

Youjung Jun

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EDUCATION

Columbia University, Columbia Business School

New York, NY

Ph.D. in Marketing, Expected 2021

Columbia University, Columbia College

New York, NY

B.A. in Psychology (Concentration in Business Management)

May 2015, Academic honor: Magna Cum Laude

RESEARCH INTERESTS

Digital Media, Consumer Technology, Virtual/Augmented Reality, Social Media, Combatting Fake News, Social Influence

TEACHING INTERESTS

Consumer Behavior, Marketing Research/Consumer Insights, Digital Marketing

JOURNAL PUBLICATIONS AND MANUSCRIPTS UNDER REVIEW

Jun, Youjung, Rachel Meng, and Gita V. Johar, "Perceived social presence reduces fact-checking," *published at Proceedings of the National Academy of Sciences*, 2017, 114(23): 5976–5981.

Jun, Youjung, Jaeyeon Chung, and Gita V. Johar, "When Virtual Reality Backfires on Reality: VR Reduces High Sensation Seekers' Desire for Stimulation," *revising for second round at Journal of Consumer Research*.

Jun, Youjung, and Gita V. Johar, "Social Marginalization Motivates Indiscriminate Sharing of COVID-19 News on Social Media," *forthcoming at Journal of the Association for Consumer Research*.

Higgins, E. Tory, Emily Nakkawita, Maya Rossignac-Milon, Federica Pinelli, and Youjung Jun "Making the Right Decision: Intensifying the Worth of a Chosen Option," *forthcoming at Journal of Consumer Psychology*.

Jun, Youjung, Keith Wilcox, and Sandra Matz, "A Negative Meta-Stereotype of Attractiveness Lowers the Performance of Attractive People on Intelligence Tests," *under review at Psychological Science*.

OTHER PUBLICATIONS

Meng, Rachel, Youjung Jun and Gita V. Johar, "Being in a Group Makes us Less Likely to Fact Check," *Harvard Business Review*, August 2017.

SELECT WORKING PAPERS / RESEARCH IN PROGRESS

Chung, Jaeyeon, and Youjung Jun, "The Positive Effect of Augmented Reality (AR) on Shoppers' Inference about and Connection to Brands," *manuscript in preparation*.

Jun, Youjung, and Gita V. Johar, "Virtual Reality as an Effective Product Trial," *data collection in progress*.

Nyssily, Gergily, Youjung Jun, and Gita V. Johar, "Flagging Articles can Raise Vigilance and Fact-Checking on Social Media," *data collection in progress*.

Jun, Youjung, and Rachel Meng "How Loneliness Affects Preferences for Social Information," *data collection in progress*.

Jun, Youjung, Maya Rossignac-Milon, and Tory Higgins, "Shared Reality and Photo Sharing," *data collection in progress*.

CONFERENCE PRESENTATIONS

Symposium Presentations

- "When Virtual Reality Backfires on Reality: VR Reduces High Sensation Seekers' Product Evaluation." (2019) *Association for Consumer Research*, Atlanta, Georgia.
- "When Virtual Reality Backfires on Reality: VR Reduces High Sensation Seekers' Product Evaluation." (2019) *Society for Consumer Psychology*, Savannah, Georgia.

- “How and When Brands Should Use Augmented Reality: AR Increases Low-Involvement Shoppers’ Connection to a Brand.” (2019) *Society for Consumer Psychology*, Savannah, Georgia.
- “When Virtual Reality Backfires on Reality: VR Reduces High Sensation Seekers’ Product Evaluation.” (2019) *Marketing Science*, Rome, Italy.
- “When Virtual Reality Backfires on Reality: VR Reduces High Sensation Seekers’ Product Evaluation.” (2019) *Trans-Atlantic Doctoral Conference*, London Business School, London, UK.
- “The Self-Fulfilling Effect of Cultural Stereotypes of Attractiveness on Intellectual Task Performance.” (2019) *Society for Consumer Psychology*, Savannah, Georgia.
- “360 Degrees of Social Influence: How Others’ Presence, Attitudes, and Behaviors Change the Way We Think and Behave.” Co-chair with Rachel Meng (2017), *Association for Consumer Research Conference*, San Diego, CA.

Paper Presentation

- Jun, Youjung, Rachel Meng, and Gita V. Johar (2017), “Perceived social presence reduces fact-checking.” Paper presented at the *Whitebox Advisors Graduate Student Conference*, Yale University, New Haven, CT.

Poster Presentations

- Jun, Youjung, and Rachel Meng (2019) “How Loneliness Affects Preferences for Social Information.” *Society for Consumer Psychology*, Savannah, Georgia.
- Jun, Youjung, and Rachel Meng (2018) “How Loneliness Affects Preferences for Social Information.” *Society for Judgement and Decision Making*, Society for New Orleans, Louisiana.
- Jun, Youjung, Maya Rossignac Milon, and Tory Higgins (2015) “Moving on with Life: Recalling an Intentionally Dissolved Close Relationship Increases Locomotion.” *Association for Psychological Science*, New York, NY.

GRANTS, AWARDS AND HONORS

Chazen Institute for Global Business Doctoral Research Grant Award (Columbia Business School)	2019
Alex Woo MBA 1984 Doctoral Fellowship	2019
Trans-Atlantic Doctoral Conference (TADC) Fellow (London Business School)	2019
Behavioral Research Lab Fellowship (Columbia Business School)	2017
Whitebox Advisers Graduate Student (Yale School of Management)	2017
Media and Technology Program Grant (Columbia Business School)	2016

TEACHING EXPERIENCE

Teaching Assistant

- Marketing, *MBA Core*, Fall 2017-Fall 2019
- Strategic Consumer Insights, *MBA Elective*, Spring 2018
- Marketing the Arts, Culture, and Entertainment, *MBA Elective*, Fall 2017
- NYC Immersion: Luxury Brands, *MBA Elective*, Spring 2016-2020
- Marketing, *Undergraduate Course*, Spring 2017
- Cultural Psychology, *Undergraduate Course*, Spring 2015

WORK EXPERIENCE

The Boston Consulting Group <i>Intern</i>	Summer 2014 <i>Seoul, Korea</i>
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DOCTORAL COURSEWORK

Marketing Research

- Consumer Behavior I (Eric Johnson)
- Consumer Behavior II (Michel Pham and Bernd Schmitt)
- Marketing Decisions and Methods (Donald Lehmann)
- Experimental Design & Analysis for Behavioral Research (Michel Pham)
- Research Methods (Adam Galinsky and Evan Rowley)
- Bridging Behavioral Economics and Marketing Science (Ran Kivetz)

- Empirical Models in Marketing (Oded Netzer)
- Analytical Models in Marketing (Kinshuk Jerath)

Economics

- Economic Analysis I-II (Geoffrey Heal)

Statistics

- Communicating Data and Statistics (Andrew Gelman)
- Applied Multivariate Statistics (Kamel Jedidi)
- Statistical Modeling (Niel Bolger)

Psychology

- Social Cognitive Neuroscience (Kevin Ochsner)
- Theories in Social & Personality Psychology (Tory Higgins)
- Social Psychology (Yaacov Trope, John Jost)
- Personality Theory and Research (Walter Mischel)
- Perspectives on Authenticity (Sheena Iyengar)

ADDITIONAL INFORMATION

- Application Skills: Proficiency in SPSS and R
- Languages: Native Korean, Intermediate Spanish

REFERENCES

Gita V. Johar (Dissertation Chair)
Meyer Feldberg Professor of Business
 Columbia Business School
 Email: gvj1@gsb.columbia.edu
 Office: 212-854-3480

Keith Todd Wilcox
Barbara and Meyer Feldberg Associate Professor of Business
 Columbia Business School
 Email: ktw2113@gsb.columbia.edu
 Office: 121-2854-0357

E. Tory Higgins
Stanley Schachter Professor of Psychology and Professor of Business
 Columbia University
 Email: tory@psych.columbia.edu
 Office: 212-854-1297

Jun, Youjung, Jaeyeon Chung, and Gita V. Johar, “When Virtual Reality Backfires on Reality: VR Reduces High Sensation Seekers’ Desire for Stimulation,” *revising for second round at Journal of Consumer Research*.

This paper explores an unintended downside of Virtual Reality (VR) in marketing practice. We find that despite marketers’ intention to use VR as a gateway experience to future consumptions in reality, providing stimulation in VR (vs. non-VR) lowers consumers’ subsequent desire for stimulation from actual consumption. This effect is consistently observed among high sensation seekers, but not among low sensation seekers. To explain the mechanism for VR’s effect, we measure users’ physiological reactivity (i.e., Skin Conductance Response) to VR and find that high sensation seekers engage with stimulating VR content more intensely than low sensation seekers. As a result, high sensation seekers readily satisfy their need for sensation in stimulating VR, reducing their subsequent desire for stimulating consumption experiences in reality. We also find a boundary condition such that the effect diminishes when an actual consumption experience that follows a VR experience is non-stimulating. One field study in a South Korean VR “theme park” and three controlled lab experiments consistently reveal VR’s desire-dampening effect on sensation seeking consumers’ cognitive, behavioral, and physiological responses. Our findings highlight implications of using VR as a substitute of reality and demonstrate how stimulating VR experiences can dissuade, rather than induce, corresponding consumptions in reality.

Jun, Youjung, Rachel Meng, and Gita V. Johar, “Perceived social presence reduces fact-checking,” *published at Proceedings of the National Academy of Sciences*, 2017, 114(23): 5976– 5981.

Today’s media landscape affords people access to richer information than ever before, with many individuals opting to consume content through social channels rather than traditional news sources. Although people frequent social platforms for a variety of reasons, we understand little about the consequences of encountering new information in these contexts, particularly with respect to how content is scrutinized. The current research tests how perceiving the presence of others (as on social media platforms) affects the way individuals evaluate information—in particular, the extent to which they verify ambiguous claims. Eight experiments using incentivized real-effort tasks found that people are less likely to fact-check statements when they feel they are evaluating them in the presence of others compared to when they are evaluating them alone. Inducing vigilance immediately prior to evaluation increased fact-checking under social settings.

Jun, Youjung, and Gita V. Johar, “Social Marginalization Motivates Indiscriminate Sharing of COVID-19 News on Social Media,” *forthcoming at Journal of the Association for Consumer Research*.

We find that people who experience social marginalization are more likely to share COVID-19 news indiscriminately, that is, sharing news that is factually untrue and true, as well as news that seems surprising and unsurprising. This effect, driven by their general motivation to seek meaning, holds when people self-identify as being socially marginalized (i.e., experiencing frequent feelings of discrimination) and when they are situationally induced to feel marginalized. We demonstrate that an intervention to help people obtain a temporary sense of meaning by having high (vs. low) power can reduce indiscriminate news sharing. For socially marginalized individuals, sharing news on social media appears to reflect a need to make sense of their world and comprehend it.

Jun, Youjung, Keith Wilcox, and Sandra Matz, “A Negative Meta-Stereotype of Attractiveness Lowers the Performance of Attractive People on Intelligence Tests,” *under review at Psychological Science*.

Although physically attractive individuals tend to be judged favorably on positive traits including intelligence, cultural depictions of attractiveness propagate the notion that they are unintelligent. We suggest that these depictions have shaped attractive people’s meta-stereotype regarding their own intelligence such that they believe others stereotype them as unintelligent. When taking intelligence tests, they feel at risk of substantiating this meta-stereotype and experience stereotype threat. Preregistered replications of three experiments (N = 677) demonstrate the performance decrement among individuals who perceive themselves to be attractive. An analysis of field data (N = 1,138) further shows that individuals perceived by others to be attractive who are sensitive to others’ judgment perform worse on an intelligence test. Our results suggest that the belief that others negatively stereotype the intelligence of attractive people may explain why the positive relationship between attractiveness and intelligence, observed in children, attenuates as people enter adulthood.

Chung, Jaeyeon, and Youjung Jun, “The Positive Effect of Augmented Reality (AR) on Shoppers’ Inference about and Connection to Brands,” *manuscript in preparation*.

Consumers use Augmented Reality (AR) to virtually overlay product images or information onto their physical environment when shopping. For example, instead of observing a pair of sunglasses on a model’s face, or seeing a couch in a living room arranged by the brand, AR users can try the sunglasses on their own face and place the couch in their actual living room. The present research tests the effect of AR on shoppers’ connection to the brand. Five experiments demonstrate that AR-assisted

(vs. non-AR) online shopping strengthens self–brand connection among low-involvement consumers, but not high-involvement consumers. This is because low-involvement consumers rely on peripheral cues such as the brand’s offering of AR service, and infer from it that the brand has a strong communal motive to assist consumers. This inference subsequently increases their self–brand connection. In contrast, high-involvement consumers rely more on central cues such as the brand’s actual product offerings, and when these remain unchanged, using AR to shop does not strengthen their self–brand connection. We rule out several potential process mechanisms for our observed findings, including heightened psychological ownership, positive affect, hedonic attribute focus, process and outcome simulations, and greater self-awareness after AR-assisted shopping.