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Education

2004. Ph.D. in Sociology, the Chinese University of Hong Kong.
1993. Master of Sociology, Nanjing University.
1983. Bachelor of Science in Mechanical Engineering, Nanjing University of Science and Engineering.

Professional Experiences

2006/5-2025/7 Professor, Department of Sociology, Fudan University.
2023/8-2024/6 Associated Researcher, Harvard-Yenching Institute.
2007/9-2008/6. Associated Researcher, Harvard-Yenching Institute.
2004/12-2006/5. Professor, Department of Sociology. Nanjing University.
2004/1-2005/8. Post-Doctoral Fellow/Visiting scholar, Survey Research Center, Division of Social Sciences, the Hong Kong University of Science & Technology.
1993-1998. Associate Senior Editor, Nanjing University Press.
1982- 1990. Assistant Engineer/teacher, the College of Continuing Education, Nanjing Port Administration.

Teaching and Research Interests

- (1) Cultural Sociology
- (2) Qualitative Method
- (3) Social Stratification and Mobility
- (4) Study of Grass-roots Society

Articles in Refereed Journals

Shichao Du & Yi Zhou, 20260525, "Policy stringency and social trust in China: COVID-19 as a case", *Journal of Asian Public Policy*, <https://doi.org/10.1080/17516234.2026.2680185>

- Zhou Yi. 2026. "Grasping the Pulse of the Times through Oral History" [Commentary]. *Social Sciences in China Press*.
- Zhou Yi. 2025. "Ideology, Tradition, and Chinese Path to Modernization." *Academic Monthly* 1. Shanghai.
- Zhou, Yi, 2024, "Morality and Symbolism: The "Bitterness Narratives" of the Small Business Owners in Yiwu, China." *American Journal of Cultural Sociology*. Published online 20 December 2024. <https://doi.org/10.1057/s41290-024-00236-6>
- Zhou, Yi, 2024, "How Sociology Embraces Culture: The Distinction Between Cultural Sociology and Cultural Studies", *Sociological Review* (Beijing), No.5. Full-text reprint: *China Social Science Digest* (Beijing), No. 12, 2024; Full-text reprint: *Social Science Digest* (Shanghai), No. 1, 2025.
- Zhou, Yi, 2024, "An analysis of the behavioral characteristics of youth consumption and savings", *People's Tribune* 1: 76-82.
- Zhou, Yi, 2022, "Thick and Thin: Traditional Chinese Values and Concepts in Globalization" , *Academic Monthly* 10(Oct).2023 , *Xinhua Wenzhai* 4. Reprint.
- Zhou, Yi, 2021 , "New Paths in the Study of Emerging Generation Values and Behavior Patterns" *Academic Monthly* 10(Oct):130-141.
- Zhou, Yi, 2021. "The internal logic of promoting consumer market: A cultural Sociology" *People's Tribune* 2:16-24.
- Zhou, Yi , 2020. "The Family-State concept of the Chinese: Two facts based on observations of the micro-media during the Covid-19 pandemic", *Etnografia E Ricerca Qualitative* 2:279-289.
- Zhou, Yi, and Zuojun Zhang, 2019.12.25. "The focus point of cultural sociology in China" *Chinese Social Science Today* 1.
- Zhou, Yi, 2019.1. "Research Overview of Cultural Sociology" , Yearbook of Chinese Sociology (2015-2017) , Beijing: Chinese Social Science Press.
- Zhou, Yi, 2019. "Coexistence and Overlap of Traditionalism and Modernity: Analyzing Chinese Society's Social Formation and Its Transition (1978---2018)", *Social Science* 8: 24-34.
- Zhou, Yi, 2018. "Community Consciousness in A Transitional Economy: Practice of HUAXI Village", *Exploration and Free Views* 12: 23-33.
- Zhou, Yi, 2018.10.10. "Cultural Power: Cultural Self-confidence from a Sociological Perspective." *Chinese Social Science Today*.
- Zhou, Yi, 2018, "Bricolage and Homology: Studies on the Subculture of the Early Elderly Square Dancing Groups in Shanghai", *The Journal of Chinese Sociology* 5: 40-58.
- Zhou, Yi, 2018, "The Stories of Cultural Sociology", *The Journal of Sociological Studies* 1: 1-14.
- Huang Xiaozhao and **Yi Zhou**, 2017, "Semantic Transfer of Chinese Kinship Terms

- to Occupational Address Forms Since the Economic Reform”, *Social Science in China* 38(1):150-167.(in English)
- Zhou, Yi, 2017, “ ‘Conception Precedence’ in the New-Era Governance: Analysis from the Perspective of Cultural Sociology”, *Journal of Social Science* 12:62-68.
- Zhou, Yi, 2017.12.27. “Being on the Scene? Looking for the Position of Chinese Cultural Sociology”, *Chinese Social Science Today* 5.
- Zhou, Yi, 2015, “Social Performance and Icon: Re-reading Jeffrey Alexander’s Strong Program of Culture”, *Cultural Studies* 23:68-81.
- Zhou, Yi, 2015. “ Chinese Farmers’ Ideational Difference and Basic-level Government Trust”, *Social Science Research* 4: 122-142.
- Zhou, Yi, 2015. “ Trust and Equity: Two Chinese Realities in the Context of Development”, *Jiangsu Social Sciences* No 3: 87-105.
- Zhou, Yi, 2015. “ Trust and Equity: Two Chinese Realities in the Context of Development”, *Chinese social Sciences*(internal) No 2: 79-89.
- Zhou, Yi & Anning Hu, 2014. “ Capital with Faith: A Study on the Charitable Giving Behavior of Wenzhou Private Entrepreneurs.” *Sociological Studies*,(in Chinese) No 1:57-81; *The Journal of Chinese Sociology*, No 10 (in English).
- Zhou, Yi & Anning Hu, 2013-14, winter “The Radius of Generalized Trust in Contemporary China”, *Journal of Chinese Sociology* 46(2):63-90.(in English)
- Zhou, Yi. 2013.8.31. “Social Constructions of Trust Patterns”. *Guangming Daily* 11.
- Zhou, Yi. 2013. “ Modes of Trust and Market Economy Order: Institution-based Approach” . *Journal of Social Science* No.6: 58-69.
- Zhou, Yi. 2013. May “State-society Interdependence Model in Market Transition: A Case Study of the “Farmers’ City” in Wenzhou the Early Reform Era”, *Journal of Contemporary China* , Vol 22 No 81 : 460-475.(in English)
- Hu, Anning & Yi Zhou. 2013, “Revisiting the Negative Effects of Confucian Culture on Generalized Trust: A Study Based on 2007 Chinese Spiritual Life Survey”. *Sociological Research* 2: 28-54.
- Zhou, Yi. 2012. “ Lay Equal Stress on Institution and Culture: The Adjustment Path of Interest Map During the New Period”. *Academic Monthly*. No.4:19-27.
- Zhou, Yi. 2011. “The Home and the Hometown: the Emotion of the Migrant for his Native Place----A Comparative Study of the Migrant Workers and the Oversea Peoples.” *Journal of Social Science*. No.11:53-63.
- Zhou, Yi. 2009. “After Blau-Duncan Status Attainment Model: Transmutations or Challenges”. *Sociological Research*. Beijing. No.6: 206-26.
- Zhou, Yi. 2008. “Strong and Weak Cultural Programs: Reading J. C. Alexander’s Cultural Hermeneutics”. *Sociological Research* 6: 194-214.
- Zhou, Yi. 2008. “The Reputation of a Village: A Non-Omissible Collective Symbol”. *Society*.

- Shanghai. No.5: 165-191.
- Zhou, Yi. 2007. "Social Contextual Theories: Another Explanation on Poverty". *Social Science*. Shanghai. No 10.
- Zhou, Yi. 2006. "The Differentiation of Pursuing Integration: A Unique Impact of Power The Report From the Case of H Village" *Sociological Research*. Beijing. No.5.
- Zhou, Yi. 2005. "Habitus and Village Customary Law: the Institutional Environment of Community Integration----A Case Study of HX Village." *Sociological Research*. Beijing. No.6.
- Zhou, Yi. 2005. "The Clanism of Post-collectiveism: Authority, Politics and Order in Huaxi Village". In Philip Huang.(ed.) *The study of Chinese Village III*. Beijing: Commercial Press.
- Zhou, Yi. 2005. "Market transaction theory and social integration". *Society*. NO 1:33-40.
- Zhou, Yi. 2004. "Development of Cultural Sociology: Perspective, Relationship and Thinking". *Sociological Research*. Beijing. No.3.
- Zhou, Yi. 2003. "New Direction of Cultural Sociology: A Course in Social Stratification". *Sociological Research*. Beijing. No.4.
- Zhou, Yi. 2001. "Poverty Study: the Debate Between Structural and Cultural Explanations". *Sociological Research*. Beijing. No.3.
- Zhou, Yi. 2000. "Social Structure: From construction to deconstruction". *Sociological Research*. Beijing. No.3.
- Zhou, Yi. 1999. "Feminist Philosophy and Its Future: A Methodological Debate". *Nanjing University Journal*. Nanjing. No.2.
- Zhou, Yi. 1997. "Unbar-Rural Comparison: Inter-Generational Relations in the Changing Macro Structures". *Sociological Research*. Beijing. No.5.
- Zhou, Yi. 1997. "A Sociological Analysis on Consumer Perceptions and Behaviors". *Nanjing University Journal*. Nanjing. No.5.
- Zhou, Yi. 1996. "Toward the Transformations of Chinese Women Studies". *River-Sea Journal*. Nanjing. No.1.
- Zhou, Yi. 1996. "Tradition and the Generation Gap: The Dialectics of Filial Piety (Xiao) and Middle-ness (Zhong Yong)". *Social Science Front*. Changchun. No.2.
- Zhou, Yi. 1995. "Characteristics of Generational Culture in Village China: A Case Study of Zhou Zhuang Village". *Social Psychological Research*. Beijing. No.4.
- Zhou, Yi. 1995. "Differentiation and Cooperation between Men and Women: A Theoretical Exploration". *Overseas Sociology*. Beijing. No.4.
- Zhou, Yi. 1995. "Women's Role Integration and Adaptation". *Women Study Forum*. Beijing. No.5.
- Zhou, Yi. 1995. "China's Transformation, Anomie, and Women's Employment". *Studies on Socialism*. Wuhan. No.5.
- Zhou, Yi. 1995. "Theories of Generation Gap: Some Initial Steps Beyond Intergenerational

- Conflicts". *Nanjing University Journal*. Nanjing. No.2.
- Zhou, Yi. 1995."Breakthroughs and Prospects on Generational Gaps". *Jiangsu Social Science*. Nanjing. No.3.
- Zhou, Yi. 1994."A Sociological Analysis on the Generation-Gap Phenomenon in Chinese Society". *Sociological Research*. Beijing. No.4.
- Zhou, Yi. 1993."Generation Gaps and Generation Differences: Analogies and Definitions". *Social Science Study*. Wuhan. No.6.
- Zhou, Yi. 1993."Property Rights Reforms and the Transformations of Class and Social Stratification in China". *Studies on Socialism*. Wuhan. No.1.
- Note: Reprints and excerpts of some of these articles have appeared in Social Science of China Digest or its English version. Xinhua Digest. The Research Materials of the People's University. Social Science Information. Reader

Books (Monographs, Edited Volumes, and Translated Works)

- Zhou, Yi & Wang Qingming (eds.), 2026. *Chicken Feathers Fly Straight to Heaven: An Oral History of Yiwu Small Commodity Market (1962–2023)*. Beijing: The Commercial Press.
- Zhou, Yi (Ed.). (2022). *Cultural Sociology: Classics and Frontiers*. Beijing: Peking University Press.
- Zhou, Yi, et al, (ed) 2022, *Cultural Sociology: A Reader*, Beijing: Peking University Press (forth coming).
- Zhou, Yi, et al, 2016, *The Theoretical Logic of Social Stratification*, Beijing: Chinese People University Press.
- Zhou, Yi, 2014 (Ed.) , *Who do we Trust? The Studies of Social Science on the Mode and Mechanism of Trust*. Beijing: Social Science Press.
- Zhou, Yi, etc. 2012 (trans), *The Meanings of Social Life: A Cultural Sociology*, (J.Alexander) ,Beijing : Peking University Press.
- Zhou, Yi. 2006. *The first Village of China: Post-collectivism In a Transitional Economy*. Oxford University Press.
- Zhou, Yi. 2004. *Deciphering Society: from the Perspectives of Structure and Culture*. Beijing: Social Science Literat Press.
- Zhou, Yi. 2004. Frisby.D. *The Fragment of Modernity*. (co-translators). Beijing: Commercial Press.
- Zhou, Yi. chief ed. 2000.. *The Chinese Young People in the Age of Great Transformation*. Nanjing University Press. In 2001. this book wins the first- prize of China's books review.
- Zhou, Xiaohong and Yi Zhou. ED. 1998. *China's Farmers During Transformation*. Nanjing: Nanjing University Press.
- 1998.(coauthor). *Chinese Women at the Turn of the Century*. Nanjing: Nanjing University Press.
- 1995.(coauthor). *The Role Development and Conflict of Chinese women*. Beijing: Ethnic Press.
- 1992.(coauthor). *The Analysis of Women Psychology and Behavior*. Taiyuan: Shanxi People Press.

- 1992.(coauthor). *Applied Sociology*. Jinan: Shandong People Press.
- 1992.(co-translator). *The Collected Works of Social Psychology* .Nanjing University Press.
- 1991.(co-author). *Modern Social Psychology*. Nanjing: Jiangsu People Press.
- 1987.(co-translator). *Personality: The Accumulation of Culture*.(V. Baeral) Shenyang: Niaoqing People Press.
- 1987.(co-translator). *Culture and Commitment : On the Study of Generation Gap*. (Magret Mide). Shijiazhuang: Hebei People Press .

Grants and Rewards

2024. First batch of textbooks for the new era / Major research project of the Ministry of Education: *Cultural Sociology* (Lead Expert)
2019. National Social Science Major Foundation.
Project proposal: *The Study of values and behaviors on new generation of China*.
2016. Shenzhen Social Development Foundation.
Project Proposal: *The Construction of political Trust in Shenzhen*.
2014. National Natural Science Major Foundation.
Project Proposal: *Intergenerational Equilibrium and Multi- Government: Research on the Social Support System in Chian's Ageing Society* (Part of a major Ageing Social Problem Studies).
2011. National Social Science Major Foundation.
Project proposal: *The Mode and Mechanism of Trust in Modern Society'*
2010. Center on Religion and Chinese Society at Purdue University.
Project proposal: *Capital with a Faith: A Study on the Charitable Behavior of the Private Entrepreneurs of Wenzhou*. Zhejiang Province
2009. Ministry of Education , Social Science major Projects.
Project proposal: *The Patterns of Stratification and the Definition of the Social Strata* (part of a major state-sponsored study entitled The Social Strata in China Today)
2008. Academic Workshop fellowship, Institute for the Advanced Study, Fudan University
University Project proposal: *The Institutions of Wenzhou: Power, Relationship. and Individual Interest*
2008. National Social Sciences Research Project (Foundation)
Project proposal: *Wenzhou's Transformation: Who is Driving it?*
2007. Shanghai Pujiang Human Resources Foundation
Project proposal: *Homesickness and the Emotional Attachment of the Migrants for the Homeland*
2005. National Social Sciences Major Project(Foundation)
Project proposal: *Social Stratification and the Theories of Migration* (part of a

- major state-initiated research project entitled A Comparative Study on the Social Construction Theories in Foreign Countries)
2004. National Social Sciences Research Project (Foundation)
Project proposal: *A Study of Huaxi Village*
2003. SUNY Albany Students Fellowship
Project proposal: *China's Cities*
2002. C. K. Yang Fellowship, Department of Sociology, Chinese University of Hong Kong
2000. Gender Studies Fellowship. Chinese University of Hong Kong
Project proposal: *Women in the Process of De-agriculturation*
1996. Philosophy and Social Sciences Foundation, Jiangsu Province
Project proposal: *A Study of Generation Gaps*

Merits and Recognition

- 2025.8. 2nd place award, from the Philosophy and Social Sciences Foundation, Shanghai, for the article *Thick and Thin: Globalization and Traditional Chinese Values*.
2023. 2nd place award, from the Philosophy and Social Sciences Foundation, Shanghai,, for the article *New Paths in the Study of Emerging Generation Values and Behavior Patterns*
2018. 2nd place award, from the Philosophy and Social Sciences Foundation, Shanghai, for the book(2016) entitled: *The Theoretical Logic of Social Stratification*, Beijing: Chinese People University Press.
- 2016.2nd place award, from Shanghai Deng Xiaoping Theory Excellence in Academic Research Foundation, for my article *Trust and Equity: Two Chinese Realities in the Context of Development*.
- 2016.2nd place award, from the Philosophy and Social Sciences Foundation, Shanghai, For my article *Capital with Faith: A Study on the Charitable Giving Behavior of Wenzhou Private Entrepreneurs*.
2016. Award from Fudan University for my teaching Good Mentor at the heart of Undergraduate Students
2015. Award of Excellent from Luzongling for Graduate Students.
2014. 2nd place award, from Shanghai Deng Xiaoping Theory Excellence in Academic Research Foundation, for my article *Lay Equal Stress on Institution and Culture: The Adjustment Path of Interest Map During the New Period*.
2014. 2nd place award, from the Philosophy and Social Sciences Foundation, Shanghai
For my article *State-society Interdependence Model in Market Transition: A Case Study of the "Farmers' City"*
2013. Award of Excellence from Lu Xueyi' Sociological Development Foundation.

For my book entitled *The first Village of China: Post-collectivism in a Transitional Economy*

2010. Graduate Advisor of the Year, from Fuhua Excellence in Teaching Funds.
Fudan University

2009. 3rd place award from the State Commission on Education, for my book entitled
The first Village of China: Post-collectivism in a Transitional Economy

2008. 2nd place award, from the Philosophy and Social Sciences Foundation, Jiangsu
Province. for my book entitled *The first Village of China: Post-collectivism In a
Transitional Economy*

2008. 3rd place award, from Shanghai Deng Xiaoping Theory Excellence in Academic
Research Foundation, for my book entitled *Looking for Integration in
Stratification: the Unique Role of Power*

2006. 2nd place award, from the Philosophy and Social Sciences Foundation, Jiangsu
Province, for my book entitled *Deciphering Society: from the Perspectives of
Structure and Culture*

2006. 1st place award, from Shanghai Annual Conference on Sociology, for my article
The Reputation of a Village: A Non-Omissible Collective Symbol