

# Yang Yang

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## EMPLOYMENT

Assistant Professor of Marketing, University of Florida, 2015-Present  
*J.C. Penney I Professor* (2020-Present)

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## EDUCATION

Ph.D., Marketing (Minor: Social and Decision Sciences), Carnegie Mellon University, 2015  
M.Sc., Marketing, Carnegie Mellon University, 2011  
M.Sc., Management, Shanghai Jiao Tong University, China, 2008  
B.A., with *honors*, International Business, Shandong University, China, 2005

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## RESEARCH INTERESTS

Judgment and Decision Making  
Consumption Experience  
Social Influence  
Artificial Intelligence and Algorithmic Bias  
Technology and Consumers

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## JOURNAL PUBLICATIONS

(\*equal authorship; †doctoral or postdoctoral student when the project started)

1. Hsee, Christopher, Yang Yang and Xilin Li† (forthcoming), "Relevance Insensitivity: A Framework of Psychological Biases in Consumer Behavior and Beyond," *Consumer Psychology Review*. (Invited)
2. Yoon, Haewon†, Yang Yang and Carey Morewedge (forthcoming), "Early Cost Realization and College Choice," *Journal of Marketing Research*.
3. Yang, Yang, Christopher Hsee and Xilin Li† (2021), "Prediction Biases: An Integrative Review," *Current Directions in Psychological Science*, April, 1-7.
4. Hsee, Christopher, Yang Yang and Xilin Li† (2019), "Relevance Insensitivity: A New Look at Some Old Biases," *Organizational Behavior and Human Decision Processes*, 153, 13-26.
5. Zhu, Meng, Yang Yang, and Christopher Hsee (2018), "The Mere Urgency Effect," *Journal of Consumer Research*, 45(3), 673-690.

6. Yang, Yang\*, Yangjie Gu\* and Jeff Galak\* (2017), "When It Could Have Been Worse, It Gets Better: How Favorable Uncertainty Resolution Slows Hedonic Adaptation," *Journal of Consumer Research*, 43(5), 747-768.
7. Yang, Yang and Jeff Galak (2015), "Sentimental Value and Its Effect on Hedonic Adaptation," *Journal of Personality and Social Psychology*, 109(5), 767-790.
8. Hsee, Christopher, Yang Yang and Bowen Ruan (2015), "The Mere Reaction Effect: Even Non-positive and Non-informative Reactions Can Reinforce Actions," *Journal of Consumer Research*, 42(3), 420-434.
9. Hsee, Christopher\*, Yang Yang\*, Xingshan Zheng and Hanwei Wang (2015), "Lay Rationalism: Individual Differences in Using Reason versus Feelings to Guide Decisions," *Journal of Marketing Research*.
10. Galak, Jeff, Joseph Redden, Yang Yang and Ellie Kyung (2014), "How Perceptions of Temporal Distance Influence Satiation," *Journal of Experimental Social Psychology*, 52, 118-123.
11. Yang, Yang, Joachim Vosgerau and George Loewenstein (2013), "Framing Influences Willingness to Pay but Not Willingness to Accept," *Journal of Marketing Research*, 50(6), 725-738.
12. Hsee, Christopher, Yang Yang, Yangjie Gu and Jie Chen (2009), "Specification Seeking: How Product Specifications Influence Consumer Preference," *Journal of Consumer Research*, 35(6), 952-966.
13. Hsee, Christopher, Yang Yang, Naihe Li and Luxi Shen (2009), "Wealth, Warmth and Wellbeing: Whether Happiness is Relative or Absolute Depends on Whether It Is about Money, Acquisition, or Consumption," *Journal of Marketing Research*, 46(3), 396-409.

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## SELECTED WORK IN PROGRESS

14. Xu, Minzhe† and Yang Yang, "Rejections Are Stickier than Choices," revising for 3<sup>rd</sup> round review, *Journal of Marketing Research*.
15. Zhang, Shunyuan and Yang Yang, "The Unintended Consequences of Raising Awareness: Knowing About the Existence of Algorithmic Racial Bias Widens Racial Inequality," under 2<sup>nd</sup> round review, *Management Science*.
16. Nan, Lana†, Sang Kyu Park† and Yang Yang, "The Social Decision Framing Effect: Rejections Are More Contagious Than Choices," under 2<sup>nd</sup> round review, *Journal of Consumer Research*.
17. Tu, Yanping, Yang Yang and Ayelet Fishbach, "Novelty is Contagious," Revise & Resubmit, *Journal of Marketing Research*.

18. Yang, Yang, Oleg Urminsky, Christopher Hsee and Li Zhang, "Hedonic Durability," Reject & Resubmit, *Journal of Consumer Research*.
19. Song, Camilla† and Yang Yang, "Not All Technoference Is Equal: Smartphone Snubbing Hurts the Most," *working paper*.
20. Yang, Yang, Carey Morewedge and Jeff Galak, "When Good Things Come to an End: The Trajectory of Desire for Consummatory Stimuli When Access is Lost," *working paper*.
21. Park, Sang Kyu† and Yang Yang, "The Paradox of Touch: When Mere-Touch Reduces Decision Confidence," *working paper*.
22. Crolic, Cammy†, Yang Yang and Yangjie Gu, "The Sum of the Parts is Not Equal to the Whole: How Partitioning Hedonic Experiences Influences Hedonic Decline," *working paper*.
23. Park, Sang Kyu, Yang Yang and Shunyuan Zhang, "Mitigating the Unintended Consequences of Raising Awareness."
24. Xu, Minzhe†, Zhenqi (Jessie) Liu and Yang Yang, "People Are More Likely to Believe and Share Fake News on Smartphones (vs. PCs)."
25. Xu, Minzhe† and Yang Yang, "Overestimating Senders' Belief in Fake News."
26. Wang, Xiang† and Yang Yang, "Personalized Recommendation Algorithms."
27. Song, Camilla† and Yang Yang, "Recycling."
28. Nan, Lana†, Xiang Wang†, Yang Yang and Chris Janiszewski, "Assortment and Brand Perception."

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## CONFERENCE PAPER PRESENTATIONS (\* PRESENTER)

"People Are More Likely to Believe and Share Fake News on Smartphones (vs. PCs)"

Association for Consumer Research (ACR) Conference, 2021

"Early Cost Realization and College Choice"

Association for Consumer Research (ACR) Conference, 2021

"Rejections Are Stickier than Choices"

38th Annual Doctoral Symposium, University of Houston, 2021

Southeast Marketing Symposium, University of Mississippi, 2021

Association for Consumer Research (ACR) Conference, 2020

"The Social Decision Framing Effect: Conforming to Another's Rejection but not to Other's Choice"

Society for Consumer Psychology (SCP) Conference, 2021

Society for Judgment and Decision Making (SJDM) Conference, Montreal, QC, 2019

Association for Consumer Research (ACR) Conference, Atlanta, GA, 2019

“Not All Technoference Is Equal: Why Smartphone Snubbing Hurts the Most”

Association for Consumer Research (ACR) Conference, 2020

“Relevance Insensitivity: A New Look at Some Old Biases”

Society for Judgment and Decision Making (SJDM) Conference, Montreal, QC, 2019

“To Touch or Not to Touch? How Touch Influences Decision Confidence”

Association for Consumer Research (ACR) Conference, Dallas, TX, 2018

Society for Consumer Psychology (SCP) Conference, Dallas, TX, 2018

“Don’t Give Me Breaks: Partitioning Hedonic Experiences Influences Adaptation”

Society for Consumer Psychology (SCP) Conference, Savannah, GA, 2019

Association for Consumer Research (ACR) Conference, Dallas, TX, 2018

European Association for Consumer Research (ACR) Conference, Belgium, 2018

AMA Winter Academic Conference, New Orleans, LA, 2018

“Tuition Myopia: Pernicious Mental Accounting in College Choice”

Journal of Marketing Research Special Issue Conference on Marketing and Education, Austin, TX, 2019

Association for Consumer Research (ACR) Conference, Dallas, TX, 2018

Society for Judgment and Decision Making (SJDM) Conference, Boston, MA, 2016

Association for Consumer Research (ACR) Conference, Berlin, Germany, 2016

“Hedonic Adaptation”

Invitational Biennial MSI Young Scholars Program, Colorado, January 2019\*

International Forum of Marketing Science & Applications (IFMSA), Changsha, China, 2017\*

“Seeing the World through Others’ Lens: When Co-experiencing with a First-timer Boosts Novelty”

Society for Consumer Psychology (SCP) Conference, Dallas, TX, 2018

Association for Consumer Research (ACR) Conference, San Diego, CA, 2017

“Psychological Inertia: Explaining and Predicting Psychological Biases”

Society for Consumer Psychology (SCP) Conference, San Francisco, CA, 2017

Society for Judgment and Decision Making (SJDM) Conference, Boston, MA, 2016

“The Urgency Bias”

International Forum of Marketing Science & Applications (IFMSA), Changsha, China, 2017

Behavioral Decision Research in Management (BDRM) Conference, Toronto, ON, 2016

Society for Consumer Psychology (SCP) Conference, Phoenix, AZ, 2015

Society for Consumer Psychology International Conference, Vienna, 2015

Marketing Science Conference, Baltimore, MD, 2015

Association for Consumer Research (ACR) Conference, Baltimore, MD, 2014

“When It Could Have Been Worse, It Gets Better: How Favorable Uncertainty Resolution Slows Hedonic Adaptation”

Society for Judgment and Decision Making (SJDM) Conference, Boston, MA, 2016  
10<sup>th</sup> Triennial Invitational Choice Symposium, Lake Louise, AB, Canada, 2016  
Association for Consumer Research (ACR) Conference, Baltimore, MD, 2014

“Lay Rationalism: Individual Differences in Using Reason versus Feelings to Guide Decisions”  
Society for Judgment and Decision Making (SJDM) Conference, Long Beach, CA, 2014

“Sentimental Value and its Influence on Hedonic Adaptation”  
Association for Consumer Research (ACR) Conference, Baltimore, MD, 2014\*  
Society for Consumer Psychology (SCP) Conference, Miami, FL, 2014\*

“The Mere Reaction Effect: Even Non-positive and Non-informative Reactions Can Reinforce Actions”  
Association for Consumer Research (ACR) Conference, Baltimore, MD, 2014

“When Good Things Come to an End: The Trajectory of Desire for Consummatory Stimuli When Access is Lost”  
Behavioral Science of Eating Conference, Pittsburgh, PA, 2014\*  
Society for Judgment and Decision Making (SJDM) Conference, Minneapolis, MN, 2012\*  
Association for Consumer Research North American (ACR) Conference, Vancouver, BC, 2012\*  
Interdisciplinary Science of Consumption Second Biennial Meeting, Ann Arbor, MI, 2012\*

“Hedonic Durability”  
Association for Consumer Research (ACR) Conference, Baltimore, MD, 2014\*  
Society for Judgment and Decision Making (SJDM) Conference, Toronto, ON, 2013\*

“How Framing Influences WTP and WTA”  
Association for Consumer Research (ACR) Conference, Chicago, IL, 2013\*  
Behavioral Decision Research in Management (BDRM) Conference, Boulder, CO, 2012\*  
Society for Consumer Psychology (SCP) Conference, Florence, Italy, 2012  
The Eighth Yale Whitebox Advisors Graduate Student Conference, New Haven, CT, 2012\*  
Society for Judgment and Decision Making (SJDM) Conference, St. Louis, MO, 2010\*

“Feels Far or Near? How Subjective Perception of When One Last Consumed Influences Satiation”  
Society for Consumer Psychology (SCP) Conference, Las Vegas, NV, 2012\*  
Society for Judgment and Decision Making (SJDM) Conference, Seattle, WA, 2011\*  
Association for Consumer Research (ACR) Conference, St. Louis, MO, 2011\*

“Specification Seeking: How Product Specifications Influence Consumer Preference”  
Society for Judgment and Decision Making (SJDM) Conference, Chicago, IL, 2008\*

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## REFEREED PROCEEDING PUBLICATIONS

Yoon, Haewon, Yang Yang, and Carey Morewedge (2021), “Early Cost Realization and College Choice,” *Advances in Consumer Research*, 49.

Xu, Minzhe and Yang Yang (2021), “People Are More Likely to Believe and Share Fake News on Smartphones (vs. PCs),” *Advances in Consumer Research*, 49.

Song, Camilla and Yang Yang (2020), "Not All Technoference Is Equal: Why Smartphone Snubbing Hurts the Most," *Advances in Consumer Research*, 48.

Xu, Minzhe and Yang Yang (2020), "Rejections Are Stickier than Choices," *Advances in Consumer Research*, 48.

Nan, Lana and Yang Yang (2019), "Conforming to Other's Rejections but not to Other's Choices," *Advances in Consumer Research*, 47.

Yoon, Haewon, Yang Yang, and Carey Morewedge (2018), "Tuition Myopia: Pernicious Mental Accounting in College Choice," *Advances in Consumer Research*, 46.

Crolic, Cammy, Yang Yang, and Yangjie Gu (2018), "The Sum of the Parts is Not Equal to the Whole: How Partitioning Hedonic Experiences Influences Hedonic Decline," *Advances in Consumer Research*, 46.

Park, Sang Kyu and Yang Yang (2018), "To Touch or Not to Touch? How Touch Influences Decision Confidence," *Advances in Consumer Research*, 46.

Tu, Yanping, Yang Yang, and Ayelet Fishbach (2017), "Seeing the World through Others' Lens: When Co-experiencing with a First-timer Boosts Novelty," *Advances in Consumer Research*, 45.

Yoon, Haewon, Yang Yang, and Carey Morewedge (2016), "Tuition Aversion: Impatience Impaired Financial Decision Making for Higher Education," *Advances in Consumer Research*, 44.

Zhu, Meng, Yang Yang, and Christopher Hsee (2014), "The Urgency Bias," *Advances in Consumer Research*, 42.

Yang, Yang, Yangjie Gu, and Jeff Galak (2014), "When It Could Have Been Worse, It Gets Better? The Effect of Uncertainty on Hedonic Adaptation," *Advances in Consumer Research*, 42.

Yang, Yang, Christopher Hsee, Oleg Urminsky, and Li Zhang (2014), "Hedonic Durability," *Advances in Consumer Research*, 42.

Yang, Yang and Jeff Galak (2014), "Love It Longer: Sentimental Value Slows Hedonic Adaptation," *Advances in Consumer Research*, 42.

Hsee, Christopher, Yang Yang, Bowen Ruan and Fengyan Cai (2014), "Reaction Utility," *Advances in Consumer Research*, 42.

Yang, Yang, Joachim Vosgerau and George Loewenstein (2013), "How Framing Influences WTP and WTA," *Advances in Consumer Research*, 41.

Yang, Yang, Carey Morewedge and Jeff Galak (2012), "When Good Things Come to an End: The Trajectory of Desire for Consummatory Stimuli When Access is Lost," *Advances in Consumer Research*, 40.

Galak, Jeff, Joseph Redden, Yang Yang and Ellie Kyung (2011), "Feels Far or Near? How Subjective Perception of When One Last Consumed Influences Satiation," *Advances in Consumer Research*, 39.

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## INVITED TALKS

City University of Hong Kong (scheduled)  
International Forum of Marketing Science & Applications (IFMSA)  
China Marketing International Conference (CMIC)  
Georgetown University  
Johns Hopkins University  
Peking University (scheduled)  
Singapore Management University  
University of California, Berkeley  
University of Chicago  
University of Florida  
University of Hong Kong  
University of Toronto

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## TEACHING

New Product Development (MAR6839 MBA), University of Florida, 2016-Present  
Instructor rating: 4.5/5.0 (2020), 4.7/5.0 (2021)  
Product Development and Management (MAR6833 MBA), University of Florida, 2016-Present  
Instructor rating: 4.7/5.0 (2020), 4.7/5.0 (2021)  
Principles of Marketing (Undergraduate), Carnegie Mellon University, 2012  
Instructor rating: 4.8/5.0 (2012), 4.7/5.0 (2012).

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## STUDENT ADVISING

Soo Yon Ryu (Committee, UF Marketing)  
Xiang Wang (Committee, UF Marketing)  
Minzhe Xu (Co-chair, UF Marketing)  
Xilin Li (Committee, U Chicago Decision Science), *CEIBS*, 2022  
Camilla Song (Committee, UF Marketing), *City U of Hong Kong*, 2021  
Lana Nan (Co-chair, UF Marketing), *Neoma School of Business*, 2021  
Sang Kyu Park (Committee, UF Marketing), *HKUST*, 2021

Charis Li (Committee, UF Marketing), *Xiamen U*, 2019

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## HONORS AND AWARDS

2021 Digital Markets Initiative Competitive Research Award, Warrington College of Business  
2021 Behavioral Research Grants (x2), Warrington College of Business  
2020 Behavioral Research Grants (x2), Warrington College of Business  
2019 Marketing Science Institute Young Scholar  
2016-2021 Summer Commitment Research Award, Warrington College of Business  
2014 Dipankar and Sharmila Chakravarti Fellowship, Tepper School of Business  
2014 Center for Behavioral Decision Research Small Grant, Social & Decision Sciences  
2012, 2014 Graduate Student Assembly/Provost Conference Funds, Carnegie Mellon University  
2013 AMA-Sheth Foundation Doctoral Consortium Fellow  
2012 Travel Stipend for Yale Whitebox Advisors Graduate Student Conference  
2012 Travel Award for Interdisciplinary Science of Consumption  
2012 Center for Behavioral Decision Research Small Grant, Social & Decision Science  
2009-2012 William Larimer Mellon Fellowship, Tepper School of Business  
2009-2011 Vellrath Fellowship, Tepper School of Business

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## SERVICE

Ad-hoc Reviewer for:

*Journal of Consumer Research*

*Journal of Marketing Research*

*Journal of Marketing*

*Management Science*

*International Journal of Research in Marketing*

*Marketing Letters*

*Organizational Behavior and Human Decision Processes*

*Journal of the Association for Consumer Research*

*PLOS ONE*

SCP Program Committee (2022)

ACR Program Committee (2018, 2019, 2021)

UF Mentor for the Minority Mentor Program (2016)

UF University Scholar Mentor (2016)

ACR Asian-Pacific Program Committee (2015)