

# Nathan Good

**Professional Statement** My research interests are in human computer interaction, recommender systems, social media and usable security and privacy. My career goal is to facilitate interdisciplinary approaches to addressing the difficult problems and opportunities in designing interfaces and systems for security and privacy.

**Skills** Recommender systems. Human Computer Interaction. Small and Large scale user study design and analysis. Quantitative and Qualitative analysis of research results. Ethnographic interview approaches. Spyware and Malware analysis. Usability and Security. Proficient in several computer programming languages and spyware analysis (ethereal, network monitoring software, OS monitoring).

Speak, Read and Write Fluent English, Conversational Japanese, and Conversational Tagalog.

**Education** **University of California, Berkeley** *Berkeley, CA*  
PHD Candidate, iSchool Computer Security & Policy, Computer Science Minor, 9/2007

**University of California, Berkeley** *Berkeley, CA*  
Masters Candidate, Department of Computer Science anticipated 9/2007

**University of Minnesota, Twin Cities** *Minneapolis, MN*  
Bachelor of Computer Science, Department of Electrical Engineering and Computer Science, Dec 2000

## Relevant Research & Professional Experience

10/2005 – present **Yahoo!-Berkeley Research Intern** *Berkeley, CA*

- MultiMedia Lab / Context Aware computing Berkeley
- Design and implement long term study of Mobile Photography Application
- Co-Authored 4 papers and 2 journal submission (UBICOMP, SIGIR, SIGCHI, SIGKDD) on Flickr and Zonetag qualitative and quantitative studies, as well as recommender systems
- Built TimeTags prototype
- Assisted Overture team with click-fraud work
- Filed Patent 2 patents on timetags and event detection

6/2006 - 11/2006 **FTC Consultant**

- Provided FTC investigators with technical and descriptive analysis of spyware applications

6/2003 – present **Samuelson Law & Technology Clinic** *Berkeley, CA*

- Technological/Legal research on Spyware, EULAs, Notices and RFID for Libraries
- Developed systems, performed studies and published results in journals, conferences and workshops

6/2003 – 9/05 **PARC** *Palo Alto, CA*

- Part-time member of research staff CSL
- Worked on a team for a DARPA project on task management
- Developed software infrastructure, and helped co-author paper for CHI 2004

6/2003 – 8/2003 **UC Berkeley Research Assistant** *Berkeley, CA*

- Performed P2P network analysis for “How Much information study 2003”
- Provided software tools and data analysis for consumer hard drive study
- Study located at <http://www.sims.berkeley.edu/research/projects/how-much-info-2003/>

1/2002 – 9/2002 **HP Research Labs** *Palo Alto, CA*

- Designed surveys, questions and conducted interviews of 15 subjects about the SHOCK prototype
- Wrote CHI 2003 paper on P2P privacy issues which was featured in Slashdot, the New York Times, CNN and others.

2/2001 – 12/2001 **Xerox PARC** *Palo Alto, CA*

- Long Term Intern working with Information Visualization and Peripheral displays in the HDI group
- Co-invented and filed 4 patents on Focus + Context screens
- Co-Authored two papers on the Focus + Context Screen, for UIST 2001 and CHI 2002.

- Undergraduate Research Assistant on an NSF grant for the MovieLens website (<http://www.movielens.org>)
- Co-invented and filed a patent on FilterBot technology.
- Published two papers on FilterBots for CHI 1999 workshop and AAAI 1999.

**Invited Testimonies before US Government**

- House Committee of Government Reform. "The Dark Side of a Bright Idea" May 15<sup>th</sup>, 2003. Washington D.C.
- Senate Judiciary Committee, "The Dark Side of a Bright Idea: Could Personal and National Security Risks Compromise the Potential of P2P File-Sharing Networks?" June 16<sup>th</sup>, 2003. Washington D.C.
- FTC Peer-to-Peer File-Sharing Workshop, Peer-to-Peer File-Sharing Technology: Consumer Protection and Competition Issues, December 15-16<sup>th</sup>, 2004 Washington D.C.
- Federal Trade Commission (FTC). *In the Coming Decade, Session on Communicating with Consumers in the Next Tech-ade - The Impact of Demographics and Shifting Consumer Attitudes, Public Hearings on Protecting Consumers in the Next Tech-ade*  
Joe Turow, Chris Hoofnagle, Deirdre Mulligan, Nathan Good, and Jens Grossklags (2006) Washington D.C., November 6 - 8, 2006. (presented by Joe Turow and Chris Hoofnagle)
- Federal Trade Commission (FTC). *Negative Options Workshop* Nathan Good. January 25-26<sup>th</sup> 2007.

**Publications****Journal Publications**

Good, N., Grossklags, J., Peronowski A., Thaw, D., Mulligan, D., Konstan, J. User Choices and Regret: Understanding Users' Decision Process about Consensually acquired Spyware *I/S: A Journal of Law and Policy for the Information Society* 2006

Adar, Eytan, Rajan Lukose, Caesar Sengupta, Josh Tyler, and Nathaniel Good, "Shock: A Privacy-Preserving Knowledge Network," *Information System Frontiers*.

**Book Chapters**

**Security and Usability: Designing Secure Systems that People Can Use** Lorrie Cranor, Simson Garfinkel, O'Reilly First Edition August 2005, Chapter 31 Usability and Privacy: A study of P2P file-sharing

Nathan Good, Rachna Dhamija, Jens Grossklags, Steven Aronovitz, David Thaw, Deirdre Mulligan and Joseph Konstan (forthcoming) *Stopping Spyware at the Gate: A User Study of Privacy, Notice and Spyware*, in "Spyware", Icfai University Press, Andhra Pradesh, India.

**Conference Publications**

- Victoria Bellotti, Jim Thornton, Alvin Chin, Diane Schiano and Nathan Good. TV-ACTA: Embedding an Activity-Centered Interface for Task Management in Email To appear in *Fourth Conference on Email and Anti-Spam CEAS 2007* Aug 2-3, 2007 Microsoft Research Silicon Valley, Mountain View, California
- Tye Rattenbury, Nathaniel Good and Mor Naaman. Towards Automatic Extraction of Event and Place Semantics from Flickr Tags. To appear in *SIGIR '2007: Proceedings of SIGIT conference on Information Retrieval* Amsterdam, The Netherlands 2007. ACM Press
- Nathaniel Good, Jens Grossklags, Joseph Konstan and Deirdre Mulligan. Noticing Notice: A large scale experiment on the timing of software license agreements. To appear in *CHI '07: Proceedings of the SIGCHI conference on Human factors in computing systems* San Jose, CA 2007. ACM Press.
- Shane Ahern, Dean Eckles, Nathan Good, Simon King, Mor Naaman and Rahul Nair. Over-Exposed? Privacy Patterns and Considerations in Online and Mobile Photo Sharing. To appear in *CHI '07: Proceedings of the SIGCHI conference on Human factors in computing systems* San Jose, CA 2007. ACM Press.
- Seung-Taek Park, David Pennock, Omid Madani, Nathan Good, and Dennis DeCoste. Naive filterbots for robust coldstart recommendations. In *KDD '06: Proceedings of the twelfth ACM SIGKDD international conference on Knowledge discovery and data mining*, New York, NY, USA, 2006. ACM Press.
- Marc Davis, Michael Smith, Fred Stentiford, Adetokunbo Bambidele, John Canny, Nathan Good, Simon King, and Rajkumar Janakiraman. Using context and similarity for face and location identification. In *Proceedings of the IS&T/SPIE 18th Annual Symposium on Electronic Imaging Science and Technology Internet Imaging VII*. IS&T/SPIE Press, 2006.
- Nathan Good, Rachna Dhamija, Jens Grossklags, Steven Aronovitz, David Thaw, Deirdre Mulligan, and Joseph Konstan. Stopping spyware at the gate: A user study of privacy, notice and spyware. In *Proceedings of the Symposium On Usable Privacy and Security (SOUPS 2005)*, pages 43-52, New York, NY, USA, 2005. ACM Press.
- Marc Davis, Michael Smith, John Canny, Nathan Good, Simon King, and Rajkumar Janakiraman. Towards context-aware face recognition. In *MULTIMEDIA '05: Proceedings of the 13th annual ACM international conference on Multimedia*, pages 483-486, New York, NY, USA, 2005. ACM Press.

- Marc Davis, Simon King, Nathan Good, and Risto Sarvas. From context to content: leveraging context to infer media metadata. In *MULTIMEDIA '04: Proceedings of the 12th annual ACM international conference on Multimedia*, pages 188-195, New York, NY, USA, 2004. ACM Press.
- Jeffrey Heer, Nathaniel S. Good, Ana Ramirez, Marc Davis, and Jennifer Mankoff. Presiding over accidents: system direction of human action. In *CHI '04: Proceedings of the SIGCHI conference on Human factors in computing systems*, pages 463-470, New York, NY, USA, 2004. ACM Press.
- Victoria Bellotti, Brinda Dalal, Nathaniel Good, Peter Flynn, Daniel G. Bobrow, and Nicolas Ducheneaut. What a to-do: studies of task management towards the design of a personal task list manager. In *CHI '04: Proceedings of the SIGCHI conference on Human factors in computing systems*, pages 735-742, New York, NY, USA, 2004. ACM Press.
- Nathaniel S. Good and Aaron Krekelberg. Usability and privacy: a study of kazaa p2p file-sharing. In *CHI '03: Proceedings of the SIGCHI conference on Human factors in computing systems*, pages 137-144, New York, NY, USA, 2003. ACM Press.
- Patrick Baudisch, Nathaniel Good, Victoria Bellotti, and Pamela Schraedley. Keeping things in context: a comparative evaluation of focus plus context screens, overviews, and zooming. In *CHI '02: Proceedings of the SIGCHI conference on Human factors in computing systems*, pages 259-266, New York, NY, USA, 2002. ACM Press.
- Patrick Baudisch, Nathaniel Good, and Paul Stewart. Focus plus context screens: combining display technology with visualization techniques. In *UIST '01: Proceedings of the 14th annual ACM symposium on User interface software and technology*, pages 31-40, New York, NY, USA, 2001. ACM Press.
- Nathaniel Good, J. Ben Schafer, Joseph A. Konstan, Al Borchers, Badrul Sarwar, Jon Herlocker, and John Riedl. Combining collaborative filtering with personal agents for better recommendations. In *AAAI '99/IAAI '99: Proceedings of the sixteenth national conference on Artificial intelligence and the eleventh Innovative applications of artificial intelligence conference innovative applications of artificial intelligence*, pages 439-446, Menlo Park, CA, USA, 1999. American Association for Artificial Intelligence.

#### **Peer Reviewed Workshop Publications**

- Jens Grossklags and Nathan Good (2007) *Empirical Studies on Software Notices to Inform Policy Makers and Usability Designers*, in: *Proceedings of Usable Security (USEC'07)*, Lowlands, Scarborough, Trinidad/Tobago, February 15-16, 2007.
- (with Jens Grossklags). HCI & public policy: Making usable law & usable technology. In *CHI '06: CHI '06 Workshop on Public Policy*, April 22nd 2006.
- Nathan Good, Rachna Dhamija, Jens Grossklags et al. (2005) A User Study of Spyware Presentation and panel discussion on "Regulatory Challenges" at Spyware: The latest Cyber-Regulatory Challenge at the Berkeley Center for Law and Technology, Berkeley, California, April 1, 2005 (presented by Deirdre Mulligan)
- Nathan Good, David Molnar, Jennifer M. Urban, Deirdre Mulligan, Elizabeth Miles, Laura Quilter, and David Wagner. Radio frequency id and privacy with information goods. In *WPES '04: Proceedings of the 2004 ACM workshop on Privacy in the electronic society*, pages 41-42, New York, NY, USA, 2004. ACM Press.
- Marc Davis, Nathan Good, and Risto Sarvas. From context to content: Leveraging context for mobile media metadata. In *MobiSys 2004 Workshop on Context Awareness at the Second International Conference on Mobile Systems, Applications and Services*, 2004.
- (with Ben Schafer). Talk to my agents. In *CHI '99: CHI '99 Interacting with Recommender Systems*, May 15/16 1999.

#### **Peer Reviewed Short Papers/Posters/Demos**

Shane Ahern, Nathan Good, Simon King, Mor Naaman, Rahul Nair. Privacy Decisions for Location-Tagged Media. In *The Eighth International Conference on Ubiquitous Computing (UbiComp '06)*, September 2006, Orange Country, CA, USA

MMM2: Mobile Media Metadata for Media Sharing Marc Davis, John Canny, Nancy Van House, Nathan Good, Simon King, Rahul Nair, Carrie Burgener, Bruce Rinehart, Rachel Strickland, Guy Campbell, Scott Fisher, and Nick Reid · Garage Cinema Research · University of California, Berkeley, School of Information Management and Systems, **FXPAL best video demo award**

P. Baudisch and N. Good. Focus Plus Context Screens: Visual Context and Immersion on the Desktop. To appear at SIGGRAPH 2002 (Demo paper), San Antonio, TX, July 2002.

P. Baudisch and N. Good. Focus Plus Context Screens: Displays for Users Working with Large Visual Documents. In *CHI 2002 Extended Abstracts (Demo paper)*, Minneapolis, MN, April 2002, pp. 492-493.

### ***Tech Reports***

N. Good and A., Krekelberg. Usability and privacy: a study of Kazaa P2P file-sharing, HP tech report

Brent J. Dahlen, Joseph Konstan, Jon Herlocker, Nathaniel Good, Al Borchers, and John Riedl. Jump-starting movielens: User benefits of starting a collaborative filtering system with dead date. Technical Report 98-017, University of Minnesota, March 1998.

### ***Selected Invited Talks***

- Google, June 2005 "Stopping Spyware at the Gate: A User Study of Privacy, Notice and Spyware"
- PARC Dealer July 2004 "Nathan Goes to Washington: Security & HCI Research meets Congress"
- HP Labs Chalk Talk June 2002 "Usability and privacy: a study of Kazaa P2P file-sharing"
- GUIR UC Berkeley August 2002 "Usability and privacy: a study of Kazaa P2P file-sharing"
- BayLisa August 2002 "Usability and security: Problems with P2P and enterprise systems"
- PARC October 2000 "Enhancing Collaborative filtering with Filterbots"
- MGM Studios web division "Enhancing Recommendations with Agents" September 2000

### ***Patents***

Good, N., Sarwar, B. M., Schafer, J., Herlocker, J., Borchers, A., Konstan, J., Miller, B., and Riedl, J. "System, Method and Article of Manufacture for Recommending Items to Users Based on User Preferences and Item Rating." Filed 11/1999, Serial No. 09/438,846 (pending)

Baudisch, P., Good, N., Stewart P., "Methods Of Using Mixed Resolution Displays" Filed 06/01 (pending)

Baudisch, P., Good, N., Stewart P., "System Utilizing Mixed Resolution Displays" Filed 06/01 (pending)

Baudisch, P., Good, N., Stewart P., "Method Of Using Mixed Resolution Displays" Filed 06/01 (pending)

Davis, M. Naaman, M., Good, N., "Time synchronization of digital media" Filed 04/07 (pending)

### ***Selected Press***

New Scientist "Web Browsers are New Frontier in Internet War/Beat Zombies at their own game" by Celeste Biever May 5, 2007

New York Times "***Security Hole Found in KaZaA File-Sharing Service***" by John Markoff June 7, 2002

CNN Headline News "P2P Privacy" Interview on Kazaa P2P privacy and usability

\_The New Yorker\_ ("The Science of the Sleepers" Oct. 1999) about the Movielens Project

ABC's Nightline episode "Decoded by Computer" (Dec. 10, 1999) about the Movielens Project

HP Labs June newsletter <http://www.hpl.hp.com/news/2002/apr-jun/kazaa.html>