

**Speaker Bio:**

Dr. Heng Xu is Associate Professor of Information Sciences and Technology at the Pennsylvania State University. She leads the Privacy Assurance Lab (PAL), an inter-disciplinary research group working on a diverse set of projects related to understanding and assuring information privacy in different contexts, including location based services, social networks, medical practices, and children and adolescent online safety. Her work has been published in premier outlets across various fields such as Business, Law, Computer Science, and Human-Computer Interaction, including MIS Quarterly, Information Systems Research, University of Pennsylvania Journal of Constitutional Law, Proceedings of the International World Wide Web Conference (WWW), Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI), and many others.

During 2013-2016, Dr. Xu served as a program director for several interdisciplinary research programs at the U.S. National Science Foundation. Much of her work at NSF focused on bringing the social, behavioral and economic sciences to studies of major challenges in Big Data, Cybersecurity & Privacy, and Smart Cities. She has served on a broad spectrum of national leadership committees including the National Privacy Research Strategy Forum (2014-2016), the Federal Cybersecurity R&D Strategic Plan (2016), and the National Academies Committee on Open Science (2017).