

Meng Li

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Education

- Ph.D, Social Psychology (expected) 2012
How do people value life? Inconsistencies and mechanisms (abstract on page 4)
Rutgers University, Advisor: Gretchen Chapman
- M.S., Social Psychology 2008
Rutgers University, Advisor: Gretchen Chapman
- M.S., Basic Medical Research 2005
University of Alabama at Birmingham, Advisor: Casey Morrow
- B.S. Clinical Medicine (MD equivalent) 2002
Beijing University, Health Science Center

Honors and Fellowships

- National Science Foundation Dissertation Improvement Grant, \$14,000 2011
Decision, Risk and Management Sciences program
- Fellow, Negotiation 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 2006-2007
- Student Excellence Scholarship, Beijing University, Health Science Center 1997-2000
- Outstanding Freshman Scholarship, Beijing University, Health Science Center 1997

Publications

- Chapman, G.B., **Li, M.**, Vietri, J.T., Ibuka, Y., Thomas, D., Yoon, H. & Galvani, A. (in press). Using game theory to examine incentives in influenza vaccination behavior. *Psychological Science*.
- Li, M.**, Chapman, G.B., Ibuka, Y., Myers, L. A. & Galvani, A.P. (in press). Who got vaccinated against H1N1 pandemic flu?—A longitudinal study in four U.S. cities. *Psychology and Health*.
- Li, M.** & Chapman, G.B. (In press). Instrumental and Ideational Bases for the Naturalness Bias. *Journal of Applied Social Psychology*.
- Vietri, J., **Li, M.**, Galvani, A.P. & Chapman, G.B. (2012) Vaccinating to Help Ourselves and Others. *Medical Decision Making*, 32(3),447 – 458. doi: 10.1177/0272989X11427762
- 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. *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
- Li, M.**, Eipers, P.G., Ni, N. & Morrow, C.D. (2006). HIV-1 designed to use different tRNAGln isoacceptors prefers to select tRNAThr for replication. *Virology Journal*, 3:80. doi:10.1186/1743-422X-3-80

Under Review, Revision or Preparation

- Li, M.** & Chapman, G.B. Big fish or small pond: Framing effects about percentages. (under review)

Li, M. How do people value life? Inconsistencies and mechanisms. (*in preparation*)

Li, M., Colby, H., & Chapman, G.B. Healthy defaults in the market place. (*in preparation*)

Ibuka, Y., **Li, M.**, Vietri, J., Chapman, G.B. & Galvani, A.P. Vaccination decision-making when interactions with other individuals are allowed: Does the free-riding behavior exist? (*in preparation*)

Research in Progress

Li, M & Chapman, G.B. “Cross-cultural comparison in resource allocation preference”

Li, M & Chapman, G.B. “Automatically healthy—a field study on automatic prescription refills”

Invited Talk

2009 Institute of Psychology, Chinese National Academy of Science, Beijing, China.
“Framing matters!”

Conference Presentations

Li, M. & Chapman, G.B. (2012). How Do People Value Life? —Framing and Goals in Health Policy. *Paper* in symposium “Life or Death Psychology: Psychological Science that Informs Humanitarian Intervention” to be presented at the annual meeting of the Association of Psychological Science, 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, 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, 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, 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, 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 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 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, 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, Philadelphia, PA.

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

Li, M., Vietri, J. & Chapman, G.B. (2007) Free Riding and Altruism in Vaccination Decisions. *Paper* presented at the Annual Meeting of the Psychonomic Society, Long Beach, California.

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, 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 Society of Psychological Science, Washington, DC.

Dissertation Abstract

This dissertation research examines the decision processes underlying how people value lives when life-saving resources are scarce. Three policies a person could use are examined: (1) treating all lives equally (2) prioritizing people who will gain the most benefit (e.g. additional life years) from an intervention—a “years-left” metric, and (3) prioritize young people regardless of the number of years they have left to live—a “years-lived” metric. Across several studies, I found a systematic inconsistency in policy judgments that were measured directly (choice among descriptions of general allocation rules) versus indirectly (inferred preference from the way participants allocated resource in hypothetical resource scarcity scenarios). Participants preferred the “all lives equal” policy in the former (direct) measure, but favored young people and those with more expected life-years in the latter (indirect) measure. I propose that such inconsistency is due to the moral versus efficiency goals activated in these measures, and demonstrate that priming people moral versus efficiency goals lead to either equality or efficiency-minded preferences.

Professional Experience

Graduate Assistant	2007 - Present
Department of Psychology, Rutgers University, New Brunswick	
Part-time Research Assistant	2005 – 2006
Department of Psychology, Harvard University & Harvard Business School	
Graduate Assistant	2002 – 2005
Department of Cell Biology, University of Alabama at Birmingham	

Teaching Experience

<i>Negotiations (MBA)</i> , Rutgers Business School	Teaching Assistant, 2011
<i>Reasoning, Problem Solving & Decision Making</i> , Rutgers University	Guest Lecturer, 2011
<i>Social Psychology</i> , Rutgers University	Instructor, 2010
<i>Quantitative Methods in Psychology</i> , Rutgers University	Instructor, 2009
<i>Cognition Lab</i> , Rutgers University	Instructor, 2008

Teaching Certificate

Teaching with Technology	Rutgers University Teaching Assistant Project
The 21 st Century Professorate	Rutgers University Teaching Assistant Project

Undergraduate Supervision

Supervised 10 undergraduate research assistants in the lab

Professional Affiliations

Association of Psychological Science
American Psychological Association
Society of Personality and Social Psychology
Academy of Management

Statistical Preparation

Graduate Statistics I	Rutgers University
Graduate Statistics II (ANOVA & Regression)	Rutgers University
Multivariate Statistics Course	Princeton University
Multi-level Analysis Short Course	University of Maryland

Service

Ad hoc reviewer, *Vaccine*
Trainee reviewer, *Journal of Consumer Research*

References

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