

Arunesh Mathur

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EDUCATION

Princeton University

PhD, Computer Science

2017–

MA, Computer Science

2017–2018

Advisor: Marshini Chetty

University of Maryland, College Park

PhD, Information Studies

2016–2017

MS, Human–Computer Interaction

2014–2016

MS Thesis: *A Human–Centered Approach to Improving Software Updates*

Advisor: Marshini Chetty

National Institute of Technology Karnataka, Surathkal

2008–2012

B.Tech., Computer Engineering

Thesis: *An Empirical Study of License Violations in Open Source Projects*

Advisor: William Thies

PROFESSIONAL EXPERIENCE

International Computer Science Institute (ICSI)

06/2016–08/2016

Research Intern, with Serge Egelman

University of Maryland, College Park

2014–2017

Research Assistant

Oracle Corporation

2012–2014

Senior Member of Technical Staff

Microsoft Research India

05/2011–08/2011

Research Intern, with William Thies

The OpenZIM project

2011–2013

Developer

Artoo IT Solutions Pvt. Ltd.

05/2010–08/2010

Startup Intern

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 (CSCW 2018)*.
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 (UbiComp/IMWUT 2018)*.

4. **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)*.
5. **Arunesh Mathur**, Nathan Malkin, Marian Harbach, Eyal Peer, and Serge Egelman. Quantifying Users' Beliefs about Software Updates. *NDSS Workshop on Usable Security (USEC 2018)*.
6. **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)*.
7. 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)*.
8. **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)*.
9. **Arunesh Mathur**, Brent Schlotfeldt, and Marshini Chetty. 2015. A Mixed-Methods Study of Mobile Users' Data Usage Practices in South Africa. *ACM International Joint Conference on Pervasive and Ubiquitous Computing (UbiComp 2015)*.
10. **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. Selected to attend the Human-Computer Interaction Consortium (HCIC) 2015 | 2015 |
| 5. Outstanding Graduate Assistant Award, University of Maryland, College Park | 2015 |
| 6. Dean's Fellowship, University of Maryland, College Park – \$5000 | 2014 |
| 7. Merit-based Fellowship, University of Maryland, College Park – \$2500 | 2014 |
| 8. Microsoft Research India travel grant – ₹75,000 | 2012 |
| 9. Outstanding achievement in academics, Institute of Engineers [I.E.] | 2010 |
| 10. Winner, <i>Kaun Banega Entrepreneur?</i> , The IndUS Entrepreneurs | 2010 |

TALKS

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|---|------|
| 1. An Empirical Study of Affiliate Marketing Disclosures on YouTube and Pinterest
<i>ConPro, San Francisco, CA</i> | 2018 |
| 2. Impact of User Characteristics on Attitudes Towards Automatic Mobile Application Updates
<i>SOUPS, San Jose, CA</i> | 2017 |
| 3. Improving the User Experience of Software Updates
<i>SOUPS, Denver, CO</i> | 2016 |
| 4. A Mixed-Methods Study of Mobile Users' Data Usage Practices in South Africa
<i>ACM UbiComp, Osaka, Japan</i> | 2015 |

5. A Mixed-Methods Study of Mobile Users' Data Usage Practices in South Africa 2015
32nd Human-Computer Interaction Lab (HCIL) Annual Symposium
6. An Empirical Study of License Violations in Open Source Projects 2012
35th IEEE Software Engineering Workshop, Heraklion, Greece
7. 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
The Verge 2018
10. Enterprising Foursome
The Times of India 2010
11. *Kaun Banega Entrepreneur?*
Daily News and Analysis [DNA] India 2010