

# Abigail Marsh

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## EDUCATION

**Carnegie Mellon University**, Pittsburgh, PA

- Doctor of Philosophy in Computer Science **August 2013 – Present**
- Advisor: Lorrie Cranor
- Doctoral Committee Members: Lorrie Cranor, Julie Downs, James Herbsleb, Amy Bruckman
- **Dissertation Project**

**Description:** Research project investigating adolescent digital privacy expectations, the risks and benefits of teens' online activities, parental concerns about the same, and tension points between parents and teens with a focus on how technology can ease parental concerns while preserving online private spaces established by teens.

**Methodologies:** I have designed and conducted both qualitative and quantitative studies to explore this problem space. I have conducted semi-structured interviews with over 95 participants, including teenagers, parents of teenagers, and experts in teenage behavior and online privacy and security. I have also designed and deployed online and in-person surveys of over 1,000 participants, including parents of teenagers and teenagers.

**Oberlin College**, Oberlin, OH

- Bachelor of Arts in Computer Science and Mathematics **August 2010 – May 2013**

## PUBLICATIONS

Abigail Marsh, Julie S. Downs, and Lorrie Faith Cranor. "Digital Parenting: A Comparative View of Strategies, from Expert, Parent, and Teen Perspectives." *In Submission to the ACM Conference on Human Factors in Computing Systems (CHI), 2018*

Abigail Marsh, Julie S. Downs, and Lorrie Faith Cranor. "Teen Safety in the Digital World: Experts' Views on Digital Parenting Strategies." Released as CyLab technical report, CMU-CyLab-17-002, 2017.

Pedro Giovanni Leon, Ashwini Rao, Florian Schaub, Abigail Marsh, Lorrie Faith Cranor, and Norman Sadeh. "Privacy and Behavioral Advertising: Towards Meeting Users' Preferences." In *PPS '15: Second SOUPS Workshop on Privacy Personas and Segmentation*, Ottawa, Canada, July 2015.

Lorrie Faith Cranor, Adam L. Durity, Abigail Marsh, Blase Ur. "Parents' and Teens' Perspectives on Privacy In a Technology-Filled World." In *Proceedings of the Tenth Symposium On Usable Privacy and Security (SOUPS 14)*, Menlo Park, CA, July 2014.

Rebecca Balebako, Abigail Marsh, Jialiu Lin, Jason Hong, Lorrie Faith Cranor. "The Privacy and Security Behaviors of Smartphone App Developers." In *Workshop on Usable Security (USEC '14)*, San Diego, CA, February 2014.

## PRESENTATIONS

SOUPS, July 2014, Menlo Park, CA. "Parents' and Teens' Perspectives on Privacy In a Technology-Filled World."

TEACHING EXPERIENCE

**Carnegie Mellon University**, Pittsburgh, PA

- Privacy Policy, Law, and Technology (Teaching Assistant)
- Usable Privacy and Security (Teaching Assistant)

**Fall 2015**  
**Spring 2016**

**Oberlin College**, Oberlin, OH

- Principles of Computer Science II (Teaching Assistant)
- Systems Programming (Teaching Assistant)

**Spring 2012**  
**Fall 2012**

VOLUNTEER EXPERIENCE

- **OurCS 2017:** Supervised a team of graduate students to design and run a three-day workshop for undergraduate women in computer science; taught introductory qualitative and quantitative research skills; led students in conducting an example research project
- **OurCS 2015:** Designed and ran a three-day workshop for undergraduate women in computer science; taught introductory qualitative and quantitative research skills; led students in conducting an example research project
- **Women@SCS outreach, October 2014:** Presented my ongoing research to middle- and high-school aged girls interested in computer science.
- **OurCS 2013:** Volunteered at a three-day workshop for undergraduate women in computer science; taught introductory research skills and presented my ongoing research.

WORK EXPERIENCE

**Instagram**, Menlo Park, CA

**May 2016 – August 2016**

- User experience (UX) research intern for Instagram, a division of Facebook. Designed and conducted qualitative research projects utilizing Instagram users to understand privacy perceptions on the Instagram platform.

**Oberlin College**, Oberlin, OH

**January 2012 – August 2012**

- Web designer, developer, and server administrator for *OPrestissimo.com*, an independent student-run search engine for the Oberlin College course catalog.

HONORS AND AWARDS

- K&L Gates Presidential Fellowship, 2017
- Facebook Fellowship, 2015
- John Frederick Oberlin Scholarship
- National Merit Scholar

SELECTED COURSEWORK

- Privacy, Policy, Law and Technology (Lorrie Cranor), Usable Privacy and Security (Lorrie Cranor), Applied Research Methods: Qualitative (Sara Kiesler), Applied Research Methods: Quantitative (Sara Kiesler), Secure Software Systems (Lujjo Bauer)

SKILLS

Qualitative research methods including: conducting and designing interviews, focus groups, paper prototypes, and lab studies; Qualitative analysis methods including content-based data coding and inter-rater reliability; Quantitative research methods including survey design and deployment; Quantitative analysis methods including Chi-square tests, ANOVA, and regression; C; C++; Java;

Scheme; Ruby; Ruby on Rails; mySQL; JavaScript; AJAX with jQuery; HTML5 with CSS3; vim; L<sup>A</sup>T<sub>E</sub>X; BibTeX; Apache HTTP Server management; Adobe Photoshop; Microsoft Office; proficiency with Linux-based operating systems, Mac OS X and Microsoft Windows.

PROFESSIONAL AFFILIATIONS

- Student Member of the Association for Computing Machinery