

# Yang Yang

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## EMPLOYMENT

Associate Professor of Marketing, University of Florida, 2023-Present  
    *J.C. Penney Professor* (2020-Present)  
    *University Term Professor* (2021-Present)  
Assistant Professor of Marketing, University of Florida, 2015-2023

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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., International Business (Top 1%), 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

(\* denotes equal authorship; † denotes former or current doctoral student)

1. Xu, Minzhe†, Yang Yang and Chris Janiszewski (forthcoming), "Rejections Are Stickier than Choices," *Journal of Marketing Research*.
2. Nan, Lana\*†, Sang Kyu Park\*† and Yang Yang\* (2023), "Rejections Are More Contagious Than Choices: How Another's Decisions Shape Our Own," *Journal of Consumer Research*, 50(2), 363-381.
3. Yang, Yang, Xilin Li† and Christopher Hsee (2023), "Relevance Insensitivity: A Framework of Psychological Biases in Consumer Behavior and Beyond," *Consumer Psychology Review*, 6(1), 121-132.

4. Yoon, Haewon, Yang Yang and Carey Morewedge (2022), "Early Cost Realization and College Choice," *Journal of Marketing Research*, 59(1), 136-152.
5. Yang, Yang, Christopher Hsee and Xilin Li† (2021), "Prediction Biases: An Integrative Review," *Current Directions in Psychological Science*, April, 1-7.
6. 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.
7. Zhu, Meng, Yang Yang, and Christopher Hsee (2018), "The Mere Urgency Effect," *Journal of Consumer Research*, 45(3), 673-690.
8. 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.
9. Yang, Yang and Jeff Galak (2015), "Sentimental Value and Its Effect on Hedonic Adaptation," *Journal of Personality and Social Psychology*, 109(5), 767-790.
10. 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.
11. 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*, 52(1), 134-146.
12. 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.
13. 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.
14. 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.
15. 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

16. Park, Sang Kyu<sup>\*†</sup>, Yang Yang<sup>\*</sup> and Shunyu Zhang<sup>\*</sup>, "Identifying and Mitigating the Unintended Consequences of Raising Awareness of Algorithmic Bias," Invited revision at *Journal of Consumer Research*.
17. Yang, Yang, Oleg Urminsky, Christopher Hsee and Li Zhang, "Hedonic Durability," Reject & Resubmit at *Journal of Consumer Research*.
18. Park, Sang Kyu<sup>†</sup>, Yang Yang, Mingzhang Yin, Sujin Park<sup>†</sup>, "Inflation Blind Spot: Consumers Overlook the Impact of Inflation on Businesses," Invited revision at *Journal of Marketing*.
19. Huang, Yvonne<sup>†</sup>, Yang Yang, Wenbo Wang and Affonso, Felipe<sup>†</sup>, "A Framework for Decoding Consumer Misestimations of Product Carbon Emissions," Under review.
20. Mecit, Alican, Yangjie Gu and Yang Yang, "How Medical Test Results Lead to Biased Perceptions: A Regression-Based Account," *working paper*.
21. Xu, Minzhe<sup>†</sup>, Zhenqi (Jessie) Liu and Yang Yang, "Are People More Likely to Believe and Share Fake News on Smartphones (vs. PCs)?" *working paper*.
22. Huang, Yvonne<sup>†</sup>, Xiang Wang<sup>†</sup> and Yang Yang, "I Decide What I See: How Consumers Proactively Shape Personalized Recommendations," *work in progress*.

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## CONFERENCE PRESENTATIONS (\* PRESENTER)

"I Decide What I See: How Consumers Proactively Shape Personalized Recommendations"

Association for Consumer Research (ACR) Conference, Paris, France, 2024

"Identifying and Correcting Prediction Biases in Medical Decision-Making"

Association for Consumer Research (ACR) Conference, Paris, France, 2024

La Londe Conference on Marketing Communications and Consumer Behavior, France, 2023

European Association of Consumer Research (EACR) Conference, Amsterdam, 2023

"When Do People Underappreciate and Overappreciate Low-Emission Products?"

Society for Judgment and Decision Making (SJDM) Conference, New York City, NY, 2024

Association for Consumer Research (ACR) Conference, Seattle, WA, 2023

"The Unintended Consequences of Raising Awareness: Knowing About the Existence of Algorithmic

**Racial Bias Widens Racial Inequality"**

Society for Consumer Psychology (SCP) Conference, Virtual, 2022\*

Association for Consumer Research (ACR) Conference, Denver, CO, 2022\*

Society for Judgment and Decision Making (SJDM) Conference, San Diego, CA, 2022\*

**"Mitigating Inequalities Caused by Awareness of Algorithmic Bias"**

Association for Consumer Research (ACR) Conference, 2022

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

Society for Consumer Psychology (SCP) Conference, Puerto Rico, 2023

New Directions in the Psychology of Technology Research Conference, Wharton, U Penn, 2022

INFORMS Annual Meeting, Indianapolis, IN, 2022

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"**

Society for Consumer Psychology (SCP) Conference, 2022

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”

JMR 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

“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\*

Behavioral Decision Research in Management (BDRM) Conference, San Diego, CA, 2008\*

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## REFEREED PROCEEDING PUBLICATIONS

Mecit, Alican, Yangjie Gu and Yang Yang, “Identifying and Correcting Prediction Biases in Medical Decision-Making,” *Advances in Consumer Research*, 53.

Huang, Yvonne, Xiang Wang and Yang Yang, “I Decide What I See: How Consumers Proactively Shape Personalized Recommendations,” *Advances in Consumer Research*, 53.

Huang, Yvonne, Yang Yang and Affonso, Felipe, “When Do People Underappreciate and Overappreciate Low-Emission Products?” *Advances in Consumer Research*, 52.

Zhang, Shunyuan and Yang Yang (2022), “Identifying and Mitigating the Unintended Consequences of Raising Awareness of Algorithmic Bias” *Advances in Consumer Research*, 51.

Park, Sang Kyu, Yang Yang and Shunyuan Zhang (2022), "Mitigating Inequalities Caused by Awareness of Algorithmic Bias," *Advances in Consumer Research*, 50.

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*,

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, PRESENTATIONS AND WORKSHOPS

University of Florida (Undergraduate Research in Business)

University of Alberta (Marketing Research Camp)

University of Florida (Psychology)

Fudan University (Marketing)

Panelist, Data Colada Seminar

City University of Hong Kong (Marketing)

The Hong Kong University of Science and Technology (Marketing)

Discussant, Society for Consumer Psychology Conference

Distinguished Speaker, Doctoral Consortium of the China Marketing International Conference

Johns Hopkins University (Marketing)

Discussant, Inaugural State of Florida Marketing Research Camp

Invited Participant, Invitational Biennial MSI Young Scholars Program

Invited Speaker, International Forum of Marketing Science & Applications

Singapore Management University (Marketing)

University of California, Berkeley (Marketing)  
University of Chicago (Marketing)  
University of Florida (Marketing)  
University of Hong Kong (Marketing)  
University of Toronto (Marketing)  
Georgetown University (Marketing)

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## TEACHING

Product Development and Management (MAR6833-O), University of Florida  
Instructor rating: 4.7/5.0 (2020), 4.7/5.0 (2021), 4.5/5.0 (2022), 4.8/5.0 (2023), 4.8/5.0 (2024)  
Product Development and Management (MAR6833-F), University of Florida  
Instructor rating: 5.0/5.0 (2019), 5.0/5.0 (2024)  
New Product Development (MAR6839-O), University of Florida  
Instructor rating: 4.5/5.0 (2020), 4.7/5.0 (2021), 4.7/5.0 (2022), 4.6/5.0 (2023), 4.5/5 (2024)  
Principles of Marketing (Undergraduate), Carnegie Mellon University  
Instructor rating: 4.8/5.0 (2012), 4.7/5.0 (2012)

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## DOCTORAL STUDENT SUPERVISION

2028	Yuhao Lu (Committee, UF Marketing)
2028	Tongmao Li (Committee, UF Marketing)
2027	Sujin Park (Committee, UF Marketing)
2026	Yvonne Huang (Chair, UF Marketing)
2025	Soo Yon Ryu (Committee, UF Marketing)
2023	Xiang Wang (Committee, UF Marketing), <i>Lingnan University</i>
2022	Minzhe Xu (Co-chair, UF Marketing), <i>Iowa State University</i>
2022	Xilin Li (Committee, UChicago Decision Science), <i>China Europe International Business School</i>
2021	Camilla Song (Committee, UF Marketing), <i>City University of Hong Kong</i>
2021	Lana Nan (Co-chair, UF Marketing), <i>Neoma School of Business</i>
2021	Sang Kyu Park (Committee, UF Marketing), <i>Hong Kong University of Science and Technology</i>
2019	Charis Li (Committee, UF Marketing), <i>Xiamen University</i>

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## HONORS AND AWARDS

2025-2027	General Research Fund, Research Grants Council, Hong Kong
2024	Behavioral Research Grants (x3), Warrington College of Business
2024	Summer Competitive Research Award, Warrington College of Business
2023	Behavioral Research Grants, Warrington College of Business
2023	Summer Competitive Research Award, Warrington College of Business
2022	Digital Markets Initiative Competitive Research Award, Warrington College of Business
2022	Summer Competitive Research Award, Warrington College of Business
2022	Best Talk Award (Technology & Society Track), SCP Conference
2021-2024	University Term Professor, Warrington College of Business
2021	Digital Markets Initiative Competitive Research Award, Warrington College of Business
2021	Behavioral Research Grants (x2), Warrington College of Business
2020-2024	J.C. Penney Professor, 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 Award, 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

### Reviewer:

*Journal of Consumer Research*  
*Journal of Marketing Research*  
*Journal of Marketing*  
*Journal of Consumer Psychology*  
*Journal of Personality and Social Psychology*  
*Journal of Experimental Social Psychology*  
*Management Science*  
*Proceedings of the National Academy of Sciences*  
*Organizational Behavior and Human Decision Processes*  
*International Journal of Research in Marketing*  
*Marketing Letters*  
*Journal of the Association for Consumer Research*  
*Personality and Social Psychology Bulletin*

*PLOS ONE*  
*Swiss National Science Foundation*  
*Dutch Research Council*  
*MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition*  
*John A. Howard/AMA Doctoral Dissertation Award*  
*Journal of Marketing Science China Doctoral Symposium*  
*Society for Consumer Psychology (SCP) Conference*  
*Association for Consumer Research (ACR) Conference*  
*Society for Judgment and Decision Making (SJDM) Conference*  
*Behavioral Decision Research in Management (BDRM) Conference*  
*European ACR conference*  
*ACR Asia-Pacific Conference*  
*AMA Winter Academic Conference*  
*AMA Summer Academic Conference*  
*International Forum of Marketing Science & Applications*

Conference Program Committee:

ACR Program Committee (2018, 2019, 2021, 2023)  
SCP Program Committee (2022)  
ACR Asian-Pacific Program Committee (2015)

Department-level Service:

Jinhong Xie's Retirement Conference Committee (2024)  
Senior Lecturer Search Committee (2023)  
Peer Review of Teaching Committee (2023)  
Marketing seminar coordinator (2021-present)  
Tenure-Track Faculty Search Committee (2021, 2022)  
Clinical-Track Faculty Search Committee (2018)  
Behavioral Research Meet-up coordinator (2015-2022)

University-level Service:

CS Senior Project Advisor (2023)  
University Commencement Marshal (2016-present)  
UF Mentor for the Minority Mentor Program (2016)  
UF University Scholar Mentor (2016)