

Janice Y. Tsai

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Experience **Mozilla Corporation**

Senior Staff Research Scientist, Emerging Technologies

Seattle, WA

March 2017 – August 2020

- Developed a research agenda around desktop and mobile use of voice assistants, leveraging insights from field deployments to define necessary product and privacy features culminating in the launch of Firefox Voice.

Staff Research Scientist, Emerging Technologies

Seattle, WA

May 2017 – March 2020

- Set and implemented a mixed-methods research agenda focused on understanding voice-based user needs, the use of voice-based assistants & smart speakers, and cross-cultural technology adoption.
- Worked with design and engineering to communicate research insights and transform them into product timelines and testable prototypes.
- Deployed surveys and participatory design sessions focused on listening (audio) routines, leading to the design and deployment of Pocket Listen.
- Curated the product list, created the minimum privacy and security standards, and evaluated internet-connected products and apps for the Mozilla Foundation's [Privacy Not Included](#) guide.
- Generated and evaluated datasets dealing with the use of Alexa.
- Served as a data steward for Emerging Technologies, reviewing the goals of and the data collection & telemetry for AR/VR products.

Microsoft Corporation

Privacy Manager, Windows and Devices Group (WDG)

Redmond, WA

May 2015 – May 2017

- Defined requirements for privacy for the Microsoft Privacy Dashboard and the Internet of Things, including capabilities, features, user experience, and new standards based on the EU GDPR.
- Guided the development of a unified location pipeline for Windows from a privacy perspective to enable multi-party consumption of location data with proper privacy notice and UX elements.
- Drove the privacy experience for Windows 10 Settings and the initial out of box experience (OOBE) for Windows Anniversary Edition and the Creators Update to satisfy consumers and regulators.

Global Privacy Manager & Ethics Officer, Microsoft Research

Redmond, WA

July 2012 – May 2015

- Built an international privacy program for Microsoft Research, enabling research and research-based product releases, including Skype Translator, TouchDevelop, Project Oxford/Microsoft Cognitive Services, and more.
- Created an ethics program, Institutional Review Board (IRB), a new ethics review framework, and built an online ethics review tool for industry-based research.

Privacy Manager, Microsoft North America (MSNA)

Redmond, WA

August 2010 – July 2012

- Ensured the privacy compliance of the marketing activities in the North America
- Enabled the creation of the Microsoft TechEd online community.
- Collaborated with the Microsoft privacy community to develop privacy standards related to social media, location-sharing technologies, and behavioral advertising.

California State Legislature, Office of Senate Majority Leader Dean Florez

Science and Technology Policy Fellow

Sacramento, CA

November 2009 – August 2010

- Developed political strategy and crafted legislation related to the regulation of smart meter deployment and privacy standards for the Smart Grid (SB 837).
- Advised and staffed the Senator on science and technology issues.

New Jersey State Legislature, Senate Majority Office

Research Associate Intern

Trenton, NJ

January 2005 – July 2005

- Prepared research on legislation related to election reform, statewide Information Technology consolidation, and the adoption of alternative fuel sources.
- Proposed and developed topics for future investigation and legislation.

State of New Jersey, Division of Elections

Administrative Analyst Intern

Trenton, NJ

December 2003 – May 2004

- Assisted in the analysis of proposals to select a Statewide Voter Registration System as required by the Federal Help American Vote Act of 2002 (HAVA).
- Crafted policy memos regarding nationwide election reform and the dissemination of election and voter information over the Internet.

IBM Global Services

Technical Solution Architect

Oakbrook Terrace, IL

July 2001 – July 2003

- Designed custom web hosting environments that include routers, switches, load balancers, enterprise class servers/server clusters, intrusion detection, and other site infrastructure hardware to meet customer requirements and business needs.
- Provided technical consultation to sales, customers, and project managers.

Education

Carnegie Mellon University, Pittsburgh, PA, PhD: August 2009

Carnegie Institute of Technology (CIT), Dept. of Engineering and Public Policy

Rutgers University, New Brunswick, NJ

School of Library and Information Studies (SCILS)

Master of Library and Information Science (MLIS): May 2005

Northwestern University, Evanston, IL

Bachelor of Arts: June 2001

Majors: Mathematical Methods in the Social Sciences (MMSS), Political Science

Dissertation

Carnegie Mellon University, Engineering and Public Policy

- **Title:** The Impact of Salient Privacy Information on Decision-Making
- **Committee:** Dr. Lorrie Cranor (Advisor), Alessandro Acquisti, Baruch Fischhoff, Jason Hong, and Peter Swire (National Economic Council, Georgia Tech).
- **Research Expertise:** My research found that consumers are willing to pay a premium for online privacy and evaluated the impact of privacy concerns and risks on the adoption of location-sharing technologies.

- Honors** Mozilla Emerging Technologies Awesomesauce Award, December 2018.
 Microsoft Privacy Thought Leadership Award 2015.
 Microsoft Trustworthy Computing Privacy Hero 2014.
 California Council on Science and Technology (CCST) Science and Technology Policy Fellowship (2009 – 2010)
 American Library Association (ALA) Emerging Leader (2007)
 Tor Graphical User Interface Design Competition (2006). Phase 1 Overall Winner (with L. Cranor, J. Hong, P. Kumaraguru, C. Kuo, S. Romanosky, S. Egelman, and K. Vaniea)
 National Science Foundation Graduate Research Fellowship Honorable Mention (2006)
 Carnegie Institute of Technology Dean’s Fellowship in Engineering (2005)
 Rutgers Renee Becker Swartz Leadership Award (2005)
 National Academies Christine Mirzayan Science & Technology Policy Fellowship (2004)
 Eagleton Institute of Politics, Harold J. Martin Eagleton Fellowship (2003)
- Journal Publications** [Music, Search, and IoT: How People \(Really\) Use Voice Assistants.](#)
 ACM Transactions on Computer-Human Interaction (TOCHI) 26 (3), 1-28. 2019. (with T Ammari, J Kaye, and F Bentley).
[Location-Sharing Technologies: Privacy Risks and Controls.](#) *I/S: A Journal of Law and Policy for the Information Society*, Summer 2010 (with P. Kelley, L. Cranor, and N. Sadeh).
[The Effect of Online Privacy Information on Purchasing Behavior: An Experimental Study.](#) *Information Systems Research*, June 2011 (with S. Egelman, L. Cranor, and A. Acquisti).
 *INFORMS Best Published Paper Award 2012.
- Conference Papers** [Choice of Voices: A Large-Scale Evaluation of Text-to-Speech Voice Quality for Long-Form Content.](#) *Proceedings of the 2020 CHI Conference on Human Factors in Computing Systems*. April 2020 (with J Cambre, J Colnago, J Maddock, and J Kaye).
[How Do People Change Their Technology Use in Protest?](#) *Proceedings of the ACM on Human-Computer Interaction 3 (CSCW)*, 1-22. 2019 (with H Li, N Vincent, J Kaye and B Hecht).
[Hey Scout: Designing a Browser-Based Voice Assistant.](#) *AAAI Spring Symposia 2018* (with J Kaye).
[Practical Strategies for Integrating Privacy by Design Throughout Product Development Process.](#) CHI Workshop on Bridging the Gap between Privacy by Design and Privacy in Practice (with K. Spalding). San Jose, CA, May 2016.
[Supporting Ethical Web Research: A New Research Ethics Review.](#) *Proceedings of the 24th International conference on the World Wide Web (WWW 2015)*, May 2015.
[Bootstrapping Privacy Compliance in Big Data Systems.](#) *Proceedings of the 35th IEEE Symposium on Security & Privacy (Oakland)*, San Jose, CA, May 2014 (with S. Sen, S. Guha, A. Dutta, S. Rajamani, and J. Wing). *Best Student Paper Award 2014
[Targeted, Not Tracked: Client-Side Solutions for Privacy-Friendly Behavioral Advertising.](#) *Proceedings of 39th Telecommunications Policy Research Conference (TPRC)*, Sept. 2011 (with M. Bilenko and M. Richardson).
[Privacy and the Smart Grid: A Policymaking Case Study.](#) *Proceedings of 87th*

Telecommunications Policy Research Conference (TPRC), October 2010.

[Empirical Models of Privacy in Location Sharing](#). *Proceedings of the 12th ACM International Conference on Ubiquitous Computing (UbiComp 2010)* (with E. Toch, J. Cranshaw, P. Hankes Drielsma, P. Kelley, L. Cranor, J. Hong, and N. Sadeh).

[The Risk and Benefit Perceptions of Location-Sharing Technologies](#). *Proceedings of 36th Telecommunications Policy Research Conference (TPRC)*, September 2009 (with P. Kelley and L. Cranor).

[Timing Is Everything? An empirical study on the effect of privacy information](#). *Proceedings of CHI 2009: Conference on Human Factors in Computing Systems* (with S. Egelman, L. Cranor, and A. Acquisti).

[Who's Viewed You? The Impact of Feedback in a Mobile-location System](#). *Proceedings of CHI 2009: Conference on Human Factors in Computing Systems* (with P. Kelley, P. Hankes Drielsma, L. Cranor, J. Hong, and N. Sadeh).

[The Effect of Online Privacy Information on Purchasing Behavior: An Experimental Study](#). *Workshop on the Economics of Information Security (WEIS)*, June 2007 (with S. Egelman, L. Cranor, and A. Acquisti).

[Vicarious Infringement Creates a Privacy Ceiling](#). *Proceedings of the 6th ACM Workshop on Digital Rights Management*, 2006 (with L. Cranor and S. Craver).

Invited Talks Our Bytes, Our Digital Selves: What Privacy Means Now. *Innovation Policy Day @ South By Southwest (SXSW)*. Austin, TX. March 2015.

Privacy by Design for the Internet of Things: A Policy Translation. *Workshop on Usable Privacy & Security for wearable and domestic ubiquitous devices (UPSIDE)*. *UbiComp 2014*. Seattle, WA, Sept. 2014.

Associations Association for Computing Machinery (ACM)

- SIGCHI Ethics Working Group 2016 – Present
 - SIGCHI US Public Policy Committee 2011 – Present
- International Association of Privacy Professionals (IAPP) 2010-2017
- American Library Association (ALA)
- Advisory Board, ALA Office of Information Technology Policy 2013 – Present
 - Committee on Legislation (COL) Legislation Assembly 2010 - 2012
 - OITP, Subcommittee on the Future of Libraries 2008 – 2010
 - Committee on Legislation, Subcommittee on Telecommunications 2007 – 2010
 - Intellectual Freedom Council, Subcommittee on Privacy 2006 – 2010
 - Intern, Advisory Board, ALA Office of Information Technology Policy 2005 – 2007
 - Intellectual Freedom Round Table 2004 – Present

Interests Glass blowing, Travel, Silk Screening, Quilting, Knitting, Cooking