

Serge Egelman

contact

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education

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| 2009 | PhD in Computation, Organizations, and Society School of Computer Science | Carnegie Mellon University |
| 2004 | BS in Computer Engineering School of Engineering and Applied Science | University of Virginia |

experience

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| 2019–Now | AppCensus, Inc. CTO / Co-Founder | San Francisco, CA |
| 2016–Now | International Computer Science Institute Research Director, Usable Security & Privacy Group | Berkeley, California |
| 2013–2016 | International Computer Science Institute Senior Researcher, Networking and Security Group | Berkeley, California |
| 2011–Now | University of California, Berkeley Research Scientist, Electrical Engineering and Computer Sciences | Berkeley, California |
| 2010–2011 | National Institute of Standards and Technology Research Scientist, Visualization and Usability Group | Gaithersburg, Maryland |
| 2009–2010 | Brown University Postdoctoral Researcher, Computer Science Department | Providence, Rhode Island |
| 2008 | Microsoft Research Research Intern, Security and Privacy Group | Redmond, Washington |
| 2008 | Microsoft Research Research Intern, VIBE Group | Redmond, Washington |
| 2006 | PARC Research Intern, Computer Science Laboratory | Palo Alto, California |

publications

refereed journal publications

Privacy Attitudes of Smart Speaker Users

Malkin, N., Deatrick, J., Tong, A., Wijesekera, P., Wagner, D., and Egelman, S. Proceedings on Privacy Enhancing Technologies 2019.4 (2019).

“Won’t Somebody Think of the Children?” Examining COPPA Compliance at Scale

Reyes, I., Wijesekera, P., Reardon, J., On, A. E. B., Razaghpanah, A., Vallina-Rodriguez, N., and Egelman, S. Proceedings on Privacy Enhancing Technologies 2018.3 (2018) pp. 63–83.

A Usability Evaluation of Tor Launcher

Lee, L., Fifield, D., Malkin, N., Iyer, G., Egelman, S., and Wagner, D. Proceedings on Privacy Enhancing Technologies 2017.3 (2017) pp. 87–106.

The Effect of Online Privacy Information on Purchasing Behavior: An Experimental Study

Tsai, J., Egelman, S., Cranor, L., and Acquisti, A. Information Systems Research 22.2 (2011) pp. 254–268. AIS Best Publication of 2011 Award / INFORMS Best Published Paper Award (2012)

P3P Deployment on Websites

Cranor, L. F., Egelman, S., Sheng, S., McDonald, A. M., and Chowdhury, A. *Electronic Commerce Research and Applications* 7.3 (2008) pp. 274–293.

The Real ID Act: Fixing Identity Documents with Duct Tape

Egelman, S., and Cranor, L. F. *I/S: A Journal of Law and Policy for the Information Society* 2.1 (2006) pp. 149–183.

refereed conference publications

A Promise Is A Promise: The Effect of Commitment Devices on Computer Security Intentions

Frik, A., Malkin, N., Harbach, M., Peer, E., and Egelman, S. *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI '19)*, 2019.

Privacy and Security Threat Models and Mitigation Strategies of Older Adults

Frik, A., Nurgalieva, L., Bernd, J., Lee, J. S., Schaub, F., and Egelman, S. *Proceedings of the 15th Symposium on Usable Privacy and Security (SOUPS '19)*, 2019, Berkeley, CA, USA.

Information Design in An Aged Care Context

Nurgalieva, L., Frik, A., Ceschel, F., Egelman, S., and Marchese, M. *Proceedings of the 13th International Conference on Pervasive Computing Technologies for Healthcare (PervasiveHealth '19)*, 2019, New York, NY, USA.

50 Ways to Leak Your Data: An Exploration of Apps' Circumvention of the Android Permissions System

Reardon, J., Feal, A., Wijesekera, P., On, A. E. B., Vallina-Rodriguez, N., and Egelman, S. *Proceedings of the 24th USENIX Security Symposium (USENIX Security '19)*, 2019, Berkeley, CA, USA. **Distinguished Paper Award**

An Experience Sampling Study of User Reactions to Browser Warnings in the Field

Reeder, R. W., Felt, A. P., Consolvo, S., Malkin, N., Thompson, C., and Egelman, S. *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI '18)*, 2018.

Contextualizing Privacy Decisions for Better Prediction (and Protection)

Wijesekera, P., Reardon, J., Reyes, I., Tsai, L., Chen, J.-W., Good, N., Wagner, D., Beznosov, K., and Egelman, S. *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI '18)*, 2018. **SIGCHI Honorable Mention Award**

Let's go in for a closer look: Observing passwords in their natural habitat

Pearman, S., Thomas, J., Naeini, P. E., Habib, H., Bauer, L., Christin, N., Cranor, L. F., Egelman, S., and Forget, A. *Proc. of the ACM SIGSAC Conference on Computer & Communications Security (CCS '17)*, 2017, New York, NY, USA.

Turtle Guard: Helping Android Users Apply Contextual Privacy Preferences

Tsai, L., Wijesekera, P., Reardon, J., Reyes, I., Egelman, S., Wagner, D., Good, N., and Chen, J.-W. *Proceedings of the 13th Symposium on Usable Privacy and Security (SOUPS '17)*, 2017.

The Feasibility of Dynamically Granted Permissions:

Aligning Mobile Privacy with User Preferences

Wijesekera, P., Baokar, A., Tsai, L., Reardon, J., Egelman, S., Wagner, D., and Beznosov, K. *Proceedings of the 2017 IEEE Symposium on Security and Privacy (Oakland '17)*, 2017.

Do or Do Not, There Is No Try: User Engagement May Not Improve Security Outcomes

Forget, A., Pearman, S., Thomas, J., Acquisti, A., Christin, N., Cranor, L. F., Egelman, S., Harbach, M., and Telang, R. *Proc. of the 12th Symposium on Usable Privacy and Security (SOUPS '16)*, 2016.

Behavior Ever Follows Intention? A Validation of the Security Behavior Intentions Scale (SeBIS)

Egelman, S., Harbach, M., and Peer, E. *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI '16)*, 2016. **SIGCHI Honorable Mention Award**

The Anatomy of Smartphone Unlocking: A Field Study of Android Lock Screens

Harbach, M., Luca, A. D., and Egelman, S. *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI '16)*, 2016. **SIGCHI Honorable Mention Award**

Keep on Lockin' in the Free World: A Transnational Comparison of Smartphone Locking

- Harbach, M., Luca, A. D., Malkin, N., and Egelman, S. Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI '16), 2016. **SIGCHI Honorable Mention Award***
- The Teaching Privacy Curriculum
Egelman, S., Bernd, J., Friedland, G., and Garcia, D. Proceedings of the 47th ACM technical symposium on Computer Science Education (SIGCSE '16), 2016.
- Android Permissions Remystified: A Field Study on Contextual Integrity
Wijesekera, P., Baokar, A., Hosseini, A., Egelman, S., Wagner, D., and Beznosov, K. 24th USENIX Security Symposium (USENIX Security 15), 2015, Washington, D.C.
- Is This Thing On? Communicating Privacy on Ubiquitous Sensing Platforms
Egelman, S., Kannavara, R., and Chow, R. Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI '15), 2015, New York, NY, USA.
- Scaling the Security Wall: Developing a Security Behavior Intentions Scale (SeBIS)
*Egelman, S., and Peer, E. Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI '15), 2015, New York, NY, USA. **SIGCHI Honorable Mention Award***
- Fingerprinting Web Users through Font Metrics
Fifield, D., and Egelman, S. Proceedings of the 19th international conference on Financial Cryptography and Data Security (FC'15), 2015.
- Somebody's Watching Me? Assessing the Effectiveness of Webcam Indicator Lights
Portnoff, R., Lee, L., Egelman, S., Mishra, P., Leung, D., and Wagner, D. Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI '15), 2015, New York, NY, USA.
- Are You Ready to Lock? Understanding User Motivations for Smartphone Locking Behaviors
Egelman, S., Jain, S., Portnoff, R. S., Liao, K., Consolvo, S., and Wagner, D. Proc. of the ACM SIGSAC Conference on Computer & Communications Security (CCS '14), 2014, New York, NY, USA.
- The Effect of Developer-Specified Explanations for Permission Requests on Smartphone User Behavior
Tan, J., Nguyen, K., Theodorides, M., Negron-Arroyo, H., Thompson, C., Egelman, S., and Wagner, D. Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI '14), 2014, Toronto, Canada.
- The Importance of Being Earnest [in Security Warnings]
Egelman, S., and Schechter, S. Proceedings of the 17th international conference on Financial Cryptography and Data Security (FC'13), 2013, Okinawa, Japan.
- My Profile Is My Password, Verify Me! The Privacy/Convenience Tradeoff of Facebook Connect
Egelman, S. Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI '13), 2013, Paris, France.
- Does My Password Go up to Eleven? The Impact of Password Meters on Password Selection
Egelman, S., Sotirakopoulos, A., Muslukhov, I., Beznosov, K., and Herley, C. Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI '13), 2013, Paris, France.
- When It's Better to Ask Forgiveness than Get Permission: Attribution Mechanisms for Smartphone Resources
Thompson, C., Johnson, M., Egelman, S., Wagner, D., and King, J. Proceedings of the Ninth Symposium on Usable Privacy and Security (SOUPS '13), 2013, Newcastle, United Kingdom.
- Android permissions: user attention, comprehension, and behavior
*Felt, A. P., Ha, E., Egelman, S., Haney, A., Chin, E., and Wagner, D. Proceedings of the Eighth Symposium on Usable Privacy and Security (SOUPS '12), 2012, Washington, D.C. **SOUPS Best Paper Award (2012) / SOUPS Impact Award (2017)***
- Facebook and privacy: it's complicated
Johnson, M., Egelman, S., and Bellovin, S. M. Proceedings of the Eighth Symposium on Usable Privacy and Security (SOUPS '12), 2012, Washington, D.C.
- It's all about the Benjamins: Incentivizing users to ignore security advice
Christin, N., Egelman, S., Vidas, T., and Grossklags, J. Proceedings of the 15th international conference on Financial Cryptography and Data Security (FC'11), 2011, Gros Islet, St. Lucia.

- Oops, I did it again: mitigating repeated access control errors on facebook
Egelman, S., Oates, A., and Krishnamurthi, S. Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI '11), 2011, Vancouver, BC, Canada.
- Of passwords and people: measuring the effect of password-composition policies
*Komanduri, S., Shay, R., Kelley, P. G., Mazurek, M. L., Bauer, L., Christin, N., Cranor, L. F., and Egelman, S. Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI '11), 2011, Vancouver, BC, Canada. **SIGCHI Honorable Mention Award***
- Timing is everything?: the effects of timing and placement of online privacy indicators
Egelman, S., Tsai, J., Cranor, L. F., and Acquisti, A. Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI '09), 2009, Boston, MA, USA.
- It's No Secret: Measuring the Security and Reliability of Authentication via 'Secret' Questions
Schechter, S., Brush, A. J. B., and Egelman, S. Proceedings of the 2009 IEEE Symposium on Security and Privacy (Oakland '09), 2009, Los Alamitos, CA, USA.
- It's not what you know, but who you know: a social approach to last-resort authentication
Schechter, S., Egelman, S., and Reeder, R. W. Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI '09), 2009, Boston, MA, USA.
- Crying wolf: an empirical study of SSL warning effectiveness
Sunshine, J., Egelman, S., Almuhammedi, H., Atri, N., and Cranor, L. F. Proceedings of the 18th USENIX Security Symposium (SSYM'09), 2009, Montreal, Canada.
- Family accounts: a new paradigm for user accounts within the home environment
Egelman, S., Brush, A. J. B., and Inkpen, K. M. Proceedings of the 2008 ACM Conference on Computer Supported Cooperative Work (CSCW '08), 2008, San Diego, CA, USA.
- You've Been Warned: An empirical study of the effectiveness of browser phishing warnings
*Egelman, S., Cranor, L. F., and Hong, J. CHI '08: Proceeding of The 26th SIGCHI Conference on Human Factors in Computing Systems (CHI '08), 2008, Florence, Italy. **SIGCHI Honorable Mention Award***
- Phinding Phish: Evaluating Anti-Phishing Tools
Zhang, Y., Egelman, S., Cranor, L. F., and Hong, J. Proceedings of the 14th Annual Network & Distributed System Security Symposium (NDSS '07), 2007, San Diego, CA.
- Power Strips, Prophylactics, and Privacy, Oh My!
Gideon, J., Egelman, S., Cranor, L., and Acquisti, A. Proceedings of the Second Symposium on Usable Privacy and Security (SOUPS '06), 2006, Pittsburgh, PA.
- An analysis of P3P-enabled web sites among top-20 search results
Egelman, S., Cranor, L. F., and Chowdhury, A. Proceedings of the 8th international conference on Electronic commerce: The new e-commerce: innovations for conquering current barriers, obstacles and limitations to conducting successful business on the internet (ICEC '06), 2006, Fredericton, New Brunswick, Canada.

refereed workshop publications

- Do You Get What You Pay For? Comparing The Privacy Behaviors of Free vs. Paid Apps
Han, C., Reyes, I., On, A. E. B., Reardon, J., Feal, A., Bamberger, K. A., Egelman, S., and Vallina-Rodriguez, N. The Workshop on Technology and Consumer Protection (ConPro '19), 2019.
- On The Ridiculousness of Notice and Conset: Contradictions in App Privacy Policies
Okoyomon, E., Samarin, N., Wijesekera, P., On, A. E. B., Vallina-Rodriguez, N., Reyes, I., Feal, A., and Egelman, S. The Workshop on Technology and Consumer Protection (ConPro '19), 2019.
- Better Late(r) than Never: Increasing Cyber-Security Compliance by Reducing Present Bias
Frik, A., Egelman, S., Harbach, M., Malkin, N., and Peer, E. Workshop on the Economics of Information Security (WEIS '18), 2018.
- "What Can't Data Be Used For?" Privacy Expectations about Smart TVs in the U.S.
Malkin, N., Bernd, J., Johnson, M., and Egelman, S. Proceedings of the European Workshop on Usable Security (EuroUSEC '18), 2018.
- Personalized Security Messaging: Nudges for Compliance with Browser Warnings

Malkin, N., Mathur, A., Harbach, M., and Egelman, S. Proceedings of the European Workshop on Usable Security (EuroUSEC '17), 2017.

“Is Our Children’s Apps Learning?” Automatically Detecting COPPA Violations

Reyes, I., Wijesekera, P., Razaghpanah, A., Reardon, J., Vallina-Rodriguez, N., Egelman, S., and Kreibich, C. The Workshop on Technology and Consumer Protection (ConPro '17), 2017.

Information Disclosure Concerns in The Age of Wearable Computing

Lee, L. N., Lee, J. H., Egelman, S., and Wagner, D. Proceedings of the NDSS Workshop on Usable Security (USEC '16), 2016.

The Myth of the Average User:

Improving Privacy and Security Systems through Individualization

Egelman, S., and Peer, E. Proceedings of the 2015 Workshop on New Security Paradigms (NSPW '15), 2015, Twente, The Netherlands.

Teaching Privacy: What Every Student Needs to Know

Friedland, G., Egelman, S., and Garcia, D. Proceedings of the 46th SIGCSE technical symposium on computer science education (Workshop), 2015.

U-PriSM 2: The Second Usable Privacy and Security for Mobile Devices Workshop

Chiasson, S., Crawford, H., Egelman, S., and Irani, P. Proc. of the 15th International Conference on Human-computer Interaction with Mobile Devices and Services (MobileHCI '13), 2013, Munich, Germany.

Markets for Zero-day Exploits: Ethics and Implications

Egelman, S., Herley, C., and Oorschot, P. C. van Proceedings of the 2013 Workshop on New Security Paradigms Workshop (NSPW '13), 2013, Banff, Alberta, Canada.

Choice Architecture and Smartphone Privacy: There’s A Price for That

Egelman, S., Felt, A. P., and Wagner, D. The 2012 Workshop on the Economics of Information Security (WEIS '12), 2012, Berlin, Germany.

How Good Is Good Enough? The sisyphian struggle for optimal privacy settings

Egelman, S., and Johnson, M. Proceedings of the Reconciling Privacy with Social Media Workshop (CSCW '12 Workshop), 2012, Seattle, WA.

It’s Not Stealing if You Need It: A Panel on the Ethics of Performing Research Using Public Data of Illicit Origin

Egelman, S., Bonneau, J., Chiasson, S., Dittrich, D., and Schechter, S. Proceedings of the 16th International Conference on Financial Cryptography and Data Security (FC'12), 2012.

How to ask for permission

Felt, A. P., Egelman, S., Finifter, M., Akhawe, D., and Wagner, D. Proceedings of the 7th USENIX conference on Hot Topics in Security (HotSec'12), 2012, Bellevue, WA.

I’ve got 99 problems, but vibration ain’t one: a survey of smartphone users’ concerns

Felt, A. P., Egelman, S., and Wagner, D. Proceedings of the second ACM workshop on Security and privacy in smartphones and mobile devices (SPSM '12), 2012, Raleigh, North Carolina, USA.

Toward Privacy Standards Based on Empirical Studies

Egelman, S., and McCallister, E. The Workshop on Web Tracking and User Privacy (W3C Workshop), 2011, Princeton, NJ.

Please Continue to Hold: An Empirical Study on User Tolerance of Security Delays

Egelman, S., Molnar, D., Christin, N., Acquisti, A., Herley, C., and Krishnamurthi, S. Workshop on the Economics of Information Security (WEIS '10) (WEIS '10), 2010, Cambridge, MA.

Tell Me Lies: A Methodology for Scientifically Rigorous Security User Studies

Egelman, S., Tsai, J., and Cranor, L. F. Proceedings of the Workshop on Studying Online Behavior (CHI '10 Workshop), 2010, Atlanta, GA.

This is Your Data on Drugs: Lessons Computer Security Can Learn from the Drug War

Molnar, D., Egelman, S., and Christin, N. Proceedings of the 2010 Workshop on New Security Paradigms (NSPW '10), 2010, Concord, Massachusetts, USA.

Security user studies: methodologies and best practices

Egelman, S., King, J., Miller, R. C., Ragouzis, N., and Shehan, E. *CHI '07 Extended Abstracts on Human Factors in Computing Systems (CHI EA '07)*, 2007, San Jose, CA, USA.

The Effect of Online Privacy Information on Purchasing Behavior: An Experimental Study

Tsai, J., Egelman, S., Cranor, L., and Acquisti, A. *Proceedings of the 2007 Workshop on the Economics of Information Security (WEIS '07)*, 2007, Pittsburgh, PA, USA.

Studying the Impact of Privacy Information on Online Purchase Decisions

Egelman, S., Tsai, J., Cranor, L. F., and Acquisti, A. *Proceedings of the Workshop on Privacy and HCI: Methodologies for Studying Privacy Issues (CHI '06 Workshop)*, 2006, Montreal, Canada.

book chapters and magazine articles

Predicting Privacy and Security Attitudes

Egelman, S., and Peer, E. *Computers and Society*, 2015, ACM.

Crowdsourcing

Egelman, S., Chi, E., and Dow, S. *Ways of Knowing in HCI*, 2013, Springer.

Helping users create better passwords

Ur, B., Kelley, P. G., Komanduri, S., Lee, J., Maass, M., Mazurek, M., Passaro, T., Shay, R., Vidas, T., Bauer, L., Christin, N., Cranor, L. F., Egelman, S., and Lopez, J. *login: 2012*, USENIX Association.

Suing Spammers for Fun and Profit

Egelman, S. *login: 2004*, USENIX Association.

Installation

Egelman, S. *Peter Norton's Complete Guide to Linux*, 1999, Macmillan Computer Publishing.

User Administration

Egelman, S. *Peter Norton's Complete Guide to Linux*, 1999, Macmillan Computer Publishing.

awards and recognition

2019

USENIX Security Symposium Distinguished Paper Award

50 Ways to Leak Your Data: An Exploration of Apps' Circumvention of the Android Permissions System, with J. Reardon, A. Feal, P. Wijesekera, A. Elazari Bar On, and N. Vallina-Rodriguez.

2018

SIGCHI Honorable Mention Award (Best Paper Nominee)

Contextualizing Privacy Decisions for Better Prediction (and Protection), with P. Wijesekera, J. Reardon, I. Reyes, L. Tsai, J.-W. Chen, N. Good, D. Wagner, and K. Beznosov.

2017

Symposium on Usable Privacy and Security (SOUPS) Impact Award

Android Permissions: User Attention, Comprehension, and Behavior, with A. P. Felt, E. Ha, A. Haney, E. Chin, and D. Wagner.

Senior Member

Association for Computing Machinery (ACM)

2016

Symposium on Usable Privacy and Security (SOUPS) Distinguished Poster Award

Risk Compensation in Home-User Computer Security Behavior: A Mixed-Methods Exploratory Study, with S. Pearman, A. Kumar, N. Munson, C. Sharma, L. Slyper, L. Bauer, and N. Christin.

SIGCHI Honorable Mention Award (Best Paper Nominee)

Behavior Ever Follows Intention? A Validation of the Security Behavior Intentions Scale (SeBIS), with M. Harbach and E. Peer.

SIGCHI Honorable Mention Award (Best Paper Nominee)

The Anatomy of Smartphone Unlocking: A Field Study of Android Lock Screens, with M. Harbach and A. De Luca.

- SIGCHI Honorable Mention Award (Best Paper Nominee)**
Keep on Lockin' in the Free World: A Transnational Comparison of Smartphone Locking, with M. Harbach, A. De Luca, and N. Malkin.
- 2015 **SIGCHI Honorable Mention Award (Best Paper Nominee)**
Scaling the Security Wall: Developing a Security Behavior Intentions Scale, with E. Peer.
- 2012 **AIS Best Publication of 2011**
The Effect of Online Privacy Information on Purchasing Behavior: An Experimental Study, with J. Tsai, L. Cranor, and A. Acquisti.
- ISR Best Published Paper**
The Effect of Online Privacy Information on Purchasing Behavior: An Experimental Study, with J. Tsai, L. Cranor, and A. Acquisti.
- SOUPS Best Paper Award**
Android Permissions: User Attention, Comprehension, and Behavior, with A. P. Felt, E. Ha, A. Haney, E. Chin, and D. Wagner.
- 2011 **SIGCHI Honorable Mention Award (Best Paper Nominee)**
Of Passwords and People: Measuring the Effect of Password-Composition Policies, with S. Komanduri, R. Shay, P. G. Kelley, M. Mazurek, L. Bauer, N. Christin, and L. F. Cranor.
- 2008 **SIGCHI Honorable Mention Award (Best Paper Nominee)**
You've Been Warned: An Empirical Study on the Effectiveness of Web Browser Phishing Warnings, with L. Cranor and J. Hong.
- 2006 **Tor Graphical User Interface Design Competition**
 Phase 1 Overall Winner, with L. Cranor, J. Hong, P. Kumaraguru, C. Kuo, S. Romanosky, J. Tsai, and K. Vaniea.
- Publisher's Clearing House Finalist**
I may already be a winner.

expert testimony and reports

- 2017-2019 Expert witness for the plaintiffs in *Vizio, Inc., Consumer Privacy Litigation, No. 8:16-ml-02693-JLS-KES*, assisting with discovery strategy and providing explanations of relevant privacy research on users' willingness to pay for privacy in order to assist in quantifying damages.
- 2016 Expert witness for the FTC in *Federal Trade Commission vs. Amazon.com, Inc., No. C14-1038-JCC*, providing testimony on human-computer interaction (HCI) evaluation methods and critiquing opposing expert's report.
- 2014-2015 Expert witness for the plaintiffs in *Doe vs. Twitter, Inc., No. CGC-10-503630*, providing explanations of relevant privacy research on users' willingness to pay for privacy in order to assist in quantifying damages.
- 2014 Expert witness for the plaintiffs in *13-cv-22122-Martinez/Goodman (S.D. Florida)*, providing written testimony on basic human-computer interaction concepts as they relate to smartphone usage.
- 2013 Expert witness for the plaintiffs in *LinkedIn User Privacy Litigation, No. 12-cv-03088-EJD (N.D. Cal.)*, providing explanations of information security concepts and providing original research on users' privacy expectations in order to demonstrate and quantify damages.
- 2012 Expert witness for the plaintiffs in *Netflix Privacy Litigation, No. 5:11-cv-00379-EJD (N.D. Cal.)*, providing explanations of relevant privacy research and the economics of information privacy in order to quantify damages.

grants awarded

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| 2019 | Google: ASPIRE: SDK Traffic Identification at Scale Principal Investigator | \$75,000 |
| 2018-2021 | NSF: Mobile Dynamic Privacy and Security Analysis at Scale (CNS-1817248) Principal Investigator | \$499,985 |
| 2018-2022 | NSF: Contextual Integrity: From Theory to Practice (CNS-1801501/1801307/1801316) \$1,199,462 Principal Investigator (Collaborative with Helen Nissenbaum, Cornell University; and Norman Sadeh, Carnegie Mellon University) | |
| 2018-2021 | NSF: Increasing Users' Cyber-Security Compliance by Reducing Present Bias (CNS-1817249) Principal Investigator | \$499,671 |
| 2018-2020 | NSA: The Science of Privacy: Implications for Data Usage (H98230-18-D-0006) Principal Investigator (Co-PI: Michael Tschantz, International Computer Science Institute) | \$1,281,194 |
| 2018-2019 | DHS: Scaling Contextual Privacy to MDM Environments (FA8750-18-2-0096) Principal Investigator | \$480,000 |
| 2018-2019 | Rose Foundation: AppCensus: Mobile App Privacy Analysis at Scale Principal Investigator (Co-PI: Irwin Reyes, International Computer Science Institute) | \$40,000 |
| 2018 | Cisco: Access Controls for an IoT World Principal Investigator | \$99,304 |
| 2018 | CLTC: Privacy Analysis at Scale Principal Investigator | \$50,000 |
| 2018 | CLTC: Secure Internet of Things for Senior Users Co-PI (PI: Alisa Frik, International Computer Science Institute) | \$60,590 |
| 2017 | Mozilla: Towards Usable IoT Access Controls in the Home Principal Investigator | \$46,000 |
| 2017 | Data Transparency Lab (DTL) / AT&T: Transparency via Automated Dynamic Analysis at Scale Principal Investigator | \$55,865 |
| 2017 | CLTC: Secure & Usable Backup Authentication Co-PI (PI: David Wagner, University of California, Berkeley) | \$48,400 |
| 2016 - 2017 | NSF: Teaching Security in CSP (CNS-1636590) Co-PI (PI: Julia Bernd, ICSI) | \$200,000 |
| 2016 - 2017 | DHS: A Platform for Contextual Mobile Privacy (FA8750-16-C-0140) Principal Investigator | \$664,378 |
| 2016 - 2018 | CLTC: The Security Behavior Observatory Principal Investigator | \$195,962 |
| 2016 | CLTC: Using Individual Differences to Tailor Security Mitigations Principal Investigator | \$100,000 |
| 2015 - 2018 | NSF/BSF: Using Individual Differences to Personalize Security Mitigations (CNS-1528070/BSF-2014626) Principal Investigator (Collaborative with Eyal Peer, Bar-Ilan University) | \$724,732 |
| 2015 - 2019 | NSF: Security and Privacy for Wearable and Continuous Sensing Platforms (CNS-1514211/1514457/1513584) Principal Investigator (Collaborative with David Wagner, University of California, Berkeley; and Franziska Roesner, University of Washington) | \$1,200,000 |

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| 2014 - 2016 | NSF: Teachers' Resources for Online Privacy Education (DGE-1419319) Co-PI (PI: Gerald Friedland, ICSI) | \$300,000 |
| 2014 - 2017 | NSA: User Security Behavior Subcontract (PIs: Lorrie Cranor, Rahul Telang, Alessandro Acquisti, and Nicholas Christin; Carnegie Mellon University) | \$200,000 |
| 2014 | Google: Improving Security Warnings by Examining User Intent Principal Investigator | \$71,500 |
| 2013 - 2015 | NSF: Designing Individualized Privacy and Security Systems (CNS-1343433/1343451) Principal Investigator (Collaborative with Eyal Peer, Carnegie Mellon University) | \$132,620 |
| 2013 - 2016 | NSF: A Choice Architecture for Mobile Privacy and Security (CNS-1318680) Co-PI (PI: David Wagner, University of California, Berkeley) | \$500,000 |
| 2010 | Google: Designing Usable Certificate Dialogs in Chrome Principal Investigator | \$60,000 |

professional activities

program committees

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| 2019 | Privacy Enhancing Technologies Symposium (PETS); Workshop on Economics and Information Security (WEIS); Symposium on Usable Privacy and Security (SOUPS) |
| 2018 | ACM SIGCHI (Human Factors in Computing Systems); Privacy Enhancing Technologies Symposium (PETS); Workshop on Economics and Information Security (WEIS); ACM Conference on Computer and Communications Security (CCS); Symposium on Usable Privacy and Security (SOUPS); IEEE Security & Privacy ("Oakland") |
| 2017 | ACM SIGCHI (Human Factors in Computing Systems); USENIX Security; Privacy Enhancing Technologies Symposium (PETS); New Security Paradigms Workshop (NSPW), Co-Chair ; Workshop on Economics and Information Security (WEIS); ACM Conference on Computer and Communications Security (CCS); Symposium on Usable Privacy and Security (SOUPS) |
| 2016 | Workshop on the Economics of Information Security (WEIS), Chair ; New Security Paradigms Workshop (NSPW), Co-Chair ; ACM SIGCHI (Human Factors in Computing Systems); USENIX Security; Symposium on Usable Privacy and Security (SOUPS); ACM WWW; Financial Cryptography and Data Security; Privacy Enhancing Technologies Symposium (PETS) |
| 2015 | Symposium on Usable Privacy and Security (SOUPS); USENIX Security; ACM SIGCHI (Human Factors in Computing Systems); Privacy Enhancing Technologies Symposium (PETS); Workshop on the Economics of Information Security (WEIS); ACM WWW; Financial Cryptography and Data Security |
| 2014 | ACM SIGCHI (Human Factors in Computing Systems); Financial Cryptography and Data Security; ACM WWW; Privacy Enhancing Technologies Symposium (PETS) |
| 2013 | ACM SIGCHI (Human Factors in Computing Systems); Symposium on Usable Privacy and Security (SOUPS); New Security Paradigms Workshop (NSPW); Anti-Phishing Working Group eCrime Researchers Summit |
| 2012 | Symposium on Usable Privacy and Security (SOUPS); New Security Paradigms Workshop (NSPW) |
| 2011 | Symposium On Usable Privacy and Security (SOUPS); New Security Paradigms Workshop (NSPW); Computers, Freedom, and Privacy (CFP) Conference (poster session co-chair); Software and Usable Security Aligned for Good Engineering (SAUSAGE) Workshop, Co-Chair |

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| 2010 | Symposium On Usable Privacy and Security (SOUPS) |
| 2008 | Conference on Information and Knowledge Management (CIKM) |
| 2007 | ACM SIGCHI Workshop - Security User Studies: Methodologies and Best Practices; Anti-Phishing Working Group eCrime Researchers Summit (poster session co-chair) |
| 2006 | Computers, Freedom, and Privacy (CFP) Conference |

standards committees

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| 2007-2008 | W3C Web Security Context (WSC) Working Group |
| 2004-2006 | W3C Platform for Privacy Preferences (P3P) 1.1 Working Group |

leadership roles

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| 2012-Now | Director, Berkeley Laboratory for Usable and Experimental Security (BLUES) |
| 2006-2008 | Legislative Concerns Chair / Board of Directors, National Association of Graduate and Professional Students (NAGPS) |
| 2006-2008 | Vice President for External Affairs, Carnegie Mellon Graduate Student Assembly |

teaching

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|-----------------------------|---|------------------------------------|
| Fall 2019 | Usable Privacy and Security | University of California, Berkeley |
| | Designed and taught a course as part of the School of Information's Masters in Cybersecurity program. Duties included course design and development, grading assignment and exams, supervising class projects, and holding office hours. | |
| Spring 2017, Spring 2018 | Human Factors in Computer Security and Privacy | Brown University |
| | Instructor for a module on "user interfaces for security" as part of the Executive Masters in Cybersecurity program. Duties included course design and development, grading assignments and exams, supervising thesis projects, and holding office hours. | |
| Fall 2007 | Information Security & Privacy (46-861) | Carnegie Mellon University |
| | Teaching assistant duties included developing course materials (topics for lectures, assignments, and exams), grading assignments and exams, holding office hours, and mentoring students about semester-long projects. | |
| Spring 2006 | Computers and Society (15-290) | Carnegie Mellon University |
| | Teaching assistant duties included giving guest lectures, creating assignments and exams, grading assignments and exams, holding office hours, and mentoring students about semester-long projects. | |
| Fall 2003 | Information Security (CS 451) | University of Virginia |
| | Teaching assistant duties included giving guest lectures, creating assignments and exams, grading assignments and exams, and holding office hours. | |
| Fall 2003 | Intellectual Property (TCC 200) | University of Virginia |
| | Teaching assistant duties included grading assignments and holding office hours. | |
| Spring 2003, Spring 2004 | Advanced Software Development Methods (CS 340) | University of Virginia |
| | Teaching assistant duties included grading and holding office hours. | |
| Fall 2002 | Engineering Software (CS 201J) | University of Virginia |
| | Teaching assistant duties included grading assignments and holding office hours. | |