

Meng Li

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Professional Appointments

Director of Undergraduate Studies in Public Health Department of Health and Behavioral Sciences University of Colorado Denver	2020-present
Associate Professor Department of Health and Behavioral Sciences University of Colorado Denver	2019-present
Assistant Professor Department of Health and Behavioral Sciences University of Colorado Denver	2012-2019

Education

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

Publications

Colby, H. *, Li, M. *, & Chapman, G.B. (*in press*, *shared first authorship) Dodging dietary defaults: Choosing away from healthy nudges. *Organizational Behavior and Human Decision Processes*.

- Li, M** & Chapman, G.B. (in press). *Medical Decision Making*. Wiley Encyclopedia of Health Psychology. NJ: Hoboken.
- 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
- 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
- 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
- Melnick, E †. & **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 † Graduate student
- Li, M** & Tracer, D. (Eds.) (2017). *Interdisciplinary Perspectives in Fairness, Equity, and Justice*. Switzerland: Springer.
- 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
- 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: 10.1177/0956797609357707
- 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

Publications under Review or Revision

Li, M & Colby, H. (under review) Association between Actual and Perceived U.S. COVID-19 Policies and Preventive Behavior.

Yi, P., Li, M., Robbs, C., Wang, J., Jain, S. F., Ticho, B., Green, K., & Suh., D. (under review) Impact of COVID-19 on Mental Health in Ophthalmic Personnel and Students.

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.

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)

Naturalness preference scale

- With Shawna Guttman (Graduate student), Adnan Syed (Research Assistant), & Laura Sherer (CU School of Medicine)

External Grants - current

- “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

- “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 - 03/15/2020.
- “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

- Office of Research Services small grant, University of Colorado Denver, **\$5000**, 2020-2021
- CLAS Advancing Curriculum and Teaching (ACT) grant, University of Colorado Denver, **\$5000**, 2020-2021
- 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, Max Plank Institute for Human Development, Berlin, Germany 2010
- 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 2nd 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 2nd 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

Director of Undergraduate Studies, Health and Behavioral Sciences 2020-present

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