

YUTONG LI

School of Social Sciences
Nanyang Technological University, Singapore
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PROFILE

- Research Interests: Computational Psychology, Personality and Individual Differences, Cultural Psychology
- Technical Skills: SPSS, Python, R, STATA, Qualtrics, Jamovi
- Relevant Coursework: Perspectives on Computational Modeling, AI Applications in the Social Sciences, Computation and the Identification of Cultural Patterns, Computer Science with Social Science Applications, Large Scale Computing for the Social Sciences, Computational Linguistics
- Languages: Chinese (Native proficiency), English (Advanced, TOEFL 115/120)

EDUCATION

Nanyang Technological University

Ph.D. in Psychology

Supervisor 1: Professor Lin Qiu

Supervisor 2: Professor Ring Joyce Pang

Singapore

08. 2022 – Present

University of Chicago

Master's in Computational Social Science

IL, United States

09.2020 – 06.2022

- GPA 4.0 / 4.0
- Thesis: *Temporal Changes in Individualism and Collectivism in Modern China: Evidence from Sina Weibo 2010-2021*
 - Advisor: Professor Thomas Talhelm
- Phoenix Research Award, Social Sciences Scholarship

Peking University

Bachelor of Science: Psychology Major

Beijing, China

09.2016 – 07.2020

- GPA 3.57 / 4.0 (Top 25%)

PUBLICATIONS

Li, Y., Qiu, L., Wang, M., Xie, T., Liu, P., & Luo, Y. (R&R). *Inferring the public mind: Accuracy and biases in out-of-sample public opinion estimation with large language models. Humanities and Social Sciences Communications.*

Tong, J., Zhang, Y., & Li, Y. (2025). CONTRADICTION ATTITUDES TOWARD ACADEMIC AI TOOLS: THE EFFECT OF AWE-PRONENESS AND CORRESPONDING SELF-REGULATION. *Computers in Human Behavior: Artificial Humans*, 100123. (Zhang, Y. & Li, Y. contributed equally.)

Li, Y. (2024). Tightness-Looseness and Government Innovation Emphasis: Effects on Regional Innovation Outcomes in China. *Journal of Social Computing*, 5(4), 363-384.

Li, Y. (2024, August). Unraveling the Pandemic's Cultural Impact: Differential Changes in Collectivism Components and the Predictive Power of COVID-19 Cases in China. In *2024 11th International Conference on Behavioural and Social Computing (BESC)* (pp. 1-6). IEEE.

Li, X., Li, Y., Qiu, L., Joty, S., & Bing, L. (2024). Evaluating psychological safety of large language models. *Proceedings of the Conference on Empirical Methods in Natural Language Processing (EMNLP 2024)*.

Xie, T., Qiu, L., Li, Y., Luo, Y., & Liu, P. (2023). The landscape of social science in the era of large language models. *图书情报知识*, 2023(6), 6–9, 30. <https://doi.org/10.13366/j.dik.2023.06.006>

Zhang, Z., Chen, L., Jiang, T., Li, Y., & Li, L. (2022). Effects of Feature-Based Explanation and Its Output Modality on User Satisfaction with Service Recommender Systems. *Frontiers in big Data*, 5.

CONFERENCES

- Li, Y.** (2024, December). *Exploring large language models' potential in narrative identity research: A multi-study investigation*. Presentation at the Annual Meeting of the Personality Psychology Branch of the Chinese Psychological Society, Beijing, China.
- Li, Y.** (2023, July). *Temporal changes in individualism and collectivism in China: Evidence from Google N-gram and Sina Weibo*. Paper presented at the 2023 Conference of the Asian Association of Social Psychology (AASP), The Education University of Hong Kong, Hong Kong.
- Huang, J., & Li, Y.** (2023, May). *Making sense of virtuality and authenticity: How Otome game players understand their experience with virtual characters*. Presentation at the 73rd Annual International Communication Association Conference: Reclaiming Authenticity in Communication, Sheraton Centre Toronto, Toronto, ON, Canada.
- Li, Y., Du, Y., & Tian, D.** (2019, November). *Preference of diversity frame when choosing universities among Chinese high school students*. Presentation at the Annual Meeting of the Social Psychology Branch of the Chinese Psychological Society, Jiangxi, China.

RESEARCH EXPERIENCE

Research Assistant	Beijing, China
Professor Tingshao Zhu, Chinese Academy of Science	05.2021 – Present
- Developed the keyword dictionary for research on fear of bearing children based on data from Weibo - Defined and operationalized the fear of bearing children based on Chinese online discourse - Joined weekly lab meetings and discussed the design of computational psychology studies	
Research Assistant	Beijing, China
Dr. Tonglin Jiang, Peking University	07.2020 – 01.2021
- Designed questionnaire on life strategies using Qualtrics and analyzed with Jamovi - Wrote the introduction for <i>Increasing Users' Satisfaction with Recommender Systems, from the Perspective of Studying the Effects of Design Factors about Future-based Explanations</i>, currently under review	
Undergraduate Research Program: Peking University	Beijing, China
Supervisor: Dr. Jie Zhong	04.2018 – 10.2019
Project: Emotional Faces Recognition Test to Measure Depression, Anxiety and Alexithymia	
- Wrote research proposal and designed the instructions for carrying out the test - Used Face Gen to process emotional faces to obtain experimental materials - Analyzed test results of 130+ variables using SPSS and drew conclusions for a potential index - Wrote introduction, results, and discussion portions of the final report and completed the oral defense	

AWARDS & ACTIVITIES

- University of Chicago** IL, United States
 - Social Sciences Scholarship (covered 2/3 tuition fees for the second year), 2021
 - Phoenix Research Award (covered 1/3 tuition fees for the first year), 2020
- Peking University** Beijing, China
 - Peking University Third Class Scholarship (Top 15% in annual evaluation), 2019
 - School's Merit Student/Zhang Wenjin Scholarship (Top 7% in annual evaluation), 2018
- Student/Leadership Activities**
 - Member, Colors World Academic Group (organization for LGBT rights), 2019-2021
 - Volunteer Activities (over 100 hours), Peking University, 2016-2020
 - Minister/Secretary General, Youth League Organizational Department and League School, 2017-2018