

SIYUAN YIN M.D.

The Wharton School, University of Pennsylvania
727.9 Jon M. Huntsman Hall, 3730 Walnut Street, Philadelphia, PA 19104
(215) 272 7756 | syyin@wharton.upenn.edu
<https://marketing.wharton.upenn.edu/profile/syyin/>

EDUCATION

The Wharton School, University of Pennsylvania, Philadelphia, PA

Ph.D. in Marketing

Expected 2025

Vanderbilt University, Nashville, TN

M.Sc. in Cognitive Psychology

2017

The Chu Ko-Chen Honors College, Zhejiang University, Hangzhou, Zhejiang, China

M.D. with honors in Neurosurgery (Joint with UCLA)

2014

B.Sc. with honors in Psychology

2010

RESEARCH INTERESTS

Judges and Decision Making, Consumer Financial Decision-Making, Perceptions of Resources (Money, Time, Information), Uncertainty/Risk, Moral Marketing

ACADEMIC EMPLOYMENT

Duke University, Durham, NC

2017-2019

Research Associate, Fuqua Business School, Department of Psychology & Neuroscience

PUBLICATIONS (*Denotes Equal Authorship)

1. **Yin, S.** and M. A. Sharif (2024), "How and When Does a Used (vs. Unused) Account Affect Consumption Behavior?" *Journal of Experimental Psychology: General*, 153 (4), 939-956. [[Link](#)] [[OSF](#)]
2. Mellers, B. A. and **S. Yin** (2023), "Reference-Point Theory: An Account of Individual Differences in Risk Preferences," *Perspectives on Psychological Science*, OnlineFirst. [[Link](#)] [[OSF](#)]
3. O'Neil, K., A. Liu, **S. Yin**, T. F. Brady, and F. De Brigard (2022), "Effects of Category Learning Strategies on Recognition Memory," *Memory & Cognition*, 50, 512-526. [[Link](#)]

4. McDonald, K., R. Graves, **S. Yin**, T. Weese, and W. Sinnott-Armstrong (2021), "Valence Framing Effects on Moral Judgments: A Meta-Analysis," *Cognition*, 212, 104703, 1-7. [[Link](#)]
5. **Yin, S.**, H. R. Arkes, J. P. McCoy, M. E. Cohen, and B. A. Mellers (2021), "Conflicting Goals Influence Physicians' Expressed Beliefs to Patients and Colleagues," *Medical Decision Making*, 41(5), 505-514. [[Link](#)] [[OSF](#)]
6. Mellers, B. A., **S. Yin**, and J. Z. Berman (2021), "Reconciling Loss Aversion and Gain Seeking in Judged Emotions," *Current Directions in Psychological Science*, 30(2), 95-102. [[Link](#)]
7. Stanley, M.*, **S. Yin***, and W. Sinnott-Armstrong (2019), "A Reason-Based Explanation for Moral Dumbfounding," *Judgment and Decision Making*, 14(2): 120-129. [[Link](#)]
8. McDonald, K.*, **S. Yin***, T. Weese, and W. Sinnott-Armstrong (2019), "Do Framing Effects Debunk Moral Beliefs?" *Behavioral and Brain Sciences*, 42, E162. [[Link](#)]

MANUSCRIPTS UNDER REVIEW (*Denotes Equal Authorship)

9. Hu, B.*, **S. Yin***, and A. Moon, "When Goods were Odds: Do People Evaluate the Same Option Differently if it was Previously Uncertain?" [Under 2nd round review at *Journal of Consumer Research*] [[SSRN](#)] [[ResearchBox](#)]
10. **Yin, S.** and M. E. Schweitzer, "When it is Best to be Last: How Constructed Distributions Influence Sequential Judgments." [Invited resubmission at *Management Science*] [[SSRN](#)] [[OSF](#)]
11. **Yin, S.** and W. De La Rosa, "The Impact of (Dis)Aggregated Budgeting on Consumer Spending." [Under review] [[ResearchBox](#)]

WORKING PAPERS

12. **Yin, S.** and M. A. Sharif, "Exerting Effort to Choose Increases Generosity in Cash Gift Giving." [[SSRN](#)] [[OSF](#)]
13. **Yin, S.** and M. A. Sharif, "Categorization & Leisure: When Consumers Prefer to Spend Time on Leisure Activities." [[SSRN](#)] [[OSF](#)]
14. **Yin, S.** and C. Lambertson, "Is (Price) Ignorance Bliss? Hedonic Price Aversion and Consumer Experience." [[SSRN](#)] [[OSF](#)]
15. **Yin, S.**, G. E. Donnelly, C. Lambertson, and M. I. Norton, "The Life You Save (For): Experiences Dominate Goods in Motivating Savings."
16. **Yin, S.**, N. Desai, W. Sinnott-Armstrong, S. A. Huettel, and N. Sullivan, "The Process Underlying Moral and Utilitarian Trade-Offs in Life-Saving Medical Decisions" [[OSF](#)]

SELECTED WORK IN PROGRESS

17. **Yin, S.** and M. A. Sharif, "The Placeholder Effect: Using Break Days to Help Form Habits."
18. Rifkin, J. R.*, G. E. Donnelly*, and **S. Yin***, "First Impression or Frequent Flyer? The Persuasive Effect of Customer Tenure Claims in Online Word of Mouth."
19. **Yin, S.** and M. A. Sharif, "When Reminders Backfire: How Thinking More (vs. Less) Frequently About an Experience Affects Excitement Over Time."
20. Goor, D., **S. Yin**, G. E. Donnelly, and M. I. Norton, "The Road Not Taken: Consumption of Unfamiliar Products Increases Feelings of Self-Discovery and Product Engagement."

OTHER PEER-REVIEWED PUBLICATIONS

1. Nadelhoffer, T., **S. Yin**, and R. Graves, (2020), "Folk Intuitions and the Conditional Ability to Do Otherwise," *Philosophical Psychology*, 33(7), 968-996. [\[Link\]](#)
2. **Yin, S.**, K. O'Neil, T. F. Brady, and F. De Brigard (2019), "The Effect for Category Learning on Recognition Memory: Signal Detection Theory Analysis," *Proceedings of the 41st Annual Conference of the Cognitive Science Society*, Montreal, Canada: Cognitive Science Society.
3. **Yin, S.** and J. S. Trueblood (2017), "Individual Differences in Gaze Dynamics in Risky Decision-making," *Proceedings of the 39th Annual Conference of the Cognitive Science Society*, London, UK: Cognitive Science Society.
4. Hong, Y., **S. Yin**, Q. Wu, J. Yu, and J. Zhang (2013), "Clinical Application of a New Titanium Clip Applier in Transsphenoidal Surgery," *National Medical Journal of China*. 93(25): 2004-7.
5. Sun, C., Z. Chen, **S. Yin**, S. Chen, Y. Hong, W. Yan, and J. Zhang (2013), "Brain Ischemia Induces Regeneration of Interneurons but Not Projection Neurons," *Restorative Neurology and Neuroscience*. 31(4): 461-72.

RESEARCH GRANTS

The Life You Save (For): Experiences Dominate Goods in Motivating Savings

- Quartet Pilot Research Project Competition, \$9,000 2024
- The TIAA Institute & Boettner/Pension Research Council Partnership on Financial Wellness and Behavioral Finance, \$9,500 2023

Is (Price) Ignorance Bliss? Hedonic Price Aversion and Consumer Experience

- Baker Retailing Center Research Grants, \$2,650 2023

The Placeholder Effect: Using Break Days to Help Form Habits

- Mack Institute for Innovation Management Research Fellowship, \$4,500 2022
- Wharton Risk Center Russell Ackoff Doctoral Student Fellowship, \$1,000 2022
- Quartet Pilot Research Project Competition, \$9,000 2021

The Positive Effects of Sharing Innovation Successes and Failures

- Mack Institute for Innovation Management Research Fellowship, \$5,500 2021
How and When a Used (vs. Unused) Account Affects Consumption Behavior?
- The TIAA Institute & Boettner/Pension Research Council Partnership on Financial
Wellness and Behavioral Finance \$9,500 2021
The Devil You Know: The Problem of Equilibrium Goals
- Wharton Risk Center Russell Ackoff Doctoral Student Fellowship Award, \$1,000 2020
Humboldt Research Track Scholarships, €4,800, Humboldt University 2014

AWARDS

George James Term Fund Travel Fellowship, Wharton Doctoral Programs, \$1,250	2022, 2023
GAPSA Research Summer Travel Grant, \$1,100, University of Pennsylvania	2019, 2023
The Wharton School Fellowship, University of Pennsylvania	2019-2024
Poster Winner, \$750, The International Conference on Neuroscience and Free Will	2019
University Graduate Fellowship, Vanderbilt University	2014-2019
Student Travel Award, £100, The Society for Mathematical Psychology	2017
Graduate School Travel Award, \$500, Vanderbilt University	2017
Fine Science Tool Travel Award, \$500, Vanderbilt University	2015
FENS-CNS Travel Grant, €1,500, Federation of European Neuroscience Societies	2014
APA Annual Convention International Student Award \$500	2012
Excellent Doctoral Candidate (top 5%), Zhejiang University	2011-2012
Outstanding Graduate of Chu Kochen Honors College, Zhejiang University	2010
Best 100 Undergraduate Theses (out of 5500), Zhejiang University	2010
Scholarship for Outstanding Merits, Zhejiang University	2007-2009
Star of Culture and Sports Award, Chu Kochen Honors College, Zhejiang University	2008
Student Research Training Programs Fellowship, Zhejiang University	2008
First Prize, Zhejiang Adolescents Science & Technology Invention Contest	2006

PEER-REVIEWED CONFERENCE PRESENTATIONS (*Denotes presenter)

The Life You Save (For): Experiences Dominate Goods in Motivating Savings	
*Talk Behavioral Decision Research in Management Conference, Chicago, IL	06/2024
Talk Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO	05/2024
*Talk Society of Judgment and Decision Making, San Francisco, CA	11/2023
*Talk Subjective Probability Utility & Decision-Making, Vienna, Austria	08/2023
*Talk Society for the Science of Motivation, Washington D.C.	05/2023

The Impact of (Dis)Aggregated Budgeting on Consumer Spending

- *Talk* Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO 05/2024
- *Talk* Society of Consumer Psychology, San Juan, PR 03/2023

Categorization & Leisure: When Consumers Prefer to Spend Time on Leisure Activities.

- *Talk* Behavioral Decision Research in Management Conference, Chicago, IL 06/2024
- *Talk* Society of Consumer Psychology, Nashville, TN 03/2024
- *Talk* Association of Consumer Research, Denver, CO 10/2022

When Goods were Odds: Do People Evaluate the Same Option Differently if it was Previously Uncertain?

- Talk* Behavioral Decision Research in Management Conference, Chicago, IL 06/2024
- Talk* Society of Consumer Psychology, Nashville, TN 03/2024
- Talk* Society of Judgment and Decision Making, San Francisco, CA 11/2023
- Flash Talk* Society for Personality and Social Psychology JDM Preconference, Atlanta, GA 02/2023

The Placeholder Effect: Using Break Days to Help Form Habits

- *Talk* Association of Consumer Research, Seattle, WA 10/2023

Is (Price) Ignorance Bliss? Hedonic Price Aversion and Consumer Experience

- *Talk* Association of Consumer Research, Seattle, WA 10/2023
- *Flash Talk* Subjective Probability Utility & Decision-Making, Vienna, Austria 08/2023

First Impression or Frequent Flyer? The Persuasive Effect of Customer Tenure Claims in Online Word of Mouth

- Talk* Association of Consumer Research, Seattle, WA 10/2023
- Talk* Society of Consumer Psychology, San Juan, PR 03/2023

Exerting Effort to Choose Increases Generosity in Cash Gift Giving

- *Talk* Association of Consumer Research, Seattle, WA 10/2023
- *Talk* Society of Judgment and Decision Making, San Diego, CA 11/2022

Reference-Point Theory: An Account of Individual Differences in Risk Preferences

- Talk* Association of Consumer Research, Seattle, WA 10/2023
- Talk* Society of Judgment and Decision Making, San Diego, CA 11/2022

How and When a Used (vs. Unused) Account Affects Consumption Behavior?

- *Talk* PRC/TIAA Institute Fellows Symposium, Washington D.C. 05/2023
- *Flash Talk* Society of Consumer Psychology, Virtual 03/2022
- *Talk* Society of Judgment and Decision Making, Virtual 02/2022
- *Talk* Association of Consumer Research, Virtual 10/2021

- The Mechanisms of Moral Trade-offs in Life-saving Medical Triage Decisions.
**Poster* HCEO Seminar on Fairness, Inequality, and Rationality, Bergen, Norway 08/2022
**Talk* ISMS Marketing Science Conference, Virtual 06/2022
- When it is Best to be Last: How Constructed Distributions Influence Sequential Judgments.
**Talk* Society of Consumer Psychology, Virtual 03/2022
**Talk* Association of Consumer Research, Virtual 10/2021
- Balancing or Stretching? Goal Progress in Joint versus Separate Evaluations.
**Talk* Subjective Probability Utility & Decision-Making, Virtual 08/2021
- Reconciling Loss Aversion and Gain Seeking in Judged Emotions.
**Talk* Summer Institute on Bounded Rationality, Virtual 06/2021
- The Devil You Know: The Problem of Equilibrium Goals.
**Talk* Association of Consumer Research, Virtual 10/2020
- Negotiation residue: The affective transference of negotiation experience to a negotiated object.
**Talk* International Association for Conflict Management Conference, Virtual 07/2020
- Moral Decisions Under Risk and Uncertainty: Allais Paradox, Ellsberg Paradox, and Kahneman and Tversky's Gambles.
**Talk* Interdisciplinary Symposium on Decision Neuroscience, Durham, NC 06/2019
**Poster* Association for Psychological Science, Washington D.C. 05/2019
- People prioritize the worse-off, sometimes but not always.
**Poster* Society of Philosophy and Psychology, San Diego, CA 07/2019
**Talk* Moral Psychology Research Group (MPRG) Meeting, St. Louis, MO 05/2019
- Testing the Conditional Ability to Do Otherwise in the Court of Public Opinion.
**Poster* International Conference on Neuroscience and Free Will, Irvine, CA 03/2019
- The Experience of Being Denied Credibility.
**Poster* Summer Seminars in Neuroscience and Philosophy, Durham, NC 06/2018
- Individual Differences in Gaze Dynamics in Risky Decision-making.
**Poster* Society for Mathematical Psychology, Warwick, UK 07/2017
- Laminar Organization of the Supplementary Eye Field: Orbital Tuning.
**Poster* Society of Neuroscience, Chicago, IL 10/2015
- Moral Judgment in the Eyes of Machiavellianism.
**Poster* American Psychological Association, Orlando, FL 08/2012

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)
 Society for Consumer Psychology (SCP)
 Society for Judgment and Decision Making (SJDM)
 Society for Personality and Social Psychology (SPSP)
 European Association for Decision Making (EADM)

PROFESSIONAL SERVICES

Conference Reviews

- Society for Consumer Psychology Conferences
- Subjective Probability Utility & Decision-Making Conferences
- International Association for Conflict Management

The Wharton Society for the Advancement of Women in Business Academia 2019-2021

TEACHING EXPERIENCE

The Wharton School, University of Pennsylvania

Teaching Assistant

- MKTG7110 Consumer Behavior (Executive MBAs) 2023 Fall
- MTKG101 Introduction to Marketing (UG) 2022 Fall, 2023 Spring/Fall, 2024 Spring
- MTKG266 Marketing for Social Impact (UG/MBAs) 2021 Fall
- BEPP201/770 Public Finance and Policy (UG/MBAs) 2020 Fall

Guest lecture

- MTKG2110 Consumer Behavior (UG) 2023 Spring, 2024 Spring

OUTREACH

Volunteer, Duke Institute for Brain Sciences (DIBS) Discovery Day, Durham, NC 04/2018
 Volunteer, Women in Science, Technology, Engineering & Research, Nashville, TN 02/2017
 Lecturer, with Melton Foundation at Quxian Primary School, Zhejiang, China 07/2007