

# Oana Goga

Office 307  
Bâtiment IMAG  
700, Avenue Centrale  
38400, St Martin d’Heres  
France

Phone (Office): +33 4 57 42 15 11  
Email: [oana.goga@univ-grenoble-aples.fr](mailto:oana.goga@univ-grenoble-aples.fr)  
Homepage: <http://lig-membres.imag.fr/gogao/>

## Research Interests

I am broadly interested in data science for security and privacy of user-centric Internet systems (online systems that provide services to people and that have at their core the data produced by them: Twitter, Amazon, Netflix). In my projects I try to understand problems in current systems through data collection and data mining (measurement and analysis) and propose better solutions (systems design and implementation and new data mining algorithms).

## Education

- Ph.D.** in Computer Science 10/2010 – 05/2014  
*Université Pierre et Marie Curie, Paris, France*  
Thesis: “Matching User Accounts Across Online Social Networks: Methods and Application”  
Advisor: Renata Teixeira  
Committee: Anne-Marie Kermarrec (reviewer) – Inria, Jon Crowcroft (reviewer) – University of Cambridge, Krishna Gummadi – Max Plank Institute for Software Systems, Clemence Magnien (president) – CNRS, Dina Papa-  
giannaki – Telefonica, Renata Teixeira – Inria
- M.Sc.** in Computer Networks 09/2009 – 09/2010  
*Université Pierre et Marie Curie, Paris, France*  
Thesis: “Speed measurements of residential Internet access”  
Advisor: Renata Teixeira
- Engineering Degree** in Computer Science 10/2003 – 09/2008  
*Technical University of Cluj-Napoca, Cluj, Romania*  
Diploma project: “VMdeploy: Improving Best-Effort Job Management in Grid’5000”  
Advisors: Jérôme Gallard, Adrien Lèbre, Christine Morin (IRISA) and Vasile Dadarlat (UTCluj)

## Employment History

- CNRS Researcher** 10/2017 – present  
*Laboratoire d’Informatique de Grenoble (LIG), Grenoble, France*
- Post-doctoral Researcher** 06/2014 – 09/2017\*  
*Max Planck Institute for Software Systems (MPI-SWS), Saarbruecken, Germany*  
Advisor: Krishna P. Gummadi  
Research topic: Data science and security and privacy in social computing systems  
\* interruption from October 2016 to April 2017 for maternity leave
- Ph.D. Student** 10/2010 – 05/2014  
*Université Pierre et Marie Curie, Paris, France*  
Advisor: Renata Teixeira

Funding: ANR C'mon project

Research topic: Matching user accounts across online social networks

**Research & Development Engineer**

10/2008 – 09/2009

*Inria & ENS Lyon*, Lyon, France

Advisors: Pascale Vicat-Blanc Primet (research part), David Margery (engineering part)

Topic: Design and development of a network metrology platform for Grid'5000 (french national grid infrastructure dedicated to network and grid computing research)

**System Administrator**

10/2006 – 02/2008

*Pusztai-Kalman Communications Centre*, Technical University of Cluj-Napoca, Cluj-Napoca, Romania

## Internships / Visiting Positions

**Research Intern** (during Ph.D., 8 months)

03/2013 – 10/2013

*Max Planck Institute for Software Systems (MPI-SWS)*, Saarbruecken, Germany

Mentor: Krishna P. Gummadi

Research topic: Applications of matching accounts on different social networks

**Research Intern** (during Ph.D., 3 months)

06/2012 – 09/2012

*International Computer Science Institute (ICSI)*, Berkeley, CA, USA

Mentor: Robin Sommer

Research topic: Investigate techniques to match accounts on different social networks

**Research Intern** (during Ph.D., 4 months)

07/2011 – 10/2011

*International Computer Science Institute (ICSI)*, Berkeley, CA, USA

Mentor: Robin Sommer

Research topic: Understanding and managing the impact of global inference on online privacy

**Research Intern** (during Ph.D., 6 months)

01/2011 – 06/2011

*Intel Labs Berkeley*, Berkeley, CA, USA

Mentors: Nina Taft, Jaideep Chandrashekar

Research topic: Characterizing end-host application performance

**Research Intern** (during M.Sc., 6 months)

04/2010 – 09/2010

*Université Pierre et Marie Curie*, Paris, France

Mentor: Renata Teixeira

Research topic: Speed measurements of residential Internet access

**Intern** (during last year of engineering studies, 6 months)

03/2008 – 08/2008

*Institut de Recherche en Informatique et Systèmes Aléatoires (IRISA)*, Rennes, France

Mentors: Jérôme Gallard, Adrien Lèbre, Christine Morin

Topic: Development of a scheduler to improve best-effort job management in grids using virtualization

**Intern** (during second year of engineering studies, 3 months)

06/2004 – 09/2004

*Brahms International*, Brasov, Romania

Topic: Upgrading and repairing systems

## Publications

† Indicates the selected top 4 publications

*Ph.D. Thesis*

- [1] **Matching User Accounts Across Online Social Networks: Methods and Applications**  
Oana Goga  
Université Pierre et Marie Curie, May 2014

*Articles in International Refereed Conferences*

- [2] † **Investigating Ad Transparency Mechanisms in Social Media: A Case Study of Facebook's Explanations**  
A. Andreou, G. Venkatadri, O. Goga, K. Gummadi, P. Loiseau, A. Mislove  
The Network and Distributed System Security Symposium (NDSS), February 2018
- [3] **Identity vs. Attribute Disclosure Risks for Users with Multiple Social Profiles**  
A. Andreou, O. Goga, P. Loiseau  
IEEE/ACM International Conference on Advances in Social Networks Analysis and Mining (ASONAM), August 2017 (19% acceptance rate) – **Best Paper Award Runner-up**
- [4] † **Strengthening Weak Identities through Inter-Domain Trust Transfer**  
G. Venkatadri\*, O. Goga\*, C. Zhong, K. Gummadi, N. Sastry; \*equal contribution  
World Wide Web Conference (WWW), May 2016 (16% acceptance rate)
- [5] **The Doppelgänger Bot Attack: Exploring Identity Impersonation in Online Social Networks**  
O. Goga, G. Venkatadri, K. Gummadi  
ACM Internet Measurement Conference (IMC), October 2015 (26% acceptance rate)
- [6] † **On the Reliability of Large-Scale Profile Matching Across Online Social Networks**  
O. Goga, P. Loiseau, R. Sommer, R. Teixeira, K. Gummadi  
ACM SIGKDD International Conference on Knowledge Discovery and Data Mining (KDD), August 2015 (34% acceptance rate)
- [7] † **Exploiting Innocuous Activity for Correlating Users Across Sites**  
O. Goga, H. Lei, SHK. Parthasarathi, G. Friedland, R. Sommer, R. Teixeira  
World Wide Web Conference (WWW), May 2013 (15% acceptance rate)
- [8] **Speed Measurements of Residential Internet Access**  
O. Goga, R. Teixeira  
Passive and Active Measurement Conference (PAM), March 2012 (30.5% acceptance rate)
- [9] **Characterizing end-host application performance across multiple networking environments**  
D. Joubblatt, O. Goga, R. Teixeira, J. Chandrashekar, N. Taft  
IEEE INFOCOM Mini-Conference, March 2012 (24% acceptance rate)
- [10] **On the Impact of the Flow-Size Distribution's Tail Index on Network Performance with TCP Connections**  
O. Goga, P. Loiseau, P. Goncalves  
IFIP Performance, October 2011 (28% acceptance rate)

*Articles in International Refereed Workshops*

- [11] **On Profile Linkability despite Anonymity in Social Media Systems**  
M. Backes, P. Berrang, O. Goga, K. Gummadi, P. Manoharan  
Workshop on Privacy in the Electronic Society (WPES), October 2016 (19% acceptance rate)

*Posters & Demos*

- [12] **Exposing Impersonation Attacks in Online Social Networks**  
O. Goga, G. Venkatadri, K. Gummadi  
Poster at ACM Conference on Online Social Networks (COSN), October 2014
- [13] **Automated Traffic measurements and analysis in Grid'5000**  
P. Loiseau, R. Guillier, O. Goga, M. Imbert, P. Goncalves, P. Vicat-Blanc Primet  
Demo at ACM SIGMETRICS/Performance, June 2009 - **Best Student Demonstration Award**

*Others*

- [14] **The Doppelgänger Bot Attack: Exploring Identity Impersonation in Online Social Networks**  
O. Goga, G. Venkatadri, K. Gummadi  
Atelier sur la Protection de la Vie Privée (APVP), June 2017
- [15] **Large-scale correlation of accounts across social networks**  
O. Goga, D. Perito, H. Lei, R. Teixeira, R. Sommer  
ICSI Technical report, April 2013
- [16] **Improving Best-Effort Job Management in Grid'5000**  
J. Gallard, A. Lebre, O. Goga, C. Morin  
Grid'5000 Spring School, April 2009
- [17] **Metroflux: a high performance system for very fine-grain flow analysis**  
O. Goga, P. Loiseau, P. Goncalves, R. Guillier, M. Imbert, Y. Kodama, P. Vicat-Blanc Primet  
Grid'5000 Spring School, April 2009
- [18] **VMdeploy: Improving Best-Effort Job Management in Grid'5000**  
J. Gallard, A. Lebre, O. Goga, C. Morin  
INRIA Research Report RR-6764, December 2008

## Talks

**Invited Talks:**

Entretien Jacques Cartier (Workshop on “Transparence et responsabilité des algorithmes”), Montreal, Canada, Oct. 2017, *Investigating Ad Transparency Mechanisms in Social Media*

Dagstuhl Seminar on Cybersafety, Germany, Sept. 2017, *Strengthening Weak Identities through Inter-Domain Trust Transfer*

Privaski 2016 Workshop, Grenoble, France, March 2016, *On the Reliability of Large-Scale Profile Matching Across Online Social Networks*

LAAS, Toulouse, France, Feb. 2016, *Privacy, Transparency, and Trust in the User-Centric Internet*

Inria, Grenoble, France, Dec. 2015, *Privacy, Transparency, and Trust in the User-Centric Internet*

LIG, Grenoble, France, Dec. 2015, *Privacy, Transparency, and Trust in the User-Centric Internet*

LIP6, Paris, France, Dec. 2015, *Privacy, Transparency, and Trust in the User-Centric Internet*

DTL Conference, Boston, USA, Nov. 2015, *Bringing Transparency to Targeted Advertising*

MPI-SWS SysNet Seminar, Saarbrücken, Germany, Oct. 2013, *Reliable and Scalable Account Correlation Across Large Social Networks*

LINCS Seminar, Paris, France, Nov. 2013, *Reliable and Scalable Account Correlation Across Large Social Networks*

LINCS Seminar, Paris, France, Feb. 2012, *Speed Measurements for Residential Internet Access*

ISMA 2011 AIMS Workshop, CAIDA, San Diego, USA, Feb. 2011, *Speed Measurements for Residential Internet Access*

Technicolor Palo Alto Research Lab. Seminar, Palo Alto, USA, Jan. 2011, *Speed Measurements for Residential Internet Access*

#### **Conference Talks:**

WWW, Montreal, Canada, April 2016, *Strengthening Weak Identities through Inter-Domain Trust Transfer*

IMC, Tokyo, Japan, Oct. 2015, *The Doppelgänger Bot Attack: Exploring Identity Impersonation in Online Social Networks*

KDD, Sydney, Australia, May 2015, *On the Reliability of Large-Scale Profile Matching Across Online Social Networks*

WWW, Rio de Janeiro, Brazil, May 2013, *Exploiting Innocuous Activity for Correlating Users Across Sites*

PAM, Vienna, Austria, March 2012, *Speed Measurements for Residential Internet Access*

Grid'5000 Spring School, Nancy, France, April 2009, *Metroflux: a high performance system for very fine-grain flow analysis*

## Honors and Awards

**Best paper award runner-up**, ASONAM, August 2017

**Data Transparency Lab Research Grant of 50.000€ from Telefónica** (2016)

**Travel grant to attend the Data Transparency Lab Conference**, Colombia University, New York, November 2016 (given to the best 33% research proposals submitted to the Data Transparency Lab grant program)

**Travel grant to attend the Data Transparency Lab Conference**, MIT, Boston, November 2015 (given to the best 33% research proposals submitted to the Data Transparency Lab grant program)

**Travel grant to attend SIGCOMM**, New Delhi, August 2010

**Best demonstration award**, ACM SIGMETRICS/Performance, June 2009

**Égide (currently named Eifel) student fellowship**, 6 months internship at IRISA, March – August 2008

**Merit based student fellowship**, Technical University of Cluj-Napoca, 2003 – 2008

## Professional Service

**PC Co-chair**: WWW 2015 Ph.D. Symposium

**PC Member**: APVP 2017, WebSci 2017, IEEE TrustCom 2016, WebSci 2016, SIMPLEX 2015

**Award Committee**: Data Transparency Lab - DTL 2017

**Reviewer**: Elsevier Online Social Networks and Media, IEEE Transactions on Multimedia, IEEE/ACM Transactions on Networking, ACM Transactions on the Web, Communications of the ACM, IEEE Transactions on Knowledge and Data Engineering

**External reviewer**: AAAI 2017, FC 2015, Euro S&P 2015, INFOCOM 2013, NDSS 2013, S&P 2013

## Teaching Experience

**Human vs. Algorithmic-Decision Making: Bias, Fairness & Transparency** (Teaching assistant, Oct. 2015 - Feb. 2016, University of Saarland, <http://courses.mpi-sws.org/hadm-ws15/>)

## Advising Experience

### Ph.D. Students:

- Giridhari Venkatadri, MPI-SWS, Oct. 2013 – present (co-advised with Krishna Gummadi)
- Andreou Athanasios, EURECOM, Oct. 2015 – present (co-advised with Patrick Loiseau)

### Research Interns:

- Andreou Athanasios, MPI-SWS (full-time internship between M.Sc. and Ph.D.), Feb. – Sept. 2015 (co-advised with Krishna Gummadi)

### Master Students Projects:

- Andreou Athanasios and Shukla Rajat, EURECOM semester project on “Collection and analysis of dynamic data on Twitter”, Sept. 2013 – June 2014 (co-advised with Patrick Loiseau)
- Sara Kaddouri, Ubinet (UNice) end of study project on “Study of the vulnerability of social business analytics”, Sept. 2013 – Feb. 2014 (co-advised with Patrick Loiseau)
- Rohan Kathe and Priyanka Malekar, EURECOM semester project on “Large-scale study of popularity across social networks”, Sept. 2014 – June 2015 (co-advised with Patrick Loiseau)
- Delali Toussa, EURECOM semester project on “Robust learning algorithms for social business analytics”, Sept. 2014 – Feb. 2015 (co-advised with Patrick Loiseau)

## Research Funding and Projects

PI – ANR JCJC ( <i>Jeunes chercheuses – Jeunes chercheurs</i> ) “PRoTecT: Privacy and Trust in the User-Centric Internet” (267,000 €)	2017 – 2021
PI – IDEX IRS ( <i>Accueil Nouveau Arrivants</i> ) “PRoTecT: Privacy and Trust in the User-Centric Internet” (15,000 €)	2017 – 2018
co-PI (with Patrick Loiseau) – <i>Data Transparency Lab Research Grants (Telefónica)</i> “TranspAd: A Collaborative Tool to Bring Transparency to Targeted Advertising” (50,000 €)	2016 – 2017

## Tools

Make sense of your Facebook ads	<a href="http://adanalyst.mpi-sws.org">http://adanalyst.mpi-sws.org</a>
Find identity impersonation attacks on Twitter	<a href="http://impersonation.mpi-sws.org">http://impersonation.mpi-sws.org</a>

## References

Available upon request.