

# Helen Shuxuan Zeng

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Carnegie Mellon University  
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- EDUCATION**
- |   |  |
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| <b>Carnegie Mellon University</b><br>Ph.D., <i>Information Systems &amp; Management</i><br>Advisor: <i>Michael D. Smith</i> | <b>Pittsburgh, PA</b><br><i>2018 - Present</i> |
| <b>Columbia University</b><br>M.A., <i>Quantitative Methods in the Social Sciences</i>                                      | <b>New York, NY</b><br><i>2016 - 2018</i>      |
| <b>The University of Hong Kong</b><br>BSc, <i>Statistics &amp; Mathematics, magna cum laude</i>                             | <b>Hong Kong</b><br><i>2012 - 2016</i>         |
| <b>Tufts University</b><br>Exchange Study, <i>Mathematics &amp; Economics</i>   | <b>Medford, MA</b><br><i>Fall 2014</i>         |
- HONORS AND AWARDS**
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|---|-------------|
| Global Association of Human Trafficking Scholar (GAHTS) Member  | <i>2022</i> |
| Best Paper Award Runner-up, <i>the 13th International Conference on Social Informatics</i>                              | <i>2022</i> |
| CMU Graduate Student Assembly/Provost Conference Funding  | <i>2022</i> |
| George Duncan Award for Excellence in Doctoral Studies for the Second Research Paper, <i>Carnegie Mellon University</i> | <i>2022</i> |
| K&L Gates Presidential Fellow, <i>Carnegie Mellon University</i>  | <i>2020</i> |
| Suresh Konda Memorial Award for Best First Paper, <i>Carnegie Mellon University</i>                                     | <i>2020</i> |
| Heinz College PhD Fellowship, <i>Carnegie Mellon University</i>   | <i>2018</i> |
| HKU CEDARS Student Services Awards, <i>the University of Hong Kong</i>  | <i>2016</i> |
| CV Starr Scholarship, <i>the University of Hong Kong</i>  | <i>2014</i> |
- PUBLICATIONS**
- Internet Governance Through Site Shutdowns: the Impact of Shutting Down Two Major Commercial Sex Advertising Sites** [Link]  
*Helen S. Zeng, Brett Danaher and Michael D. Smith*  
*Management Science* 2022 68(11):8234-8248.
- Linguistic and News-Sharing Polarization During the 2019 South American Protests** [SpringerLink]  
*Ramon Villa-Cox, Helen S. Zeng, Ashiqur R. KhudaBukhsh and Kathleen M. Carley*  
*Social Informatics. SocInfo 2022. Lecture Notes in Computer Science, Vol 13618. Springer, Cham.*
- Runner-up, Best Paper Award
- WORKING PAPERS**
- The Where, When, and Why of Movie Piracy - A Structural Model of Movie Piracy vs. Legal (in-Theater) Consumption**  
*Helen S. Zeng, Yan Huang, Gordon Burtch and Michael D. Smith*  
Under review at *Management Science*
- Dispersion of Harms? Re-examine the Effect of the Roll-out of Craigslist Erotic Services Section on Violence Against Women**

*Helen S. Zeng, Brett Danaher and Michael D. Smith*

**PAPERS IN  
CONFERENCE  
PROGRAMS**

*Ramon Villa-Cox, Helen S. Zeng, Ashiqur R. KhudaBukhsh, Kathleen M. Carley. 2022. Exploring Polarization of Users Behavior on Twitter During the 2019 South American Protests. 13th International Conference, SocInfo 2022, Glasgow, Scotland, UK, October 19-21.*

*Helen S. Zeng, Brett Danaher, Michael D. Smith. 2022. Human Trafficking and Internet Governance: Measuring the Effect of the FOSTA-SESTA Law. 2022 INFORMS Annual Meetings, New Technologies and Platforms Track, Indianapolis, Indiana, October 16-19.*

*Helen S. Zeng, Yan Huang, Gordon Burtch, Michael D. Smith. 2022. The Where, When, and Why of Movie Piracy - A Structural Model of Movie Piracy vs. Legal (in-Theater) Consumption. 2022 Conference on Information Systems and Technology (CIST), Indiana University-Purdue University, Indianapolis, Indiana, October 15-16.*

*Helen S. Zeng, Brett Danaher, Michael D. Smith. 2022. Internet Governance Through Site Shutdowns: the Impact of Shutting Down Two Major Commercial Sex Advertising Sites. 2022 Trust and Safety Research Conference, Stanford University, Stanford, California, September 29-30.*

*Helen S. Zeng, Brett Danaher, Michael D. Smith. 2022. Internet Governance Through Site Shutdowns: the Impact of Shutting Down Two Major Commercial Sex Advertising Sites. 2022 Platform Strategy Research Symposium, Questrom School of Business, Boston University, Boston, Massachusetts, July 19.*

*Helen S. Zeng, Brett Danaher, Michael D. Smith. 2021. Internet Governance Through Site Shutdowns: the Impact of Shutting Down Two Major Commercial Sex Advertising Sites. 2021 Conference on Information Systems and Technology (CIST), Newport Beach, California, October 23 & 24.*

*Ramon Villa-Cox, Helen S. Zeng, Ashiqur R. KhudaBukhsh, Kathleen M. Carley. 2021. Exploring Polarization of Users Behavior on Twitter During the 2019 South American Protests. 7th International Conference on Computational Social Science (IC2S2), ETH Zurich, Switzerland, July 27-31.*

*Helen S. Zeng, Brett Danaher, Michael D. Smith. 2021. Internet Governance Through Site Shutdowns: the Impact of Shutting Down Two Major Commercial Sex Advertising Sites. National Bureau of Economic Research (NBER) Summer Institute, Economics of IT and Digitization Workshop, Cambridge, Massachusetts, July 22-23.*

*Helen S. Zeng, Brett Danaher, Michael D. Smith. 2021. Internet Governance Through Site Shutdowns: the Impact of Shutting Down Two Major Commercial Sex Advertising Sites. The National Center on Sexual Exploitation, Coalition to End Sexual Exploitation Online Global Summit, July 20-24.*

*Helen S. Zeng, Brett Danaher, Michael D. Smith. 2020. Internet Governance Through Site Shutdowns: Measuring the Effect of the FOSTA-SESTA Anti-Tracking Law. 2020 Workshop on Information Systems and Economics (WISE), December 16-19.*

*Helen S. Zeng, Brett Danaher, Michael D. Smith. 2020. Unintended Harms or Reduction in Trafficking? Measuring the Impact of US' Anti Sex Trafficking Law FOSTA-SESTA. IBM Corporate Social Responsibility, the Traffik Analysis Hub Global Analysts Meeting, July 17th.*

*Helen S. Zeng, Brett Danaher, Michael D. Smith. 2020. Does Shutting Down Inter-*

net Advertising Portals for Prostitution Affect Violence Towards Women? *Sixteenth Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*, June 18-20.

*Helen S. Zeng, Brett Danaher, Michael D. Smith. 2019. Fighting Sex Trafficking in the Digital Age: Analyzing the Impact of FOSTA/SESTA. Center for the Protection of Intellectual Property, Copyright Research Symposium: Safe Harbors and Private Ordering in the Creative Industries, Arlington, Virginia, October 18.*

**INVITED  
WORKSHOPS &  
CONFERENCE  
PARTICIPATION**

**2023:** NBER Workshop of Digital Economics, NBER Digitization Tutorial, NBER Economic Analysis of Regulation

**2022:** NBER Tutorial on the Economics of Privacy, NBER Innovation Research Boot Camp, NBER Summer Institute Economics of Information Technology and Digitization Workshop, NBER Summer Institute Innovation Workshop

**2021:** NBER Digitization Tutorial, NBER Summer Institute IT and Digitization Workshop

**TEACHING**

**Carnegie Mellon University**

**Pittsburgh, PA**

**Guest Lecture**

Digital Transformation (*by Michael D. Smith*)

*Fall 2020 - 2022*

**Recitation Instructor**

Ph.D. Microeconomics (PhD Core) (*by Brian K. Kovak*)

*Fall 2021*

**Teaching Assistant**

Digital Transformation (*by Michael D. Smith*)

*Fall 2019 - 2022*

Statistics for IT Managers (*by Daniel Nagin*)

*Fall 2020, 2022*

Managing Disruptive Technologies (*by Ananya Sen*)

*Spring 2022*

Managing Disruption in Media and Entertainment

*Spring 2020 - 2022*

(*by Michael D. Smith*)

**Columbia University**

**New York, NY**

Capstone Project Course

*Summer 2017*

(*core course for Masters of Applied Analytics Program, Masters of Actuarial Sciences Program, mentored master students on capstone projects*)

**PROFESSIONAL  
ACTIVITIES**

Program Committee & Referee: *Conference on Information Systems and Technology (CIST)*, 2021 - 2022; *International Conference on Information Systems (ICIS)*, 2020 - 2022.

**OTHER  
ACTIVITIES**

Haiti H2O Cycling Team (*Biking to raise funds for communities in Haiti*)

*Last Updated: January 2023*