

YANG YANG

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Johnson Shoyama Graduate School of Public Policy
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EXPERIENCE

Faculty Lecturer, Johnson Shoyama Graduate School of Public Policy, University of Saskatchewan
Jun. 2019 – present

Post-Doctoral Fellow, University of Saskatchewan, Apr. 2018 – May. 2019

Projects: Arctic Council Northern Foods, and AAFC public acceptance of novel food technologies, with David Natcher and Jill E. Hobbs

EDUCATION

Ph.D., Agricultural Economics, University of Saskatchewan, Canada, 2018

Field: consumer behaviour, food economics, food policy

Supervisor: Jill E. Hobbs

Dissertation: “Deconstructing Public Perceptions of Novel Food Technologies: Human Values and Information Communication Strategies”

Award: Richardson-Applebaum Scholarship Award for the Best Ph.D. Dissertation, Food Distribution Research Society, 2018

M.Sc., Finance, Umeå University, Sweden, 2010

M.Sc., Economics, Dalarna University, Sweden, 2009

B.Sc., Economics, Tianjin University of Finance and Economics, China, 2008

RESEARCH

Published Papers

Yang, Y., J.E. Hobbs and D. Natcher. 2020. “Assessing Consumer Willingness to Pay for Arctic Food Products.” *Food Policy*, forthcoming.

Yang, Y., and J.E. Hobbs. 2020. “The Power of Stories: Narratives and Information Framing Effects in Science Communication.” *American Journal of Agricultural Economics*, forthcoming. Available at <https://onlinelibrary.wiley.com/doi/full/10.1002/ajae.12078>

Yang, Y., and J.E. Hobbs. 2020. “Supporters or Opponents: Will Cultural Values Shape Consumer Acceptance of Gene Editing?” *Journal of Food Products Marketing*, forthcoming. Available at <https://www.tandfonline.com/doi/full/10.1080/10454446.2020.1715316>

Yang, Y., and J.E. Hobbs. 2019. “How Do Cultural Worldviews Shape Food Technology Perceptions? Evidence from a Discrete Choice Experiment.” *Journal of Agricultural Economics*, forthcoming. Available at <https://onlinelibrary.wiley.com/doi/full/10.1111/1477-9552.12364>

Working Papers

Yang, Y., and J.E. Hobbs. “Food Values and Heterogeneous Consumer Responses to Nanotechnology.” *Revise and resubmit at Canadian Journal of Agricultural Economics*.

“Embracing or Neophobic: Heterogeneous Consumer Responses to Arctic Foods” (with David Natcher and Jill E. Hobbs).

“Do Consumers Care about Who Certify the Arctic Foods?” (with David Natcher and Jill E. Hobbs).

Peer-Reviewed Conference Articles

Yang, Y., and J.E. Hobbs. 2018. “Information Framing Effects in Biotechnology Communication – A Comparison between Logical-scientific and Narrative Information.” *Proceedings of the 30th International Conference of Agricultural Economists*.

Technical Reports

Yang, Y., and J.E. Hobbs. 2018. “The Effect of Information Framing on Consumer Acceptance of Novel Food Technologies.” *Report prepared for Agriculture and Agri-Food Canada*.

Yang, Y., and J.E. Hobbs. 2018. “The Effect of Human Values on Consumer Acceptance of Novel Food Technologies.” *Report prepared for Agriculture and Agri-Food Canada*.

TEACHING EXPERIENCE

Johnson Shoyama Graduate School of Public Policy, University of Saskatchewan, Saskatoon, Canada

Lecturer	Public Sector Financial Management (JSGS 838)	Fall 2019
(Face-to-face; online	Public Finance (JSGS 802)	Winter 2020
course design and	Economics for Public Policy Analysis (JSGS 805)	Spring 2020
delivery)		

Department of Agricultural and Resource Economics, University of Saskatchewan, Saskatoon, Canada

Lecturer	Introductory Resource Economics and Policy (RRM 114)	Winter 2018
	<ul style="list-style-type: none"> • Class size of 35 first year undergraduate students • Developed curriculum, instructed and assessed students • Created assignments/exams, graded work, and held office hours 	
	Summer Math Prep Course (Graduate level)	Summer 2013
Teaching Assistant	Agricultural Finance and Farm Appraisal (BPBE 435)	Winter 2014
	Intermediate Statistics and Decision Making (BPBE 361)	Fall 2013
	Industrial Organization of Agricultural Markets (BPBE 342)	Winter 2013
	Farm and Agricultural Business Operations Management (BPBE 420)	Fall 2012
Guest Lecturer	Agricultural Marketing Systems (AREC 440)	November 2016
	Non-market Valuation for Natural Resources and the Environment (AREC 837)	February 2019

Department of Economics, University of Tennessee, Knoxville, U.S.

Teaching Assistant	Principles of Economics (ECON 201)	Spring 2012
		Fall 2011

CONFERENCE AND SEMINAR PRESENTATIONS

“Communicating Novel Food Technologies through Narratives: Evidence from a Canadian Consumer Survey”
Selected Paper, *Conference of Practicing Evidence – Evidencing Practice: How is (Scientific) Knowledge Validated, Valued and Contested?*, Munich, Germany, February 2020.

“Cultural Values and Consumer Acceptance of Gene-editing Technology”
Selected Paper, *174th European Association of Agricultural Economists EAAE Seminar – Economics of Culture and Food in Evolving Agri-food Systems and Rural Areas*, Matera, Italy, October 2019.

“Consumer Perception and Willingness to Pay for Arctic Foods”
Selected Paper, *Canadian Agricultural Economics Society Annual Meeting*, Ottawa, Canada, July 2019.

“Consumer Acceptance of Arctic Foods”
Food Security Panelist, *UArctic Symposium: Innovation Impacts in Northern Saskatchewan and Beyond*, University of Saskatchewan and University of the Arctic, Saskatoon, Canada, June 2019

CONFERENCE AND SEMINAR PRESENTATIONS (CONTINUED)

“Information Framing and Consumer Acceptance of Food Biotechnology”

Selected Paper, *Rupert’s Land Symposium, Edwards School of Business, University of Saskatchewan, Saskatoon, Canada, May 2019*

“Effect of Information Framing on Consumer Acceptance of Novel Food Technologies”

Guest Speaker, *Canadian Agricultural Policy Research Network Seminar (AAFC), Ottawa, Canada, October 2018*

“Narrative Communication and Consumer Responses to Novel Food Technologies”

Invited Speaker, *Food Distribution Research Society Annual Conference, Washington, DC, U.S., September 2018*

“Information Framing Effects in Biotechnology Communication – A Comparison between Logical-scientific and Narrative Information”

Selected Paper, *30th International Conference of Agricultural Economists, Vancouver, Canada, July 2018*

“Narrative Communication and Consumer Responses to Novel Food Technologies”

Organized Session, *30th International Conference of Agricultural Economists, Vancouver, Canada, July 2018*

“Does Information Framing Matters for Communicating Food Sciences with Consumers?”

Seminar, *Department of Food and Bioproduct Sciences, University of Saskatchewan, Saskatoon, Canada, October, 2017*

“Narrative Communication (Storytelling) of Food Sciences”

Selected Paper, *2nd International Symposium on Innovations in Plant and Food Sciences, Saskatoon, Canada, September 2017.*

“Perceptions of Science, Information Provision and Consumer Responses to Novel Food Technologies”

Organized Session, *The XV European Association of Agricultural Economists Congress, Parma, Italy, August 2017.*

“Deconstructing Public Perceptions of Novel Food Technologies: Cultural Values and Information Communication Strategies”

Poster Presentation, *The XV European Association of Agricultural Economists Congress, Parma, Italy, August 2017.*

“Communicating Novel Food Technology to Consumers using Narratives”

Selected Paper, *Canadian Agricultural Economics Society Annual Meeting, Montreal, Canada, June 2017.*

“Communicate Food Biotechnology with Consumers - A Comparison of Narrative with Logical-scientific Information”

Selected Paper, *International Consortium on Applied Bioeconomy Research Annual Conference, Berkeley, U.S., May 2017.*

“Using Narrative vs. Logical-scientific Information to Communicate Novel Food Technology with Consumers”

Seminar, *Department of Agricultural and Resource Economics, University of Saskatchewan, Saskatoon, Canada, May 2017.*

CONFERENCE AND SEMINAR PRESENTATIONS (CONTINUED)

“Cultural Value and Public Perception of Food Biotechnology”

Selected Paper, *AgBio Research Day, College of Agriculture and Bioresources, University of Saskatchewan, Saskatoon, Canada, March 2017.*

“Deconstructing Consumers’ Acceptance of Novel Food Technologies: Role of Cultural Value and Information Format”

Poster Presentation, *7th Annual Canadian Agri-Food Policy Conference, Ottawa, Canada, January 2017.*

“Exploring the Effect of Cultural Values and Information Format on Consumers’ Acceptance of Novel Food Technologies”

Selected Paper, *Canadian Agricultural Economics Society and Western Agricultural Economics Association Joint Annual Meeting, Victoria, Canada, June 2016.*

“Cultural Values and Perceptions towards Novel Food Technologies”

Selected Paper, *Department of Resource Economics and Environmental Sociology Graduate Student Conference, University of Alberta, Red Deer, Canada, April 2015.*

“Market Effects of Introducing Local Products into the Food Chain”

Poster Presentation, *Alberta Agricultural Economics Association’s 30th Annual Visions Conference, Red Deer, Canada, May 2013.*

AWARDS AND SCHOLARSHIPS

Richardson-Applebaum Scholarship Award for the Best Ph.D. Dissertation Food Distribution Research Society, Washington, D.C., U.S.	2018
1st place Graduate Student Paper Competition Canadian Agricultural Economics Society Annual Meeting, Montreal, Canada.	2017
Saskatchewan Innovation and Opportunity Scholarship Government of Saskatchewan and University of Saskatchewan, Canada	2015
Saskatchewan Innovation and Opportunity Scholarship Government of Saskatchewan and University of Saskatchewan, Canada	2014
Townley-Smith Scholarship , University of Saskatchewan, Canada	2014
Graduate Teaching Fellowship , University of Saskatchewan, Canada	2013
L.H. Hantelman Postgraduate Scholarship , University of Saskatchewan, Canada	2013
College of Graduate Studies and Research (CGSR) Scholarship University of Saskatchewan, Canada	2012 – 2015
Graduate Scholarship , University of Tennessee, U.S.	2011 – 2012
First Prize Scholarship , Tianjin University of Finance and Economics, China	2004 – 2006

PROFESSIONAL SERVICE

Referee	Canadian Journal of Agricultural Economics Agribusiness: An International Journal
Thesis Committee Member	Cheng Zhou, MSc., Department of Agricultural and Resource Economics, University of Saskatchewan, 2019-2020
Conference Papers Reviewer	30th International Conference of Agricultural Economists, Vancouver, Canada, July 2018 The XV European Association of Agricultural Economists Congress, Parma, Italy, August 2017.

PROFESSIONAL MEMBERSHIPS

Agricultural and Applied Economics Association (AAEA)
American Economic Association (AEA)
Canadian Agricultural Economics Society (CAES)
European Association of Agricultural Economists (EAAE)
Food Distribution Research Society (FDRS)
International Association of Agricultural Economists (IAAE)