

# Oana Goga

Chargée de Recherches CNRS (tenured faculty position, equivalent to Associate Professor)

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## Research Interests

I work on problems related to AI and Society. I study how social media platforms and targeted advertising can be used to the detriment of humans' wellbeing and society and what we can do against it. To deal with the closed nature of online platforms and the limited access to data in the space, I look for innovative measurement methodologies and experimental designs to study different risks and phenomena involving online systems. I collect and work with data from real systems and humans.

I care about the problems I tackle, and my efforts go beyond scientific publications. I have worked with civil societies and European lawmakers to propose evidence-based legal measures based on my research. I develop software for the general public that helps users protect themselves from harm. I have engaged behavioral economists, cognitive scientists, social scientists, political scientists, communication scientists, and legal scholars to work with me on my research ideas to fully and deeply understand the problem.

## 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 Planck Institute for Software Systems, Clemence Magnien (president) – CNRS, Dina Papagiannaki – 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 (one of the top 3 Computer Science programs in 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

- Chargée de Recherches CNRS – Research Scientist** 10/2017 – present\*  
*CNRS & Laboratoire d'Informatique de Grenoble (LIG), Grenoble, France*  
This is a full-time research position (equivalent to a tenured faculty position) that I obtained after a highly competitive national contest (5 positions in 2016 for 200+ computer science candidates). These are amongst the most desirable positions for doing fundamental research in France.  
\* Career Break: interruption from June 2018 to January 2019 for maternity leave
- Post-doctoral Researcher** 06/2014 – 09/2017\*  
*Max Planck Institute for Software Systems (MPI-SWS), Saarbruecken, Germany*  
Advisor: Krishna P. Gummadi  
Topic: Security and privacy in social computing systems  
\* Career Break: interruption from October 2016 to March 2017 for maternity leave
- Ph.D. Student** 10/2010 – 05/2014  
*Université Pierre et Marie Curie, Paris, France*  
Advisor: Renata Teixeira  
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  
 Part-time during studies

## 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  
 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  
 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  
 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  
 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  
 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

## Honors and Awards

2021: **Awarded an ERC Starting Grant**, 2022–2027

2021: **CNRS Award for PhD Supervising and for Research (PEDR)**, awarded to the top 20% applicants

2020: **CNIL-Inria Award for Privacy Protection**, for WWW'20 [5]

Award given by the French data protection authority (CNIL) and Inria for papers of great scientific excellence and societal impact. Selected out of 50+ high-quality scientific papers that have one author in the EU.

2020: **Best Paper Honorable Mention Award**, The Web Conference, for WWW'20 [5]

2019: **Runner-up for the CNIL-Inria Award for Privacy Protection**, for NDSS'18 [10]

2019: **Runner-up for the Caspar Bowden PET award for Outstanding Research in Privacy Enhancing Technologies**, for S&P'18 [9]

The Caspar Bowden PET award is presented annually to researchers who have made an outstanding contribution to the theory, design, implementation, or deployment of privacy enhancing technology.

2019: **Member of two chairs of the Multidisciplinary Institute in AI in Grenoble** on “Explainable and Responsible AI” and “Contextual Recommendations in Action - Bridging AI and Real-Life Economics”

2017: **ANR Young Researcher Award (ANR JCJC)** (14.2% acceptance rate)

2017: **Best Paper Runner-up Award**, ASONAM, for ASONAM'17 [11]

2016: **Ranked 1st (ex-aequo) at the 2016 CNRS national permanent researcher computer science contest**, out of 200+ candidates

2016: **Data Transparency Lab Research Grant** (a 50k € grant, 11% acceptance rate)

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

2015: **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)

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

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

2008: **Fellowship from Égide (now Eiffel) Scholarship Program of Excellence**, 6 months internship at IRISA, March – August 2008

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

## Publications

*Bibliometrics (from Google Scholar):* [https://scholar.google.com/citations?user=re\\_squoAAAAJ](https://scholar.google.com/citations?user=re_squoAAAAJ)

– Citation count (Jan 2022): 985, H-index: 15, i10-index: 15

– Publications at highly selective venues (Dec 2021): **Social Media and Data science** (# pubs: 8) WWW / The Web Conference (5), CSCW (1), KDD (1), ASONAM (1); **Security and Privacy** (# pubs: 4) NDSS (2), S&P (1), FAccT/FAT\* (1); **Systems and Networking** (# pubs: 5) IMC (2), INFOCOM (1), PAM (1), Performance (1)

Note: In my research community, conferences are more prestigious than journals and significantly more selective. The majority of my papers are published in the most selective conferences in my domain that are ranked Core A\* or A. Out of my last nine papers published in the past five years, four received awards.

Author order: the first name (on occasions the first two names if equal contribution) indicates the student lead working on the project; faculty advisors are usually in alphabetic order at the end.

† Indicates the selected top 5 publications (with short descriptions of the work). Note: None of the selected publications involve my Ph.D. supervisor. I selected papers for which I had a significant contribution spanning main ideas generation, execution, supervision, and writing. Most papers are co-authored with Ph.D. students working directly under my supervision (highlighted with an \*) and for whom I ensured funding.

*In italics* Indicates the student or postdoctoral scholar whom I advised directly.

## 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] **Exploring the Online Micro-targeting Practices of Small, Medium, and Large Businesses**

*Salim Chouaki, Islem Bouzenia, Oana Goga, Beatrice Roussillon*

ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW), November 2022 (A)

[3] **Understanding Engagement with (Mis)Information News Sources on Facebook**

Laura Edelson\*, *Minh-Kha Nguyen\**, Ian Goldstein, Oana Goga, Damon McCoy and Tobias Lauinger

ACM Internet Measurement Conference (IMC), November 2021 (27% acceptance rate, A) \*equal contribution

[4] † **Understanding the complexity of detecting political ads**

*V. Sosnovik, O. Goga*

The Web Conference (WWW), April 2021 (20% acceptance rate, A\*)

▷ We show that the fundamental assumption made by lawmakers, that one can reliably distinguish political from non political ads, is not correct—and we do an in-depth analysis of the origin of the disagreement, pointing mainly to ads about social issues.

This work led to an invitation by the European Commission to a consultation on the European Democracy Action Plan to discuss regulation of political ads.

- [5] † **Facebook Ads Monitor: An Independent Auditing System for Political Ads on Facebook**  
M. Silva, A. Andreou, O. Goga, P. O.S Vaz de Melo, L. Santos, F. Benevenuto  
The Web Conference (WWW), April 2020 (19% acceptance rate, A\*)  
  
Awards: **Honorable Mention Paper Award, CNIL-Inria award for Privacy Protection 2020**  
▷ We develop an independent monitoring system for the Brazilian 2018 elections and we show that the Political Ad Library provided by Facebook is severely incomplete. This work was used as central proof to ask the European Commission for universal transparency for all ads in the Digital Services Act (see Broader Impact section).
- [6] **Auditing Offline Data Brokers via Facebook’s Advertising Platform**  
G. Venkatadri, P. Sapiezynski, E. Redmiles, A. Mislove, O. Goga, M. Mazurek, and K. Gummadi  
The Web Conference (WWW), May 2019 (18% acceptance rate, A\*)
- [7] † **Measuring the Facebook Advertising Ecosystem**  
A. Andreou, M. Silva, F. Benevenuto, O. Goga, P. Loiseau, A. Mislove  
The Network and Distributed System Security Symposium (NDSS), February 2019 (17% acceptance rate, A\*)  
▷ Based on a large-scale measurement study using our tool [AdAnalyst](#), we shed light on the Facebook advertisers and their targeting practices. This work emphasizes the shift in the use of targeted advertising.
- [8] **On Microtargeting Socially Divisive Ads: A Case Study of Russia-Linked Ad Campaigns on Facebook**  
F. Ribeiro, K. Saha, M. Babaei, L. Henrique, J. Messias, O. Goga, F. Benevenuto, K. P. Gummadi, E. M. Redmiles  
ACM Conference on Fairness, Accountability, and Transparency (ACM FAT\*, now FAccT), January 2019 (24% acceptance rate, unranked top emerging conf)
- [9] † **Privacy Risks with Facebook’s PII-based Targeting: Auditing a Data Broker’s Advertising Interface**  
G. Venkatadri, A. Andreou, Y. Liu, A. Mislove, K. Gummadi, P. Loiseau and O. Goga  
IEEE Symposium on Security and Privacy Symposium (IEEE S&P), May 2018 (11.5% acceptance rate, A\*)  
  
Awards: **Runner-up for the Caspar Bowden PET award for outstanding research in privacy enhancing technologies**  
▷ We identify critical security issues in PII-based targeting (a key feature of the Facebook’s advertising API)—e.g., site owners can use it to de-anonymize visitors—; and we propose provable solutions. Following this work, Facebook modified their API and implemented some of our recommendations.
- [10] † **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 (21.5% acceptance rate, A\*)  
  
Awards: **Runner-up for the CNIL-Inria award for Privacy Protection**  
▷ Through original active experiments, we show that Facebook’s ad explanations are incomplete and misleading. This work is also the first to provides a set of clear criteria to audit explanations.
- [11] **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, B)  
  
Awards: **Best Paper Award Runner-up**
- [12] **Strengthening Weak Identities through Inter-Domain Trust Transfer**  
G. Venkatadri\*, O. Goga\*, C. Zhong, K. Gummadi, N. Sastry  
World Wide Web Conference (WWW), May 2016 (16% acceptance rate, A\*) \* equal contribution
- [13] **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, A)
- [14] **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, A\*)
- [15] **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, A\*)

- [16] **Speed Measurements of Residential Internet Access**  
O. Goga, R. Teixeira  
Passive and Active Measurement Conference (PAM), March 2012 (30.5% acceptance rate, B)
- [17] **Characterizing end-host application performance across multiple networking environments**  
D. Joumblatt, O. Goga, R. Teixeira, J. Chandrashekar, N. Taft  
IEEE INFOCOM Mini-Conference, March 2012 (24% acceptance rate, A\*)
- [18] **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, A)

### Articles in International Refereed Workshops

- [19] **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

- [20] **Exposing Impersonation Attacks in Online Social Networks**  
O. Goga, G. Venkatadri, K. Gummadi  
Poster at ACM Conference on Online Social Networks (COSN), October 2014
- [21] **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  
  
Awards: **Best Student Demonstration Award**

### Others

- [22] **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
- [23] **Large-scale correlation of accounts across social networks**  
O. Goga, D. Perito, H. Lei, R. Teixeira, R. Sommer  
ICSI Technical report, April 2013
- [24] **Improving Best-Effort Job Management in Grid'5000**  
J. Gallard, A. Lebre, O. Goga, C. Morin  
Grid'5000 Spring School, April 2009
- [25] **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
- [26] **VMdeploy: Improving Best-Effort Job Management in Grid'5000**  
J. Gallard, A. Lebre, O. Goga, C. Morin  
INRIA Research Report RR-6764, December 2008

### Invited Talks

*Keynotes, plenary invited talks at conferences and workshops, tutorials (I=International; N=National):*

- (I) Plenary talk for [AI4Media Workshop on "Human- and Society-centred AI"](#), online, June 2021
- (I) Plenary talk for [Researching Discrimination in E-Commerce and Online Advertising Interdisciplinary Workshop](#) organized by Maastricht Law & Tech Lab, online, March 2021
- (I) Plenary talk for AI & Democracy track at the EPFL [Applied Machine Learning Days \(AML D\)](#), online, Jan 2021, 2000+ participants
- (I) Plenary talk for [MPI Intersectional Symposium on Computing and Society](#), online, Jan 2021, I was invited to speak next to some of the most respected researchers in my domain such as Jon Kleinberg, Alessandro Acquisti, Adrian Weller, and Iyad Rahwan
- (N) Keynote at [Junior Conference on Data Science and Engineering](#), Paris, France, September 2019
- (N) Plenary talk for Building trust in AI, building trust with AI workshop (with [Global Challenge Science Week](#)), Grenoble, June 2019

- (I) Plenary talk for Facebook's Digital Advertising Workshop, Menlo Park, USA, July 2019, invited to the Facebook's HQ to talk about the NDSS'18 paper
- (N) Plenary talk for Journée Transparence et Opacité des Systèmes d'Information, Lyon, France, April 2018
- (N) Tutorial at EGC 2018 winter school, Paris, France, Jan. 2018
- (I) Plenary talk for [Entretien Jacques Cartier](#), Montreal, Canada, Oct. 2017
- (I) Plenary talk for Dagstuhl Seminar on Cybersafety, Germany, Sept. 2017
- (I) Plenary talk at Data Transparency Lab (DTL) Conference, Barcelona, USA, Nov. 2017
- (I) Plenary short talk at Data Transparency Lab (DTL) Conference, Boston, USA, Nov. 2015
- (I) Plenary talk at ISMA 2011 AIMS Workshop, CAIDA, San Diego, USA, Feb. 2011

*Selected invited talks in seminars:*

- (N) GT-PVP seminar (privacy protection working group) part of GDR Sécurité Informatique, online, Dec. 2021
- (I) Max Planck Institute for Human Development, online, Jan 2021
- (N) CNIL, online, Dec 2020, CNIL is the French data protection authority
- (I) Facebook FAIR, online, Nov 2020
- (N) GDR CIS Journée de restitutions, Sept. 2020
- (N) GDR MaDICS Actions et Ateliers, July 2020
- (N) Inria (SPIRALS team), Lille, France, Sept. 2019
- (I) Princeton Center for Information Technology Policy Seminar, Princeton, USA, Feb. 2018
- (N) LAAS, Toulouse, France, Feb. 2016
- (N) Inria, Grenoble, France, Dec. 2015
- (N) LIG, Grenoble, France, Dec. 2015
- (N) LIP6, Paris, France, Dec. 2015
- (I) MPI-SWS SysNet Seminar, Saarbrücken, Germany, Oct. 2013
- (N) LINCOS Seminar, Paris, France, Nov. 2013
- (N) LINCOS Seminar, Paris, France, Feb. 2012
- (I) Technicolor Palo Alto Research Lab. Seminar, Palo Alto, USA, Jan. 2011

Note: During pregnancy and until my kids were about one year old, I had to decline several plenary talks and seminars invitations as I could not travel.

## Professional Service

### Scientific Responsibilities:

2020–present, Co-lead the [Action PLATFORM](#) in GDR [MaDICS](#) and [CIS](#). GDRs are French research networks build to structure research activities around important (interdisciplinary) themes. My action is part of both the computer science research network and the social sciences one.

2017–present, Leader (or leader of a local partner) of multiple EU and ANR projects (see Research Funding section).

### Organization:

2019, Organized [Data systems and their influence on human behavior workshop](#), at Univ. Grenoble Alpes

My goal was to bring together local researchers from psychology, economy, law, marketing and computer science interested the subject.

2019, Co-organized [Building trust in AI, building trust with AI Workshop](#) (with [Global Challenge Science Week](#)), Grenoble

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

**PC Member:** CCS (2021–2022), ConPro (2021–2022), FAccT (2020), ICISS (2019), APVP (2017-2019), WebSci (2017), IEEE TrustCom (2016), WebSci (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

**External reviewer:** CHI (2020), AAAI (2017), FC (2015), Euro (S&P 2015), INFOCOM (2013), NDSS (2013), S&P (2013)

**Award Committee:** CNIL-Inria Privacy Protection Award (2021), Data Transparency Lab - DTL (2017)

**Recruiting Committee:** CoS MdC (Assistant Professor) ENSEA (2020), CoS MdC (Assistant Professor) INSA Lyon (2020)

**PhD Committee:** Imane Fouad (June 2021), Clement Henin – mid-term (2020)

**Note:** During pregnancy and the pandemic I had to decline several invitations to be part of PC committees of highly reputable venues and organization committees.

## Teaching Activities

My position does not have teaching duties, but I am allowed to teach and create lectures.

**Foundations of Data Science** (Co-created with Eric Gaussier, Feb. 2022 – June 2022, Graduate Course (M1 MOSIG), Univ. Grenoble Alpes, 6h of lecture & 9h of labs)

**Foundations of Data Science** (Co-created with Eric Gaussier, Feb. 2021 – June 2021, Graduate Course (M1 MOSIG), Univ. Grenoble Alpes, 6h of lecture & 9h of labs)

**Introduction to Data Analysis** (Co-created with Eric Gaussier and Patrick Loiseau, Feb. 2020 – June 2020, Graduate Course (M1 MOSIG), Univ. Grenoble Alpes, 3h of lecture & 9h of labs, <http://lig-membres.imag.fr/loiseapa/courses/IntroDS/>)

**Human vs. Algorithmic-Decision Making: Bias, Fairness & Transparency** (Teaching assistant, Oct. 2015 - Feb. 2016, Graduate Seminar, University of Saarland, 8 hours of lecture, <http://courses.mpi-sws.org/hadm-ws15/>)

## Advising

### Postdocs:

1. Andreou Athanasios, LIG, July 2019 – June 2020, now consultant for Columbia University

### Ph.D. Students:

1. Salim Chouaki, LIG, Oct. 2021 – present  
The work led to conference publications at CSCW'22 [2].
2. Vera Sosnovik, LIG, Oct. 2019 – present  
The work led to conference publications at WWW'21 [4].
3. Minh-Kha Nguyen, LIG, Jan. 2019 – present  
The work led to conference publications at IMC'21 [3].
4. Andreou Athanasios, EURECOM, Oct. 2015 – June 2019 (co-advised with Patrick Loiseau)  
The work led to conference publications at ASONAM'17 [11], NDSS'18 [10], S&P'18 [9], NDSS'19 [7], WWW'20 [5].
5. Giridhari Venkatadri, MPI-SWS, Oct. 2013 – Oct. 2016 (co-advised with Krishna Gummadi)  
The work led to conference publications at IMC'15 [13], WWW'16 [12], NDSS'18 [10], S&P'18 [9], WWW'19 [6].

### Research Engineers:

1. Tinhinane Medjkoune, LIG, Jan. 2022 – Jan. 2023
2. Islem Bouzenia, LIG, Oct. 2020 – Oct. 2021 (co-advised with Beatrice Roussilion)  
The work led to conference publications at CSCW'22 [2].
3. Salim Chouaki, LIG, Oct. 2020 – Oct. 2021
4. Eleni Gkiouzepi, LIG, Dec. 2019 – Nov. 2021 (co-advised with Patrick Loiseau)

### Research Interns:

1. Asmaa Elfraihi, at LIG from ESI Alger (6 months internship for eng. school diploma), Jan. 2022 – July 2022
2. Nardjes Amieuri, at LIG from ESI Alger (6 months internship for eng. school diploma), Jan. 2022 – July 2022

3. Romaiassa Kessii, at LIG from ESI Alger (6 months internship for eng. school diploma), Jan. 2022 – July 2022
4. Melissa Sfihii, at LIG from ESI Alger (6 months internship for eng. school diploma), Jan. 2022 – July 2022
5. Ayanourelimene Shabii, at LIG from ESI Alger (6 months internship for eng. school diploma), Feb. 2021 – Aug. 2021
6. Abdelbasset Aidounii, at LIG from ESI Alger (6 months internship for eng. school diploma), Feb. 2021 – Aug. 2021
7. Rosa Khennichei, at LIG from ESI Alger (6 months internship for final eng. school diploma), Dec 2019 – June 2020
8. Salim Chouakii, at LIG from ESI Alger (6 months internship for final eng. school diploma), Dec. 2019 – June 2020
9. Tinhinane Medjkounei, at LIG from ESI Alger (6 months internship for eng. school diploma), Dec. 2019 – June 2020
10. Avijit Ghosh, at LIG from IIT (summer intern), April – July 2019
11. Ikram Najeh, at LIG from Pau Univ. (full-time internship for M.Sc. thesis), Feb. – July 2018
12. Minh-Kha Nguyen, at LIG from MoSIG Grenoble Alpes Univ. (6 months internship for M.Sc. thesis), Feb. – July 2018
13. Andreou Athanasios, at MPI-SWS from EURECOM (6 months internship between M.Sc. and Ph.D.), Feb. – Sept. 2015 (co-advised with Krishna Gummadi)

### Master Projects:

Typically 2 months of work spread from Sept to Feb, or Feb. to June.

1. Amirreza Nakhjavani, University Grenoble Alpes Master 1 internship “Characterization of Misinformation Sources”, part-time Feb. 2022 – June 2022
2. Nadine Zaatary, University Grenoble Alpes Master 1 internship “Characterization of the Facebook News Ecosystem”, part-time Feb. 2022 – June 2022
3. Carlos Fernandez-Yago, University Grenoble Alpes Master 1 internship “Algorithms for efficient generation of all possible targeting formulas”, part-time Feb. 2019 – June 2019
4. Laura Aguilar, University Grenoble Alpes Master 1 internship “Assess accountability of identities using black market prices”, part-time Feb. 2018 – July 2018
5. Dennis Mintah Djan, University Grenoble Alpes Master 1 internship “Build platform to bring transparency to targeted advertising on Twitter”, part-time Feb. 2018 – July 2018
6. Andreou Athanasios and Shukla Rajat, EURECOM semester project on “Collection and analysis of dynamic data on Twitter”, part-time Sept. 2013 – June 2014 (co-advised with Patrick Loiseau)
7. Sara Kaddouri, Ubinet (UNice) end of study project on “Study of the vulnerability of social business analytics”, part-time Sept. 2013 – Feb. 2014 (co-advised with Patrick Loiseau)
8. Rohan Kathe and Priyanka Malekar, EURECOM semester project on “Large-scale study of popularity across social networks”, part-time Sept. 2014 – June 2015 (co-advised with Patrick Loiseau)
9. Delali Toussa, EURECOM semester project on “Robust learning algorithms for social business analytics”, part-time Sept. 2014 – Feb. 2015 (co-advised with Patrick Loiseau)

### Research Funding / Collaborative Projects

I have listed only projects for which I am the PI, co-PI or local PI.

PI – <i>ERC Starting Grant</i> “MOMENTOUS: Measuring and Mitigating Risks of AI-driven Information Targeting” (1,499,952 €)	2022 – 2027
Local PI for LIG partner – <i>ANR PRCE</i> “PROPEOS: Privacy-oriented Personalization of Online Services” (my part: 202,720 €)	2021 – 2025
Local PI for CNRS partner – <i>EU H2020</i> “Trust aWARE: Enhancing Digital Security, Privacy and TRUST in softWARE” (my part: 461,000 €)	2021 – 2024
PI – <i>CNRS INS2I</i> (12 months CDD engineer) “AdAnalyst: A tool to bring transparency to targeted advertising” (60,000 €)	2020 – 2021
co-PI (with Martial Merillod and Laurent Beague) – Pole Grenoble Cognition Support for new interdisciplinary collaboration (2,800 €)	2020 – 2021
co-PI (with Martial Merillod and Laurent Beague) – Maison Sciences Humaines (MSH) Support for user experiments (1,000 €)	2020 – 2021



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

## Software

My group made three public releases of software code, apps, and system deployments.

**CheckMyNews** A mixed-method platform to measure the impact of social media information on humans by combining active measurements (surveys) with passive measurements (user behavior). SMM is a browser extension that has been build on top of the AdAnalyst code (see below); but with significant extensions. My group is currently using this platform to perform several measurements and experiments (e.g., we monitored the U.S 2020 presidential elections).

**AdAnalyst** A platform to audit targeted advertising practices. AdAnalyst collects the ads people see when they browse their Facebook timeline and provides users with statistics about who targets them and why. AdAnalyst is a transparency enhancing tool.

Impact: AdAnalyst contributed to many of the research contributions I made in the past 4-5 years. Most notably, AdAnalyst was **presented in the Brazilian Senate and was included in a list of software to protect election integrity before the 2018 Presidential Election.**<sup>1</sup> More than 2000 volunteers have installed our tool. More recently, we helped New York University release a similar tool (**AdObserver**), that has a significant user base in the U.S.<sup>2</sup> *AdAnalyst provided data for papers [2],[5],[10],[7] (who received three awards; and had an impact on European law; and pushed Facebook to implement better transparency mechanisms).* AdAnalyst also make users more aware and helps them control the data they share and the ads they get. We were the only group worldwide in 2019 with solutions to collect ad targeting information.<sup>3</sup> We shared this solution with the community.

**Impersonation Discovery on Twitter** A service that allows users to check if they have been impersonated on Twitter (or check if someone else is impersonated). Identity impersonation attacks can have very negative consequences for users. This service enables users to protect themselves. The service implements the algorithms we proposed in [13]; and provides real-world validity to our results.

## Datasets

WWW21 Dataset	<a href="http://lig-membres.imag.fr/gogao/www21.html">http://lig-membres.imag.fr/gogao/www21.html</a>
WWW20 Dataset	<a href="https://lig-membres.imag.fr/gogao/political_ads.html">https://lig-membres.imag.fr/gogao/political_ads.html</a>
KDD15 Dataset	<a href="https://lig-membres.imag.fr/gogao/data.html">https://lig-membres.imag.fr/gogao/data.html</a>
WWW13 Dataset	<a href="https://lig-membres.imag.fr/gogao/data.html">https://lig-membres.imag.fr/gogao/data.html</a>

## Outreach

I have authored several pieces describing my research to a wider audience:

June 2021, [Les enjeux de la publicité politique ciblée](#), Journal du CNRS (also covered by [Liberation](#))

March 2021, [Far-right news sources on Facebook are more engaging](#), Medium (also covered by Wired, CNN, USA TODAY)

January 2021, [Facebook n'est pas compétent pour déterminer si une publicité est politique ou non](#), interview for LINC CNIL

June 2019, [Publicité en ligne : reprenons la main](#), Le Blog Binaire in Le Monde

May 2019, [Facebook's 'transparency' efforts hide key reasons for showing ads](#), The Conversation

## Broader Impact

**Datasets and software:** Four datasets from my group's empirical studies have been made publicly available to support reproducibility and were used by many research groups. My group made three public releases of software code, apps, and system deployments, among which a system to detect impersonation attacks on Twitter and a system called **AdAnalyst** to collect the ads people see when they browse their Facebook timeline and provide statistics about who targets them and why. AdAnalyst was **presented** in the Brazilian

<sup>1</sup><https://www.youtube.com/watch?v=eGScrdi5hhU&t=3450s>

<sup>2</sup><https://cybersecurityfordemocracy.org/>

<sup>3</sup><https://www.propublica.org/article/facebook-blocks-ad-transparency-tools>

Senate and was included in a list of software to protect election integrity before the 2018 Presidential Election.<sup>4</sup> More than 2000 volunteers have installed our tool. More recently, we helped New York University release a similar tool ([AdObserver](#)).

### Work with civil societies and impact on law:

- Sept.–Oct. 2021, Following our IMC'21 [3] paper, my U.S. co-authors have been invited to provide a testimony to the Investigations & Oversight Subcommittee Hearing on “The Disinformation Black Box: Researching Social Media Data” of U.S. House Science<sup>5</sup> as well as the Joint Committee on the Draft Online Safety Bill of UK’s House of Parliament<sup>6</sup>. We emphasized that the biggest problem is that researchers do not have access to data essential to fully assess risks with online systems and design better protective technologies; and that lawmakers could be able to provide such access through regulation.

We have discussed findings from IMC'21 [3].

- March 2021, **I was invited by the European Commission (DG Justice and Consumers) to consult them on the European Democracy Action Plan** and offer my expertise and opinion on regulating political advertising.

I have discussed findings from WWW'20 [5] and WWW'21 [4].

- August 2020, I wrote a statement together with civil societies asking for [Universal Advertising Transparency by Default](#)

The European Commission is working on two pieces of legislation that aim, in part, to regulate online political advertising: the European Democracy Action Plan and the Digital Services Act. We worked on a [statement](#) that was submitted to the DSA consultation (8th Sept. 2020) where we ask for universal ad libraries and meaningful transparency. Our paper (WWW'20 [5]) is used as central evidence to motivate why we need ad libraries that include all ads, and many of the technical requests we mention in the paper to improve transparency are reflected in the statement. The statement was signed by 30 civil societies, including Privacy International and the World Leadership Alliance - Club de Madrid (whose members are ex-presidents and prime ministers).

**Several of our propositions are reflected in the current DSA draft.**

- 2020–2021, I was a consultant for two NGOs ([Panoptikon Foundation](#) and the [European Partnership for Democracy](#)) on regulating ad transparency mechanisms and political advertising. Together we tried to transform some of my research findings and expertise into concrete solutions for EU legislators.

### Press Coverage (selection)

Sept 5 2021 – New study: Misinformation gets 6x more clicks than news, *CNN*

Sept 2 2021 – Misinformation on Facebook got six times more clicks than factual news during the 2020 election, study says, *Washington Post*

August 31 2021 – Thousands of posts around January 6 riots go missing from Facebook transparency tool, *Politico*

March 4 2021 – What’s popular on Facebook? Extreme far right political views and lies, study says, *USA TODAY*

March 4 2021 – Right-wing misinformation on Facebook is more engaging than its left-wing counterpart, research finds, *CNN*

March 4 2021 – Fake News Gets More Engagement on Facebook? But Only If It’s Right-Wing, *Wired*

Jan. 18 2021 – It’s Too Easy to Hide Bias in Deep-Learning Systems, *IEEE Spectrum*

Oct. 21, 2019 – Is Facebook planning to expose its microtargeting techniques for political ads?, *Quartz*

March 31 2019 – La industria del eufemismo: quién tiene y cuánto cuestan tus datos, *El Pais*

Apr. 10 2018 – Tout ce que Facebook sait de moi (et de vous), *Le Figaro*

Apr. 06 2018 – “Why am I seeing this ad” explanations on Facebook are incomplete and misleading, a study says, *Quartz*

March 26 2018 – Does Facebook’s Ad Tool Mislead Voters?, *Bloomberg Businessweek*

March 23 2018 – Facebook will no longer show audience reach estimates for Custom Audiences after vulnerability detected, *Marketing Land*

March 22 2018 – To understand digital advertising, study its algorithms, *The Economist*

March 22 2018 – It’s Too Late, *Vice Motherboard*

March 19 2018 – “It might work too well”: the dark art of political advertising online, *The Guardian*

March 18 2018 – Is Facebook being honest with you about how it targets ads?, *Australian Broadcasting Corporation*

<sup>4</sup><https://www.youtube.com/watch?v=eGScrdi5hhU&t=3450s>

<sup>5</sup><https://science.house.gov/hearings/the-disinformation-black-box-researching-social-media-data>, <https://republicans-science.house.gov/legislation/hearings/investigations-oversight-subcommittee-hearing-disinformation-black-box>

<sup>6</sup><https://committees.parliament.uk/oralevidence/2816/html/>

March 06 2018 – Researchers Discovered Data Leak In Facebook’s Ad Software, *Fast Company*  
Jan. 09 2018 – Facebook bug let advertisers find users’ phone numbers, *The Telegraph*  
Jan. 09 2018 – Facebook bug could have exposed your phone number to marketers, *Naked Security*  
Jan. 08 2018 – Une faille dans Facebook laissait les annonceurs récupérer nos numéros de téléphone, *Siecle Digital*  
Jan. 07 2018 – Facebook Bug Could Let Advertisers Get Your Phone Number, *WIRED*  
Jun. 1 2015 – Algorithms Are Getting Better at Matching Your Different Social Media Profiles, *Vice Motherboard*

## References

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