

Yu Luo

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Education

Ph.D.	University of British Columbia (Cognitive Science)	2018-present
M.A.	University of British Columbia (Cognitive Science)	2016-2018
B.Sc.	University of British Columbia (Behavioral Neuroscience)	2012-2015

Awards & Fellowships

<i>SSHRC Doctoral Fellowship</i> (Total: \$80,000)	2019-2023
<i>Four-Year Doctoral Fellowship Tuition Award</i> (Total: \$15,000)	2019-2023
<i>Four-Year Doctoral Fellowship</i> (Total: \$72,800, accepted in title only)	2019-2023
<i>Cordula and Gunter Paetzold Fellowship</i> (Total: \$36,000, accepted in title only for the second year)	2018-2020
<i>Department of Psychology Tuition Award</i> (Total: \$5000)	2018-2019
<i>Graduate Entrance Scholarship</i> (Total: \$17,500)	2016-2017
<i>Elizabeth Young Lacey Scholarship</i>	2016-2017
<i>Dean's Honor List, Faculty of Science</i>	2014-2015

Research Grants

<i>SEEDS Sustainability Program</i>	2021-2022
Title: Climate-friendly food system label: Pilot evaluation Role: Project Leader (Total: \$13,250)	
<i>Environment and Climate Change Canada</i>	2020-2022
Title: Using behavioural intervention to nudge consumers to reduce single-use produce bags at grocery stores in Canada Role: Project Manager (Total: \$80,000)	
<i>Mitacs-Accelerate Grant (IT11777)</i>	2018-2019
Title: Using commitment to reduce plastics waste in the marine environment Role: Project Manager (Total: \$15,000)	
<i>Mitacs-Accelerate Grant (IT09935)</i>	2017-2019
Title: Cognitive and well-being impacts of tunable LED lighting in secondary school students Role: Project Manager (Total: \$30,000)	

Title: Multi-dimensional wellbeing: Examining how financial, social, health, and environmental factors interactively determine subjective wellbeing Role: Project Manager (Total: \$30,000)

Publications

Journal Articles

- Luo, Y.**, Douglas, J., Pahl, S., & Zhao, J. (2022). Reducing plastic waste by visualizing marine consequences. *Environment and Behavior*, *54*, 809-832.
- Zhao, J. & **Luo, Y.** (2021). A framework to address cognitive biases of climate change. *Neuron*, *109*, 3548-3551.
- Luo, Y.** & Zhao, J. (2021). Attentional and perceptual biases of climate change. *Current Opinion in Behavioral Sciences*, *42*, 22-26.
- Luo, Y.** & Zhao, J. (2019). Motivated attention in climate change perception and action. *Frontiers in Psychology*, *10*:1541.
- Ru, Q., **Luo, Y.**, Osherson, D., & Zhao, J. (2019). Perception of multi-dimensional regularities is driven by salience. *Attention, Perception, & Psychophysics*, *81*, 1564–1578.
- Luo, Y.**, Zelenika, I., & Zhao, J. (2019). Providing immediate feedback improves recycling and composting accuracy. *Journal of Environmental Management*, *232*, 445-454.
- Luo, Y.** & Zhao, J. (2018). Statistical learning creates novel object associations via transitive relations. *Psychological Science*, *29*, 1207-1220.
- Zhao, J. & **Luo, Y.** (2017). Statistical regularities guide the spatial scale of attention. *Attention, Perception, & Psychophysics*, *79*, 24-30.

Manuscripts in Progress (available upon request)

- Luo, Y.**, Soman, D., & Zhao, J. (under review). A meta-analytic cognitive framework of nudge and sludge.

Conference Proceedings

- Luo, Y.** & Zhao, J. (2019). Statistical learning creates implicit subadditive predictions. In A.K. Goel, C.M. Seifert, & C. Freksa (Eds.), *Proceedings of the 41st Annual Conference of the Cognitive Science Society* (pp. 2221-2227). Austin, TX: Cognitive Science Society.
- Luo, Y.** & Zhao, J. (2017). Learning induced illusions: Statistical learning creates false memories. In G. Gunzelmann, A. Howes, T. Tenbrink, & E. J. Davelaar (Eds.), *Proceedings of the 39th Annual Conference of the Cognitive Science Society* (pp. 774-779). Austin, TX: Cognitive Science Society.

Luo, Y. & Zhao, J. (2016). Statistical learning creates novel object associations via transitive relations. In A. Papafragou, D. Grodner, D. Mirman, & J.C. Trueswell (Eds.), *Proceedings of the 38th Annual Conference of the Cognitive Science Society* (pp. 984-989). Austin, TX: Cognitive Science Society.

Conference Presentations

Pahl, S., Oturai, N., Syberg, K., **Luo, Y.**, Douglas, J., Zhao, J., Sumeldan., J, Richter, I., Avillanosa, A., Bacosa, H., Gabe-Thomas, E., Creencia, L. (2022, September). The role of behaviour change in addressing plastic pollution. Talk to be presented at the *7th International Marine Debris Conference*. Seoul, South Korea.

Luo, Y., Soman, D., & Zhao, J. (2022, February). A Meta-Analytic Cognitive Framework of Nudge and Sludge. Poster presented at *Society for Judgment and Decision Making*.

Luo, Y., Soman, D., & Zhao, J. (2021, November). A Meta-Analytic Cognitive Framework of Nudge and Sludge. Talk presented at *BIG Difference BC 2021*, Vancouver, BC.

Luo, Y., & Odic, D., Zhao, J. (2021, May). Decreases loom larger than increases: Asymmetry in perceiving decreasing and increasing patterns underlies loss aversion. Poster to be presented at *Vision Sciences Society*, Virtual.

Luo, Y., & Odic, D., Zhao, J. (2020, December). Decreases loom larger than increases: Asymmetry in perceiving decreasing and increasing patterns underlies loss aversion. Poster presented at *Society for Judgment and Decision Making*, Virtual.

Douglas, J., **Luo, Y.**, & Zhao, J. (2019, November). Using behavioral interventions to reduce plastics waste in an office environment. Talk presented at *BIG Difference for BC 2019*, Vancouver, BC.

Luo, Y. & Zhao, J. (2019, November). Nudging to reduce plastics waste in an office environment. Poster presented at *Society for Judgment and Decision Making*, Montreal, Canada.

Luo, Y., Douglas, J., VandenEnden, A., Pela, W., & Zhao, J. (2019, September). Using behavioural interventions to reduce plastics waste in an office environment. Poster presented at *Behavioral Insights into Business for Social Good*, Vancouver, Canada.

Luo, Y. & Zhao, J. (2019, July). Statistical learning enables implicit subadditive predictions. Poster presented at *Cognitive Science Society*, Montreal, Canada.

Luo, Y. & Zhao, J. (2019, May). Statistical learning enables implicit subadditive predictions. Poster presented at *Vision Sciences Society*, St. Pete Beach, FL.

Zhao, J. & **Luo, Y.** (2019, March). Motivated attention framework of climate change perception and action. Talk at *International Convention of Psychological Science*, Paris, France.

Zhao, J. & **Luo, Y.** (2018, November). Motivated attention framework of climate change perception and action. Poster at *Society for Judgment and Decision Making*, New Orleans, LA.

- Zhao, J. & **Luo, Y.** (2018, October). Motivated attention in climate change perception and action. Talk at *Society of Experimental Social Psychology*, Seattle, WA.
- Zhao, J. & **Luo, Y.** (2018, May). Motivated attention in the perception and action of climate change. Poster at *Vision Sciences Society*, St. Pete Beach, FL.
- Luo, Y.** & Zhao, J. (2018, May). Automatic prospective and retrospective activation of object representations during statistical learning. Poster at *Vision Sciences Society*, St. Pete Beach, FL.
- Luo, Y.** & Zhao, J. (2017, November). Attentional bias in the perception of climate change data driven by political orientation. Poster at *Society for Judgment and Decision Making*, Vancouver, BC.
- Luo, Y.** & Zhao, J. (2017, July). Learning induced illusions: Statistical regularities create false memories. Talk at *Cognitive Science Society*, London, UK.
- Luo, Y.**, Wang, Y., & Zhao, J. (2017, May). Cognitive biases in the perception of climate change Poster at *Association for Psychological Science*, Boston, MA.
- Luo, Y.** & Zhao, J. (2017, May). Learning induced illusions: Statistical regularities create false memories. Poster at *Vision Sciences Society*, St. Pete Beach, FL.
- Luo, Y.** & Zhao, J. (2016, November). Judgment biases in the perception and prediction of non-linear changes. Poster at *Society for Judgment and Decision Making*, Boston, MA.
- Luo, Y.** & Zhao, J. (2016, August). Statistical learning creates novel object associations via transitive relations. Poster at *Cognitive Science Society*, Philadelphia, PA.
- Luo, Y.**, Giammarco, M., & Zhao, J. (2016, June). Identifying and correcting recycling and composting biases. Poster at *Canadian Psychological Association*, Victoria, BC.
- Zhao, J. & **Luo, Y.** (2016, June). Resource visibility reduces consumption. Poster at *Canadian Psychological Association*, Victoria, BC.
- Luo, Y.** & Zhao, J. (2016, May). Statistical learning creates novel object associations via transitive relations. Talk at *Vision Sciences Society*, St. Pete Beach, FL.
- Wang, Y., **Luo, Y.**, Echeverri, A., & Zhao, J. (2016, May). Visual and numerical representations of dynamic systems. Poster at *Vision Sciences Society*, St. Pete Beach, FL.
- Luo, Y.**, Giammarco, M., & Zhao, J. (2015, November). Identifying recycling and composting biases. Poster at *Society for Judgment and Decision Making*, Chicago, IL.
- Luo, Y.** & Zhao, J. (2015, May). Stimulus-specific regularities as a basis for perceptual induction. Poster at *Vision Sciences Society*, St. Pete Beach, FL.
- Luo, Y.** & Zhao, J. (2014, May). Statistical regularities alter the spatial scale of attention. Talk at *Vision Sciences Society*, St. Pete Beach, FL.

Research Experience

Research Assistant, Behavioral Sustainability Lab
 Supervisor: Dr. Jiaying Zhao

Department
 of

Psychology, University of British Columbia 2013-2016

Research Assistant, Structural Equation Modelling Lab 2015-2016

Supervisor: Dr. Victoria Savalei

Department of Psychology, University of British Columbia

Co-project Leader, Motivated Cognition Lab 2015

Supervisors: Dr. Rebecca Todd and Dr. Jennifer Whitman,

Department of Psychology, University of British Columbia

Research Assistant, Social Identity Lab 2014

Supervisor: Dr. Toni Schmader

Department of Psychology, University of British Columbia

Teaching

Teaching Assistant in Psyc102 Introduction to Psychology 2016-2022

Teaching Assistant in Psyc101 Introduction to Psychology 2017-2022

Mentoring

Alexandra Lillywhite, Aaron Kwong, Emma Collette, Minou Truong, Jessie Pan,
Andrew Li, Alyssa Casavant, Eugenia Vaniartha, Brandon Kan, Nil Polat, Yinuo Lu,
Misha Afzaal, Clarence Han, Matyas Barta, Aydan Kesici, Robyn Ma, Heloise Brun,
Yu Wang, Desmond Fung

Society Membership

Vision Science Society 2013-present

Cognitive Science Society 2015-present

Society for Judgment and Decision Making 2015-present

Canadian Psychological Association 2015-2016

UBC Psychology Student Association 2013-2015

Society of Philosophy and Psychology 2013-2014

Skills

Computer programming: MATLAB, Python

Statistical analyses: R, SPSS, Excel, Power BI

Web design: HTML, CSS, PHP, JavaScript

Design: Illustrator, Photoshop, InDesign

Survey tool: Qualtrics