Vincent Peiling Li

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Education

University of Edinburgh | B.Sc. Psychology   Edinburgh, United Kingdom

- **GPA**: 71/100 (4.00/4.00 equivalent)   September 2022 – July 2026 (Expected)
- **Relevant Course**: Data Analysis for Psychology in R I&II; Human Speech (80/100, top 1 in class); Psychology of Conversation; Linguistics IA & IIB (audit); Phonetic Analysis and Empirical Methods (audit); Discourse Analysis (audit); Speech Production and Perception (audit); Natural Language Processing for Psychologists (audit)
- **Awards**: Edinburgh Award (*Leadership in Student Opportunities*); Saltire Award (*Psychology Programme Representative*)

Cambridge University | Cambridge Access to Mental Health and Psychology Programme   August – September 2023

Cambridge University | Cambridge International Summer Programme   July – August 2022

University of Edinburgh | International Foundation Programme   September 2021 – July 2022

Xi'an International Studies University | B.A. English Language and Literature   September 2019 – March 2021

Additional Training (EdX & Coursera, with Certificates)

- Fundamentals of Neuroscience, Part 1: The Electrical Properties of the Neuron | HavardX   August 2023
- CS50's Introduction to Computer Science | HarvardX   October 2024 - 2025

Publications and Presentations

Li, V. (2025, November) *Motivation vs Personality: What Drives Belonging for International Students?* Talk to be presented at *The EAP Student: Identity, Community, and Belonging Conference*, Edinburgh, UK

Li, V., (2025). Social Media's Double-Edged Sword on Imposter Syndrome: Platforms as Both Triggers and Tools for Resilience. *Edinburgh University Psychology Magazine*

Li, V. (2023, May). *Real-life Café vs. Virtual Café Noise Effects on Creative Work Performance*. Poster presented at *Edinburgh Scientific Research Association Annual Conference*, Edinburgh, UK.

Research Experience

University of Edinburgh   Edinburgh, United Kingdom

Summer Research Project (*Carnegie Trust Vocation Scholarship*, £ 5,292)**,** supervised by Dr. Patrick Sturt   June 2025 – Present

Project: ***Parafoveal-on-Foveal Effects of Emojis in Sarcasm Comprehension During Chinese Text Reading***

- Pre-registered study on parafoveal processing and semantic incongruency effects of emojis on sarcasm comprehension,
- Designed and implemented an eye-tracking experiment using EyeLink 1000 and Experiment Builder
- Independently designed and programmed the experiment, collected 55 Chinese adults, analysed gaze-contingent data, and wrote the report
- Preliminary results show parafoveal effects of emojis in sarcasm comprehension, but no significant effect on semantic incongruency (analysis ongoing)

Independent Project, supervised by Dr. Faith Dillon-Lee   May 2025 – Present

Project: ***Motivation vs Personality: What Drives Belonging for International Students?***

- Investigating how motivation to engage is affected by personality (like extraversion) and affect their belongingness, using Qualtrics survey and mixed methods (thematic analysis and mediation analysis)
- Independently designed the study, created stimuli, built the experiment, analysed data, wrote the abstract and present
- Preliminary results show extraversion significantly affects belongingness, instead of motivation (collection and analysis ongoing). The project is presented at *The EAP Student: Identity, Community, and Belonging Conference*

Independent Projects, supervised by Prof. Martin Corley

Project: ***How conversation condition affects language prediction***   March 2025 – Present

- Investigating whether an explicitly communicative context shifts expectations from typicality-driven to informativity-driven predictions, predicting fewer looks to the stereotypical object.
- Created stimuli, built the experiment using EyeLink 1000 and OpenSesame, currently collecting data

Project: ***How Direct/Indirect narratives affects comprehension of written sarcasm***   October 2024 – Present

- Pre-registered study on whether sarcasm is easier to understand direct quotations (he said "this is great") than indirect quotations ("he said that it was great") using a self-pace reading paradigm.

- Designed and implemented an online experiment using PCIbex (JavaScript), created stimuli, prepared materials, analysed data, with write-up in plan.

Research Assistant to Prof. Martin Pickering's HollyMartin lab   July 2024 – October 2024

Project: ***Predicting language under difficult conditions: Effects of cognitive load, noise, and hearing impairment***

- Supported the ESRC-funded project with University of Nottingham investigating prediction in language comprehension under adverse conditions.
- Recruited participants at Edinburgh site and conducted in-person eye-tracking experiment.
- Collected, organised and managed participant data for multi-site collaboration.

Research Assistant to Dr. Aja Murray's Neurodiversity and Mental Health lab   October 2023 – December 2024

Project: ***Psychological correlates of online risk and resilience in late adolescence and early adulthood***

- Supported the collaborated project with KCL and LSE investigating psychological correlates of online risk and resilience in late adolescence and early adulthood.
- Completed ethics application, recruited participants and collected data via SONA, conducted initial data analysis

Independent Project (*Edinburgh Scientific Research Association*, £ 100), supervised by Dr. Chris Egan   October 2022 – May 2023

Project: ***Real-life café vs. virtual café noise effects on creative work performance***

- Investigated the creative work performance of participants who stayed in an actual coffee shop or library, compared to participants who listened to virtual coffee shop or library white noises
- Independently designed the study, collected data from 30 participants via Qualtrics, adopted the Remote Associate Test to measure creative work performance, conducted data analysis
- Results suggested that participants who worked in an actual coffee shop or library achieved significantly higher scores on creative work performance, compared to participants who listened to virtual coffee shop or library white noises

Overcome (A Charity NGO providing digital mental health service in low-&middle-income countries)   London, United Kingdom

Remote Summer Research Intern   June 2023 – Sept 2023

Project: ***A narrative synthesis: How effective are internet-based interventions in reducing Premenstrual Syndrome (PMS) compared to controls?***

- Conducted a narrative synthesis in a four-person team, including collecting, organising, and analysing research papers from PubMed and Embase, managed and organised reference lists and papers, wrote up findings as a part of the manuscripts
- Concluded internet-based interventions, such as Mindfulness-based and Internet-based CBT, are effective in reducing PMS

Shaanxi Normal University   Xi'an, China

Research Assistant to Dr. Yadan Li and Prof. Yilong Yang, Key Laboratory of Modern Teaching Technology of Ministry of Education

Project: ***Cognitive and neural mechanisms of creativity in bilinguals***   April 2021 – July 2021

- Contacted and scheduled participants for in-person testing, trained new undergraduate research assistants with experimental procedures, led the RAs to carry out the experiment, and designed certificates of attendance for the project

Research Skills

Programming & Statistics

- **Programming:** R (Proficient), Python, JavaScript.
- **Statistical modelling:** Univariate and Multivariate analyses, linear mixed-effects models

Experimental & Analytical Tools

- **Experiment Design**: MATLAB, Psychtoolbox, E-Prime, PCIbex, Qualtrics, Prolific, Testable, SONA
- Eye-tracking: EyeLink 1000 (SR Research), Experiment Builder
- **Analysis & Discourse Coding**: RStudio, SPSS, Praat, ELAN, NVivo

Academic and Professional Engagement

Student Ambassador of BALEAP (The British Association of Lecturers in English for Academic Purposes)   November 2024

British Psychological Society Student Ambassador   August 2024 – Present

Volunteer Organiser of AMLaP 2024 (Architectures and Mechanisms for Language Processing)   September 2024

Volunteer Journal Writer of Edinburgh University Psychology Magazine (EUPM)   November 2024 – May 2025

Undergraduate Psychology Programme Representative (Years 2 – 4)   September 2023 – Present

Student Advisor & Co-manager of Curriculum Transformation   September 2023 – May 2024

Media Content Writer & Manager at Chinese Psychology Students Association, Edinburgh   November 2021 – May 2025