

**BOBBY CHEON****School of Humanities and Social Sciences, Nanyang Technological University**

Bobby Cheon is currently a Nanyang Assistant Professor in the Division of Psychology at Nanyang Technological University (NTU) and a Principal Investigator in the Singapore Institute of Clinical Sciences (SICS, A\*Star).

Upon completing his primary and secondary schooling in the United States, Bobby Cheon attended the University of Virginia, where he earned a bachelor's degree in interdisciplinary cognitive science. After completing his university studies, he worked on a large-scale longitudinal study examining long term cognitive, psychiatric, and social outcomes of traumatic brain injury. He subsequently received his PhD in psychology from Northwestern University, where he studied the interplay of cultural, social, and neurobiological processes in modulating human behaviors in group contexts. He continued this research as a postdoctoral fellow in Nanyang Business School before joining NTU and SICS as a faculty member/principal investigator.

Bobby's research activities are dedicated to two overarching themes. The first seeks to investigate how people conceptualize and navigate relationships with others in response to threats. Towards this objective, he examines how perceived threats from the environment influence and interact with cultural and biological mechanisms to shape intragroup processes (e.g., cooperation, cohesion, affiliation) and intergroup processes (e.g., competition, discrimination, prejudice). The second research theme explores the psychosocial modulation of human appetite, food preferences, and eating behaviors with the aim of identifying how social-contextual factors may ultimately predict human health by shaping food-relevant cognitions and behaviors.