Yang Yang

Assistant Professor at University of Florida

Gainesville, FL, US

Yang Yang studies how people make decisions, inferences and predictions, and their implications for consumer welfare.

Biography

Yang Yang is an expert in consumer decision making in the Warrington College of Business. Her research interests include judgement and decision making, consumption experience, social influence, and AI and algorithmic bias in marketing, and technology and consumers.

Industry Expertise

Consumer Goods, Consumer Services, Business Services

Areas of Expertise

Artificial Intelligence for Decision Support, Business, Well-Being, Motivation, Social Influence, Over-generalization, Consumption Experience, Judgment and Decision Making, Hedonic Adaptation and Satiation

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