

SIYUAN YIN M.D.

The Wharton School, University of Pennsylvania
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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](#)] [[OSF](#)]

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 M. A. Sharif, "Exerting Effort to Choose Increases Generosity in Cash Gift Giving." [Under review] [[SSRN](#)] [[OSF](#)]
12. **Yin, S.** and M. A. Sharif, "The End-of-Period Effect: Temporal Category Boundaries Influence Leisure Engagement." [Under review] [[SSRN](#)] [[OSF](#)]
13. **Yin, S.** and C. Lamberton, "Is (Price) Ignorance Bliss? Hedonic Price Aversion and Consumer Experience." [Under review] [[SSRN](#)] [[OSF](#)]

WORKING PAPERS (*Denotes Equal Authorship)

14. **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](#)]
15. **Yin, S.**, G. E. Donnelly, C. Lamberton, and M. I. Norton, "The Life You Save (For): Experiences Dominate Goods in Motivating Savings." [[OSF](#)]
16. 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." [[OSF](#)]
17. **Yin, S.** and W. De La Rosa, "The Impact of (Dis)Aggregated Budgeting on Consumer Spending." [[ResearchBox](#)]

SELECTED WORK IN PROGRESS

18. **Yin, S.** and M. A. Sharif, "The Placeholder Effect: Using Break Days to Help Form Habits."
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

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| 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

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| *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 |
| The End-of-Period Effect: Temporal Category Boundaries Influence Leisure Engagement | |
| *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 |

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| *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