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Brief Introduction

Before joining CASS (Chinese Academy of Social Sciences) in 1992, I had taught at an university in Beijing as a lecturer of Economics. In 1986, inspired by my interest in social psychology, I entered the department of psychology in Beijing Normal University and got my Master degree. In 1988, I began to follow Dr. Chungfang Yang (杨中芳) to learn how to study Chinese people from the perspective of indigenous psychology. Since then, I have been trained in summer school (the teachers are from Taiwan and Hong Kong, Yang K.S., Hwang K.K. Yang, C. F. etc.) for my research focus on Chinese indigenous psychology, such as *Guanxi* (关系, interpersonal relations in Chinese culture), *Zijiren* (自己人, insider), *Bao* (报, repay, reciprocity), and coping with social change in contemporary China. I worked in several fields of investigation in basic and applied social psychology, including interpersonal relationship in context of Chinese culture, cultural mixing in globalization, cultural self-constituted and oral-history.

I have actively contributed to the academic community through my chief editorial roles in *Chinese Social Psychological Review* (journal) for 20 years which focus on Chinese cultural social psychology. I also served Chinese Association of Social Psychology as president from 2010 to 2014. From 2007 to 2015, I have collaborated with Professor Chiu Chi-yue and Hong Ying-yi to develop training for social psychologists in Mainland China.

Research Interests

- * Social identity theory
- * Indigenous social psychological research in Chinese societies
- * Social change and social mentality, oral history
- * culture mixing psychology, globalization, inter-group relations, cultural dynamics

Main Publications

- Yang, Yiyin** (2001) "One of us (zijiren): A case study on the classification of Chinese Guanxi". *Indigenous Psychological Research in Chinese Societies* (Taipei). Vol. 13. 277-316. (in Chinese)
- Yang, Yiyin**(2002) Chinese Affection pattern follow the "Zijiren" Guanxi classification model: A case of relation between mother-in-law and daughter-in-law, *Indigenous Psychological Research in Chinese Societies* (Taipei). Vol. 15. (in Chinese)
- Yang Yiyin.**(2009).Guanxilization or categorization: Psychological mechanisms contribute to formation of Chinese concept of "us". *Social Sciences in China*. Vol.30, No.2.49-67.
- Yang, Y.**, Chen, M., Chen,W., Ying, X., Wang, B., Wang, J.& Kolstad A.(2010). The effects of boundary-permeated self and patriotism on social participation in Beijing Olympic Games. *Asian Journal of Social Psychology*. Vol.13, 109-117.
- Yang, Yiyin**, Zhang, Shuguang (2012) Looking for familiar faces in a sea of strangers: A social psychological analysis of hometown associations on college campus. *Society*, Vol.32. 6, 158-162. (in Chinese)
- Wu, Y., **Yang, Y.-Y.** , & Chiu, C.-Y. (2014). Responses to religious norm defection: The case of Hui Chinese Muslims not following the halal diet. *International Journal of Intercultural Relations*, 39,1-8.
- Wu Ying, **Yang Yiyin**, Wei Xiaojiang and Chen En. (2017). What determines "giving birth to a son": The social transformation of how institution and culture affect women's fertility choices. *The Journal of Chinese Sociology*. 4:9, 1-22.
- Yang Yiyin.**(2018). Understanding Chinese social relations from the perspective of "guanxi". In Laurence Roulleau-Berger & Li Peilin (Eds.).*Post-Western Sociology: From China to Europe*. (pp.268-287).London:Routledge.
- Yang Yiyin.**(2019). *Social Mentality in Contemporary China*. Singapore: Springer Singapore.