Hsin-Yu Chen, Ph.D.

Postdoctoral Researcher; Department of Anthropology, The Pennsylvania State University
Social Science Research Consultant; L'Oréal Research and Innovation

CONTACT INFORMATION

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EDUCATION

UNIVERSITY OF PENNSYLVANIA Philadelphia, PA, US
Master of Computer and Information Technology (MCIT) 2021 – present

THE PENNSYLVANIA STATE UNIVERSITY University Park, PA, US
Ph.D. in Leisure and Human Behavior December 2017
College of Health and Human Development
GPA: 3.98

PSU Online Teaching Certificate/Faculty Development December, 2016

FLORIDA STATE UNIVERSITY Tallahassee, FL, US
Master of Science in Recreation and Leisure Services Administration April 2011
GPA: 3.979

FSU Graduate Certificate in Event Management April 2011

NATIONAL DONG-HWA UNIVERSITY Hualien, Taiwan
Bachelor of Science in Sports and Leisure Studies June 2007
GPA: 3.76 (Top 5%)

HONORS AND AWARDS

Society for Cross-Cultural Research International Scholar Award 2020
Society for Cross-Cultural Research Travel Award Recipient 2017
Drs. Albert and Lorraine Kligman Graduate Fellowship 2016 – 2017
College of HHD Dissertation Research Endowment Fund 2016
Herberta M. Lundegren Graduate Scholarship 2015 – 2016
College of HHD Graduate Scholarship 2013 – 2015
Africana Research Center Grant Recipient 2014
1st Prize Poster Award The 15th International Engagement Scholarship 2014
University Graduate Fellowship The Pennsylvania State University 2012
College of Education Graduate Scholarship Florida State University 2009 – 2011
Phi Tau Phi Scholastic Honor Society Honorary Member 2007
Presidential Award for graduating with academic excellence 2007
Presidential Award Sports and Leisure Department, Top 5% of class 2004 – 2007

WORK EXPERIENCE

- **Social Science Research Consultant at L'Oréal Research and Innovation** Jun. 2018 – present
  - Review and provide critical feedback on consumer insights and behavioral research projects and provide recommendations for improving future research design; develop innovative and effective approaches for eliciting people's implicit attitudes toward skin and skin-color; identify and implement new, forward-thinking techniques and methodologies for consumer evaluation
  - Design and execute qualitative and quantitative studies to uncover consumer insights for guiding product development from inception to completion; set up ad-hoc studies to answer Research and Development (R&D) questions and transform the results into actionable plans
  - Work with Product Performance Evaluation and Consumer Insights teams in Tokyo and Shanghai to integrate social and cognitive sciences into cosmetics product design; produce succinct reports highlighting key insights that can be translated into strategic recommendations
- **Postdoc at Human Evolution and Diversity Lab at Penn State** Dec. 2017 – present
  - Explore existing skills in the digital humanities, such as text analysis, mapping, digital exhibits, network analysis, data mining, and digital documentary editing
  - Focus on research projects regarding racism and colorism in cross-cultural contexts; write manuscripts for publication in peer-reviewed academic journals
  - Explore sociocultural and ethical impacts and implications of artificial intelligence (AI) and new technologies on society and human behavior and their potential social consequences
- **Online Instructor at The Pennsylvania State University (World Campus)** Aug. 2015 – Dec. 2016
  - Developed an instructional plan for the course RPTM 120 Leisure and Human Behavior
  - Used several online platforms and technology resources (e.g., VoiceThread and FlipGrid for discussions) to facilitate group interaction and foster student engagement online
- **Instructor at The Pennsylvania State University (University Park)** Jul. 2014 – May 2015
  - Planned, prepared, and delivered lessons to all students and made class flow smoothly
  - Utilized innovative classroom techniques and methodologies (e.g., Padlet, Poll Everywhere, Top Hat) to creative an active-learning environment and give students instant feedback
  - Created in-class activities that enhanced student engagement and increased their ability to apply knowledge learned in the classroom to the real-world
- **Teaching Assistant at The Pennsylvania State University (University Park)** Aug. 2013 – Dec. 2014
  - Assisted a faculty member teaching a general education class of 200 students
  - Took charge of course management, syllabus development, grading and assessment of learning outcomes, as well as approaches to promote deeper and more meaningful learning
- **Assistant to Senior Parks Planner at City of Tallahassee** Jul. 2011 – Jul. 2012
  - Designed brochures and booklets to familiarize locals and visitors with leisure options throughout the city; headed field investigations into different departmental divisions, including the senior center, youth community center, parks and trails, and planning divisions
  - Assisted in webpage design for the organic community garden project
  - Ensured accuracy of city parks and facility locations and features for GIS map and matrix

- **Instructor at Florida State University** Aug. 2009 – Dec. 2010
  - Served as instructor for credit-awarding Lifetime Activity Program (LAP) for undergraduates
  - Taught basic skills, enhanced knowledge about leisure, enabling participants to derive lifelong benefits in their enjoyment of leisure and recreational activities
- **Event Manager at Tallahassee Museum of History and Natural Science** Dec. 2010 – Apr. 2011
  - Upgraded and coordinated special events and day-camp programs according to requirements, target audience, and objectives
  - Brainstormed suggestions to enhance the success of events; prepared budgets and ensured adherence; produced photographs and videos for public-relations and marketing purposes

PROFESSIONAL EXPERIENCE

- **Associate Editor, Journal of College and Character** 2019 – present
  - Collaborate with the editor-in-chief to ensure ongoing development and identify topics for special issues; initiate activities, review manuscripts, and advise on journal policy and scope
- **External Reviewer** 2017 – present
  - Review submitted articles and provide constructive feedback to improve the quality and clarity of manuscripts submitted to and accepted by journals including *Basic and Applied Social Psychology, Translational Behavioral Medicine, The Social Science Journal, American Journal of Cultural Sociology, and Journal of Cross-Cultural Psychology*, among others.
- **Contributing Editor, National Association of Student Affairs Professionals** 2016 – present
  - Share experiences and critical reflections to foster discussion of diversity-related issues
  - A list of published articles can be found here: https://hsinyuchen.webnode.com/reflections/

SELECTED PEER-REVIEWED RESEARCH PUBLICATIONS

Chen, H., Jablonski, N. G. (2021, online first). Deeper than the surface: Exploring symbolic cultural cues behind skin color among three groups of women with Chinese heritage. *American Journal of Cultural Sociology.* https://doi.org/10.1057/s41290-020-00124-9

Chen, H., Liu, Y. (2020). On Becoming "Chinese-Americans": The Complexity of Navigating Two Worlds. *Journal of College and Character, 21 (2), 116-123.* doi:10.1080/2194587X.2020.1741399

Chen, H., Robinson, J. K., & Jablonski, N. G. (2019). A Cross-Cultural Exploration on the Psychological Aspects of Skin Color Aesthetics: Implications for Sun-Related Behavior. *Translational Behavioral Medicine, 10*(1), 234-243. doi:10.1093/tbm/ibz063

Chen, H., Jablonski, N. G., Chick, G., & Yarnal, C. (2019). Caught between Light Skin is Beautiful and Tanned Skin is Attractive: How Bicultural Socialization Shapes Attitudes toward Skin Color Aesthetics. *Asian American Journal of Psychology, 10*(4), 326–340. doi:10.1037/aap0000154

Chen, H., & Jablonski, N.G. (2019). To see or not to see: Issues Surrounding the Social Meanings of Skin Color. *Journal of College and Character, 20* (1), *65-72.* doi:10.1080/2194587X.2018.1559203

Chen, H., Yarnal, C., Chick, G., & Jablonski, N. G. (2018). Egg White or Sun-Kissed: A Cross-Cultural Exploration of Skin Color and Women's Leisure Behavior. *Sex Roles, 78*(3), 255-271. doi:10.1007/s11199-017-0785-4.

Chen, H., & Yarnal, C. (2017). Intentionally Designed Three-Phase Time Diary (TD) as a Multi-Pronged Practice. *Journal of Student Affairs Research and Practice, 54*(4), 429-440. doi:10.1080/19496591.2017.1338572

Chen, H., Yarnal, C., & Bram, B. (2017). "Borrowing Happiness from the Future": Exploring College Students' Own Experiences on Health-Related Lifestyles. *Journal of College and Character, 18*(2), 112-129. doi:10.1080/2194587X.2017.1300095

Chen, H., Yarnal, C., Hustad, J., & Sims, D. (2016). Take a Selfie of Life: A Qualitative Exploration of College Students' Self-Reflections on Free Time Use and Personal Values. *Journal of College and Character. 17*(2), 101-115. doi: 10.1080/2194587X.2016.1159226

Yarnal, C., & **Chen, H.** (2015). Integrating High-Impact Practice (HIP) into a Large General Education Class. *The Journal of Community Engagement and Scholarship (JCES), 8*(2), 133-134.

SELECTED REFEREED CONFERENCE PRESENTATIONS, POSTERS, & ABSTRACTS

Chen, H., & Jablonski, N. G. (2021, accepted) Not "Fair" Anymore: Exploring Public Opinions About Globe Cosmetic Corporations' Responses to The #BLM Movement. The Society for the Study of Social Problems (Virtual) Annual Meeting. August 4-7.

Chen, H., Chick, G., Yarnal, C., & Jablonski, N. G. (2020). Is getting "darker" the same as "more tanned"? Views on melanin production from sociocultural perspectives. Society for Cross-Cultural Research Conference. Seattle, WA, US. February 26-29.

Chen, H., & Liu, Y. (2019). "Our culture" and "their culture": A comparative case study on the challenges of living in-between two cultures. Society for Cross-Cultural Research Conference. Jacksonville, FL, US. February 13-17.

Chen, H., Jablonski, N. G., & Chick, G. (2018). A cross-cultural comparison of attitudes toward skin color and sun-related behaviors. Society for Prevention Research. Washington, DC, US. May 29-June 1.

Chen, H., Chick, G., Yarnal, C., & Jablonski, N. G. (2018). Examining colorism and associated behaviors among African-American female college students. The Society for the Psychological Study of Social Issues. Pittsburgh, PA, US. June29-July1.

Chen, H., Jablonski, N. G., Chick, G., & Yarnal, C. (2018). Attitudes toward skin color and sun-related behaviors: A cross-cultural Study. The Society for the Psychological Study of Social Issues. Pittsburgh, PA, US. June29-July1.

Chen, H. (2017). Invited Presentation. Exploring the perceptions of skin color and sun-related behavior among African American female college students. Workshop at the Africana Research Center at the Pennsylvania State University, University Park, PA. February, 13.

Chen, H., Chick, G., Jablonski, N. G., & Yarnal, C. (2017). To tan or not to tan: Exploring cultural perceptions of skin color and sun-related behaviors among Chinese American and Chinese American Adoptee Women. Society for Cross-Cultural Research Conference. New Orleans, LA, US. March 1-4.

Chen, H., Yarnal, C., & Bram, B. (2017). Heightening college students' awareness of substance use patterns. Poster presented at The 99th National Association of Student Personnel Administrators (NASPA) Annual Conference. San Antonio, Texas, US. March 11-15.

Chen, H., Chick, G., Jablonski, N. G., & Yarnal, C. (2014). Cultural differences in skin color preferences and women's leisure behavior. Poster presented at The 16th Canadian Congress on Leisure Research (CCLR). Halifax, Nova Scotia, Canada, May 21-23.

Yarnal, C., & **Chen, H.** (2014). Integrating high-impact scholarship into a large general education class. The 15th Annual Engagement Scholarship Consortium Conference (ESC). Edmonton, Alberta, Canada. October 7-8.

Chen, H., Yarnal, C., Chick, G., & Jablonski, N. G. (2014). "I don't want to get tanned": Cultural perception of lighter skin color and East Asian women's constraints for outdoor activities. World Leisure Congress. Mobile, Alabama, US. September 7-12.

Chen, H., & Yarnal, C. (2014). Exploring U.S. college students' perceptions of health-related lifestyles. World Leisure Congress. Mobile, Alabama, US. September 7-12.

Yarnal, C., & **Chen, H.** (2013). Addressing alcohol use in the classroom context: Promoting student reflection on leisure time use. Addressing Alcohol Symposium, University Park, PA. October, 17.

CURRENT RESEARCH PROJECTS

- **L'Oréal Research and Innovation: Integrating Social Sciences into Skin Tone Management**
  - Design innovative research approaches to explore people's (a) aesthetic attitudes toward skin color in various daily contexts, (b) perceptions of colorism and racism and associated social movements, and (c) rationales behind body image and beauty aspirations
  - Work with Direction Innovation (DI) team on how and why Japan, Korea, and China are influencing each other in beauty perceptions and fashion ideas, including recent beauty trends, consumer behaviors on social network services (SNS), and cultural, social, and historical contexts
- **Human Evolution and Diversity Lab: Social Ramifications of Skin Color and Related Behaviors**
  - Conduct research to explore: the meanings, ideologies, and values associated with skin color and social interactions; how people's aesthetic attitudes toward skin color and body image are shaped in bicultural or multicultural contexts (including identity development, daily decision-making, health behaviors, and lived experiences of colorism and racism); and innovative approaches analyzing non-verbal data to yield insights that supplement traditional analyses
  - Explore public opinion on social media regarding cosmetic corporations' reponses to the Black Lives Matter using Tweepy, a Python client for official Twitter API to collect comments and related hashtags