

Yanyi Leng

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EDUCATION

Washington University in St. Louis
Ph.D. in Marketing (Consumer Behavior)

St. Louis, MO
Expected graduation: 2026

The University of Chicago
M.A. in Social Sciences (Concentration: Psychology)
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

Chicago, IL
June 2020

University of Southern California
B.A. in Psychology (Magna Cum Laude)

Los Angeles, CA
May 2019

RESEARCH INTERESTS

Prosocial behavior, Consumer behavior, Social Cognition, Judgment and Decision Making

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

PRESENTATIONS

Leng, Y. (2020, June). *The benefits of getting perspective: recipients prefer requested gifts, so why are givers reluctant to ask?* MA Thesis presented virtually at the University of Chicago MAPSS Academic Conference.

Leng, Y., Corwin, Z. B., & Romero-Morales, M. (2018, October). *Gamification as a tool for engagement and learning*. Poster presented at the USC Undergraduate Research Associates Program Symposium, Los Angeles, CA.

Gazelle, H., Jayasinghe, S., Phyu, W., Dao, D. P., Leng, Y., Ng, W., & Allen, C. (2018, July). *Behavioral inhibition to the familiar versus unfamiliar and associations with parenting styles in Australian toddlers*. Poster presented at the 25th Biennial Meeting of International Society for the Study of Behavioral Development, The Gold Coast, Queensland, Australia.

RESEARCH EXPERIENCE

Center for Decision Research
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

August 2019 – June 2021

- Led research assistant check-ins in preparation for running studies for the day and coordinated daily lab operations
- Administered the amazon electronic gift card payments to participants

- 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
Haas School of Business, UC Berkeley, Remote Work
PI: Juliana Schroeder

September 2020 – March 2021

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
University of Southern California, Los Angeles, CA
PI: Zoë B. Corwin

May 2018 - November 2018

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
University of Southern California, Los Angeles, CA

January 2018 - September 2018

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 Department
Xiaozao Education, Shanghai, China

December 2017 - January 2018

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
The University of Melbourne, Melbourne, Australia
PI: Heidi Gazelle

July 2017 - November 2017

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
The University of Chicago, Chicago, IL
Alumni Connect Mentor

August 2020 – June 2021

- 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

SKILLS

Language: English; Mandarin**Statistics / Data Analysis:** Fluency in R, Stata and Excel; experience using SPSS**Survey Design:** Qualtrics; Google Forms**PROFESSIONAL AFFILIATIONS**

Society for Judgment and Decision Making, Student Member