

Fernando Plascencia

Cornell University
University of Guadalajara

Phone: (607) 280-9548
Email: jp975@cornell.edu
Homepage: <https://www.fernandoplascencia.net>

Academic Appointments

- Visiting Researcher -Honorary-, Catedras Conacyt-University of Guadalajara, Oct2018-Present.

Education

- Ph.D. Regional Science, Cornell University, Ithaca NY, August 2017.
Dissertation Committee: Kieran Donaghy, David Just, Matthew Brashears.
- M.A. Economics, University of Guadalajara, 2006.
- B.A. Financial Administration & Systems, University of Guadalajara, 2001.

Field Interest

- Applied Microeconomics, Behavioral Economics, Networks, Data Science.

Working Papers: Behavioral Economics, Networks & Data Science.

- Stated Preferences and Well-being in Risky Environments (Job Market Paper)

This paper addresses the question of what choices people are likely to make in order to maximize their well-being in a risky environment. To obtain data necessary to address this question, I implemented an on-line survey based on a methodology employed recently by economists studying relationships between happiness and choice (Benjamin, Heffitz, Kimball, and Szembrot). The survey incorporated hypothetical scenarios related to stated preferences. The scenarios considered correspond to personal situations involving the effects of drug-related violence in Mexico and policy voting preferences. We found that the impact on the mental health of the civilian population by this phenomenon is one of the most significant. By pairwise comparison in 1,800 scenarios, we found suggestive evidence of negative well-being aspects such as anger, anxiety, and depression. In addition, we also found that the behavior of respondents has low uncertainty regarding other's preferences and in this case, people state preferences with high intensity in policy.

- Risk Perception, Policy Preferences, and Pro-Social Behavior: Experimental Evidence in Risky Environments.

This paper examines the relationship between risk perception, policy preferences, and pro-social behavior and tested two hypotheses by implementing an online experiment and Facebook Ads. The first hypothesis lies in the appraisal-tendency theory. I tested that anger triggers more optimistic estimates of risk in unrelated situations than fear does. The second hypothesis sought to understand the psychological underpinnings of risk perception and risky scenario decision making. People are loss-averse; that is, they dislike losses more than they like equivalent value gains. By using a weak identifiable victim effect on an online modified dictator game; I found evidence that suggests that people see save a statistical life as gain, but saving an identified victim was seen as avoiding a loss, then this predicts that people put greater value on identified victims than on statistical ones.

- Risk Environments, Happiness and Networks in Blau Space.

How does experiencing mass urban warfare, violence, or other traumatic events affect individuals' interaction? Social media has become central to the public's response to violence, particularly social network support has an important role in helping to reduce negative emotional violence effects. Using a network

instrument based on household data from the INEGI Subjective Well-Being 2012 Survey in Mexico. This paper analyzes homophily differences by using log-linear models based on a self-reported level of happiness of 10,400 respondents. The analysis is made within and between groups by fitting layer effect parameters. There are main differences between male and female non-kin ties residents in violent and nonviolent locations. The study compares the pattern of ties among dissimilar alters for both sexes. The results of how personal characteristics relate to differences in the strength of homophily related with people's level of happiness or life satisfaction indicates that residents in violent places are almost equally homophilous to affiliate or having support from a specific social network, although involvement in community activities exerts a stronger influence in women than men and the resulting tendency to form ties is based on that particular locus.

- Fuzzy Analysis for Intuitionistic Preferences on Complex Networks.

The fuzzy analysis is commonly used for handling various forms of uncertainty in a decision-making process and it is related to the design and control of complex systems which is the case of fuzzy clustering. This paper initially will aboard this issue by incorporating fuzzy theory into group decision making based on intuitionistic preference relations. The common cases of study are data that comes from subjective well-being decisions that are embedded in behavioral networks. By using fuzzy theory and optimization methods, this paper proposes to follow a two-step algorithm to analyze behavioral networks by (1) identify complete intuitionistic preferences and by (2) approximate a network feature matrix for a conventional fuzzy community detection which is an extension of a fuzzy k-means clustering procedure..

- Cooperative Games, Learning, and Strategic Interaction in Social Networks.

This paper introduces the concept of the "Citizen Commission" as a structure of social capital and shows methods for its mathematical analysis. The paper explains network formation and how information transmission feeds back into the evolution of social links. The social network is analyzed in cooperative games and its role in public goods. The concepts of the equilibrium point and its different solutions are introduced by mathematical definition. Later in the paper, the process of social learning is discussed. An illustration of the possibilities of this Citizen Commission for a real application in the economy is included.

Works in Progress.

- Cognitive Bias, Social Identity and Preferences.
- AI: Machine Learning and NLP models on Terrorism and Distress.
- Online Social Networking and Mental Health.
- Deep learning: Models of Crime Prediction.

Research Appointments.

- Visiting Researcher, Dyson School of Applied Economics, Cornell University, Oct2017-Oct2018.
- Researcher, Ministry of Planning, Sep2011-May2012.
- Economic Researcher-CESJAL-University of Guadalajara, Sep2006-Aug2011.
- Economic Researcher, Secretary of Rural Developing, Mexico, Nov2002-Aug2003.

Teaching Experience.

University of Guadalajara

Teaching Assistant Graduate Level:

Applied Microeconomics

Coadvisor MBA Master Thesis

Applied Microeconomics

Teaching Assistant Undergraduate Level:

Microeconomics, Econometrics and Statistics, Game Theory

Fall Term 2006

Spring and Fall Term 2006

Fall Term 2006

Fall and Spring Terms, Aug2003-Aug2005

Fellowships and Awards.

NYU Steinhardt, Faculty First Look Scholar	2017-2018
Graduate Student Research Award, Cornell University	Fall Term 2016
National Council of Science and Technology, Ph.D. Studies National Scholarship, Mexico	2012-2016
National Council of Science and Technology, M.A. Studies National Scholarship, Mexico	2003-2005
University of Guadalajara, Academic Excellence Award, BA.	2001
Fundacion Telmex, National Academic Excellence Award, BA.	1996-2001

Professional Activities

- Referee: Journal Networks and Spatial Economics.

Conference Papers and Seminars

- Stated Preferences and Well-being in Risky Environments: The Drug War in Mexico.
Data Science for Social Good Conference, UChicago, September 2017.
Proceedings of the 63rd North American Regional Science Council (NARSC), November 2016.
- Pro-social Behavior and Choice Well-being: Evidences from an on-line experiment in Mexico.
Conference on Digital Experimentation (CODE@MIT), MIT, October 2017
Proceedings of the 63rd North American Regional Science Council (NARSC), November 2016.
- Fuzzy Analysis for Intuitionistic Preferences on Complex Networks.
Proceedings of the 63rd North American Regional Science Council (NARSC), November 2016.
- *Social Networks: Choice Homophily and Well-Being in Mexico.
Proceedings of the 62d North American Regional Science Council (NARSC), November 2015.
- Cooperative Games, Learning and Strategic Interaction in Social Networks.
Proceedings of the 61th North American Regional Science Council (NARSC), November 2014.

References

Prof. Kieran Donaghy

Cornell University
Department of City and Regional Planning
p.+1(607)-255-1971
email: kpd23@cornell.edu

Prof. David Just

Cornell University
Charles H. Dyson School of
Applied Economics and Management
p.+1(607)-255-2086
email: drj3@cornell.edu

Prof. Matthew Brashears

University of South Carolina
Department of Sociology
p. +1(803)-777-3123
email: brasheam@mailbox.sc.edu

Prof. Willy Cortez

University of Guadalajara
Department of Quantitative Methods
CUCEA,
p.+52(33)37703300 ext: 25899
email: wcortez@cucea.udg.mx