

# ARJUN ARUNASALAM

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## EDUCATION

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### Purdue University

Aug 2020 - May 2025 (Expected)

- Ph.D. Candidate in Computer Science (GPA: 4.0/4.0)
- Advisor: Professor Z. Berkay Celik
- Research Area: Human-Centered Security and Privacy of Sociotechnical Systems

### University of Michigan, Ann Arbor

Aug 2016 - May 2020

- B.S.E in Computer Engineering (*summa cum laude*, GPA: 3.7/4.0)

## RESEARCH INTERESTS

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My research interests broadly lie in the area of **human-centered security and privacy**. By combining **user-centered data collection** (e.g., digital ethnography, human-subject studies) and **qualitative** as well as **quantitative methods**, I investigate end-users' security, privacy and trust on sociotechnical systems. My research is best illustrated by my work on bad actors' abuse of online platforms, impact of abuse on end users and trust within human-AI interfaces.

## RESEARCH AND PROFESSIONAL EXPERIENCE

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### Lead Graduate Student Researcher

2024 - Current

Prof. Z. Berkay Celik's Research Group, Purdue University

### Visiting Graduate Researcher

2024

Prof. Blase Ur, SUPERgroup, University of Chicago

### Research Assistant

2020 - Current

Purdue University

### Research Intern

2019 - 2020

IBM Research

## PUBLICATIONS

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*Conferences are the primary academic publishing venues for computer scientists.*

### Peer-reviewed conference publications

\* denotes equal contribution

C7 **Arjun Arunasalam**, Jason Tong, Habiba Farrukh, Muslum Ozgur Ozmen, Koustuv Saha, and Z. Berkay Celik

*Deceptive Sound Therapy on Online Platforms: Do Mental Wellbeing Tracks Conform to User Expectations?*,

Proceedings of the International AAI Conference on Web and Social Media (**ICWSM**), 2025

C6 **Arjun Arunasalam\***, Habiba Farrukh\*, Eliz Tekcan\*, and Z. Berkay Celik

*Understanding the Security and Privacy Implications of Online Toxic Content on Refugees*,

Proceedings of the **USENIX** Security Symposium, 2024 (Acceptance Rate: 18%)

- C5 Reham Mohamed, **Arjun Arunasalam**, Habiba Farrukh, Jason Tong, Antonio Bianchi, and Z. Berkay Celik  
*ATTention Please! An Investigation of the App Tracking Transparency Permission*,  
 Proceedings of the **USENIX** Security Symposium, 2024 (Acceptance Rate: 18%)
- C4 **Arjun Arunasalam**, Jason Tong, Habiba Farrukh, Muslum Ozgur Ozmen, Koustuv Saha, and Z. Berkay Celik  
*Expectation Conformance in Online Sound Therapy: Designing Tools for Users of Mental Well-being Applications*  
**Companion** Publication of the Conference on Computer Supported Cooperative Work and Social Computing (**CSCW**), 2024.
- C3 **Arjun Arunasalam\***, Andrew Chu\*, Muslum Ozgur Ozmen, Habiba Farrukh, and Z. Berkay Celik  
*The Dark Side of E-Commerce: Dropshipping Abuse as a Business Model*,  
 Proceedings of the Network and Distributed System Security Symposium (**NDSS**), 2024 (Acceptance Rate: 21%)
- C2 **Arjun Arunasalam\***, Yufan Chen\* and Z. Berkay Celik  
*Can Large Language Models Provide Security & Privacy Advice? Measuring the Ability of LLMs to Refute Misconceptions*  
 Proceedings of the Annual Computer Security Applications Conference (**ACSAC**), 2023 (Acceptance Rate: 23%)
- C1 **Arjun Arunasalam\***, Andrew Chu\*, Muslum Ozgur Ozmen, and Z. Berkay Celik  
*Behind the Tube: Exploitative Monetization of Content on YouTube*  
 Proceedings of the **USENIX** Security Symposium, 2022 (Acceptance Rate: 17%)

### Peer-reviewed workshop publications

\* denotes equal contribution

- W1 **Arjun Arunasalam\***, Habiba Farrukh\*, Eliz Tekcan\*, and Z. Berkay Celik  
*An Exploration of Online Toxic Content Against Refugees*,  
 Usable Security and Privacy (**USEC**), 2024

## TEACHING EXPERIENCE

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### Guest Lecturer

- CS390 Greater Issues in Computer Science, Purdue University Fall 2023
- CS590 IoT & CPS Security, Purdue University Spring 2022

### Teaching Assistant

- CS390 Greater Issues in Computer Science, Purdue University Spring 2024
- CS390 Greater Issues in Computer Science, Purdue University Fall 2023
- CS188 Programming w/ Multimedia Objects, Purdue University Fall 2022
- CS188 Programming w/ Multimedia Objects, Purdue University Summer 2021
- CS188 Programming w/ Multimedia Objects, Purdue University Fall 2020

## PRESENTATIONS

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### Conference and Workshop Talks

- T5 Understanding the Security and Privacy Implications of Online Toxic Content on Refugees, USENIX Security. Philadelphia, PA, USA, August 2024
- T4 The Dark Side of E-Commerce: Dropshipping Abuse as a Business Model, Network and Distributed System Security Symposium (NDSS). San Diego, CA, USA, March 2024
- T3 An Exploration of Online Toxic Content Against Refugees, Usable Security and Privacy (USEC). San Diego, CA, USA, March 2024
- T2 Can Large Language Models Provide Security & Privacy Advice? Measuring the Ability of LLMs to Refute Misconceptions, Annual Computer Security Applications Conference (ACSAC). Austin, TX, USA, December 2023
- T1 Behind the Tube: Exploitative Monetization of Content on YouTube, USENIX Security. Boston, MA, USA, August 2022

## STUDENT RESEARCH ADVISING

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Varun Gannavarappu	B.S. CS, Purdue University → Sandia National Labs	2021-2023
Yufan Chen	M.S. CS, Purdue University → ByteDance	2022-2023
Eliz Teckan	M.S. CS, Purdue University → Vestel	2021-2022
Jason Perry	B.S. CS, Purdue University → Google	2020-2022

\* CS: Computer Science

## SERVICES

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### Program Committee Member

- USENIX Security Symposium, 2025
- Symposium on Usable Security (USEC), 2025

### Reviewer

- ACM CHI Conference on Human Factors in Computing Systems, 2025
- ACM Conference on Computer-Supported Cooperative Work & Social Computing (CSCW), 2025
- AAAI Conference on Web and Social Media (ICWSM), 2025

### External Reviewer

- Network and Distributed System Security (NDSS), 2023
- IEEE Symposium on Security and Privacy (Oakland), 2023, 2024
- USENIX Security Symposium, 2023, 2024
- ACM Conference on Computer and Communications Security (CCS), 2023

## AWARDS AND HONORS

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- University of Iowa, CS Rising Star, 2024.
- USENIX Security Travel Grant, 2024.
- Purdue CS Department Merit Recognition Award, 2024.
- Purdue CS Department Graduate Teaching Award, 2023.