

Oana Goga

CNRS Charge de Recherches – equivalent to Associate Professor
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RESEARCH INTERESTS Security and Privacy; Targeted Advertising; AI and Society; Data Science; Social Media Systems; Online Identity; Missinformation; Online Trust

EDUCATION **Université Pierre et Marie Curie**, Paris, France

- Ph.D. in Computer Science (2014)
- M.Sc. in Computer Networks (2010)

Technical University of Cluj-Napoca, Cluj, Romania

- Engineering Degree in Computer Science (2008)

EMPLOYMENT **CNRS & LIG**, Grenoble, France Oct. 2017 – present
Charge de Recherches CNRS (Research Scientist)

MPI-SWS, Saarbruecken, Germany June 2014 – Sept. 2017
Postdoctoral Researcher

Inria & ENS Lyon, Lyon, France Oct. 2008 – Sept. 2009
Research & Development Engineer

*maternity leave Oct. 2016 – April 2017 and June 2018 – Jan. 2019

INTERNSHIPS & VISITING POSITIONS **MPI-SWS**, Saarbruecken, Germany March 2013 – Oct. 2013
ICSI, Berkeley, CA, USA June 2012 – Sept. 2012
ICSI, Berkeley, CA, USA July 2011 – Oct. 2011
Intel Labs Berkeley, Berkeley, CA, USA Jan. 2011 – June 2011
Université Pierre et Marie Curie, Paris, France April 2010 – Sept. 2010
IRISA, Rennes, France March 2008 – Aug. 2008

SELECTED PUBLICATIONS 14 publications in international conferences (9 in A* conferences) and 8 other publications (workshops, etc.); h-index of 12; 637 citations.

Marcio Silva, Athanasios Andreou, Oana Goga, Pedro O.S Vaz de Melo, Lucas Santos, Fabricio Benevenuto “Facebook Ads Monitor: An Independent Auditing System for Political Ads on Facebook”, The Web Conference (WWW), April 2020 – A*

G. Venkatadri, P. Sapiezynski, E. Redmiles, A. Mislove, O. Goga, M. Mazurek, and K. Gummadi, “Auditing Offline Data Brokers via Facebook’s Advertising Platform”, The Web Conference (WWW), May 2019 – A*

A. Andreou, M. Silva, F. Benevenuto, O. Goga, P. Loiseau, A. Mislove, “Measuring the Facebook Advertising Ecosystem”, The Network and Distributed System Security Symposium (NDSS), February 2019 – A*

G. Venkatadri, A. Andreou, Y. Liu, A. Mislove, K. Gummadi, P. Loiseau and O. Goga, “Privacy Risks with Facebook’s PII-based Targeting: Auditing a Data Broker’s Advertising Interface”, IEEE Symposium on Security and Privacy Symposium (IEEE S&P), May 2018 – A*

A. Andreou, G. Venkatadri, O. Goga, K. Gummadi, P. Loiseau, A. Mislove, “Investigating Ad Transparency Mechanisms in Social Media: A Case Study of Facebook’s Explanations.” In The Network and Distributed System Security Symposium (NDSS), February 2018 – A*

A. Andreou, O. Goga, P. Loiseau, “Identity vs. Attribute Disclosure Risks for Users with Multiple Social Profiles.” In International Conference on Advances in Social Networks Analysis and Mining (ASONAM), August 2017 – B

G. Venkatadri, O. Goga, C. Zhong, K. Gummadi, N. Sastry, “Strengthening Weak Identities through Inter-Domain Trust Transfer.” In World Wide Web Conference (WWW), May 2016 – A*

O. Goga, G. Venkatadri, K. Gummadi, “The Doppelgänger Bot Attack: Exploring Identity Impersonation in Online Social Networks. ” In ACM Internet Measurement Conference (IMC), October 2015 – A

O. Goga, P. Loiseau, R. Sommer, R. Teixeira, K. Gummadi “On the Reliability of Large-Scale Profile Matching Across Online Social Networks. ” In ACM SIGKDD International Conference on Knowledge Discovery and Data Mining (KDD), August 2015 – A*

O. Goga, H. Lei, SHK. Parthasarathi, G. Friedland, R. Sommer, R. Teixeira, “Exploiting Innocuous Activity for Correlating Users Across Sites.” In World Wide Web Conference (WWW), May 2013 – A*

HONORS AND AWARDS Honorable Mention Paper Award, The Web Conference April 2020
Runner up for the 2019 CNIL-Inria Award for Privacy Protection Jan. 2020
Runner-up for the 2019 Caspar Bowden PET Award for outstanding research in privacy enhancing technologies July 2019
Best paper award runner-up at ASONAM Aug. 2017
ANR Young Researcher Award (JCJC) of 267,000€ 2017
Data Transparency Lab Research Grant (top 11% of proposals, 50,000€) from Telefónica 2016
Best Student Demonstration Award at ACM SIGMETRICS/Performance 2009
Fellowship from Égide (now Eiffel) scholarship program of excellence, IRISA March – Aug. 2008
Merit-based student fellowship, Technical University of Cluj-Napoca 2003 – 2008

PROFESSIONAL SERVICE **PC Co-chair:** WWW PhD Symposium (2015)
PC Member: ICISS (2019), APVP (2019), APVP (2018), APVP (2017), WebSci (2017, 2016), IEEE TrustCom (2016), SIMPLEX (2015)
Reviewer: Policy and Internet, 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
Award committee: Data Transparency Lab (2017)
Recruiting committee: CoS MdC ENSEA (2020), CoS MdC INSA Lyon (2020)
PhD Committee: Clement Henin – mid-term (2020)
Organization: Co-organized *Building trust in AI, building trust with AI workshop* (with Global Challenge Science Week), Grenoble, June 2019

SELECTED TALKS **Keynotes:** Junior Conference on Data Science and Engineering, Paris, France, 2019; **Invited Talks:** Facebook’s Digital Advertising Workshop, Menlo Park, USA, 2019; Building trust in AI, building trust with AI workshop (with Global Challenge Science Week), Grenoble, 2019; Journée Transparence et Opacité des Systèmes d’Information, Lyon, France, 2018; Princeton Center for Information Technology Policy Seminar, Princeton, USA, Feb. 2018; Tutorial at EGC 2018 winter school, Paris, France, Jan. 2018; Entretien Jacques Cartier (Workshop on “Transparence et responsabilité des algorithmes”), Montreal, Canada, 2017; Dagstuhl Seminar on Cybersafety, Germany, Sept. 2017; Data Transparency Lab Conference, Boston, USA, Nov. 2015

TEACHING **Introduction to Data Analysis** (co-responsible with Eric Gaussier and Patrick Loiseau, M1 MOSIG, Univ. Grenoble Alpes) Feb. 2020 – June 2020
Human vs. Algorithmic-Decision Making: Bias, Fairness & Transparency (Teaching assistant, University of Saarland) Oct. 2015 - Feb. 2016

ADVISING **PhD students (2 current, 1 defended):**
Minh-Kha Nguyen (PhD student) Jan. 2019 – present
Vera Sosnovik (PhD student) Oct. 2019 – present
Athanasios Andreou (PhD student) Oct. 2015 – June 2019
Postdocs (1 current):
Athanasios Andreou (Postdoc) July 2019 – June 2020
MSc students (total of 6): Rosa Khenniche (Dec. 2019 – June 2020); Salim Chouaki (Dec. 2019

– June 2020); Tinhinane Medjkoune (Dec. 2019 – June 2020); Minh-Kha Nguyen (Feb. – July 2019); Ikram Najeh (Feb. – July 2018); Andreou Athanasios (Feb. – Sept. 2015)

RESEARCH FUNDING	PI – CNRS INS2I (12 months CDD engineer) “AdAnalyst: A tool to bring transparency to targeted advertising” (60,000 €)	2020 – 2021
	PI – ANR JCJC (Jeunes chercheuses – Jeunes chercheurs) “PRoTecT: Privacy and Trust in the User-Centric Internet” (267,000 €)	2017 – 2021
	PI – IDEX IRS (Accueil Nouveau Arrivants) “PRoTecT: Privacy and Trust in the User-Centric Internet” (15,000 €)	2017 – 2018
	co-PI – Data Transparency Lab Research Grants (Telefónica) “TranspAd: A Collaborative Tool to Bring Transparency to Targeted Advertising” (50,000 €)	2016 – 2017
TOOLS AND DATASETS	Platform to audit targeted advertising practices Service to identity impersonation attacks on Twitter WWW20, KDD15, WWW13 datasets	http://adanalyst.mpi-sws.org/ http://impersonation.mpi-sws.org https://lig-membres.imag.fr/gogao/
OUTREACH	Consultant for Panoptykon Foundation and EDP (European Partnership for Democracy) for regulating ad transparency and political advertising Wrote <i>Publicité en ligne : reprenons la main</i> , Le Blog Binaire in Le Monde Wrote <i>Facebook’s transparency efforts hide key reasons for showing ads</i> , The Conversation	2020 June 2019 May 2019
PRESS COVERAGE	2019: El Pais; 2018: Le Figaro, Quartz, Bloomberg Businessweek, Marketing Land, The Economist, Vice Motherboard, The Guardian, Australian Broadcasting Corporation, Fast Company, The Telegraph, Naked Security, Siecle Digital, WIRED; 2015: Vice Motherboard.	

Last updated: May 27, 2020