



Dr. Zhao Li

Department of Smart Tourism | Assistant Professor

Biography

Dr. Zhao Li is an Assistant Professor and master's supervisor. She received her Ph.D. in Experimental Psychology from Ohio University in the United States. She has conducted research and teaching at Nankai University, the University of Michigan, Ann Arbor, and the University of Macau, and has an international academic outlook as well as strong interdisciplinary experience. Her research integrates social cognition and neuroscience, with a focus on the neural mechanisms of emotion-driven decision-making in interpersonal interaction. She also works on computational cognitive modelling, using mathematical models to describe human cognitive processes with precision and translate abstract psychological processes into logic that can be understood by computers. In addition, her work explores the optimisation of human-computer interaction by applying cognitive findings to algorithmic practice for enhancing the empathic capacity of artificial intelligence. She has served as Principal Investigator for four research projects, including projects funded by the Tianjin Social Science Fund and the International Exchange Programme of the China Postdoctoral Science Foundation, and has participated in a number of key projects funded by The National Social Science Fund of China and major projects of the Ministry of Education. She has published more than 20 related academic papers.

Work Experience

- Oct 2025–Present Assistant Professor, Macau Millennium College
- Mar 2025–Aug 2025 Research Associate, University of Macau
- Oct 2023–Oct 2024 Research Assistant, University of Michigan, Ann Arbor
- Nov 2019–Feb 2024 Assistant Research Fellow, Nankai University

Education

- Aug 2013–Aug 2019 Doctor of Philosophy in Experimental Psychology, Ohio University, Athens, Ohio, USA
- Sep 2009–Jun 2013 Bachelor's Degree in Applied Psychology, Nankai University, Tianjin, China

Research Achievements

Journal Articles (* = Corresponding author; # = Co-author)

- Park, S., Wipfli, B., Zhao, L., Veliz, P., Chen, W., Rosemberg, M., & Larson, J.* (2025).

Post-pandemic sedentary behaviours and physical activity among IT workers. *Journal of Occupational and Environmental Medicine*, 68(3), 41 - 247. [Link]

- Wang, Z., Zhao, L., Zuo, G., Jetten, J., & Guan, J.* (2025). Negative reactions to positive gender stereotypes: Different levels of positivity elicit similar negative reactions. *Archives of Sexual Behavior*, 54, 1181–1197. [Link]

- Wang, Z., Zhao, L., Shan, Y., Guan, J.* (2024). The negative effects of stereotype threat on women's spatial ability: the moderating role of resilience / Los efectos negativos de la amenaza de estereotipo en las habilidades espaciales de las mujeres: el papel moderador de la resiliencia. *International Journal of Social Psychology*, 39(3), 511-539. [Link]

- Wang, Z., Zhao, L., Zuo, G., & Guan, J.* (2024). Chinese negative reactions to positive gender stereotypes: A perspective of psychological reactance theory. *Psychology of Women Quarterly*, 48(4), 589-609. [Link]

- Guan, J., Zhao, L.*, Wang, J., & Wang, S. (2024). Values and national identity of adolescents in China: the chain mediating effect of core self-evaluations and identity motivation. *National Identities*, 26(3), 267–288. [Link]

- Wang, Z.#, Zhao, L.#, Guan, J*, & Zuo, G. (2023). The negative effects of positive gender stereotypes: Evidence from collectivistic cultural contexts. *Sex Roles*, 89, 786-800. [Link]
- Lyu, X., Zhao, B., Yang, T., & Zhao, L.* (2023). The development and validation of the Chinese safety climate scale using the item-response theory approach. *Frontiers in Psychology*, 14:1119928. [Link]
- Guan, J., Liu, X. & Zhao, L. Interethnic Friendship Enhances Willingness for Contact: The Mediating Role of Intergroup Anxiety and the Moderating Role of Intergroup Common Fate. *Journal of Northwest Normal University (Social Sciences)*, 60(1): 118–126 (2023). [Link]
- Wang, Z.#, Guan, J.#, & Zhao, L*. (2022). Priming science identity elicits stereotype boost for Chinese science female students: Evidence from math performance. *Basic and Applied Social Psychology*, 44(3-6), 95–108. [Link]
- Zhao, L., Guan, J. & Huang, M. National Identity, National Confidence and the Sense of Meaning in Life among University Students. *Youth Studies*, (4): 60–69, 96 (2022). [Link]
- Zhao, L.#, Lyu, X.#, Jiang, H., & Gao, X.* (2022). Musicokinetic and exercise therapies decrease the depression level of elderly patients undergoing post-stroke rehabilitation: The moderating effect of health regulatory focus. *Frontiers in Psychology*, 13:889510. [Link]
- Li, X., Cheng, T., Zhang, Z., & Zhao, Li.* (2022). Analysis of the mechanism of political cost in the complex environmental governance system. *Complexity*, 2022:6878504. [Link]
- Zhao, L. & Guan, J. The Formation Mechanism of Information-Overload Depression and Its Impact on Social Mentality. *Journal of Northwest Normal University (Social Sciences)*, 59(1): 97–104 (2022). [Link]
- Vigo, R., Doan, C.*, & Zhao, L. (2022). Classification of three-dimensional integral stimuli: Accounting for a replication and extension of Nosofsky and Palmeri (1996) with a dual stimulus discrimination model. *Journal of Experimental Psychology-Learning Memory and Cognition*, 48(8), 1165–1192. [Link]
- Zhao, L., Wang, Z.*, Guan, J., Shen, P., Zhao, W., & Zuo, G. (2021). Coronavirus disease 2019–related stigma in China: A descriptive study. *Frontiers in Psychology*, 12:694988. [Link]
- Guan, J., Fang, H., Zhao, L. & Chen, S. Intergroup Attitudes and Intergroup Beliefs: Coupled or Separated? *Psychological Exploration*, 41(2): 149–154 (2021). [Link]
- Jiang, H. & Zhao, L. Measurement Invariance across Gender of the Chinese Doctor-Patient Social Mentality Sub-Questionnaire. *Psychology (Techniques and Applications)*, 8(7): 406–413 (2020). [Link]
- Lyu, X., Jiang, H., Chu, W. & Zhao, L. The Effect of Medical-Nursing Collaboration on Work Engagement: The Chain Mediating Role of Risk Perception and Professional Identity. *Journal of Psychological Science*, 43(4): 937–942 (2020).

•Lyu, X., Wang, H., Ma, A., Wang, X., & Zhao, L.* (2019). The relationship between the sense of virtual community and knowledge sharing: The mediating role of trust. *Human Behaviour and Emerging Technologies*, 1(3), 245–260. [Link]

•Zhao, L.*, & Wang, H. (2019). Procedure of power analysis and a multilevel analysis example. *Psychology: Techniques and Applications*, 7 (5), 276–283. [in Chinese] [Link]

Conference Papers

•Zhao, L., Chen, D., Li, X., & Guan, J*. (2020, November). The influence of national identity on prosocial behaviour: The mediating and moderating role of subjective perceptions of the COVID-19 pandemic. In *2020 7th International Conference on Behavioural and Social Computing (BESC)* (pp. 1–4). IEEE. [Link]

Books

•Zhang, Y., Guan, J. & Wang, F. *The Psychology of Women and Gender*, 8th ed. Beijing: China Renmin University Press (2025). Contributing Author.

•Hogg, M. & Vaughan, G. *Social Psychology*, 8th ed. Guan, J., Zhao, L. et al. (trans.). Beijing: China Renmin University Press (2022). Associate Editor-in-Chief. (2022).

•Yue, G. & Guan, J. *Social Psychology*, 4th ed. Beijing: China Renmin University Press (2022). Contributing Author. (2022).

Academic Conferences

•Park, S., Zhao, L., Shannon, K., Chen, W., Veliz, P., Rosemberg, M-A., & Larson, J. (2024, October). Association between Sedentary Behaviour, Physical Activity, and Metabolic Syndrome in IT Workers. In *October 27 - 30, 2024 The 2024 American Public Health Association 2024 Conference*. Minneapolis, USA.

•Park, S., Zhao, L., Shannon, K., Chen, W., Veliz, P., Rosemberg, M-A., & Larson, J. (2024, April). Association between Sedentary Behaviour, Physical Activity, and Metabolic Syndrome in IT Workers. In *April 4 - 6, 2024 The 2024 Midwest Regional ERC Symposium*. Chicago, USA.

•Zhao, L., Guan, J., & Li, T. (2023, July). Cultural symbols and intergroup contact: Mediating roles of psychological distance and similarity. In *July 12 - 15, 2023 The 15th Biennial Conference of the Asian Association of Social Psychology (AASP 2023)*. Hong Kong, China.

•Wimsatt, J., Vigo, R., Zhao, L., Sedziol, A., Ross, C., & Yadav, R. (2022, July). Testing computational theories of classification behaviour with saccadic patterns associated with two modes of learning. In *July 22 - 24, 2022 The Character of AI - A Technology Ethics Conference (IACAP 2022)*. Santa Clara, CA, USA.

- Zhao, L., Guan, J.*, & Huang, M. (2021, July). The influence of national identity on the meaning of life: The mediating role of national confidence. 29 - 31 July 2021, The 14th Biennial Conference of the Asian Association of Social Psychology (AASP 2021). Seoul, Korea.
- Zhao, L., Vigo, R., & Wimsatt, J. (2021, July). An eye tracking investigation of classification behaviour on three-dimensional concept family. 32nd International Congress of Psychology. Prague, Czech Republic.
- Wimsatt, J., Vigo, R., Doan, C., & Zhao, L. (May 2018). On the categorisation of stimuli defined over global and local dimensions. 7th Annual Midwestern Cognitive Science Conference. Indiana University, Bloomington, IN, USA.
- Vigo, R., Doan, C., Doan, M., & Zhao, L. (June 2017). Some new perspectives on the integral-dimension concept learning difficulty ordering. 6th Annual Midwestern Cognitive Science Conference. Miami University, Oxford, OH, USA.
- Doan, C. A., Vigo, R., & Zhao, L. (June 2017). An investigation of the relationship between supervised and unsupervised learning behaviour. 6th Annual Midwestern Cognitive Science Conference. Miami University, Oxford, OH, USA.
- Doan, C., Vigo, R., Zhao, L., & Barcus, M. (August 2016). Parainformative and serioinformative categorisation of integral dimensional stimuli. 49th Annual Meeting of the Society for Mathematical Psychology. Pernille Hemmer of Rutgers, New Brunswick, NJ, USA.
- Barcus, K.C., Vigo, R., & Zhao, L. (July 2015). Generalized invariance structure theory accounts for the 32[4] family ordering for both integral and separable dimensions. 48th Annual Meeting of the Society for Mathematical Psychology. University of California Irvine, Newport Beach, CA, USA.
- Vigo, R., Halsey, P. A., Zeigler, D. E., Basawaraj, B., Doan, C. A., Barcus, K. M., Zhao, J., & Zhao, L. (April 2015). An invariance-based foundation for cognitive science. 25th Anniversary of the Indiana University Cognitive Science Program. Indiana Memorial Union, Bloomington, IN, USA.
- Vigo, R., Basawaraj, B., Doan, C.A., Zeigler, D.E., Barcus, K.C., & Zhao, L. (May 2014). Theories of informativeness: A comprehensive empirical investigation. 3rd Annual Midwestern Cognitive Science Conference. Wright State University, Dayton, OH, USA.

Research Projects

- Coupling Mechanism and Anchoring Effect in Forging a Strong Sense of Community for the Chinese Nation: An Eye-Tracking Study. Tianjin Philosophy and Social Sciences Planning Project, Youth Project. Completed.
- Staying Clear-Headed, Optimistic and Alert to Information-Overload Depression. Tianjin Philosophy and Social Sciences Planning Project, Key Commissioned Project. Completed.
- An Eye Tracking Investigation of Classification Behavior on Three-Dimensional Concept Family. Academic Exchange Project under the International Exchange Programme of the China Postdoctoral Science Foundation. Completed.

•Identity Research from the Perspective of Computational Social Psychology. Project funded by the Fundamental Research Funds for the Central Universities. Completed.

Peer Review

- Cognition
- Frontiers in Psychology
- SAGE Open
- Cognitive Development
- Frontiers in Public Health
- Human Behavior and Emerging Technologies
- Humanities and Social Sciences Communications