Yanyi Leng

Olin School of Business
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EDUCATION

Washington University in St. Louis   **St. Louis, MO**
Ph.D. in Marketing (Consumer Behavior)   Expected May 2026

The University of Chicago   **Chicago, IL**
M.A. in Social Sciences (Concentration: Psychology)   June 2020
Thesis: The Benefits of Getting Perspective: Recipients Prefer Requested Gifts, So Why are
        Givers Reluctant to Ask?
Advisors: Dr. Nicholas Epley and Dr. Margaret Echelbarger

University of Southern California   **Los Angeles, CA**
B.A. in Psychology (Magna Cum Laude)   May 2019

RESEARCH INTERESTS

Prosocial behavior, Consumer behavior, Gift Giving, Social Judgment

HONORS & AWARDS

Merit-based Tuition Scholarship (2019-2020), The University of Chicago ($20,000)
Undergraduate Research Associates Program Funding (2018), University of Southern California
($1,500)
Dean's List (2015-2019), University of Southern California

CONFERENCE PRESENTATIONS

*Leng, Yanyi, Elanor F. Williams (2022). "Givers Can Handle the Truth: Givers React to Recipients' Honesty About Disliked Gifts Better Than Recipients Expect," Paper accepted at Association for Consumer Research in Denver, CO.

***Leng, Yanyi**, Margaret Echelbarger, Nicholas Epley (2022). "The Benefits of Getting Perspective: Recipients Prefer Requested Gifts, so Why are Givers Reluctant to Ask?" Poster presented at Society for Judgment and Decision-Making Virtual Conference.

Mengdi, Huang, Fan Yang, Yanwen Yu, Jinrui Liu, Yanyi Leng (2020). "What is Happiness? Explaining Happiness from Different Perspectives," Panel talk presented at UChicago MAPSS Virtual Academic Conference.

***Leng, Yanyi**, Zoe B. Corwin, Maria Romero-Morales (2018). "Gamification as a Tool for Engagement and Learning," Poster presented at USC Undergraduate Research Associates Program Symposium in Los Angeles, CA.

SELECTED RESEARCH IN PROGRESS

Givers Can Handle the Truth: Givers React to Recipients' Honesty About Disliked Gifts Better Than Recipients Expect, with Elanor F. Williams (data collecting).

Ask Avoidance: What, Exactly, Are People Trying to Avoid When They Avoid the Donation Request?, with Cynthia Cryder (data collecting).

The Effect of Discrepant Ratings on the Likelihood of Purchase, with Stephen M. Nowlis (data collecting).

The Power of Temporal Framing: Framing a Donation in Periodic Terms Increases Charitable Perceptions, with Alexander B. Park and Cynthia Cryder (data collecting).

Getting Perspective in Gift Giving: Recipients Prefer Requested Gifts, So Why Don't Givers Ask?, with Margaret Echelbarger and Nicholas Epley (data collecting).

RESEARCH EXPERIENCE

Center for Decision Research   **August 2019 – June 2021**
Booth School of Business, The University of Chicago, Chicago, IL
Faculty Director: Nicholas Epley
Research Specialist, September 2020 – June 2021
Research Assistant, August 2019 – September 2020
- Ran single- and multiple-participant studies for researchers via the Center's Zoom-based Virtual Lab
- Communicated and collaborated with other research assistants, postdocs, and faculty to run and manage experiments virtually
- Assisted in reviewing study designs for researchers
- Recruited and collected data from participants on campus, in community spaces, and at a museum

The Mind and Person Perception (MAPP) Lab   **September 2020 – March 2021**
Haas School of Business, UC Berkeley, Remote Work
PI: Juliana Schroeder
Research Assistant
- Assisted in reviewing study surveys for researchers
- Organized survey data and final checked variables for a longitudinal project examining how outgroup relationships form in the first place

Pullias Center for Higher Education   **May 2018 - November 2018**
University of Southern California, Los Angeles, CA
PI: Zoë B. Corwin
Research Assistant
- Contributed to a project developing practical, game-based, online methods for increasing first-year college students' engagement on college campuses
- Conducted literature reviews for research on gamified approaches to education
- Used Excel to clean data and form measures of interest in preparation for analysis

Suzanne Dworak-Peck School of Social Work   **January 2018 - September 2018**
University of Southern California, Los Angeles, CA
Project Assistant

- Used Excel to clean data on children's mental health services in Los Angeles and form measures of interest in preparation for analysis
- Completed training and was certified to administer the Keys to Interactive Parenting Scale (KIPS), which assesses the quality of parenting behavior for families with young children and obtained the certification
- Assessed the quality of parenting behavior through over 60-hours direct observations of parent-child interactions

Marketing Team   **December 2017 - January 2018**
Xiaozao Education, Shanghai, China
Product Marketing Intern
- Co-designed a Business English Online Course for college students
- Facilitated focus groups to assist in the Business English Online Course development (10 focus groups, 120 people total) which led to a 25% increase in online participation

Social Developmental Lab   **July 2017 - November 2017**
The University of Melbourne, Melbourne, Australia
PI: Heidi Gazelle
Research Assistant
- Contributed to a project examining behavioral inhibition in toddlers (2-year-olds)
- Performed statistical analysis using SPSS, including regression and t-test

SERVICE & MENTORSHIP

Division of the Social Sciences   **August 2020 – June 2021**
The University of Chicago, Chicago, IL
Alumni Connect Mentor
- Shared my professional and personal experiences at UChicago with current MAPSS students
- Helped current MAPSS students navigate challenges that arise during their time at UChicago

Joint Education Project   **January 2016 - May 2016**
University of Southern California, Los Angeles, CA
Tutor (1st grade)
- Drew from principles of cognitive development, learning, and motivation to tutor two hours per week to improve client's literacy skills

RESEARCH SKILLS

Statistical Software: R, Stata, SPSS
Methodology: Qualtrics, Prolific, MTurk, AsPredicted
Language: Mandarin

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR), Society for Consumer Psychology (SCP), Society for Judgment and Decision Making (SJDM), Society for Personality and Social Psychology (SPSP)