

# Yubo Zhou

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## EDUCATION

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### University of Pennsylvania, Philadelphia | PA

August 2021 – August 2026 (Expected)

Ph.D. in Psychology

Advisor: Dolores Albarracín

M.S. in Marketing, The Wharton School

December 2023

M.A. in Psychology, College of Arts & Sciences

August 2023

Certificate - College and University Teaching

### University of California, Santa Barbara | CA

August 2020

B.S. in Psychological & Brain Sciences

Distinction in Major, Honors

Advisors: Brenda N. Major, Heejung S. Kim

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

Honors

Minors in Applied Psychology, Education, and History

Certificate - Technology Management

## PUBLICATIONS

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**Zhou, Y.,** Dai, W., Liu, X., Sundaram, H., Albarracín, D. (2023). The Impact of Behavioral and Attitudinal Messages: An Experimental Investigation of How Behavioral Representations, Attitudes, and Norms are Formed Based on What Others Say in Interactions within a Group. Manuscript under review.

**Zhou, Y.,** Dai, W., Albarracín, D. (2023). More Action, Less Closeness: Interpersonal Responses and Feelings of Closeness. Manuscript under review.

Zhang, A., Liu, S., White, B., Liu, X., Durantini, M., Chan, S., Dai, W., **Zhou, Y.,** Leung, M., Ye, Q., O’Keefe, D., Palmese, L., & Albarracín, D. (2023). Multiple-Behavior Interventions to Promote Health: A Meta-Analysis of General and Behavior-Specific Processes of Change. *Psychological Bulletin*.

Chan, M. P. S., Liu, S., White, B., Zhang, A., **Zhou, Y.,** Leung, M., ... & Albarracín, D. (2023). The impact of multiple-behavior HIV interventions as a function of regional disadvantages: An analysis of syndemics. *Journal of Consulting and Clinical Psychology*.

Yu, H., **Zhou, Y.,** & Nussberger, A. M. (2022). Gratitude is Morally Sensitive. *Personality and Social Psychology Bulletin*, <https://doi.org/10.1177%2F01461672221092273>.

### Manuscripts in preparation

**Zhou, Y.,** Dai, W., Albarracín, D. (in preparation). Evaluating the Influence of Decision Stakes on the Preference for Behavioral versus Attitudinal Information

**Zhou, Y.,** Albarracín, D. (in preparation). A Meta-Analysis of the Comparative Effect of Behavioral versus Attitudinal Information on Recipient Responses and Behavioral Decisions

Albarracín, D., **Zhou, Y.** (in preparation). Impact from Fit and Misfit: Matching the Intervention to Its Target for the Introduction and Change of Beliefs, Attitudes, and Behaviors

## CONFERENCE PRESENTATIONS

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### Talks

**Zhou, Y.,** & Albarracín, D. (2023, April). The Impact of Attitudinal and Behavioral Messages: An Experimental Investigation. Talk presented at *2023 Midwestern Psychological Association (MPA) Conference*, Annual Convention, Chicago, IL

### Poster Presentations

**Zhou, Y.,** & Albarracín, D. (2024, February). Evaluating the Influence of an Individual's Position and Subject Stake on the Preference for Behavior-Based versus Attitudinal-Based Judgments. Poster session presented at *2024 Society for Personality and Social Psychology (SPSP) Conference*, Annual Convention, San Diego, CA

**Zhou, Y.,** Ye, J., & Shen, X. (2024, February). A Qualtrics-compatible Tool for Sequential Priming Tasks: A Methodological Introduction with Empirical Support. Poster session presented at *2024 Society for Personality and Social Psychology (SPSP) Social Cognition Preconference*, Annual Convention, San Diego, CA ([web app](#))

**Zhou, Y.,** & Albarracín, D. (2023, February). The Impact of Attitudinal and Behavioral Messages: An Experimental Investigation. Poster session presented at *2023 Society for Personality and Social Psychology (SPSP) Conference*, Annual Convention, Atlanta, GA

**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 presented 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

**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](#)).

**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.

## Posters Presented by Others

Peng, B., **Zhou, Y.**, & Albarracín, D. (2024, February). Cross-culture Investigation on the Use of Direct and Indirect Messages. Poster session accepted at *2024 Society for Personality and Social Psychology (SPSP) Conference*, Annual Convention, San Diego, CA

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 presented at *2021 Society for Personality and Social Psychology (SPSP) Conference*, Virtual Annual Convention

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](#)).

## HONORS & AWARDS

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|  |               |
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| Benjamin Franklin Fellowship                                       | 2021-2022     |
| SPSP International Registration Award                              | December 2020 |
| Distinction in the Psychological & Brain Sciences Major            | June 2020     |
| 2019 Undergraduate Research and Creative Activities Grant          | December 2019 |
| 2018 Undergraduate Research and Creative Activities Grant          | December 2018 |
| Dean's List for Academic Achievement at UC Santa Barbara (5 terms) | 2018-2020     |

## MENTORING

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### Undergraduate Thesis Students:

Valerie Hanna

### Research Assistants:

Beijia Peng (Awarded: Velay Women's Science Research Fellowship: \$6,500; Millstein Family Undergraduate Research Grant: \$500), Margaret Weisblum, Yun Zhang, Wenlu Du, Zihan Yang

## TEACHING

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|   |             |
|---|-------------|
| COMM/PSYC 2760 How We Change: Social-Psychological and Communication Dynamics<br>(Instructor: Dolores Albarracín) | Spring 2023 |
| PSYC1310 Language and Thought (Instructor: John Trueswell)  | Fall 2022   |

## SERVICE

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|   |                     |
|---|---------------------|
| Coordinator<br>HIV Policy & Communication Scientific Working Group   University of Pennsylvania | Fall 2023 – Present |
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## RESEARCH EXPERIENCE

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| Researcher   | <i>September 2021–Present</i>       |
| Social Action Lab   University of Pennsylvania<br>Faculty Advisor: Dr. Dolores Albarracín        |                                     |
| Lab Coordinator  | <i>March 2020 – September 2021</i>  |
| Yu Emotion Science Lab   UC Santa Barbara<br>Faculty Advisor: Dr. Hongbo Yu                      |                                     |
| Independent Undergraduate Researcher   | <i>August 2019 – September 2021</i> |
| Cultural Psychology Lab   UC Santa Barbara<br>Faculty Advisor: Dr. Heejung S. Kim                |                                     |
| Independent Undergraduate Researcher   | <i>August 2017 – September 2021</i> |
| Self and Social Identity Lab   UC Santa Barbara<br>Faculty Advisor: Dr. Brenda N. Major          |                                     |
| Research Assistant   | <i>March 2018 – June 2020</i>       |
| Vision and Image Understanding Lab   UC Santa Barbara<br>Faculty Advisor: Dr. Miguel P. Eckstein |                                     |

## PROFESSIONAL AFFILIATIONS

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| Society for Personality and Social Psychology (SPSP) | <i>September 2020 – Present</i> |
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## REFERENCES

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### **Dr. Dolores Albarracín**

Alexandra Heyman Nash University Professor of Communication, Psychology, Family and Community Health, and Health Care Management, University of Pennsylvania  
dalba@upenn.edu

### **Dr. Adrianna Jenkins**

Assistant professor of Psychology, University of Pennsylvania  
acjenk@upenn.edu

### **Dr. Barbara Mellers**

George Heyman University Professor of Psychology and Marketing, University of Pennsylvania  
mellers@wharton.upenn.edu

### **Dr. Sudeep Bhatia**

Associate professor of Psychology, University of Pennsylvania  
bhatia.sudeep@gmail.com

*Last updated April 18<sup>th</sup>, 2024*