

## HESU YOON

ENSAE Paris  
Center for Research in Economics and Statistics  
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### ACADEMIC POSITIONS

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**2024- present** Assistant Professor of Sociology  
Center for Research in Economics and Statistics (CREST) and ENSAE Paris

### EDUCATION

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Ph.D., Sociology, Stanford University	2024
<i>Dissertation Title: The Social Construction of Neighborhood Desirability</i>	
M.A., Sociology, Seoul National University	2017
B.S., History and Political Science, Yonsei University	2015

### AREAS OF INTEREST

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Urban Sociology; Economic Sociology; Culture; Race and Ethnicity; Inequality; Computational Social Science

### PUBLICATIONS

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Kiviat, Barbara, Sara Greene, and **Hesu Yoon**. *Forthcoming*. “Going Against the Record: How Algorithms Shape the Way Landlords Make Exceptions for Bad Background Checks.” *American Journal of Sociology*

Sara Sternberg Greene, Barbara Kiviat, and **Hesu Yoon**. 2024. “Getting to Home: Collateral Consequences in the Rental Housing Market.” *Duke Law Journal* 74 (2): 269-352.

**Yoon, Hesu**. 2024. “Aestheticizing Authenticity: Entrepreneurial Practices of Business Owners in Seoul’s Gentrifying Neighbourhood.” *Journal of Urban Design* 29 (5): 557-575.

**Yoon, Hesu\***, and Andrew McCumber\* (\* equal authorship). 2024. “A Symbolic Hierarchy of Places: Global Inequalities in Tourism Narratives of the New York Times Travel Section.” *Poetics* 102:101848.

Tianyuan Hunag, Timothy Dai, Zhencheng Wang, **Hesu Yoon**, Hao Sheng, Andrew Y. Ng, Ram Rajagopal, and Jackelyn Hwang. 2022. “Detecting Neighborhood Gentrification at Scale via Street-level Visual Data,” *Proceedings of 2022 IEEE International Conference on Big Data*.

**Yoon, Hesu**, and Hans Schattle. 2017. “The Gangnam Style Phenomenon as Global Manifestation of Hybridity.” *Asian International Studies Review* 18 (2): 1-20.

**Yoon, Hesu.** 2016 “The Fragmented New Urban Middle Class and Their Taste for Gentrified Neighborhoods: The Case of New Retail Entrepreneurs in Yeonnam-dong, Seoul.” *Korean Journal of Cultural Sociology* 22:227-285. (in Korean)

## WORKING PAPERS

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Hwang, Jackelyn, and **Hesu Yoon.** *Revise and Resubmit at Sociological Perspectives.* “Shifting and Persisting Neighborhood Hierarchies: Immigrant Influx and Pathways of Renewal in the Twenty-First Century.”

**Yoon, Hesu.** “The Geography of Racialized Commerce and Gentrification”

- Best Paper Proceedings, Academy of Management (2025)

**Yoon, Hesu.** “Stigmatized or Desirable? Heterogeneity in Racialized Neighborhood Perceptions and Preferences.” (Working draft available upon request.)

**Yoon, Hesu.** “Diversity Premium: The Role of Perceived Diversity and Liberal Ideology in Shaping Neighborhood Perceptions and Preferences of Highly Educated Young White People.” (Working draft available upon request.)

**Yoon, Hesu** and Megan Evans. “Reputational Hierarchy of Neighborhoods: Leveraging How Airbnb Landlords Use Neighborhood Names” (Working draft available upon request.)

Stuart, Forrest, **Hesu Yoon,** and Francine Stephens. *Writing in progress.* “Cultural Diffusion and the Appropriation of Urban Slang on Twitter.”

## FELLOWSHIPS, GRANTS, AND AWARDS

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### Fellowships

- CCSRE Graduate Teaching Fellowship, The Center for Comparative Studies in Race and Ethnicity, Stanford University, 2023-2024
- Ph.D. Summer Research Fellowship, The Center for Poverty and Inequality, Stanford University, 2023
- PACS Ph.D. Fellowship, The Center on Philanthropy and Civil Society, Stanford University, 2022-2023
- IRiSS Dissertation Fellowship, Stanford Institute for Research in the Social Sciences, Stanford University, (\$11,000), 2022
- Graduate Summer Fellowship for Community Engaged Research, The Haas Center for Public Service, Stanford University (\$2,500), 2020
- Graduate Public Service Fellow, The Haas Center for Public Service, Stanford University, 2019
- Fulbright Graduate Study Scholarship (declined), 2017
- Doctoral Study Abroad Scholarship, Korea Foundation for Advanced Studies 2017-2021
- Research & Lecture Scholarship, Seoul National University, 2015-2017

### Grants and Awards

- Graduate Research Opportunities Award, The School of Humanities and Sciences, Stanford University (\$4,000), 2021
- Research Data Grant, Stanford Institute for Research in the Social Sciences, Stanford University (\$1,500), 2020

- The Center for American Democracy Grants for Survey Experiments in the Social Sciences, Stanford Institute for Research in the Social Sciences, Stanford University (\$1,996), 2020
- Research Grant, Lab for Social Research, Stanford University (\$700), 2019
- Travel Grant, The Center for East Asian Studies Conference, Stanford University (\$500), 2019
- PACS Small Grant, The Center on Philanthropy and Civil Society, Stanford University (\$2,445), 2019
- Student Projects for Intellectual Community Enhancement (SPICE) Funds, Foundational Social Psychology Reading Group, Leader, Stanford University (\$2,000), 2018
- The Seoul Institute (Urban Policy Think Tank) Seed Grant and Research Excellence Award, Principal Investigator (\$5,000), 2016
- The Human Rights Center Excellence in Research Award, Seoul National University, 2015
- Young Sociologist Research Excellence Award, Chung-Ang University with Lee, Sooji (\$1,500), 2015

## PRESENTATIONS

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### Invited Talks

2024 Sociology Department, CREST / ENSAE PARIS

2023 Sociology Department, University of Southern California  
Columbia Business School, The Management Division, Columbia University  
Hass School of Business, Management of Organizations Group, UC Berkeley

### Conference Presentations

Reputational Hierarchy of Neighborhoods: Leveraging How Airbnb Landlords Use Neighborhood Names. (with Megan Evans)

- 2025 International Network for Social Network Analysis Sunbelt, Paris, France.
- 2024 International Conference on Urban Affairs Association. New York, NY.
- 2024 Population Association of America Annual Meeting. Columbus, OH.

The Geography of Racialized Commerce and Gentrification

- 2025 Academy of Management Annual Meeting. Copenhagen, Denmark.
- 2025 European Group for Organizational Studies Colloquium. Athens, Greece.
- 2023 Global Symposium on Gentrification and Displacement. Boston, MA.

Diversity Premium: How Perceived Diversity and Liberal Ideology Shape Neighborhood Preferences of Highly Educated Young White People.

- 2023 American Sociological Association, 118<sup>th</sup> Annual meeting. Philadelphia, PA.

Stigmatized or Desirable? Heterogeneity in Racialized Perceptions and Neighborhood Preferences of Highly Educated Young White People.

- 2023 The International Network of Analytical Sociologists. Princeton, NJ.
- 2022 Society for Personality and Social Psychology Annual Convention. San Francisco, CA. (online)

A Symbolic Hierarchy of Places in Global Tourism: Cultural and Narrative Tourism Narratives of the New York Times Travel Section. (with Andrew McCumber)

- 2022 American Sociological Association Annual meeting. Los Angeles, CA.

Explaining Omnivorous Neighborhood Taste: Neighborhood Perceptions and Preferences of Young White Elites.

- 2021 American Sociological Association Annual meeting. Chicago, IL. (online)

When is Data Destiny? How Rental Housing Gatekeepers Use Personal Records to Sort and Slot. (with Barbara Kiviat and Sara Greene)

- 2021 American Sociological Association Annual meeting. Chicago, IL. (online)

When Diversity is Desirable: Neighborhood Preferences of Young White Elites

- 2020 American Sociological Association Annual meeting. San Francisco, CA. (online)

Shifting and Persisting Neighborhood Hierarchies: Immigrant Influx and the Spread of Gentrification in the Twenty-First Century. (with Jackelyn Hwang)

- 2019 American Sociological Association Annual meeting. New York, NY.

Performing Authenticity: Entrepreneurial Practices of Business Owners in Yeonnam-dong, Seoul.”

- 2019 The Society for the Study of Social Problems Annual meeting. New York, NY.

## TEACHING AND ADVISING

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### Course Designer & Instructor

- Place, Market, Inequality, ENSAE Paris, Spring 2025
- Spatial Data and Mapping Module in Methods in Quantitative Sociology, ENSAE Paris, Fall 2024
- Online Survey Experiments in the Social Sciences, Sungkyunkwan University, Winter 2024 (online)

### Teaching Assistant

- Resistance and Liberation, Stanford University, Spring 2024, Professor Shaina Judith Hammerman and Professor Gina Hernandez
- Introduction to Comparative Studies of Race and Ethnicity, Stanford University, Winter 2024, Professor Jonathan Rosa
- Self and Society: Introduction to Social Psychology, Stanford University, Summer 2021, Professor Robb Willer and Professor Alia Crum
- America Unequal: Introduction to Social Stratification, Stanford University, Fall 2019/Fall 2018, Professor David Grusky
- Capstone Research Seminar, Seoul National University, Spring 2017, Professor Hyunji Kwon and Professor Seok-ho Kim
- Social Stratification and Inequality, Seoul National University, Fall 2016/Fall 2015, Professor Hyunji Kwon
- Sociology of Industry and Labor, Seoul National University, Spring 2016/Spring 2015, Professor Hyunji Kwon

### Advising & Mentoring

- Chappell Lougee Scholarship Program, Stanford University, 2022-2023
- Research Experience Program, Institute for Research in the Social Sciences, Stanford University, 2020-2022

## SERVICE & PROFESSIONAL MEMBERSHIPS

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### *Service*

**Co-organizer**, The Summer Institutes of Computational Social Science (SICSS) Paris, Polytechnic Institute of Paris, 2025

**Professional development chair**, Association of Students of Graduate Studies, Department of Sociology, Stanford University, 2019-2020

**Graduate admissions committee student representative**, Association of Students of Graduate Studies, Department of Sociology, Stanford University, 2018-2019

**Coordinator**, Social Psychology Reading Group, Stanford University 2018-2019

### *Professional Memberships*

American Sociological Association

The Academy of Management

European Group for Organizational Studies

Urban Affairs Association

Population Association of America

International Sociological Association

## SKILLS

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**Technical:** R, Python, Stata, ArcGIS/QGIS, Tableau, Dedoose, NVivo, Qualtrics, Prolific, Amazon Mechanical Turk

**Language:** English (fluent), Korean (native), Japanese (proficient), French (beginner-intermediate)