

Garrett Smith




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🌐 Garrett Smith

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Education

- Expected 2025  **Ph.D., Brigham Young University**
Committee: Xinru Page (chair), Amanda Hughes, Kent Seamons, Daniel Zappala
Thesis title: *Privacy by Design and Education: Developing and Evaluating Privacy Features and Interventions for Internet Users*
- 2019 – 2022  **M.S. Computer Science, Brigham Young University**
Thesis title: *"If I could do this, I feel anyone could:" The Design and Evaluation of a Two-Factor Authentication Manager.*
- 2013 – 2017  **B.S. Mechanical Engineering, Utah State University**

Research Publications

- 1** **G. Smith**, S. Carson, R. Vengurlekar, S. Morales, Y. Tsai, R. George, J. Bedwell, T. Jones, B. Smith, M. Mondal, N. Su, and X. Page, "I know i'm being observed: Video interventions to educate users about targeted advertising on facebook," in *ACM CHI Conference on Human Factors in Computing System*, 2024.
- 2** K. Chapman, **G. Smith**, A. Haxhillari, J. Bedwell, D. Capener, W. Wardinsky, J. Bills, T. P. Gabrielsen, M. Arundale, and X. Page, "Going beyond neurotypical social media users: Supporting autistic users," *INSAR 2023*, 2023.
- 3** **G. Smith**, K. Chapman, Z. Agha, J. Ruppert, S. Cullen, S. Khan, B. Knijnenburg, J. Vitak, P. C. Kumar, P. J. Wisniewski, *et al.*, "Privacy interventions and education (pie): Encouraging privacy protective behavioral change online," in *Extended Abstracts of the 2023 CHI Conference on Human Factors in Computing Systems*, 2023, pp. 1–5.
- 4** **G. Smith**, T. Yadav, J. Dutson, S. Ruoti, and K. Seamons, "If i could do this, i feel anyone could: The design and evaluation of a secondary authentication factor manager," in *32nd USENIX Security Symposium (USENIX Security 23)*, 2023, pp. 499–515.
- 5** K. Chapman, M. Klimes, B. Wellman, **G. Smith**, M. Mondal, S. Smith, Y. Chen, H. Hao, and X. Page, "A privacy paradox? impact of privacy concerns on willingness to disclose covid-19 health status in the united states," in *Companion Publication of the 2022 Conference on Computer Supported Cooperative Work and Social Computing*, 2022, pp. 159–162.
- 6** I. Criddle, A. Hardy, **G. Smith**, T. Ranck, M. Mondal, and X. Page, "Designing to fight pandemics: A review of literature and identifying design patterns for covid-19 tracing apps," in *International Conference on Human-Computer Interaction*, Springer, 2022, pp. 36–49.
- 7** K. Chapman, M. Klimes, B. Wellman, **G. Smith**, M. Bonham, Y. Chen, S. Smith, M. Mondal, and X. Page, "Others have the right to know: Determinants of willingness to share covid-19-related health symptoms," 2021.
- 8** R. Vengurlekar, **G. Smith**, S. Benson, B. Smith, M. Mondal, N. M. Su, and X. Page, "Prioritizing minimalistic design: The negative impact on users' control over privacy in facebook's ad preferences," 2021.

Awards and Achievements

- 2023 **Travel Award**, ACM CHI Conference on Human Factors in Computing Systems
- 2022 **Travel Award**, Eighteenth Symposium on Usable Privacy and Security.
- 2021 **Presentation Award**, “If I could do this, I feel anyone could.” The Design and Evaluation of a Two-Factor Authentication Manager, BYU Student Research Conference
- 2020 **Presentation Award**, “Measuring the Usability of YubiKey”, BYU Student Research Conference
- 2019–2022 **High Impact Doctoral Research Assistantship** \$30,000/year

Invited Events

- **Meta Global Privacy Flyout**, Menlo Park, CA – *Invited as an expert to provide insights on privacy, ad monetization, and user profiling for targeted advertising, emphasizing user-centric policy development and ethical advertising practices.*

Research Experience

Graduate Research Assistant, Brigham Young University.

Advisor: Xinru Page

- Utilized advanced statistical techniques, including linear mixed regression and ANOVA, coupled with in-depth thematic analysis, to systematically evaluate the persuasive power of short videos in altering consumer attitudes and behaviors towards online targeted advertising.
- Orchestrated a comprehensive cross-cultural survey across the United States, India, and the United Kingdom to explore the dynamics of individuals’ willingness to disclose private health information amidst the COVID-19 pandemic. Using a blend of quantitative and qualitative analyses, including structural equation modeling and inductive coding, the study revealed political ideology as a key influencer in the decision-making process.
- Directed a qualitative research study aimed at dissecting the nuances of online communication across diverse cultures, with a focused inquiry into the breakdowns in intercultural digital interactions. The study explored possible technological interventions to foster more effective and inclusive online communication in the future.

Graduate Research Assistant, Brigham Young University.

Advisor: Kent Seamons

- Designed and built a state-of-the-art authentication system using trusted execution environments to improve the security of the WebAuthn standard.
- Created a proof of concept Second Authentication Factor manager and evaluated its usability using both quantitative and qualitative methods.

Service and Organizing

- **Workshop Organizer**, ACM Conference on Human Factors in Computing Systems, *Privacy Interventions and Education (PIE): Encouraging Privacy Protective Behavioral Change Online*, 2023
- **Reviewer**, ACM Transactions on Privacy and Security (TOPS), 2024
- **Reviewer**, Computer Supported Cooperative Work Conference (CSCW), 2023
- **Reviewer**, ACM Conference on Human Factors in Computing Systems (CHI), 2023
- **Reviewer**, IEEE International Conference on Computers, Software, and Applications (COMPSAC), 2022