

Stephanie Y. Chen

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ACADEMIC APPOINTMENTS

University of Chicago Booth School of Business

Aug 2014-present

- Post-doctoral fellow in marketing

EDUCATION

New York University

Sept 2009-Aug 2014

- Ph.D. in Cognitive Psychology, 2014
- M.A. in Cognitive Psychology, 2012
- Advisor: Dr. Gregory L. Murphy
- Faculty Advisory Committee: Dr. Marjorie Rhodes, Dr. Michael Landy
- Readers: Dr. Jim Uleman, Dr. Adam Alter

Princeton University

Sept 2002-June 2009

- A.B. in Psychology (with distinction, summa cum laude)

PROFESSIONAL EXPERIENCE

ZS Associates, Boston, MA

Sept 2006-Sept 2009

- Associate Consultant

HONORS

- McCracken Fellowship, NYU, 2009-2014
- Martin Braine Fellowship Award, Summer 2013
- New York University Dean's Student Travel Grant, 2013
- Diebold Fellowship, UC Berkeley, 2009 (declined)
- Highest Honors in Psychology, Princeton University, 2006
- Sigma Xi Book Award for distinguished senior thesis, Princeton University, 2006
- Elected by faculty to membership in the society of Sigma Xi, Princeton University, 2006
- Summer research grant, Princeton University, 2005

PUBLICATIONS

- **Chen, S.Y.**, Urminsky, O., & Bartels, D.M. (2016). Beliefs about the causal structure of the self-concept determine which changes disrupt personal identity. *Psychological Science*, 27, 1398-1406.
- **Chen, S.Y.**, Ross, B.H., & Murphy, G.L. (2016). Eyetracking reveals multiple-category use in induction. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 42, 1050-1067.
- **Chen, S.Y.** (2014). Category-based induction with uncertain categories. *Ph.D. thesis, New York University*.

- **Chen, S.Y.**, Ross, B.H., & Murphy, G.L. (2014). Decision making under uncertain categorization. *Frontiers in Psychology: Special Issue on Common Mechanisms in Memory, Reasoning, and Categorization*, 5, 991. doi: 10.3389/fpsyg.2014.00991
- **Chen, S.Y.**, Ross, B.H., & Murphy, G.L. (2014). Implicit and explicit processes in category-based induction: Is induction best when we don't think? *Journal of Experimental Psychology: General*, 143, 227-246.
- Murphy, G.L., **Chen, S.Y.**, & Ross, B.H. (2012). Reasoning with uncertain categories. *Thinking & Reasoning*, 18, 81-117.

PEER-REVIEWED CONFERENCE PAPERS

- **Chen, S.Y.**, Bartels, D.M., & Urminsky, O. (2016). Is the self-concept like other concepts? The causal structure of identity. In Papafragou, A., Grodner, D., Mirman, D., & Trueswell, J. (Eds.), *Proceedings of the 38th Annual Meeting of the Cognitive Science Society*. (pp 1727-1732). Austin, TX: Cognitive Science Society.
- Meng, R., **Chen, S.Y.**, & Bartels, D.M. (2015). Reasoning about diverse evidence in preference predictions. In Noelle, D. C., Dale, R., Warlaumont, A. S., Yoshimi, J., Matlock, T., Jennings, C. D., & Maglio, P. P. (Eds.), *Proceedings of the 37th Annual Meeting of the Cognitive Science Society*. (pp 1577-1582). Austin, TX: Cognitive Science Society.
- **Chen, S.Y.**, Ross, B.H., & Murphy, G.L. (2013). Eyetracking as an implicit measure of category-based induction. In M. Knauff, M. Pauen, N. Sebanz, & I. Wachsmuth (Eds.), *Proceedings of the 35th Annual Conference of the Cognitive Science Society*. (pp 316-321). Austin, TX: Cognitive Science Society.

WORKING MANUSCRIPTS (ALL MANUSCRIPTS AVAILABLE UPON REQUEST)

- *Meng, R., ***Chen, S.Y.**, & Bartels, D.M. (revision invited *Journal of Consumer Research*). Use of diverse evidence in predictions of preference.
- **Chen, S.Y.**, & Urminsky, O. Not all (brand) changes are made equal: Understanding which changes impact brand loyalty. (under review *Journal of Consumer Research*)
- **Chen, S.Y.**, & Urminsky, O. We are what we think: Representations of the self-concept and identity-based choice. Target journal: *Journal of Marketing Research*
- **Chen, S.Y.**, & Rhodes, M. Pedagogy and category-based induction in 18-month-old infants.

*Indicates equal authorship

BOOK CHAPTERS

- Molouki, S., **Chen, S.Y.**, Urminsky, O. & Bartels, D.M. (forthcoming). How personal theories of the self shape beliefs about identity continuity. In Lambert, E. & J. Schwenkler (Eds.) *Transformative experiences*. Oxford, England: Oxford University Press.

CONFERENCE ORGANIZATION

- Bartels, D.M., Urminsky, O., and **Chen, S.Y.** (2015). "Interdisciplinary Conference on Personal Identity and Decision Making," Chicago, IL.

CONFERENCE PRESENTATIONS

- **Chen, S.Y.,** Urminsky, O., & Bartels, D.M. (2016, Nov). The Self-Concept and Identity-Based Behaviors: The Role of Causal Beliefs. Poster presented at the Society of Judgment and Decision Making's Annual Conference, Boston, MA.
- **Chen, S.Y.,** Bartels, D.M., & Urminsky, O. (2016, Aug). Is the self-concept like other concepts? The causal structure of identity. Paper presented at the 38th Annual Conference of the Cognitive Science Society, Philadelphia, PA.
- **Chen, S.Y.,** Bartels, D.M., & Urminsky, O. (2016, July). Beliefs about the Causal Structure of the Self-Concept Determine Which Changes Disrupt Personal Identity. Talk presented at the Society for Consumer Psychology Boutique Conference on Identity and Consumption, Chicago, IL.
- **Chen, S.Y.,** Urminsky, O., & Bartels, D.M. (2016, Feb). What is Essential to the Self? The Structure of the Self-Concept. Talk presented at the Society of Consumer Psychology Annual Conference, St Pete Beach, FL.
- **Chen, S.Y.,** Bartels, D.M., & Urminsky, O. (2015, Nov). The Causal Structure of Identity. Poster presented at the Society of Judgment and Decision Making's Annual Conference, Chicago, IL.
- Meng, R., **Chen, S.Y.,** & Bartels, D.M. (2015, Oct). Valuing Dissimilarity: The Role of Diversity in Preference Predictions. Talk presented at Association for Consumer Research North American Conference, New Orleans, LA.
- Meng, R., **Chen, S.Y.,** & Bartels, D.M. (2015, July). Reasoning about Diverse Evidence in Preference Predictions. Talk presented at the Academy of Management Annual Meeting, Vancouver, Canada.
- **Chen, S.Y.** (2015, July). The Effect of Scarcity on Habits. Poster presented at the Advances in the Science of Habits Conference, Catalina Island, CA.
- Meng, R., **Chen, S.Y.,** & Bartels, D.M. (2015, July). Reasoning about Diverse Evidence in Preference Predictions. Poster presented for presentation at the annual meeting of the Cognitive Science Society, Pasadena, CA.
- **Chen, S.Y.,** Bartels, D.M., & Urminsky, O. (2015, May). The Structure of Personal Identity. Poster presented at the Interdisciplinary Conference on Personal Identity and Decision Making. Chicago, IL.
- Meng, R., **Chen, S.Y.,** & Bartels, D.M. (2014, November). Valuing dissimilarity: The role of diversity in preference predictions. Poster presented at the annual meeting of the Society for Judgment and Decision Making, Long Beach, CA.
*Winner of the Best Student Poster Award
- **Chen, S.Y.,** Ross, B.H., & Murphy, G.L. (2013, November). Eyetracking reveals multiple category use in induction. Poster presented at the annual meeting of the Psychonomics Society, Toronto, Canada.
- **Chen, S.Y.,** Ross, B.H., & Murphy, G.L. (2013, July). Eyetracking as an implicit measure of category-based induction. Paper presented at the 35th Annual Conference of the Cognitive Science Society, Berlin, Germany.
- **Chen, S.Y.,** Liebensohn, P., Rhodes, M., & Gelman, S. (2013, April). The role of within-category variability in inductive learning across childhood. In J. D. Coley & K. Tanner (Chairs), *Intuitive Concepts Versus Biological Science: The Case of Evolution*. Symposium conducted at the biennial meeting of the Society for Research in Child Development, Seattle, Washington.
- **Chen, S.Y.,** & Rhodes, M. (2013, April). The role of pedagogy in infants' category-based induction. Poster presented at the annual meeting of the Society for Research in Child Development, Seattle, Washington.

- **Chen, S.Y.,** Murphy, G.L., & Ross, B.H. (2011, November). Implicit and explicit processes in category-based induction. Poster presented at the annual meeting of the Psychonomics Society, Seattle, Washington.
- **Chen, S.Y.,** Ross, B.H., & Murphy, G.L. (2010, November). Category-based induction in action and thought. Poster presented at the annual meeting of the Psychonomics Society, St. Louis, Missouri.

JOB MARKET PAPERS

In my job market papers, I examine how beliefs about cause-effect relationships influence representations of the self and brands, as well as their implications for identity-based choice and brand loyalty.

Chen, S.Y., Urminsky, O., & Bartels, D.M. (2016). Beliefs about the causal structure of the self-concept determine which changes disrupt personal identity. *Psychological Science*, 27, 1398-1406.

Personal identity is an important determinant of behavior, yet how people mentally represent their self-concepts and their concepts of other people is not well understood. In the current studies, we examined the age-old question of what makes people who they are. We propose a novel approach to identity that suggests that the answer lies in people's beliefs about how the features of identity (e.g., memories, moral qualities, personality traits) are causally related to each other. We examined the impact of the causal centrality of a feature, a key determinant of the extent to which a feature defines a concept, on judgments of identity continuity. We found support for this approach in three experiments using both measured and manipulated causal centrality. For judgments both of one's self and of others, we found that some features are perceived to be more causally central than others and that changes in such causally central features are believed to be more disruptive to identity.

Chen, S.Y., & Urminsky, O. We are what we think: Representations of the self-concept and identity-based choice. (Target journal: *Journal of Marketing Research*)

We propose a novel approach to identity-based choice that focuses on consumers' representations of the cause-effect relationships that exist among features of their self-concepts. More specifically, we propose that people who believe that a specific aspect of identity, such as a social category, is *causally central* (linked to many other features of the self-concept) are more likely to engage in behaviors consistent with that aspect than those who believe that the same aspect is *causally peripheral* (linked to fewer other features). Across five studies, we provide evidence for our approach to identity-based choice. We demonstrate that among consumers who belong to the same social category, those who believe that the associated identity is more causally central are more likely to engage in behaviors consistent with the social category. Additionally, we show that even aspects of identity that are not necessarily associated with well-defined social categories (e.g., honesty) are also related to behaviors consistent with that aspect when causally central.

Chen, S.Y., & Urminsky, O. Not all (brand) changes are made equal: Understanding which changes impact brand loyalty. (under review *Journal of Consumer Research*)

Some changes that brands make seem to impact brand loyalty, while other seem to have little influence. We propose that when a consumer is loyal to a brand, the consumer's beliefs about the cause-effect relationships that exist among that brand's features influence which changes will negatively impact brand loyalty. Specifically, brand loyalty is more harmed by changes to features that are perceived as more causally connected to other important features of a brand (i.e., more *causally central*), compared to changes in more causally peripheral features. Across six studies, we demonstrate that changes to features impact brand loyalty to the extent that the feature is seen as

causally central. We show that manipulations that make a feature more causally peripheral decrease the impact of a change to that feature on brand loyalty. Further, we demonstrate that the impact of causal centrality on the brand loyalty response to change is mediated by perceived disruption to brand identity. Our results provide a new perspective on consumer loyalty, suggesting that maintaining brand identity is key to maintaining brand loyalty.

INVITED TALKS

- ZoomRx, Boston, MA, Academic Talk Series (November 2015)
- University of Chicago, Department of Psychology Seminar (October 2014)

TEACHING EXPERIENCE

- Consumer Behavior (Teaching Assistant, Chicago Booth)
- Marketing Strategy (Teaching Assistant, Chicago Booth)
- Leadership Capital (Teaching Assistant, Chicago Booth Executive Program, Hong Kong)
- Strategies and Processes of Negotiations (Teaching Assistant, Chicago Booth)
- Advanced Negotiations (Teaching Assistant, Chicago Booth)
- Managing in Organizations (Teaching Assistant, Chicago Booth)
- Introduction to Psychology (Head Teaching Assistant, NYU)
- Teaching in Psychology (Teaching Assistant, NYU)

SERVICE

Ad-hoc Reviewer: *Cognition, Cognitive Science, Cognitive Science Society Conference, Journal of Consumer Research, Journal of Experimental Psychology: Learning, Memory, and Cognition, Journal of Experimental Social Psychology, The Quarterly Journal of Experimental Psychology*

REFERENCES

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