

Yubo Zhou

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EDUCATION

The Wharton School, University of Pennsylvania, Philadelphia | PA *August 2021 – August 2026*

Ph.D. in Marketing and Psychology

Advisor: Dr. Dolores Albarracín

University of California, Santa Barbara | CA *August 2016 – August 2020*

B.S. in Psychological & Brain Sciences (Honors)

Thesis Advisor: Dr. Brenda Major

B.A. in Philosophy (Ethics and Public Policy)

Minors in Applied Psychology, Education, and History

Certificate - Technology Management

PUBLICATIONS

Yu, H., **Zhou, Y.**, Nussberger A., Gratitude is morally sensitive. *Personality and Social Psychology Bulletin*.

CONFERENCE PRESENTATIONS

Zhou, Y., Major, B. N. (2021, February). Ingroup but Not in My Group: The Effects of Ingroup Rejection on Asian Americans' Cultural Identification. Poster session accepted at *2021 Society for Personality and Social Psychology (SPSP) Conference*, Virtual Annual Convention

Zhou, Y., Zang, L., Kim, H. (2020, December). Culture and Risk Perception: The Effect of Risk Framing on Financial Deception. Poster session presented at *2020 The Society for Judgment and Decision Making (SJDM) Conference*, Virtual Annual Convention

Zang, L., **Zhou, Y.**, Kim, H. (2021, February). Threat and Perception of Fairness: The Moderating Effect of Socio-economic Crisis on People's Hypothetical Management Decisions. Poster session accepted at *2021 Society for Personality and Social Psychology (SPSP) Conference*, Virtual Annual Convention

Zhou, Y., Zang, L., Kim, H. (2020, May). Culture and Risk Perception: The Effect of Risk Framing on Financial Deception. Poster session presented at *2020 UCLA Psychology Undergraduate Research Conference, Los Angeles, CA*. Conference shifted to an online format due to COVID-19 ([poster](#)).

Zang, L., **Zhou, Y.**, Kim, H. (2020, May). Gender and Emoji: Cultural Differences in Social Impression of Emoji Use. Poster session presented at *2020 UCLA Psychology Undergraduate Research Conference, Los Angeles, CA*. Conference shifted to an online format due to COVID-19 ([poster](#)).

Zhou, Y., Small, P. A., Major, B. N. (2019, May). The "Model Minority" Dilemma: Asian Americans' Attitudes toward Affirmative Action. Poster presented at *2019 Undergraduate Research Colloquium, Santa Barbara, CA*.

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GRANTS & HONORS

SPSP International Registration Award	<i>December 2020</i>
Distinction in the Psychological & Brain Sciences Major	<i>June 2020</i>
2019 Undergraduate Research and Creative Activities Grant	<i>December 2019</i>
2018 Undergraduate Research and Creative Activities Grant	<i>December 2018</i>
Dean's List for Academic Achievement at UC Santa Barbara (5 terms)	<i>2018-2020</i>

MENTORING

Supervising

University of Pennsylvania

Valerie Hanna (Independent Study)
Margaret Weisblum (Research Assistant)
Yun Zhang (Research Assistant)

RESEARCH EXPERIENCE

Lab Coordinator

Yu Emotion Science Lab | UC Santa Barbara *March 2020 – September 2021*
Faculty Advisor: Dr. Hongbo Yu

Independent Undergraduate Researcher

Cultural Psychology Lab | UC Santa Barbara *August 2019 – September 2021*
Faculty Advisor: Dr. Heejung Kim

Independent Undergraduate Researcher

Self and Social Identity Lab | UC Santa Barbara *August 2017 – September 2021*
Faculty Advisor: Dr. Brenda N. Major

Research Assistant

Vision and Image Understanding Lab | UC Santa Barbara *March 2018 – June 2020*
Faculty Advisor: Dr. Miguel P. Eckstein

PROFESSIONAL AFFILIATIONS

Society for Personality and Social Psychology (SPSP) *September 2020 – Present*
American Psychological Association (APA) *July 2021 – Present*

Last updated May 2022