YUNZI (LOUISE) LU

yunzilu@stanford.edu | (267) 466-7202

EDUCATION

Stanford Graduate School of Business   Expected 2027
Ph.D. in Marketing

PUBLICATIONS

Mellers, B. A., **Lu, L.,** & McCoy, J. P. (2023). Predicting the future with humans and AI. Consumer Psychology Review, 6(1), 109-120. https://doi.org/10.1002/arcp.1089

Tetlock, P. E., **Lu, Y.,** & Mellers, B. A. (2022). False dichotomy alert: Improving subjective-probability estimates vs. raising awareness of systemic risk. *International Journal of Forecasting*.

Karvetski, C. W., Meinel**,** C., Maxwell, D. T., **Lu, Y.,** Mellers, B. A., & Tetlock, P. E. (2022) What do forecasting rationales reveal about the thinking patterns of top forecasters? *International Journal of Forecasting*, 38(2), 688-704.

Lu, Y., & Xu, G. (2019). The experience and future of Chinese water governance. *Administration Reform* (02), 33-40.

WORKING PAPERS

Mellers, B. A., McCoy, J. P., **Lu, Y.,** Tetlock, P. E. Humans, Algorithms and Geopolitical Forecasting Tournaments: Quantifying Uncertainty in Hard-to-Quantify Domains. *Forthcoming in Perspectives on Psychological Science.*

Clark, C. J., ... **Lu, Y.,** ... & Wilson, A. Scientific censorship by scientists: A review and research agenda. *Submitted to Science.*

Clark, C. J., Fjeldmark, M., **Lu, Y.,** ... & Tetlock, P. E. Taboos and Self-Censorship Among Psychology Professors. *Submitted to Perspectives.*

SELECTED RESEARCH IN PROGRESS

Beautiful Food is Served: How Attention to Beauty Can Improve Health without Undermining Taste
Co-author: Jennifer Aaker and Ayelet Fishbach

A Beautiful Mindset: A Longitudinal Project
Co-author: Jennifer Aaker, Szu-Chi Huang, and Yu Ding

How Social Media Features Influence the Intrinsic Motivation
Co-author: Szu-Chi Huang

The Impact of Persuader Identity on Attitude Change
Co-author: Zakary Tormala

Can Machine Learning Detect the Political Slant of Research?
Co-author: Philip Tetlock and Barbara Mellers

PRESENTATIONS

Lu, Y., Crawford, J., Van Bavel, J., Clark, C. J., & Tetlock, P. E. (February 2022). Is psychology literature politically biased? An adversarial collaboration meta-analysis. Talk was presented at the annual meeting for the Society of Personality and Social Psychology, San Francisco, CA.

TEACHING EXPERIENCE

Managerial Decision Making (EMBA), The Wharton School
Teaching Assistant, Instructor: Dr. Joseph P. Simmons