

ALISA FRIK, Ph.D.

afrik@icsi.berkeley.edu • +1 628 224 2650 • <https://www1.icsi.berkeley.edu/~afrik/>

EXPERTISE

- HCI / UX
- Behavioral Science
- Decision-Making
- Interaction Design
- Usable Privacy and Security
- Behavior Change
- Choice Architecture

METHODS

- Experiments
(field, lab, online)
- Surveys
- Interviews
- Focus Groups
- Co-Design Workshops
- Design Thinking
- Experience Sampling
- Prototype and Usability Testing

SKILLS

- Quantitative & Qualitative Analysis, MAXQDA, Dedoose
- Qualtrics, SurveyGizmo
- Amazon Mechanical Turk, Prolific, UserBob
- Stata, Python, Excel, R
- HTML, CSS
- Illustrator, Photoshop, AutoCad, LightRoom

PROFESSIONAL RESEARCH EXPERIENCE

WhatsApp (Meta Platforms, Inc.), Menlo Park, CA
2021 JUN - 2022 Nov: Senior User Experience Researcher in Privacy

International Computer Science Institute, Berkeley, CA
2017 SEP - 2021 JUN: Research Scientist

- Plan and conduct research studies
- Develop models of human behavior and decision-making
- Prototype and run usability testing of the interface design
- Quantitative/qualitative data analysis and hypothesis testing
- Write scientific papers, present results at conferences and panels
- Obtain funding for new research proposals; supervise students

EECS, University of California, Berkeley, CA
Department of Electrical Engineering and Computer Science
2018 JUN - 2021 JUN: Postdoctoral researcher

Carnegie Mellon University, Pittsburgh, PA
The H. John HeCdinz III College of Information Systems and Public Policy
2017 APR - SEP: Contract Researcher

EDUCATION

University of Trento, Italy
School of Social Sciences
2013 OCT - 2017 APR: Ph.D. in Economics and Management
(Specialization in Behavioral and Experimental Economics)

Carnegie Mellon University, Pittsburgh, PA
2015 SEP - 2016 JUL: Visiting PhD Student

Omsk State Transport University, Russia
Institute of Management and Economics
2008 SEP - 2013 JUN: Specialist degree in Management,
diploma cum laude, GPA 5.0/5.0

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PROGRAM COMMITTEES

- USEC'19 (Program Committee)
- AsiaUSEC'20 (Program Committee)
- CCS'20 (Program Committee)
- NSPW'20 (Program Committee)
- PETS'21, '22 (Program Committee)
- IEEE S&P'21 (Workshop Chair)
- CSCW'21 (Associate Chair)
- ConPro'21 (Program Committee)
- WEIS'21 (Program Committee)
- ACM CHI'22 (Associate Chair)
- USENIX Security'23 (Program Committee)

REVIEWING

- CHI'18, CHI'19, CHI'20, CHI'21
- ICIS'18, ICIS'19
- IUIoT'19
Information Systems
- Frontiers'19 (journal)
ACM Transactions on Privacy
and Security'20 (journal)
- CSCW'20
- Journal of Consumer Marketing
- Frontiers in Big Data'21 (journal)

PUBLICATIONS (page 1/2)

Nurgalieva, L., **A. Frik**, G. Doherty. 2023. A Narrative Review of Factors Affecting the Implementation of Privacy and Security Practices in Software Development. ACM Computing Surveys.

Frik, A., J. Kim, J.R. Sanchez, J. Ma. 2022. Users' Expectations About and Use of Smartphone Privacy and Security Settings. In CHI Conference on Human Factors in Computing Systems ACM.

Frik, A., J. Bernd, S. Egelman. 2022. A Model of Contextual Factors Affecting Older Adults' Information-Sharing Decisions in the US. ACM Transactions on Computer-Human Interaction. (pre-print)

Bernd, J., R. Abu-Salma, J. Choy, & **A. Frik**. 2022. Balancing Power Dynamics in Smart Homes: Nannies' Perspectives on How Cameras Reflect and Affect Relationships. In Proceedings of the Eighteenth Symposium on Usable Privacy and Security (SOUPS) (pp. 687-706).

Lone, Q., **A. Frik**, M. Luckie, M. Korczyński, M. van Eeten, C. Ganán. 2022. Deployment of source address validation by network operators: a randomized control trial. In 2022 IEEE Symposium on Security and Privacy (SP) (pp. 2361-2378).

Tahaei, M., **A. Frik**, K. Vaniea. 2021. Deciding on Personalized Ads: Nudging Developers About User Privacy. In Proceedings of the 2021 Symposium on Usable Privacy and Security (SOUPS).

Harborth, D., **A. Frik**. 2021. Evaluating and Redefining Smartphone Permissions with Contextualized Justifications for Mobile Augmented Reality Apps. In Proceedings of the 2021 Symposium on Usable Privacy and Security (SOUPS).

Tahaei, M., **A. Frik**, K. Vaniea. 2021. Privacy Champions in Software Teams: Understanding Their Motivations, Strategies, and Challenges. In Proceedings of the 2021 CHI Conference on Human Factors in Computing Systems. ACM.

Frik, A., A. Haviland, and A. Acquisti. 2020. The Impact of Ad-Blockers on Product Search and Purchase Behavior: A Lab Experiment. USENIX Security'20.

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WORK IN PROGRESS

Frik, A., and A. Acquisti.
The Effects of Privacy-
Enhancing Technologies on
Consumers' Welfare.
(Preparing for Information
Systems Research;
Field Experiment in progress.)

PUBLICATIONS (page 2/2)

- Peer, E., S. Egelman, M. Harbach, N. Malkin, A. Mathur, and **A. Frik**. 2020. Nudge Me Right: Personalizing Online Security Nudges to People's Decision-Making Styles. *Computers in Human Behavior*, vol. 109.
- Frik, A.**, and A. Gaudeul. 2020. An Experimental Method for the Elicitation of Implicit Attitudes to Privacy Risk. *Journal of Consumer Marketing Vol. 37 No. 4*, pp. 457-472.
- Frik A.**, N. Nurgalieva, J. Bernd, J. Lee, F. Schaub, and S. Egelman. 2019. Privacy and Security Threat Models and Mitigation Strategies of Older Adults. In *Proceedings of the 2019 Symposium on Usable Privacy and Security (SOUPS)*. Acceptance rate 22.3%
- Nurgalieva, L., **A. Frik**, F. Ceschel, S. Egelman, and M. Marchese. 2019. Information Design in an Aged Care Context: Views of Older Adults on Information Sharing in a Care Triad. In *Proceedings of the 13th EAI International Conference on Pervasive Computing Technologies for Healthcare*. Acceptance rate 31.6%
- Frik A.**, E. Peer, M. Harbach, N. Malkin, and S. Egelman. 2019. A Promise Is A Promise: Using Commitment Devices on Intentions for Information Security. In *Proceedings of the 2019 CHI Conference on Human Factors in Computing Systems*. ACM. Acceptance rate 23.8%
- Frik A.** and L. Mittone. 2019. Factors Influencing the Perception of Website Privacy Trustworthiness and Users' Purchasing Intentions: The Behavioral Economics Perspective. *Journal of Theoretical and Electronic Commerce Research*, vol. 14.3, pages 89-125
- Tabassum, M., T. Kosinski, **A. Frik**, N. Malkin, P. Wijesekera, S. Egelman, and H. Lipford. 2020. Investigating Users' Preferences and Expectations for Always-Listening Voice Assistants. In *Proceedings of the ACM on Interactive, Mobile, Wearable and Ubiquitous Technologies (IMWUT'19)*. Acceptance rate 20-25%.

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PROFESSIONAL DEVELOPMENT

- School of Art (Omsk, Russia; diploma cum laude; 5 years)
- Colors and Perceptions (Design School of the Politecnico di Milano, Italy)
- Light, People, Spaces (Design School of the Politecnico di Milano, Italy)
- Interior Design (Design School BasePoint, Moscow, Russia)
- Human-Centered Design (UC San Diego, Coursera)
- User Experience Design (Georgia Tech, Coursera)
- UI Design (University of Minnesota, Coursera)
- Questionnaire Design for Social Surveys (University of Michigan, Coursera)
- Social Psychology (Wesleyan University, Coursera)
- Graphic Design (California Institute of the Arts, Coursera)
- Merging Public Art and Experimental Education; (Duke University, Coursera)
- Think Again: How to Reason and Argue (Duke University, Coursera)
- Acting School (Trento, Italy)
- Journalism (Omsk, Russia)

WORKSHOP PAPERS (page 1/2)

Frik A., J. Bernd, N. Alomar, and S. Egelman. 2020. A Qualitative Model of Older Adults' Contextual Decision-Making About Information Sharing.

- 2020 Workshop on the Economics of Information Security (WEIS'20)
- 2020 CHI Workshop "Privacy and Power: Acknowledging the Importance of Privacy Research and Design for Vulnerable Populations"
- 2019 Symposium on Applications of Contextual Integrity

Frik A., A. Haviland, and A. Acquisti. The Impact of Ad-Blockers on Consumer Behavior: A Lab Experiment.

- Workshop on the Economics of Information Security (WEIS'19)
- Annual Hot Topics in the Science of Security (HoTSoS'19)

Frik A., N. Nurgalieva, J. Bernd, J. Lee, F. Schaub, and S. Egelman. 2019. Usable Security of Emerging Healthcare Technologies for Seniors.

- Designing Interactions for the Ageing Populations. CHI'18
- Networked Privacy: Moving Beyond a "One-Size Fits All" Approach: Exploring Individual Differences in Privacy. CHI'18

Frik A., E. Peer, M. Harbach, N. Malkin, and S. Egelman. Better Late(r) Than Never: Increasing Cyber-Security Compliance by Reducing Present Bias. Peer-reviewed.

- Workshop on the Economics of Information Security (WEIS'18)
- Accepted to the Mobile HCI'18 Workshop

Frik, A., and A. Gaudeul. The Relation Between Privacy Protection and Risk Attitudes, with a New Experimental Method to Elicit the Implicit Monetary Value of Privacy.

- Computers, Privacy, and Data Protection (CPDP'17)
- Accepted to Journées de Microéconomie Appliquée (JMA'17)
- MyData 2016 Workshop
- Economic Science Association World Meeting 2016

J. Bernd, R. Abu-Salma, **A. Frik**. Bystanders' Privacy: Exploring Nannies' Experiences with and Perspectives on Smart Home Surveillance

- 2020 USENIX Workshop on Free and Open Communications on the Internet (FOCHI'20)

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WORKSHOP PAPERS (page 2/2)

Samarin, N., **A. Frik**, S. Brooks, C. Cheshire, and S. Egelman. 2020. Conducting Privacy-Sensitive Surveys: A Case Study of Civil Society Organizations.

- 2020 CHI Workshop “Privacy and Power: Acknowledging the Importance of Privacy Research and Design for Vulnerable Populations”
- 2020 5th Workshop on Inclusive Privacy and Security (WIPS’20)

J. Bernd, **A. Frik**, M. Johnson, and N. Malkin. Smart Home Bystanders: Further Complexifying a Complex Context

- 2019 Symposium on Applications of Contextual Integrity

Thomas J., C. Cheyre, L. Jiang, **A. Frik**, F. Schaub, and A. Acquisti. The Effect of Online Ad-Blocking and Anti-Tracking Technologies on Consumers’ Online Behavior and Purchases: The Field Experiment Design and Pilot Results.

- Annual Privacy Law Scholars Conference (PLSC’19)

Nurgalieva, L., **A. Frik**, G. Doherty. WiP: Factors Affecting the Implementation of Privacy and Security Practices in Software Development: a Narrative Review. HoTSoS’21.



MANUSCRIPTS UNDER REVIEW:

Peer, E., **A. Frik**, C. Gilseman, S. Egelman. “Protect more tomorrow”: Pre-commitments nudge users to change compromised passwords.

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LANGUAGES

- Russian (native)
- English (fluent)
- Italian (fluent)
- Spanish (basic)
- French (basic)
- German (basic)

PERSONAL INTERESTS

- Graphic Design
- Interior Design
- UI Design
- Drawing, Painting
- Photography
- Ceramics
- Literature
- Snowboarding
- Windsurfing
- Hiking
- Yoga

POSTERS

Bansal, A., A. Frik, P. Wijesekera, S. Egelman. 2019. Privacy Implications of Elder Care Devices. USENIX Security Symposium

Frik A., N. Nurgalieva, J. Bernd, J. Lee, F. Schaub, and S. Egelman. 2018. I Don't Know What I Don't Know: Older Adults' Views on Emerging Technologies with a Focus on Privacy and Security

• UC Berkeley Ageing Research and Technology Innovation Summit

• Ageing 2.0 Event "Thriving in Community: Integrating Technology in Older Adults' Daily Living Routines"

Peer, E., S. Egelman, M. Harbach, N. Malkin, A. Mathur, and A. Frik. Nudge Me Right: Personalization of Nudges for Enhanced Online Security. 2018. Society for Judgment and Decision Making (SJDM'18)

Frik A., E. Peer, M. Harbach, N. Malkin, and S. Egelman. Better Late(r) Than Never: Increasing Cyber-Security Compliance by Reducing Present Bias. 2018. Society for Judgment and Decision Making (SJDM'18)

MEDIA

Phys.org, 2020. Ads may not provide benefits companies say they do. <https://phys.org/news/2020-08-ads-benefits-companies.html>

Generation Today, American Society of Aging. 2020. Usability and Privacy Concerns Around Tech Designed for Older Adults. <https://generations.asaging.org/tech-older-adults-usability-privacy>

Canvas8. 2020. It's safe with us! The science of consumer privacy. <https://www.canvas8.com/content/2020/07/31/science-of-consumer-privacy.html>

Corriere della Sera. 2019. https://www.corriere.it/tecnologia/19_giugno_28/perche-ad-blocker-non-servono-pubblicita-online-ingrassa-solo-piattaforme-7dfcf2c4-99b7-11e9-8b1c-f8f873f23524.shtml

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NON-ACADEMIC WORK EXPERIENCE

- Familink (Startup),
Trento, Italy
Business and Marketing leader
2015 MAR – 2015 JUN
- StepClub (Fashion retailer),
Omsk, Russia
Assistant of HR Manager
2013 MAR - 2013 OCT
- Promo Group (Advertising)
Omsk, Russia
Head of BTL Department,
2012 MAR - 2013 MAR
(Part time)

Sales Agent
2011 SEP - 2012 MAY
(Part time)
- GSK Ugoria (Insurance)
Omsk, Russia
Sales Agent
2009 MAR - 2013 OCT
(Part time)

INVITED TALKS AND SEMINARS (page 1/2)

- **Remote/Cambridge University (UK)**, Workshop on Security and Human Behavior (SHB'21). Talk and panel discussion. 2021
- **The Quarterly Workshop on Security Information Workers (WSIW'21)**
Deciding on Personalised Ads: Nudging Developers About User Privacy
- **The Institution of Engineering and Technology (IET).**
Responding to COVID-19: Smart Home Tech to Support People's Needs. Talk and panel discussion. 2020
- **Cambridge University (UK)**, Workshop on Security and Human Behavior (SHB'20). Talk and panel discussion. 2020
- **Brave Software, Inc. (London, UK)**, The Impact of Ad-Blockers on Product Search and Purchase Behavior, 2020
- **Uber Technologies, Inc. (San Francisco, CA, USA)**,
How to Make Friends With Users' Privacy, 2020
- **SOUPS'19 Tutorial (Santa Clara, CA, USA)**,
Contextual Integrity: From Theory to Practice, 2019
- **Jacobs Institute for Design Innovation, College of Engineering, UC Berkeley (CA, USA)**, Design Innovation: Design, Mobility, and Cybersecurity. Guest lectures. 2019, 2020
- **Harvard University (MA, USA)**, Workshop on Security and Human Behavior (SHB'19). Talk and panel discussion. 2019
- **University of Cambridge (UK)**, Computer Laboratory Security Seminar, "A Promise Is A Promise: Using Commitment Devices on Intentions for Information Security." 2019
- **University of Edinburgh (UK)**, Technology Usability Lab in Privacy and Security, "A Promise Is A Promise: Using Commitment Devices on Intentions for Information Security." 2019
- **University of Trento (Italy)**, DISI Seminars, the Department of Information Engineering and Computer Science. 2019

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INVITED TALKS AND SEMINARS (page 2/2)



University of Calgary (Canada), Seminar, Department of Computer Science, “Better Late(r) Than Never: Increasing Cyber-Security Compliance by Reducing Present Bias.” 2018



Carnegie Mellon University (PA, USA), Workshop on Security and Human Behavior (SHB’18). Talk and panel. 2018



Palo Alto Chapter of Ageing 2.0 (CA, USA), Thriving in Community: Integrating Technology in Older Adults’ Daily Living Routines. Panel. 2018



RITM - Université Paris-Sud (Paris, France), Seminar, “The Effects of Privacy-Enhancing Technologies on Consumers’ Welfare.” 2017

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VOLUNTEERING

- Festival of Economics, Trento, Italy
2017 MAY - JUN
Organization assistance, and guest assistance for:
 - Prof. Alvin Roth, the Nobel Prize Winner in Economics 2012, Professor at Stanford and Harvard Universities, and President of American Economic Association
 - Prof. Laurence Kotlikoff, Professor at Boston University and politician
- Festival of Economics, Trento, Italy
2015 MAY - JUN
Organization assistance, and guest assistance for:
 - Natasha Dow Schüll, the Associate Professor at MIT University
 - Wolfgang Münchau, the associated editor and author in the Financial Times
- XXVI Winter Universiade, Trentino, Italy
2013 DEC
Organization assistance, and guest assistance for:
 - Oleg Matytsin, the FISU First Vice-President and EUSA Vice-President

CONFERENCES AND WORKSHOPS ATTENDED

- 
- World Economic Forum and Side Walk Labs Workshop “Designing for Digital Transparency in the Public Realm.” 2019
 - W3C Workshop on Permissions and User Consent. 2018
 - BIRS Privacy Compliance Tools Workshop. 2018
 - CHI Conference on Human Factors in Computing Systems. 2018
 - SecHuman Summer School, Usable Security and Privacy. 2017
 - Python for Social Sciences. Tutorial. 2017
 - TTC Labs Design Jam on Privacy (Berlin, Germany). 2017
 - Chromatic Experimentations for Urban Regeneration. 2017
Department of Design, Politecnico di Milano.
 - Behavioral Exchange (Harvard Business School). 2016
 - Summer School in Uncertainty and Decision-Making. 2014
(International Max-Planck Research School, Jena, Germany)
 - Telecom Italia Workshop: Macroeconomic Scenarios and Business Opportunity. 2014
 - Telecom Italia Workshop: Digital Innovation and Trends. 2014
 - Telecom Italia PhD Students Workshop. 2014
 - Workshop on Behavioral Economics: Science Philosophy, and Policy-Making. 2013

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GRANTS (page 1/2)

NSF SaTC CORE, \$1,200,000.

“Foregrounding Bystanders as Stakeholders in Smart Home Product Design.” Collaborative Research: SaTC: CORE: Medium
2021 JUL - 2025 JUL. **Co-Principal Investigator**

NSF SaTC CORE, \$1,200,000

“Narrowing The Gap Between Privacy Expectations and Reality in Mobile Health” Collaborative Research: SaTC: CORE: Medium.
2021 JAN - 2023 DEC: **Principal Investigator**

CLTC 2020, \$25,000

“Evaluating The Digital Divide in The Usability of Privacy and Security Settings in Smartphones”
2021 JAN - DEC: **Principal Investigator**

Mozilla Research Grants 2019 H2, \$40,000

“Exploring the Boundaries of Passive Listening in Voice Assistants”
2020 JAN - DEC: **Principal Investigator**

CLTC 2020, \$15,000

“Designign a Privacy Curriculum for Elderly”
2020 JAN - DEC: **Principal Investigator**

Center for Long-Term Cyber-Security, \$50,000.

“Evaluating the Security and Privacy of Emerging Healthcare Technologies for Older Adults”
2019 JAN - 2020 DEC: **Principal Investigator.**

Center for Long-Term Cyber-Security, \$50,000.

“Smart Home Surveillance of Domestic Employees”
2019 JAN - 2020 DEC: **Named personnel**

Center for Long-Term Cyber-Security, \$60,590.

“Secure Internet of Things for Senior Users”
2018 JAN - DEC: **Principal Investigator.**

Rose Foundation, \$29,000.

“Secure Connected Healthcare Technologies for Senior Users”
2018 AUG - 2019 JUL: **Principal Investigator.**

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GRANTS (page 2/2)

National Science Foundation, \$500,000.

“Increasing Users’ Cyber-Security Compliance by Reducing Present Bias”

2018 SEP - 2021 AUG: **Contributor and named personnel**

PNC Center for Financial Services Innovation, \$15,000.

“The Effect of Ad-Blockers on Consumer Purchases and Satisfaction”

2017 JUL - 2018 JUN: **Contributor and named personnel**



AWARDS AND SCHOLARSHIPS

Center for Long-Term Cybersecurity, 2020, \$7,500

“Analyzing End User Privacy Concerns in the Context of Mobile Augmented Reality Technologies”

2020 MAR - DEC: Honorarium for the workshop “Data rights, shared value, and re-defining ‘privacy’ and ‘security’ with AI/ML and emerging technologies.”

Center for Technology Society and Policy Fellowship 2020, \$2,000

“Developing a Common Vocabulary around Privacy and Security Concepts with Elderly Users”

2020 JAN - DEC: **Principal Investigator**

TIM - Telecom Italia

“Analysis of the Mobile and Internet Users’ Attitudes Toward Privacy: Behavioral and Experimental Economics Approach”

2013 OCT - 2017 APR: 3 year full-time PhD scholarship

Erasmus Mundus MULTIC Program, Exchange student

2012 SEP - 2013 JAN: Mobility scholarship, Department of Economics