

Arunesh Mathur

amathur@cs.princeton.edu • <http://aruneshmathur.co.in> • @aruneshmathur

304 Sherrerd Hall

Princeton NJ 08540

EDUCATION AND EMPLOYMENT HISTORY

Ph.D., Computer Science, Princeton University	2016–
M.A., Computer Science, Princeton University	2016–2018
Research Intern, International Computer Science Institute (ICSI)	06/2016–08/2016
M.S., Human–Computer Interaction, University of Maryland, College Park	2014–2016
Senior Member of Technical Staff, Oracle Corporation	2012–2014
Research Intern, Microsoft Research India	05/2011–08/2011
B.Tech., Computer Engineering, National Institute of Technology Karnataka, Surathkal	2008–2012

CONFERENCE PUBLICATIONS

1. [Arunesh Mathur](#), Arvind Narayanan, Marshini Chetty.
Endorsements on Social Media: An Empirical Study of Affiliate Marketing Disclosures on YouTube and Pinterest.
ACM Computer Supported Collaborative Work and Social Computing (CSCW) 2018.
Best Paper Award.
2. [Arunesh Mathur](#), Jessica Vitak, Arvind Narayanan, Marshini Chetty.
Characterizing the Use of Browser-Based Blocking Extensions To Prevent Online Tracking.
USENIX Symposium on Usable Privacy and Security (SOUPS) 2018.
3. Noah Apthorpe, Yan Shvartzshnaider, [Arunesh Mathur](#), Dillon Reisman, Nick Feamster.
Discovering IoT Smart Home Privacy Norms using Contextual Integrity.
ACM Interactive, Mobile, Wearable and Ubiquitous Technologies (IMWUT/UbiComp) 2018.
4. [Arunesh Mathur](#) and Marshini Chetty.
Impact of User Characteristics on Attitudes Towards Automatic Mobile Application Updates.
USENIX Symposium On Usable Privacy and Security (SOUPS) 2017.
5. [Arunesh Mathur](#), Josefine Engel, Sonam Sobti, Victoria Chang, and Marshini Chetty.
“They Keep Coming Back Like Zombies”: Improving the User Experience of Software Updates.
USENIX Symposium On Usable Privacy and Security (SOUPS) 2016.
6. [Arunesh Mathur](#), Brent Schlotfeldt, and Marshini Chetty.
A Mixed-Methods Study of Mobile Users’ Data Usage Practices in South Africa.
ACM International Joint Conference on Pervasive and Ubiquitous Computing (UbiComp) 2015.

WORKSHOP PUBLICATIONS

1. [Arunesh Mathur](#), Arvind Narayanan, Marshini Chetty.
An Empirical Study of Affiliate Marketing Disclosures on YouTube and Pinterest.
IEEE Workshop on Technology and Consumer Protection (ConPro) 2018.
2. [Arunesh Mathur](#), Nathan Malkin, Marian Harbach, Eyal Peer, and Serge Egelman.
Quantifying Users’ Beliefs about Software Updates.

NDSS Workshop on Usable Security (USEC) 2018.

Best Paper, People's Choice.

3. Nathan Malkin, [Arunesh Mathur](#), Marian Harbach, and Serge Egelman.
Personalized Security Messaging: Nudges for Compliance with Browser Warnings.
IEEE European Workshop on Usable Security (EuroUSEC) 2017.
4. [Arunesh Mathur](#), Harshal Choudhary, Priyank Vashist, William Thies, and Santhi Thilagam.
An Empirical Study of License Violations in Open Source Projects.
IEEE Software Engineering Workshop (SEW) 2012.

HONORS AND AWARDS

1. USENIX SOUPS travel grant – \$1055 2017
2. ACM SIGCHI Excellent Reviewer 2016, 2017
3. USENIX SOUPS travel grant – \$1195 2016
4. Outstanding Graduate Assistant Award, University of Maryland, College Park 2015
5. Dean's Fellowship, University of Maryland, College Park – \$5000 2014
6. Merit-based Fellowship, University of Maryland, College Park – \$2500 2014
7. Microsoft Research India travel grant – ₹75,000 2012
8. Outstanding achievement in academics, Institute of Engineers [I.E.] 2010
9. Winner, *Kaun Banega Entrepreneur?*, The IndUS Entrepreneurs 2010

TALKS

1. Characterizing the Use of Browser-Based Blocking Extensions To Prevent Online Tracking 2018
USENIX SOUPS, Baltimore, MD
2. An Empirical Study of Affiliate Marketing Disclosures on YouTube and Pinterest 2018
IEEE ConPro, San Francisco, CA
3. An Introduction to Web Privacy 2018
Princeton High School, Princeton, NJ
4. Impact of User Characteristics on Attitudes Towards Automatic Mobile Application Updates 2017
USENIX SOUPS, San Jose, CA
5. Human-Computer Interaction at Princeton University 2017
Princeton High School, Princeton, NJ
6. Improving the User Experience of Software Updates 2016
USENIX SOUPS, Denver, CO
7. A Mixed-Methods Study of Mobile Users' Data Usage Practices in South Africa 2015
ACM UbiComp, Osaka, Japan
8. A Mixed-Methods Study of Mobile Users' Data Usage Practices in South Africa 2015
32nd Human-Computer Interaction Lab (HCIL) Annual Symposium
9. An Empirical Study of License Violations in Open Source Projects 2012
IEEE SEW, Heraklion, Greece
10. OpenZIM: Offline Wikipedia for Low-Cost Phones 2011
Software Freedom Day, NITK Surathkal

SERVICE

1. Reviewer, PETS 2018
2. Reviewer, USENIX SOUPS 2018
3. Poster Jury, USENIX SOUPS 2018
4. Program Committee, ACM SIGCHI 2018 Workshop on Exploring Individual Differences in Privacy
5. Program Committee, ACM SIGCHI 2018 Late Breaking Work (LBW)
6. Reviewer, ACM SIGCHI 2018, 2017, 2016, 2015
7. Reviewer, ACM IMWUT 2017
8. Reviewer, ACM UbiComp 2015
9. Student Volunteer, WEIS 2016
10. Student Volunteer, ACM UbiComp 2015
11. Human-Computer Interaction Lab (HCIL) Brown Bag Coordinator, 2014-15
12. Webmaster and Publicity Chair, ACM DEV-5, 2014

PRESS AND MEDIA COVERAGE

1. PewDiePie and other vloggers fail to disclose adverts 2018
The Times
2. Researchers Find Social Media Influencers Are Not Disclosing Sponsorships 2018
Fox News
3. Sites And Paid Content 2018
Fox News
4. Princeton study finds very few affiliate marketers make required disclosures on YouTube and Pinterest 2018
News Today USA
5. Study: Most YouTube influencers still don't disclose sponsored deals 2018
Engadget
6. Princeton study finds very few affiliate marketers make required disclosures on YouTube and Pinterest 2018
TechCrunch
7. YouTube and Pinterest Influencers Almost Never Disclose Marketing Relationships 2018
WIRED
8. Millions of YouTube product reviews may flout advertising rules 2018
New Scientist
9. 90 percent of affiliate ads on YouTube and Pinterest aren't disclosed, says study 2018
The Verge
10. Enterprising Foursome 2010
The Times of India
11. *Kaun Banega Entrepreneur?* 2010
Daily News and Analysis [DNA] India