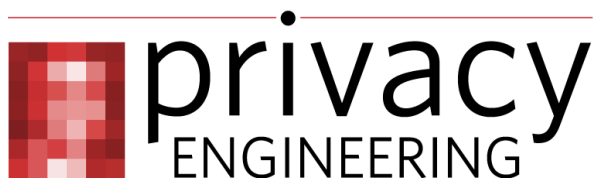


Carnegie Mellon University

Master of Science in Information Technology



Privacy Seminar

Speaker: Yaxing Yao

Title:

Privacy-Empowering Mechanisms in a Hyper-Connected World

Abstract:

The opaque nature of today's Internet has made it increasingly challenging for individuals to make informed decisions about their online privacy. In this talk, I will share my recent research on how we can empower individuals to take control of their privacy through various mechanisms and techniques. I will discuss three research projects that focus on 1) exploring a LLM-enabled, empathy-based approach to increase individuals' privacy literacy, 2) combatting dark patterns on the web using a user-centric strategy, and 3) facilitating privacy negotiation among multiple stakeholders in smart homes. I will briefly discuss key areas where research is needed to develop privacy-empowering mechanisms as well as my research agenda to address those gaps.



Bio:

Yaxing Yao is an Assistant Professor in the Department of Computer Science at Virginia Tech. His research lies in the intersection of human-computer interaction, usable privacy, accessibility, and emerging technologies. He aims to understand individual's privacy needs and expectations in our increasingly complicated, hyper-connected world, then build privacy-enhancing technologies and privacy education interfaces to enhance individual's privacy literacy and empower them with more control of their privacy. His recent work covers various technological contexts (e.g., smart homes, virtual reality, online privacy) and different user groups, including at-risk populations (e.g., people with disabilities, children, and teenagers). His research has been generously supported by the National Science Foundation, Google, and Meta.

**WHEN: February 20th 2024
12:30-1:50pm**

WHERE: Hamburg Hall Room 1002

ZOOM LINK:

**[https://cmu.zoom.us/
j/97389172852?](https://cmu.zoom.us/j/97389172852?pwd=Q2Q5MEE2b29TaS9VeDQ4VHVXckV2dz09)**

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