

## SIJIN CHEN

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### EDUCATION

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**University of Chicago** Chicago, IL  
Principal Researcher, Booth School of Business, 2024—Present

**National University of Singapore** Singapore  
Ph.D. Candidate, Marketing, 2021-2025  
Bachelor of Business Administration (First Class Hons), 2021

**University of Chicago** Chicago, IL  
Visiting Student, Marketing & Behavioral Science, 2024

### RESEARCH INTERESTS

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**Theoretical:** Motivation, Judgment and Decision-Making, Cultural Psychology, AI, Moral Psychology

**Methodological:** Experimental methods; Natural language processing, Secondary data analysis

### MANUSCRIPTS AND RESEARCH IN PROGRESS

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**Manuscripts in preparation** (data collection complete; titles adapted to protect blind review)

**Chen, Sijin**, Lauren Eskreis-Winkler, and Ayelet Fishbach. “Negative Reviews Predict Cinematic Success”. *Preparing for submission to Journal of Consumer Research*.

**Chen, Sijin** and Joshua C. Jackson. “Movies Across Culture and Time”. *Preparing for submission to Nature Human Behavior*.

Yang, X. Adelle, Yu Gu, and **Sijin Chen**. “Decision-Making AI and Moral Intuitions”. *Revise & Resubmit at Journal of Consumer Research*.

Gu, Yu, Adelle X. Yang and **Sijin Chen**. “Attribution Ambiguity in AI-based Sales Automation”. *Preparing for submission to Journal of Consumer Research*.

Yang, X. Adelle, **Sijin Chen**, Yu Gu and Rajesh Bagchi, “The Jumpstart Effect”. *Invited for resubmission, Journal of Marketing*

**Research in progress** (data collection ongoing; titles adapted to protect blind review)

**Chen, Sijin**, and Ayelet Fishbach. “Bad to Others, Good to Us?”  
Exploring Consumers’ Sharing Patterns”. *Data collection in progress*.

### ABSTRACTS OF SELECTED PAPERS

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**Chen, Sijin**, Ayelet Fishbach, and Lauren Eskreis-Winkler. “Negative Reviews Predict Cinematic Success”.

We explored whether information from negative reviews predicts cinematic success better than information from positive reviews. In three archival studies (182,287 reviews) and three pre-registered experiments, information from negative reviews is more precisely written than positive reviews; they have greater variety in sentiment and are more thoughtful (H1). Information from negative reviews is a better predictor of cinematic success than that from positive reviews (H2). This effect is mediated by the precision of the negative reviews (H3). However, consumers of reviews underestimated the utility of negative reviews, preferring instead to read positive ones to predict success (H4).

Yang, X. Adelle, Yu Gu, and **Sijin Chen**. “Decision-Making AI and Moral Intuitions”.

While speed is often considered a key advantage of Artificial Intelligence (AI), our research challenges this assumption in morally complex contexts. Across 13 pre-registered experiments (N = 8,473), we find that participants rate an AI more favorably when it takes longer to make moral-tradeoff decisions, even when the outcomes remain unchanged. This preference for a slower AI was observed in both classic moral dilemmas and resource-allocation decisions involving individuals in need. Both the “moral” and “tradeoff” elements of the focal decision were necessary for the effect. The effect did not emerge when the AI was slower on a more important non-moral decision. We find that the effect is primarily driven by overgeneralized moral intuitions regarding the AI’s decision-making procedure, rather than beliefs about the decision outcomes. While anthropomorphism and mind perception may also partially contribute to the effect, they could not fully account for the effect. Furthermore, analyses of open-ended text responses with a large language model (GPT-4o) corroborate measured process evidence. This research offers new insights into AI resistance, especially in moral domains where AI faces the strongest resistance, and suggests new directions for policy interventions.

### **CONFERENCE PRESENTATIONS (including only those that I delivered)**

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Sijin Chen, Lauren Eskreis-Winkler, and Ayelet Fishbach (2024, November), “Negative Reviews Predict Cinematic Success.” Poster presented at *Society for Judgment and Decision Making Conference*, New York City, NY.

Yang, Adelle, Sijin Chen, and Yu Gu (2024, October), “Slower Moral Trade-Off by AI Enhances AI Appreciation.” Poster presented at *Psychology of Technology*, Boston, MA.

Yang, Adelle, Sijin Chen, and Yu Gu (2024, September), “Slower Moral Trade-Off by AI Enhances AI Appreciation.” Talk presented at *Association for Consumer Research*, Paris, France.

Yang, Adelle, Sijin Chen, and Yu Gu (2024, June), “Slower Moral Trade-Off by AI Enhances AI Appreciation.” Talk presented at *Behavioral Decision Research in Management*, Chicago, IL.

Yang, Adelle, Sijin Chen, and Yu Gu (2023, November), “Slower Moral Trade-Off by AI Enhances AI Appreciation.” Poster presented at *Society for Judgment and Decision Making Conference*, San Francisco, CA.

Yang, Adelle, Yu Gu and Sijin Chen (2023, November), “Single-Minded AI Agents and Cynical Consumer Inferences.” Talk presented at *Association for Consumer Research*, Seattle, WA.

Yang, Adelle, Yu Gu and Sijin Chen (2023, July), “Single-Minded AI Agents and Cynical Consumer Inferences.” Talk presented at *European Association for Consumer Research*, Amsterdam, Netherlands.

## RELEVANT INDUSTRY EXPERIENCE

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<b>SCL FOREST EDUCATION (Ed-Tech Company)</b>	Singapore
Co-Founder, 2019-2022	

<b>AI XUE XI DE SHAWN</b>	Singapore
Influencer & Content Creator, 2017-2022	

<b>PROCTOR &amp; GAMBLE</b>	Singapore
Management Intern – E-Commerce Team, 2021	

## HONORS & AWARDS

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Fellow, ISMS Marketing Science Doctoral Consortium	2024
Fellow, AMA-Sheth Foundation Doctoral Consortium	2024

## AFFILIATIONS

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Society for Judgment and Decision Making  
 Association for Consumer Research  
 Informs

## OTHER SKILLS

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Software: R, Python  
 Languages: English, Chinese (bilingual)