

# Yuxi Wu

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## Summary

I'm a human-computer interaction and computer-supported cooperative work researcher. I study social cybersecurity and conduct mixed-methods design research on grassroots collective action for user privacy.

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## Education

**Georgia Institute of Technology** *Ph.D., Computer Science*. 2024.

Dissertation: "Designing Collective Action Systems for User Privacy."

Advisors: Sauvik Das and W. Keith Edwards.

Committee: Joseph Calandrino, Christopher Le Dantec, Richmond Wong, Ellen Zegura.

**University of Chicago** *M.S., Computational Analysis & Public Policy*. 2018.

**University College London** *B.A., Economics and Business*. 2015.

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## Employment

**Northeastern University** *Khoury Distinguished Postdoctoral Fellow*. 2024 to present.

Mentors: Ada Lerner and Alexandra To.

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## Current Projects

Design fiction for civic reporting of privacy harms (dissertation project).

Predicting user concern over permissions with physical context (with Google).

Physicalizing end-user security and privacy (with Youngwook Do).

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## Awards

**JP Morgan Chase** *AI Research PhD Fellowship*. 2023 to 2024.

**Georgia Institute of Technology** *President's Fellowship*. 2019 to 2023.

**CSCW** *Best Paper Honorable Mention*. 2021.

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## Refereed Publications

Yuxi Wu, Sydney Bice, W. Keith Edwards, Sauvik Das. *The Slow Violence of Surveillance Capitalism: How Online Behavioral Advertising Harms People*. In Proc. ACM Conference on Fairness, Accountability, and Transparency (**FAccT**), 2023.

Yuxi Wu, W. Keith Edwards, Sauvik Das. *SoK: Social Cybersecurity*. In Proc. IEEE Symposium on Security and Privacy (**Oakland**), 2022.

Yuxi Wu, Sauvik Das, W. Keith Edwards. “A Reasonable Thing to Ask For”: Towards a Unified Voice in Grassroots Privacy Collective Action. In Proc. ACM Conference on Human Factors in Computing Systems (**CHI**), 2022.

Youngwook Do, Jung Wook Park, Yuxi Wu, Avinandan Basu, Dingtian Zhang, Gregory D. Abowd, Sauvik Das. *Smart Webcam Cover: Exploring the Design of an Intelligent Webcam Cover to Improve Usability and Trust*. Proceedings of the ACM on Interactive, Mobile, Wearable and Ubiquitous Technologies (**IMWUT**), 2021.

Sindhu Kiranmai Ernala, Stephanie Yang, Yuxi Wu, Rachel Chen, Kristen Well, Sauvik Das. *Exploring the Utility Versus Intrusiveness of Dynamic Audience Selection on Facebook*. Proceedings of the ACM on Human-Computer Interaction, Computer-Supported Cooperative Work and Social Computing (**CSCW**), 2021. *\*Best Paper Honorable Mention*.

Yuxi Wu, Panya Gupta, Miranda Wei, Yasemin Acar, Sascha Fahl, Blase Ur. “Your Secrets Are Safe”: How Browsers’ Explanations Impact Misconceptions About Private Browsing Mode. In Proc. 2018 Web Conference (**WWW**), 2018.

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## Invited Papers

Sauvik Das, W. Keith Edwards, DeBrae Kennedy-Mayo, Peter Swire, and Yuxi Wu. *Privacy for the People? Exploring Collective Action as a Mechanism to Shift Power to Consumers in End-User Privacy*. IEEE Security & Privacy Magazine, 2021.

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## Posters

Yuxi Wu, W. Keith Edwards, Sauvik Das. *SoK: Social Cybersecurity*. Symposium on Usable Privacy and Security (**SOUPS**), 2023.

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## Invited Talks & Guest Lectures

**University of Maryland–Baltimore County** Host: School of Public Policy. April 2024.  
“Taxonomizing, Measuring, and Responding to Privacy Harms.”

**University of Maryland–College Park** Host: Dana Priest. January 2024.  
“Ad Technology Infrastructures.”

**Carnegie Mellon University** Host: Sauvik Das. March 2023.

“Designing Collective Action Systems for User Privacy.”

**Georgia Institute of Technology** *Host: Alyssa Sheehan. July 2021.*

“Privacy for the People.”

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## Teaching

### **College of Computing, Georgia Institute of Technology**

TA, Human-Computer Interaction. Fall 2023.

Co-Instructor, Usable Privacy and Security. Spring 2023.

TA, Computing, Society, and Professionalism. Fall 2022.

TA, User Interface Design. Summer 2021.

### **Harris School of Public Policy, University of Chicago**

TA, Data Skills for Public Policy (R). Winter 2018.

TA, Introduction to Programming for Public Policy (Python). Fall 2017.

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## Grants

**ACM FAccT** Travel Grant (\$1400). June 2023.

**IEEE S&P** Student Travel Grant (\$1300). May 2022.

**Georgia Institute of Technology GVU Center** Travel Grant (\$300). May 2022.

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## Service

### **Program Committee**

USEC '24

### **Reviewer**

CSCW '22 & '24, CHI '21-'24\*, CHI LBW '22, DIS '21 & '24, IEEE Security & Privacy Magazine

*\*Special Recognitions for Outstanding Reviews*

### **Student Volunteer**

CHI '22, IEEE S&P '22

### **PhD Recruiting and Outreach**

Panelist, Current PhD Students in Interactive Computing, '20, '23, '24

Panelist and Member, Graduate Women in College of Computing, '19-'24

Student Reviewer, Georgia Tech School of Interactive Computing PhD Admissions, '24

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## Additional

**Democratic National Committee** *Mobilization Analytics Manager.* 2018 to 2019.

## Experience

Led Mobilization data team during 2018 midterm elections. Oversaw data warehouse migration from Vertica to BigQuery. Designed behavioral experiments for grassroots fundraising and voter outreach. Modeled donor engagement and prospects. Created, maintained, and overhauled reporting pipelines for the DNC and outside vendors.

**Dept. of Computer Science, University of Chicago** *Research Assistant*. 2017 to 2018.  
Worked with Prof. Blase Ur to research user misconceptions about private browsing.

**Urban Center for Computation and Data** *Research Assistant*. Summer 2017.  
Performed time series analyses and density-based clustering of Chicago crime data.

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## Skills

**Programming/Technical.** Python (including Pandas, PyTorch, Scikit-learn, statsmodels), SQL, Google BigQuery, R (tidyverse), Stata, HTML/CSS,  $\text{\LaTeX}$

**Research.** Survey and questionnaire instrument design, qualitative data analysis, quantitative data analysis, interviewing, discussion moderation, design fiction, storyboarding