privacy in Cross-Cultural Settings</i> . Google, Privacy Sandbox Team Virtual (co-presenter: Smirity Kaushik)
2024	<i>Nudging Users to Change Breached Passwords Using the Protection Motivation Theory</i> . CNIL Privacy Research Day Paris, France
2024	<i>From Notifications to Icons: Empowering People in the Face of Privacy Risks</i> . CHI 2024, invited talk for ACM SIGCHI Outstanding Dissertation Award 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, Germany
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, Germany
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 *Consumer Reactions to Data Breaches and Opportunities for Interventions*. Capital-Area Colloquium on Trustworthy & Usable Security/Privacy | Washington D.C., USA
- 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
- 2021 *Consumer Reactions to Data Breaches, Deficiencies of Breach Notifications, and Opportunities for Public Policy*. The US Federal Trade Commission Internal Seminar | Virtual (co-presenter: 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 (co-presenter: Peter Mayer)
- 2021 *Spyware and Digital Intimate Partner Abuse*. University of Michigan Sexual Assault Prevention and Awareness Center | Virtual (co-presenter: Allison McDonald)
- 2020 *Examining the Adoption and Abandonment of Security, Privacy, and Identity Theft Protection Practices*. The US Federal Trade Commission PrivacyCon | Virtual
- 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
- 2018 *Designing Effective and Actionable Data Breach Notices: Implications for Firefox Monitor*. Mozilla, Firefox Monitor Team | Virtual (co-presenter: Florian Schaub)

Invited Panel Participation

- 2025 Workshop by Google: Post(card)s from Tokyo: A Safer Digital Future | Tokyo, Japan
- 2023 Workshop on Trust and Resilience in Digital Societies | Bochum, Germany

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](#)]