

Yaxing Yao

PhD candidate in Information Science, Syracuse University
Expected graduation: May 2020

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RESEARCH INTERESTS

Usable privacy in the Internet of Things, smart homes, mobile devices, and other emerging technologies; online privacy; human-computer interaction

EDUCATION BACKGROUND

Syracuse University, Syracuse, NY 08/2015-Present

➤ Ph.D. in Information Science and Technology (Advisor: Dr. Yang Wang)

University of Washington, Seattle, WA 09/2012-07/2014

➤ Master of Science in Information Management; GPA: 3.75/4.0

Harbin Institute of Technology, China 09/2008-07/2012

➤ Bachelor of Business Administration; GPA: 3.4/4.0

PUBLICATIONS

Refereed Journal Articles

[J2] Wang, Y., Xia, H., **Yao, Y.**, Huang, Y. Flying Eyes and Hidden Controllers: A Qualitative Study of People's Privacy Perceptions of Civilian Drones in the US. *Proceedings on Privacy Enhancing Technologies (PoPETS)*. 2016 (3):1–19. (Acceptance Rate: 19%)

[J1] Scholl, H. J., Wang, K., Wang, Y., Woods, G., Xu, D., **Yao, Y.** & Krcmar, H. (2014). Top soccer teams in cyberspace: Online channels for services, communications, research, and sales. *Journal of Marketing Analytics*, 2(2), 98-119.

Refereed Conference Proceedings

[C8] **Yao, Y.**, Basdeo, J., Kaushik, S., Wang, Y. Defending My Castle: A Co-Design Study of Privacy Mechanisms for Smart Homes. To appear at the ACM Conferences on Human Factors in Computer Systems (CHI 2019).

[C7] **Yao, Y.**, Huang, Y., Wang, Y. Unpacking People's Understandings of Bluetooth Beacon Systems – A Location-Based IoT Technology. To appear at the 52nd Hawaii International Conference on System Sciences (HICSS 2019), Maui, Hawaii, January 2019.

[C6] **Yao, Y.**, Huang, Y., Wang, Y. Privacy Mechanisms for Drones: Perceptions of Drone Controllers and Bystanders in the U.S. In Proceedings of the ACM Conferences on Human Factors in Computer Systems (CHI 2017), Denver, CO, May 2017. (Acceptance Rate: 25%)

[C5] **Yao, Y.**, Xia, H., Wang, Y. Drone Controllers' Privacy Perceptions of Drones. In Proceedings of the ACM Conferences on Human Factors in Computer Systems (CHI 2017), Denver, CO, May 2017. (Acceptance Rate: 25%)

[C4] **Yao, Y.**, Lo Re, D., Wang, Y. Folk Models of Online Behavioral Advertising. Proceedings of the ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW 2017), Portland, OR, February 2017. (Acceptance Rate: 34%)

[C3] Huang, Y., Huo, S., **Yao, Y.**, Niu, C., Wang, Y., Grygiel, J., Sawyer, S. Municipal Police Departments on Facebook: What Are They Posting and Are People Engaging? In *Proceedings of the 17th International Digital Government Research Conference (dg.o 2016)*, Shanghai, China, June 2016.

[C2] Guajardo, V., **Yao, Y.**, Bayo Urban, I. and Gomez, R. (2014). CasaCare.org: A sociotechnical platform for women immigrant workers in the home care industry. *11th Community Informatics Conference CIRN*, Prato, Italy, October 2014.

[C1] Scholl, H. J., Wang, K., Wang, Y., Woods, G., Xu, D., **Yao, Y.** (2014, January). Digital and Social Media in Pro Sports: Analysis of the 2013 UEFA Top Four. *47th Hawaii International Conference on System Sciences (HICSS 2014)*, Big Island, Hawaii, January 2014. (Acceptance Rate: 37%)

Workshop Papers

[W3] Yao, Y. Exploring a Speculative Design Approach for Inclusive Privacy and Security. 3rd Workshop on Inclusive Privacy and Security (WIPS), Baltimore, MD, August 2018

[W2] Wang, Y., **Yao, Y.**, Whose Privacy? The Case of Drone Controllers and Bystanders, Networked Privacy Workshop of the ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW 2017), Portland, OR, February 2017.

[W1] **Yao, Y.**, Personalized Privacy Assistant to Protect People's Privacy in Smart Home Environment. Networked Privacy Workshop of the ACM Conference on Human Factors in Computing Systems (CHI 2018), Montreal, QC, Canada, April 2018.

Posters

[P7] Huang, Y., Wu, Q., **Yao, Y.** Bluetooth Low Energy (BLE) Beacons Alone Didn't Work! UbiComp/ISWC'18 Adjunct, Singapore, October 2018

[P6] **Yao, Y.**, Huang, Y., Wang, Y. Unpacking People's Understandings of Bluetooth Beacon. Symposium on Usable Privacy and Security, Baltimore, MD, August 2018.

[P5] **Yao, Y.**, Xia, H., Kaushik, S., Wang, Y.. Design and Evaluation of an Information-Based Web Tracking Blocking Mechanism. The Federal Trade Commission PrivacyCon, Washington D.C., February 2018.

[P4] **Yao, Y.**, Xia, H., Kaushik, S., Wang, Y.. Design and Evaluation of an Information-Based Web Tracking Blocking Mechanism. Great Lake Security Day, Rochester, NY, September 2017

[P3] **Yao, Y.**, Bort, J., Huang, Y. Understanding Danmaku's Potential in Online Video Learning. CHI Late-Breaking Work 2017, Denver, CO

[P2] Huang, Y., **Yao, Y.**, Bort, J., Wu, Q., Danmaku: Understanding its Usage in China and its Broader Potential. CSCW in China and Beyond Workshop of the ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW 2017), Portland, OR, February 2017.

[P1] Wang, Y., Xia, H., **Yao, Y.**, Huang, Y. Flying Eyes and Hidden Controllers: A Qualitative Study of People's Privacy Perceptions of Civilian Drones in the US. The 12th Symposium on Usable Privacy and Security (SOUPS2016)

TECHNICAL SKILLS

Front and back-end web development; Python; JavaScript; d3.js; Node.js; SQL; iOS; PHP; R; scikit-learn; Weka

PROFESSIONAL EXPERIENCES

Syracuse University, Research Assistant, Syracuse, NY

08/2017-Present

➤ Conducted interviews and surveys to understand people's perceptions of drones and a number

of privacy-enhancing technologies for drones; designed and implemented privacy-enhancing mechanisms for drones.

- Conducted interviews to investigate people's mental models of online behavioral advertising; designed and implemented a Chrome plugin to help users understanding what types of data are collected online, and provide personalized protection to people's online privacy.
- Conducted interviews to understand people privacy concerns about Bluetooth Low Energy beacons; designed, implemented and tested a beacon-based smartphone app to promote social interactions on campus; designed experiment to understand how beacon technology changes people's social interactions.

University of Washington, Part-time Research Assistant, Seattle, WA 08/2014-05/2015

- Member of Data Lab (advisor: Dr. Joshua Blumenstock). Using Python, d3.js, MapReduce, and R, I created static data visualizations and interactive maps to show the relationship between mobile phone usage and people's income level in Rwanda using over 10 million phone call records.
- Member of Social Media Lab (advisor: Dr. Robert M. Mason). Using Python, Jieba Chinese text segmentation tool, and NLTK, I conducted sentiment analysis on over 12 million Sina Weibo posts to understand how disasters affect people's emotion on social media in China.

Taggle. Inc, Software Engineer, Seattle, WA 06/2014-05/2015

- Implemented front-end user interface of a social network app using Auto Layout
- Built a web application individually to mirror the functionalities of our app using JavaScript, HTML and CSS for front-end and PHP/Symfony and MySQL for back-end

TEACHING EXPERIENCES

Teaching Assistant, IST 800 Privacy Policy, Law, and Technology, Spring 2018

IST 649 Human Interaction w/Computers, Fall 2016

IST 719 Information Visualization, Spring 2016

IST 687 Applied Data Science, Fall 2015

HONORS AND AWARDS

The Graduate Student Office Travel Grant (2018, \$300)

The University of Houston Privacy and Security Workshop (2018, \$1,400)

Syracuse iSchool Research Fellowship (2018, \$12,000)

National Science Foundation I-Corp Project "Beacon-Enabled Smart Location-Based Service", (2018, \$50,000, Entrepreneurial Lead)

Syracuse iSchool Research Fund (2017, \$6,000)

National Science Foundation Travel Grant (2017, \$175)

PoPETS Student Travel Grant (2016, \$900)

Katzer Research Fund (2016, \$6,000)

Completion of 1st Interdisciplinary Summer School on Privacy (2016, Nijmegen, the Netherlands)

Graduate School Fund for Excellence and Innovation (2014, \$400)

Mary Hotchkiss Endowed Fellowship (2014, \$1,000)

ACADEMIC SERVICE

iSchool Service at Syracuse University

- Doctoral Program Committee Member (2015-2016)
- Faculty Committee Member (2016-2017)
- Faculty Search Committee Member (2018-2019)
- School of Information Studies Dean Search Committee (2018-2019)

Program Committee Member

- AAAI Fall Symposium on Privacy and Language Technologies (PLT) 2016, 2018
- CHI Late-Breaking Work 2017, 2019
- Co-organizer, Networked Privacy Workshop in CSCW 2018
- Workshop on Usable Security and Privacy (USEC) 2019
- AAAI Spring Symposium on Privacy-Enhancing Artificial Intelligence and Language Technology (PAL) 2019

Reviewer

- IEEE Privacy & Security 2018
- CHI 2016, 2017, 2018, 2019
- CHI Late-Breaking Work 2017, 2018
- CSCW 2016, 2017, 2018
- iConference 2016, 2017, 2018
- PoPETS 2016
- SOUPS 2016, 2017, 2018
- ICIS 2018
- USEC 2019

Student Volunteer

- CHI 2017, CHI 2018

Student Mentoring

- Smirity Kaushik, *Master student in Information Management, Syracuse University*
- Charlotte Emily Price, *Master student in Library Science, Syracuse University*
- Justin Reed Basdeo, *Undergraduate student in Industrial Design, Syracuse University*
- Oriana Rosata McDonough, *Undergraduate student in Infomatics, Syracuse University*
- Casey Sawyer, *Undergraduate summer intern, University of the Pacific*