

HESU YOON

ENSAE Paris
Center for Research in Economics and Statistics
5 Avenue Henry Le Chatelier
91120 Palaiseau, France

hesu.yoon@ensae.fr

ACADEMIC POSITIONS

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

EDUCATION

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

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

PUBLICATIONS

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

Hwang, Jackelyn, and **Hesu Yoon**. *Revise and Resubmit*. “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

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

- Hi! Paris The Center on Data Analytics and Artificial Intelligence for Science, Business, and Society Collaborative and Scientific Projects (€10,000), 2025
- 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

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, 118th 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

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

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

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

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