

# Meng Li

Department of Health and Behavioral Sciences  
University of Colorado Denver  
P.O. Box 173364, Campus Box 188  
Denver, CO 80217-3364

Office: 303.315.7150  
Fax: 303.200.7176  
meng.li@ucdenver.edu  
<https://sites.google.com/view/meng-li>

## Professional Appointments

---

Associate Professor	2019-present
Department of Health and Behavioral Sciences University of Colorado Denver	
Assistant Professor	2012-2019
Department of Health and Behavioral Sciences University of Colorado Denver	

## Education

---

Ph.D., Social Psychology	2012
Rutgers University	
M.S., Social Psychology	2008
Rutgers University	
M.S., Cell Biology	2005
University of Alabama at Birmingham	
B.S., Clinical Medicine (MD equivalent)	2002
Beijing University, Health Science Center	

## Peer Reviewed Journal Articles

---

- Li, M., Colby, H. A., & Fernbach, P. (2019). Efficiency for Lives, Equality for Everything Else: How Allocation Preference Shifts Across Domains. *Social Psychological and Personality Science*, 10(5), 697-707. doi: 10.1177/1948550618783709
- Melnick, E <sup>†</sup>. & Li, M. (2018). Association of plate design with consumption of fruits and vegetables among preschool children. *JAMA Pediatrics* 2018;172(10):982–983. doi:10.1001/jamapediatrics.2018.1915 <sup>†</sup> Graduate student

- Chapman, G. B., **Li, M.**, Leventhal, H., & Leventhal, E. A. (2016). Default clinic appointments promote influenza vaccination uptake without a displacement effect. *Behavioral Science & Policy*, 2(2), 40-50. doi: 10.1353/bsp.2016.0014
- Li, M.**, Taylor, E., Atkins, K., Chapman, G.B., & Galvani, A.P. (2016) Stimulating influenza vaccination via prosocial motives. *PloS one*, 11(7), e0159780.
- Taylor, E., Atkins, K., Medlock, J., **Li, M.**, Chapman, G.B. & Galvani, A.P. (2015) Cross-cultural household influence on vaccination decisions. *Medical Decision Making* , 36(7), 844-853 doi: 10.1177/0272989X15591007
- Ibuka, Y., **Li, M.**, Vietri, J., Chapman, G.B. & Galvani, A.P. (2014) Free-riding behavior in vaccination decisions: an experimental study. *PloS one* 9(1): e87164.  
doi:10.1371/journal.pone.0087164
- Li, M.** & Chapman, G. B. (2013a). A big fish or a small pond? Framing effects in percentages. *Organizational behavior and human decision processes (OBHDP)*, 122(2), 190-199. doi: 10.1016/j.obhdp.2013.07.003
- Li, M.** & Chapman, G.B. (2013b) Nudge to Health: Harnessing decision research to promote health behavior. *Social and Personality Psychology Compass*, 7 (3), 187-198. doi: 10.1111/spc3.12019
- Chapman, G.B., **Li, M.**, Vietri, J.T., Ibuka, Y., Thomas, D., Yoon, H. & Galvani, A. (2012). Using game theory to examine incentives in influenza vaccination behavior. *Psychological Science*. 23(9), 1008-1015. doi: 10.1177/0956797612437606
- Li, M.** & Chapman, G.B. (2012) Why do people like natural? Instrumental and Ideational Bases for the Naturalness Bias. *Journal of Applied Social Psychology*, 42(12),2859-2878. doi: 10.1111/j.1559-1816.2012.00964.x
- Vietri, J., **Li, M.**, Galvani, A.P. & Chapman, G.B. (2012) Vaccinating to help ourselves and others. *Medical Decision Making*, 32, 447-458. doi: 10.1177/0272989X11427762
- Li, M.**, Chapman, G.B., Ibuka, Y., Myers, L. A. & Galvani, A.P. (2012) Who got vaccinated against H1N1 pandemic flu?—A longitudinal study in four U.S. cities. *Psychology and Health*, 27 (1),101-115. doi: 10.1080/08870446.2011.554833
- Vietri, J., Chapman, G.B., **Li, M.** & Galvani, A.P. (2011) Preferences for HPV vaccination in parent-child dyads: Similarity and acknowledged difference. *Preventive Medicine*, 52, 405-406. doi:10.1016/j.ypmed.2011.03.002

- Li, M., Vietri, J., Galvani, A. P. & Chapman, G. B. (2010). How do people value life? *Psychological Science*, 21 (2), 163-167. doi:10.3758/PBR.16.1.156
- Chapman, G. B, Li, M., Colby, H., Yoon, H. (2010). Opting in versus opting out of Influenza vaccination. *JAMA, Journal of the American Medical Association*, 304(1), 43-44. doi:10.1001/jama.2010.892
- Ibuka, Y., Chapman, G.B., Meyers, L. A., Li, M., & Galvani, A.P. (2010). The Dynamics of Risk Perceptions and Precautionary Behavior in Response to 2009 (H1N1) Pandemic Influenza. *BMC Infectious Diseases*, 10:296. doi:10.1186/1471-2334-10-296
- Bauch, C. T., Li, M., Chapman, G. B. & Galvani, A. P. (2010). Adherence to cervical screening in the era of HPV vaccination: How low is too low? *Lancet Infectious Diseases*, 10, 133-137. doi:10.1016/S1473-3099(10)70004-9
- Li, M., & Chapman, G.B. (2009). "100% of anything looks good": The appeal of one hundred percent. *Psychonomic Bulletin & Review*, 16, 156-162. doi: 10.3758/PBR.16.1.156

## Book

---

- Li, M & Tracer, D. (Eds.) (2017). *Interdisciplinary Perspectives in Fairness, Equity, and Justice*. Switzerland: Springer.

## Chapters

---

- Li, M & Chapman, G.B. (in press). *Medical Decision Making*. *Wiley Encyclopedia of Health Psychology*. NJ: Hoboken.
- Li, M. (2019). Medical Decision-Making. In C. Llewellyn, C. McManus, J. Weinman, K. J. Petrie, S. Newman, S. Ayers & T. A. Revenson (Eds.), *Cambridge Handbook of Psychology, Health and Medicine* (3 ed., pp. 324-324). Cambridge: Cambridge University Press
- Li, M & Dewitt, J. (2017). Generally equal, specifically efficient—How policy description affects allocation preference. In (Eds. Li & Tracer) *Interdisciplinary Perspectives in Fairness, Equity, and Justice*. Switzerland: Springer.
- Tracer, D & Li, M (2017) *Interdisciplinary Perspectives on Fairness, Equity and Justice: An Introduction and Guide to the Volume*. In (Eds. Li & Tracer) *Interdisciplinary Perspectives in Fairness, Equity, and Justice*. Switzerland: Springer

## Other Publications

---

Melnick, E., & Li, M. (2019). Comments Regarding Nutrition Study Among Preschool Children—Reply. *JAMA pediatrics*. 173(3), 293-294. doi: 10.1001/jamapediatrics.2018.5041

## Publications under Review or Revision

---

Li, M. & DeVoe, S. (*under review*) Putting off balance for later: A temporal construal approach to work-life balance.

Colby, H. & Li, M. (*R&R- Journal of Consumer Research*) Low Prices Matter More: The Influence of Affect and Experienced Prices on Reference Price

Colby, H. & Li, M. (*under revision*) Not all success is equal: How other's performance influences goal setting.

Colby, H. \*, Li, M. \*, & Chapman, G.B. (*under review - Journal of Marketing Research*) Do Defaults Change What People Eat? Dietary Defaults and Their Boundaries. \**Shared first authorship*

## Work in Progress

---

Price transparency, cost framing, and healthcare decisions

- With Helen Colby (Indiana University)
- *Funded* by RWJ foundation

Irrationality in Transportation Behavior

- With Carey McAndrews (CU Denver, College of Architecture and Planning)
- *Funded* by US Department of Transportation

Naturalness preference, trust, and vaccination resistance

- With Shawna Guttman (Graduate student) & Karli Carston (CU Boulder)

## External Grants - current

---

- “This is how much it saves you: Building a culture of health through price disclosure” Helen Colby (PI), Meng Li (Co-PI), Robert Wood Johnson Foundation. Total cost **\$35,344** to University of Colorado Denver; Total project cost **\$156,230**. 03/05/2018 - 09/14/2019.
- “Testing Irrationality in Metered Parking Payment Compliance”, Caroline McAndrews (Co-PI), Meng Li (Co-PI), US Department of Transportation, Mountain Plains Consortium

University Transportation Center, (\$60,000 to University of Colorado, excluding internal match), 12/11/2017- 7/31/2022.

## External Grants - completed

---

- “Money, lives, and scarcity—How do people allocate healthcare resources?” **Meng Li, PI.** NSF Decision, Risk and Management Research. NSF SES-1357170, Total cost **\$259,119** for University of Colorado Denver, 4/15/2014-3/31/2019.
- “Collaborative research: Cross-national differences in vaccination as unselfish behavior”, Alison Galvani, PI; Gretchen Chapman, Co-I; **Meng Li, Co-I.** NSF 1227306. Total costs **\$24,735** for University of Colorado Denver. 09/01/12 - 8/31/15.
- “How do people value life in health care allocation? Inconsistencies and mechanisms”, Gretchen Chapman, Co-I; **Meng Li, Co-I.** NSF Decision, Risk and Management Research Doctoral dissertation grant, NSF SES-1061726. Total cost **\$14,300** for Rutgers University. 02/15/11 - 01/31/13.

## Internal Grants

---

- YUMPs grant, University of Colorado Denver. **\$1000**, 2018-2019
- Creative Research Collaborative grant, University of Colorado Denver, **\$4000**, 2017-2018
- YUMPs grant, University of Colorado Denver. **\$1000**, 2017-2018
- YUMPs grant, University of Colorado Denver. **\$1000**, 2016-2017
- YUMPs grant, University of Colorado Denver. **\$1000**, 2015-2016
- YUMPs grant, University of Colorado Denver. **\$1000**, 2013-2014
- Dissemination grant, University of Colorado Denver, **\$1000**, 2013
- YUMPs grant, University of Colorado Denver. **\$1000**, 2012-2013

## Honors and Fellowships

---

- Social Psychology Research Excellence Award, Rutgers University 2012
- Fellow, Negotiating the Ideal Faculty Position Workshop, Rice University 2011
- Social Psychology Research Excellence Award, Rutgers University 2011
- Social Psychology Research Excellence Award, Rutgers University 2010
- Fellow, Summer Institute on Bounded Rationality, 2010  
Max Plank Institute for Human Development, Berlin, Germany
- Finalist, Student Poster Award, SPSP conference, Las Vegas, NV 2010
- Fellow, Dartmouth Summer Institute on Informed Patient Choice (SIIPC) 2009

- Fellow, NCI Summer Institute on Social/Personality Psychology and Health 2009
- Graduate School Excellence Fellowship, Rutgers University 2006
- Student Excellence Scholarship, Beijing University, Health Science Center 1997-2000
- Outstanding Freshman Scholarship, Beijing University, Health Science Center 1997

## Invited Talks

---

“Introduction to Nobel Prize in Economics in 2017”

- *University of Colorado Denver* “Nobel at Noon” series presentation, 2017

“Using behavioral economics to promote health”

- *University of Colorado Denver* Mini-School of Social and Political Sciences lecture, 2017

“Nudge to Health: Smart Ways to Make People Vaccinate, Eat Healthier, and Clean Their Hands”

- Institute of Cognitive Sciences, *University of Colorado Boulder*. 2016

“Healthy nudges: Using behavioral science to influence health decisions”

- Department of Health Policy and Management, School of Public Health, *Beijing University*. 2014

“Publishing or Perishing?”

- Institute of Psychology, *Chinese Academy of Sciences*. Workshop at the 2<sup>nd</sup> International Symposium of Decision Making and Brain Research. 2014

“Healthy defaults and their unintended effects”

- Department of Marketing, *Leeds School of Business, University of Colorado Boulder*. 2013

“Nudge to health: harnessing decision research to promote health behavior and policy”

- Department of Psychology, *University of Colorado Denver*. 2012
- Department of Health and Behavioral Sciences, *University of Colorado Denver*. 2012

“Framing matters”

- Institute of Psychology, *Chinese National Academy of Science*, Beijing, China. 2009

## Chaired Conference Symposia

---

2019: "Nudging Health Behavior". Subjective Probability, Utility, and Decision Making (SPUDM) biannual conference, Amsterdam, NL.

2017: "Work-life balance: Social, organizational, and evolutionary perspectives" Association of Psychological Science (APS) annual conference, Boston, MA.

2015: "What is Fair? Interdisciplinary Experimental Perspectives on Fairness" International Convention for Psychological Science (ICPS), Amsterdam, NL.

## Conference Presentations

---

Li, M. & Melnick, E. (2019). Nudging 3-5-year-olds towards fruit and vegetable consumption through plate design. **Paper** to be presented in the symposium "Nudging Health Behavior" (**Symposium Chair**) at the Biannual Subjective Probability, Utility, and Decision Making (SPUDM) Conference, Amsterdam, NL.

Melnick, E. & Li, M. (2018). Association of plate design with consumption of fruits and vegetables among preschool children. Poster presented at the annual meeting for Society for Judgment and Decision Making (SJDM), New Orleans, LA.

Li, M., Yan, S & Hui, C. (2018). Decoy as a Nudge: Boosting Hand Sanitizer Use with a Worse Option. **Paper** presented at the annual meeting for Society for Personality and Social Psychology (SPSP), Atlanta, GA.

Li, M., Yan, S & Hui, C. (2017). Decoy as a Nudge: Boosting Hand Sanitizer Use with a Worse Option. **Paper** presented at the annual meeting for Society of Judgment and Decision Making (SJDM), Vancouver, Canada.

Li, M., DeVoe, S. (2017). Work-life balance: I will do it in the future, but not now. Poster presented at the annual meeting for Society of Judgment and Decision Making (SJDM), Vancouver, Canada.

Li, M. & DeVoe, S. (2017). How does time perspective affect work-life balance? **Paper** presented in the symposium "Work-life balance: Social, organizational, and evolutionary perspectives" (**Symposium Chair**) at the Association of Psychological Science (APS) annual conference, Boston, MA.

Li, M., Yan, S & Hui, C. (2016). Using decoy to promote hand hygiene —Field experiments in a food factory. Poster presented at the 2016 *Society of Judgment and Decision Making (SJDM)*, Boston, MA.

Li, M. & DeVoe, S. (2016). Work-life Balance: I Will Do It in the Future, but Not Now. *Paper* presented in the symposium “Thinking ahead: How contemplating the future impacts individuals at work” at the *2016 Academy of Management (AOM)* annual meeting, Anaheim, CA.

Li, M., Yan, S & Hui, C. (2016). Using decoy to promote hand hygiene—Field experiments in a food factory. *Paper* presented at the *Incentives and Behavioral Change Conference*. Tel Aviv, Israel.

Li, M., Yan, S & Hui, C. (2016). Boosting hand-sanitizer use with a worse alternative: two field studies. *Paper* presented in the symposium “*Social psychological perspectives on health behavior: The critical domains of hand hygiene and vaccination*” at the annual meeting of the *Society for the Psychological Study of Social Issues (SPSSI)*, Minneapolis, MN.

Colby, H & Li, M (2016). The Effect of Advertising Price Savings on Preventive Health Care Decision Making. Poster presented at the *Boulder Summer Conference on Consumer Financial Decision Making*, Boulder, CO.

Li, M. (2015). Money or Lives: Where does equality matter the most? *Poster* presented at the 2015 Annual Conference for the *Society of Judgment and Decision Making (SJDM)*, Chicago, IL.

Li, M. (2015). Empathy, pro-sociality and vaccination decision — Cross-national differences. *Poster* presented at the Biannual Subjective Probability, Utility, and Decision Making (*SPUDM*) *Conference*, Budapest, Hungary.

Li, M. (2015). Principle vs. Outcome: How policy description affects allocation preference. *Paper* presented in the symposium “What is Fair? Interdisciplinary Experimental Perspectives on Fairness” (**Symposium Chair**) at the inaugural *International Convention for Psychological Science (ICPS)*, Amsterdam, NL.

Li, M. (2014). Equal or efficient? How policy descriptions shape allocation preference. *Invited talk* at The 2<sup>nd</sup> *International Symposium on Decision Making and Brain Research*, Beijing.



Li, M. (2014). To be equal, or to be efficient? The effect of numbers and deontology on healthcare allocation. *Poster* presented at the 2014 Annual Conference for the Society of Judgment and Decision Making (SJDM), Long Beach, CA.

Li, M., Dewitt, J., Chapman, G.B. (2013). Who gets the organ? How policy framing affects public's preference. *Poster* presented at the 2013 Annual Conference for the Society of Judgment and Decision Making (SJDM), Toronto, Canada.

Li, M. & Chapman, G.B. (2012). Framing and goals in health policy. **Paper** presented in symposium "Life or Death Psychology: Psychological science that informs humanitarian intervention" at the annual meeting of the Association of Psychological Science (APS), Chicago, IL.

Li, M. (2012). How do people value life? Why are people inconsistent when it comes to prioritizing life? — Goals and policy judgments. *Poster* presented at the Annual Conference of the Society for Personality and Social Psychology (SPSP), San Diego, CA.

Li, M. (2011). How do people value life? Inconsistencies and mechanisms. **Paper** presented at the 2011 Annual Conference for the Society of Judgment and Decision Making (SJDM), Seattle, WA.

Li, M. & Chapman, G.B. (2010). What do people say and what do people do when it comes to the value of life. *Poster* presented at the annual meeting of the Association of Psychological Science (APS), Boston, MA.

Li, M. & Chapman, G.B. (2010). Determinants on how we evaluate life: Question framing and individual differences. **Paper** presented at the annual meeting of the Eastern Psychological Association (EPA), Brooklyn, NY.

Li, M., Chapman, G.B. & Galvani, A.P. (2010). Who should be saved—it depends on how you ask! *Poster* presented at the Annual Conference of the Society for Personality and Social Psychology (SPSP) conference, Vegas, NV.

Li, M., Vietri, J., Galvani, A.P., Medlock, J. & Chapman, G.B. (2009). How do people value life? *Poster* presented at the Judgment and Decision Making Pre-conference during the 10th Annual Conference of the Society for Personality and Social Psychology (SPSP) conference, Tampa, FL.

Vietri, J., Li, M., Ibuka, Y., Galvani, A.P. & Chapman, G.B. (2008). Self-interest and Altruism in a Group Vaccination Game. *Paper* presented at the Graduate Student Conference on Experiments in Interactive Decision Making and Group Dynamics, Princeton, NJ.

Li, M. & Chapman, G.B. (2008). How do people value life? *Poster* presented at the 2008 Annual Conference for the Society of Judgment and Decision Making (SJDM), Chicago, IL.

Chapman, G.B., Vietri, J., Li, M., Basu, S. & Galvani, A. (2008) Surrogate Decision Making and the Human Papillomavirus Vaccine. *Paper* presented at the 30th Annual Meeting of the Society for Medical Decision Making (SJDM), Philadelphia, PA.

Li, M. & Chapman, G.B. (2008) The Naturalness bias and religion. *Poster* presented at the 2008 Annual Conference for the Association of Psychological Science (APS), Chicago, IL.

Li, M. & Chapman, G.B. (2007) The Appeal of Vaccination and the Psychology of Vaccination. *Poster* presented at the 2007 Annual Conference for the Society of Judgment and Decision Making (SJDM), Long Beach, CA.

Li, M., Chapman, G.B., Thomas, D., Galvani, A. (2007) The psychology of vaccination: The appeal of immediacy and certainty. *Poster* presented at the 2007 Annual Conference for the Association of Psychological Science (APS), Washington, DC.

## Teaching Experience

---

### University of Colorado Denver

Quantitative Methods (Grad)	2014-17
Health Policy (Undergrad)	2012, 15, 17
Decision Making (Undergrad)	2014
Capstone Experience in Public Health (Undergrad)	2013, 14
Introduction to Epidemiology (Undergrad)	2018

### Rutgers University

Quantitative Methods (Undergrad)	2009
Social Psychology (Undergrad)	2010

## Students Advised

---

### Doctoral students

2017-present	Shawna Guttman	CU Denver – HBS – Doctoral Research
2017-present	Emily Melnick	CU Denver – HBS – Doctoral Research

2016-2017	Julie Fricke	CU Denver – HBS – First-year advising
2015-2016	Nikki Wagner	CU Denver – HBS – Dissertation Committee

### **Undergraduate students**

2017-2019	Adnan Syed	CU Denver – Directed research/UHL/UROP project
2017-2018	Rebekah Boyd	CU Denver – UROP project
2016	Claudia Mahler	CU Denver – Internship
2014	Luke Schilling	CU Denver – Independent Research
2014	Saoirse Goff	CU Denver – Honor’s Project
2014	Rena Stede	CU Denver – Honor’s Project
2014	Kaysie Walter	CU Denver – Honor’s Project
2014	Xinle Pei	CU Denver – Research Assistant
2013-2014	Courtney Alan	CU Denver – Research Assistant

### **Professional Affiliations**

---

Society of Judgment and Decision Making  
 Association of Psychological Science  
 Society of Personality and Social Psychology

### **Professional Service**

---

- **Journal Reviewer**

Journal of Experimental Psychology: General (JEP: General); Journal of Personality and Social Psychology (JPSP); Health Psychology; OBHDP; Management Science; Journal of Consumer Research (JCR); Medical Decision Making (MDM); Social Science and Medicine-Population Health; Vaccine; Journal of Environmental Psychology; Current HIV Research; Social Behavior and Personality

- **Grant Reviewer**

National Science Foundation  
 Swiss National Science Foundation  
 Netherlands Organization for Health Research and Development (ZonMw) TOP grant  
 Netherlands Organization for Scientific Research Industrial Doctorate grant

- **Professional Committees**

Society for Judgment and Decision-Making Conference Committee 2013-2017

### **University Service-CU Denver**

---

CU Denver CLAS Faculty Council	2015-2018
Department of Health and Behavioral Sciences Merit Review Committee	2017
Department of Health and Behavioral Sciences Faculty Search Committee	2015
Representing Writing Group (CU-WADI) practice at New Faculty Orientation	2015
Representing Writing Group (CU-WADI) practice at CU Women Succeeding	2015
CU Denver CLAS Dissemination Grant Review Committee	2014
CU Denver International College of Beijing (ICB) Transfer Students Committee	2014
Department of Health and Behavioral Sciences curriculum improvement	2014
Teaching at UC Denver's International College Beijing (ICB) campus	2014
CU Denver Dept. of Health and Behavioral Sciences curriculum improvement	2014
CU Denver CLAS Academic Ethics Committee	2012-2014
Organizer for CU Denver CLAS Qualtrics workshop	2013

## **Service to Community**

---

Open lecture at the University of Colorado Denver Mini-School of Social and Political Sciences lecture, "Using behavioral economics to promote health". 2017