

Ye Li

Address: A. Gary Anderson Graduate School of Management
University of California, Riverside
Riverside, CA 92521

Email: ye.li@ucr.edu
Phone: 951.827.3694
Web: <http://yeli.us>

Positions

Assistant Professor of Management July 2012 – Present
School of Business Administration, University of California, Riverside

Postdoctoral Research Scholar October 2009 – July 2012
Center for Decision Sciences, Columbia University Graduate School of Business

Education

University of Chicago Booth School of Business
M.B.A., Ph.D., Managerial and Organizational Behavior, 2009
Focuses: Judgment and Decision Making, Behavioral Economics
Dissertation: *Responsibility towards others and its effect on motivation*

California Institute of Technology
B.S., Cum Laude, Business Economics & Management, 2004
B.S., Cum Laude, Electrical Engineering, 2004

Research Interests

Judgment and decision making, behavioral/experimental economics, consumer finance

Publications

- Lerner, Jennifer S., Ye Li, and Elke U. Weber (2012). “The Financial Cost of Sadness.” Forthcoming, *Psychological Science*, 23(forthcoming).
 - Selected press coverage: [Huffington Post](#)
- Li, Ye, Eric J. Johnson, and Lisa Zaval (2011), “Local Warming: Daily Temperature Deviation Affects Beliefs and Concern about Climate Change,” *Psychological Science*, 22(4), 454-459, [DOI 10.1177/0956797611400913](https://doi.org/10.1177/0956797611400913).
 - Selected press coverage: [ABC Science](#), [Daily India](#), [Discovery News](#), [Fast Company](#), [Forbes](#), [Grist](#), [LiveScience](#), [MSNBC](#), [New York Times](#), [NSDL](#), [Planet Save](#), [Psychology Today](#), [Science Daily](#), [Scientific American](#), [Time](#), [Wall Street Journal](#)
- Li, Ye and Nicholas Epley (2009), “When the best appears to be saved for last: Serial position effects on choice,” *Journal of Behavioral Decision Making*, 22(4), 378-389, [DOI 10.1002/bdm.638](https://doi.org/10.1002/bdm.638).
- Li, Ye and Claus O. Wilke, (2004) “Digital evolution in time-dependent landscapes,” *Artificial Life*, 12(2), 123-134, [DOI 10.1162/106454604773563559](https://doi.org/10.1162/106454604773563559).

Papers Under Review or Revision

- Li, Ye, Martine Baldassi, Eric J. Johnson, and Elke U. Weber. “Compensating Cognitive Capabilities, Economic Decisions, and Aging.” Revising for 2nd round submission, *Psychology & Aging*.
- Li, Ye, Cade Massey, and George Wu. “Learning to detect change.” Revising for 2nd round submission, *Organizational Behavior and Human Decision Processes*.

Working Papers (see appendix for abstracts)

- Li, Ye and Margaret Lee. “Incentivizing Workers Using Prosocial Motivations.” Working paper.
- Zhang, Yan, Ye Li, and Ting Zhu (equal authorship; order determined randomly). “How multiple anchors affect judgment: Evidence from the lab and eBay.” Working paper.
- Li, Ye, Daniel Bartels, and George Wu. “A pairwise-comparison model of intuitive probabilistic inference.” Manuscript in preparation.
- Li, Ye and Reid Hastie. “Perspective-taking in strategic interactions.” Manuscript in preparation.
- Li, Ye and George Wu. “Can markets detect change? Over- and under-reaction in an experimental market.” Manuscript in preparation.

Select Research in Progress

- “Cognitive and decision-making abilities as determinants of financial success: Evidence from credit reports.” (with Eric Johnson)
- “Overcoming the Annuity Paradox.” (with Eric Johnson and Kirstin Appelt)
- “A finite pool of worry: How media’s whims divert attention from long-term problems.” (with Elke Weber and Cindy Kim)
- “Why consumers (dis)trust the power of neighborly advice?” (with Jon Westfall)
- “The dynamic time course of user-generated ratings: Evidence from IMDb.” (with Alex DePaoli)
- “Effects of seasonal allergies and sleep deprivation on decision-making.” (with Rachel Meng)
- “Efficiency in information markets: Adverse effects of unevenly distributed information.”

Selected Peer-Reviewed Conference Presentations

- Overcoming the Annuity Paradox
 - *Behavioral Decision Research in Management*, Boulder, CO, June 2012
- Prosocial Incentives for Work
 - *Behavioral Decision Research in Management*, Boulder, CO, June 2012
- Sadder but not wiser: The myopia of misery
 - *Association for Consumer Research*, Vancouver, October 2012
 - *Society for Consumer Psychology*, Las Vegas, February 2012
- Local Weather and Perceptions of Global Warming
 - *Behavior, Energy and Climate Change*, Washington, D.C., December 2011
- Cognitive aging and financial decision making

- *Association for Consumer Research*, St. Louis, October 2011
- Can social expectations be more motivating than financial incentives?
 - *International Meeting of the Economic Science Association*, Chicago, July 2011
- Financial literacy and decision making over the lifespan
 - *Boulder Summer Conference on Consumer Financial Decision Making*, June 2011
- Local warming: Daily variation in temperature affects belief and concern about climate change
 - *Center for Research in Environmental Decisions Annual Meeting*, NY, May 2011
- Under- and overreaction to change in an experimental asset market
 - *Society for Judgment and Decision Making*, St. Louis, November 2010.
- Should seniors be in charge? Decision-making over the lifespan
 - *Society for Judgment and Decision Making*, St. Louis, November 2010
- A pairwise-contrast model of intuitive probabilistic inference
 - *Society for Judgment and Decision Making*, Boston, November 2009
 - *Midwestern Psychological Association*, Chicago, May 2009
- Learning to detect change
 - *Academy of Management*, Chicago, August 2009
- How multiple anchors affect judgment: Evidence from the lab and eBay
 - *Association for Consumer Research*, Pittsburgh, October 2009
 - *Society for Judgment and Decision Making*, Chicago, November 2008
 - *Marketing Science*, Vancouver, June 2008
- Strategic perspective-taking: When wearing others' shoes lets you walk more steps
 - *Behavioral Decision Research in Management*, San Diego, April 2008
- Detecting change in markets
 - *Asia-Pacific Meeting of the Economic Science Association*, Shanghai, August 2007
- When the best is saved for last: Serial position effects on choice
 - *Society for Judgment and Decision Making*, Houston, November 2006
 - *Behavioral Decision Research in Management*, Santa Monica, June 2006 (poster)

Invited Talks

- “Perspective-taking in Games” at the Center for Decision Sciences, Columbia University, February 2009
- “Detecting Regime Shifts in Markets” at the Behavioral Science Brownbag Series, University of Chicago, June 2007
- “Why the Best is Saved For Last: Serial Position Effects in Choice” at the Behavioral Science Brownbag Series, University of Chicago, November 2005

Grants

- Cognitive Capabilities, Decision-Making Ability, and Financial Outcomes Across the Lifespan. *National Endowment for Financial Education*, \$164,997. 2012 – 2014.
- Cognitive and Emotional Sources of Wisdom in Decision Making Across the Lifespan. *National Institutes of Health*, \$640,000. *Pending approval*.

Awards and Honors

- Katherine Dusak Miller PhD Fellowship 2008-2009
- Hillel Einhorn Memorial Fellowship 2007-2009
- Dean's Commendation for Teaching Excellence 2007
- University of Chicago Summer Research Grant 2005
- University of Chicago Graduate School of Business Fellowship 2004-2008
- Caltech Carnation Merit Scholarship 2003-2004
- Robert C. Byrd Honors Scholarship 2001-2004
- SBC Scholarship 2001-2004
- National Merit Scholarship 2001
- Valedictorian, Adlai E. Stevenson High School Class of 2001

Professional Affiliations and Service

- Affiliations: Academy of Management (AOM), Association for Consumer Research (ACR), Association for Psychological Science (APS), Economic Science Association (ESA), Society for Consumer Psychology (SCP), Society for Judgment and Decision Making (SJDJ)
- Organizer of Columbia's Center for Decision Sciences (CDS) Speaker Series 2009-2012
- Journal reviewer
Climatic Change, Experimental Economics, Journal of Consumer Research, Judgment and Decision Making, PLoS ONE, Political Psychology, Psychological Science, Strategic Management Journal, Theory and Decision
- Conference reviewer
Society for Consumer Psychology, Society for Judgment and Decision Making

Teaching

Guest Lecturer (Columbia University) — *detailed teaching ratings available*

- *Thinking and Decision Making* (Undergraduate Psychology Course), Fall 2010
 - Lectured on "Descriptive theories of choice." (Overall rating: 4.4/5.0)
- *Behavioral Economics and Decision Making* (MBA Marketing Course), Fall 2010
 - Lectured on "Linear models versus experts." (Overall rating: 4.0/5.0)

Teaching Assistant (University of Chicago)

- *Strategies and Processes of Negotiation* (MBA, Prof. Uri Gneezy), Autumn 2004
- *Managerial Decision Making* (MBA, Prof. George Wu), Winter 2006-2009
- *Advanced Marketing Strategy* (MBA, Prof. Suresh Ramanathan), Fall 2006
- *Experimental Economics* (Undergraduate, Prof. John List), Spring 2007
- *Managerial Decision Making and Negotiation* (Executive MBA, Prof. George Wu), Summer 2007 – received Dean's Commendation for Teaching Excellence

Teaching Assistant (California Institute of Technology)

- *Introduction to Applied and Computational Mathematics* (Graduate), Winter 2004 (Professor Sterl Phinney), Spring 2004 (Professor Oscar Bruno)
- *Introduction to Economics* (Undergraduate), Autumn 2003 (Professor Charles Plott), Spring 2004 (Professor Simon Wilkie)