

# Sherry Jueyu Wu

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CONTACT INFORMATION Collins Center A415 sherry.wu@anderson.ucla.edu  
UCLA Anderson School of Management www.sherryjwu.com  
Los Angeles, CA 90095

ACADEMIC POSITION **Assistant Professor in Management & Organizations** 2019-present  
**Assistant Professor in Behavioral Decision Making**  
Anderson School of Management  
*University of California Los Angeles, CA*

**Visiting Assistant Professor in Organizational Behavior** Fall, 2023  
Stanford Graduate School of Business

EDUCATION **Ph.D., Princeton University, NJ** 2019  
**Psychology**  
Doctoral Joint Degree in Social Policy  
Primary advisor: Betsy Levy Paluck  
Secondary advisor: Eldar Shafir

**B.A. *summa cum laude*, University of Virginia, VA** 2013  
**Psychology**, Highest Distinction  
Advisors: Timothy Wilson & Shigehiro Oishi  
**Economics**, High Distinction  
Advisor: Amalia R. Miller

RESEARCH INTERESTS **General Areas:** Group dynamics, behavioral change, social inequality, decision-making  
**Current Topics:** Civic engagement, poverty narratives, belief and behavioral change mechanisms  
**Techniques:** Field and lab experimentation, time series, mixed methods  
**Applications:** Productivity and empowerment, democratic participation, safety net

PEER-REVIEWED PUBLICATIONS \*Indicates shared first authorship or corresponding author. †Indicates student collaborator at the time project began.

\*Duan, J., \*Wu, S.J. & †Xu, T. (accepted). Differential effects of power and status on advice-taking behavior.

\*Wu, S.J. & \*Cai, X. & (2023). Adding up peer beliefs: Experimental and field evidence on the effect of peer influence on math performance. *Psychological Science*, 09567976231180881.

Talhelm, T., Wu, S.J., Lyu, C., Zhou, H., & Zhang, X. (2023). People in Rice-Farming Cultures Perceive Emotions More Accurately. *Current Research in Ecological and Social Psychology*, 4, 100122.

Wu, S.J. & Coman, A. (2023). Altering the past to shape the future: Manipulating information accessibility to influence case-based reasoning. *Journal of Experimental Social Psychology*, 104, 104407.

Wu, S.J., & Paluck, E.L. (2022). Having a voice in your group: Increasing productivity through group influence. *Behavioural Public Policy*, 1-21. doi:10.1017/bpp.2022.9

†Cui, Z., †Liu, L., †Li, D., Wu, S.J., & †Zhai, X. (2022). Safety Messaging Boosts Parental Vaccination Intention for Children Ages 5-11. *Vaccines*, 10, 1205.

**Wu, S.J.**, †Mei, Y.B., †Cervantez, J. (2022). Perceptions and preferences of workplace participation: A cross-cultural study. *Frontiers in Psychology*, *13*. doi: 10.3389/fpsyg.2022.806481

†Little, A. S., & **Wu, S.J.** (2021). Cognitive bias and neurosurgical decision making. *Journal of Neurosurgery*, *1(aop)*, 1-6.

**Wu, S.J.** & Paluck, E.L. (2021). Designing nudges for the context: Golden coin decals nudge workplace behavior in China. *Organizational Behavior and Human Decision Processes*, *163*, 43-50.

**Wu, S.J.** & Paluck, E.L. (2020). Participatory practices at work change attitudes and behavior toward societal authority and justice. *Nature Communications*, *11*, 2633.

· Cialdini Award, Society of Personality and Social Psychology

\*Gantman, A, \*Gomila, R., \*Martinez, J, \*Matias, N., \*Paluck, E.L., \*Starck, J., \***Wu, S.J.**, & \*Yaffe, N. (2018). A pragmatist philosophy of psychological science and its implications for replication. *Behavioral and Brain Sciences*, *41*, E127.

**Wu, S.J.**, †Bai, X., & Fiske, S.T. (2018). Admired rich or resented rich? How two cultures vary in envy. *Journal of Cross-Cultural Psychology*, *49*, 1114-1143.

Paluck, E.L., Shafir, E., & **Wu, S.J.** (2017). Ignoring alarming news brings indifference: Learning about the world and the self. *Cognition*, *167*, 160-171.

\*Duan, J., \***Wu, S.J.**, & †Sun, L. (2017). Do the powerful discount the future less? The effects of power on temporal discounting. *Frontiers in Psychology*, *8*, 1007.

**Wu, S.J.** (2012). Chinese stigma toward the mentally ill: A survey of community attitudes toward mental illness in Mainland China. *The Oculist*, *11*(2), 47-57.

BOOK CHAPTERS **Wu, S.J.**, & Littman, R. (forthcoming). Field Research. In H.T. Reis, T. West, & C. M. Judd (Eds.) *Handbook of Research Methods in Social and Personality Psychology*. Cambridge University Press.

**Wu, S.J.** (forthcoming). Field Research Methods. In J. E. Edlund & A. L. Nichols (Eds.) *Cambridge Handbook of Research Methods and Statistics for the Social and Behavioral Sciences*. Cambridge University Press.

**Wu, S.J.** (forthcoming). Intervention Science. In C. D. Stern (Eds.) *Handbook of Experimental Social Psychology*.

**Wu, S.J.**, & Dai, H. (in press). Field Experiments. In X. Chen & W. Shen (Eds.) *Empirical Methods in Organization and Management Research*. Peking University Press.

UNDER REVIEW/PREPRINTS †\*Lee-Yoon, A., \***Wu, S.J.**, †Chin, J., Caruso, H., & Caruso, E. Pluralistic ignorance of stigma toward welfare programs. (invited resubmission at JPSP)

**Wu, S.J.**, Zhuang, M., Yi, F., & Mai, M. A large scale field experiment on participatory democracy. (under review at Nature Human Behavior)

†\*Jiang, E.Q. & \***Wu, S.J.**. Messenger-Message Discordance: Who advocates how matters in expressing allyship. (under review at Journal of Applied Psychology)

**Wu, S.J.**, †Cheek, N. & Shafir, E. Scarcity undermines pleasurable thinking. (under review at PNAS)

†Cui, Z., \***Wu, S.J.**, †Lu, L, Jeffrey Shrader, ..., & Geoffrey Heal. Economics predicts mobility, and partisanship predicts mask-wearing: How COVID-19 drifted to the red

states within the USA in 2020.

SELECTED  
PROJECTS  
IN PROGRESS

(Manuscript in prep) Participatory budgeting and civic engagement. With Mai, Yi, Truex, & Zhuang.

(Manuscript in prep) Increasing productivity and morale at work with administrative staff. With Betsy Levy Paluck.

(Data collection) Food benefits up-take across Californian college campuses. With Eugene Caruso, Heather Caruso, Stephanie Bianco, †Ilana Brody, & †Helen Zhang.

(Data collection) Changing poverty narratives. With †Ilana Brody, ideas42.

(Data collection) Cross-cultural studies of social mobility and inequality attribution. With Yu Xie.

(Data collection) Emergent properties in collective action. With †Johanna Matt-Navarro.

(Data collection) Decision making under scarcity. With Eldar Shafir.

(Data collection completed) Celebrity media influence on charitable giving. With David Rand (MIT), Betsy Levy Paluck, Robin Gomila, & Zivvy Epstein (MIT)

HONORS AND  
AWARDS

Faculty Career Development Award, UCLA 2022

Society of Hellman Fellows Award, UCLA 2021

EGAP Fellow (*Evidence in Governance and Politics*) 2021

Robert B. Cialdini Prize, Society of Personality and Social Psychology, *annually award to a single outstanding publication that uses field methods and demonstrates relevance to outside groups* 2020

Marion Levy Fellowship, Princeton, *annually awarded to a single student of outstanding research performance in the Joint Degree Program of Social Policy* 2016

University of Virginia Highest Honor in Psychology, *1-2 students received this honor in the 2013 psychology cohort* 2013

University of Virginia High Honor in Economics, *4 students received this honor in the 2013 economics cohort* 2013

Harrison Undergraduate Research Award, University of Virginia 2012

Psi Chi Honor Society for Psychology 2011

Golden Key International Honor Society 2010

Silver Medal in Chinese National Physics Olympiad 2008

RESEARCH  
GRANTS

National Science Foundation, \$750,000 (Role: Principle Investigator) 2022-2023

Morrison Center Grant for Marketing Studies and Data Analytics, \$2,500 2022

Academic Senate Faculty Research Grant, \$8,000 2020

Morrison Center Grant for Marketing Studies and Data Analytics, \$3,000 2020

PIIRS Dissertation Writing Grants, Princeton, \$29,640 2018

Princeton Energy and Climate Scholar (PECS), \$1,000 2017

Fund for Experimental Social Sciences (FESS), Princeton, \$7,500 2016

	Politics Research in Experimental Social Sciences (PRESS) Student Grant, Princeton, \$1,000	2016
	The Joint Degree Program Fellowship, Princeton	2014
	Marshall Jevons Grants for Research in Economics, Virginia	2013
INVITED TALKS	Washington University in St. Louis	2023
	Stanford Graduate School of Business	2023
	University of Vienna (scheduled)	2023
	Imperial College Business School	2023
	Princeton University	2023
	Society of Personality and Social Psychology Annual Meeting	2023
	Stanford University PASCL Workshop	2023
	Society of Experimental Social Psychology Annual Meeting	2022
	Wharton, University of Pennsylvania	2022
	Princeton University	2022
	Society of Personality and Social Psychology Annual Meeting	2022
	OECD	2021
	University of Cambridge, Dept of Psychology	2021
	Behavioral Science & Policy Association Annual Conference	2021
	Princeton University, Advanced Statistical Methods Workshop	2021, Mar
	University of Virginia, Department of Psychology	2021, Mar
	Michigan State University, Department of Psychology	2021, Feb
	Shared Future for Humankind (An online academic conference with SPSP 2021)	2021, Feb
	Intervention Science Preconference, Society of Personality and Social Psychology	2021, Feb
	UCLA International Symposium on Global Chinese Entrepreneurship	2020, Nov
	Stanford PACS Forum, Stanford, CA	2020, Jun
	Academic Salon of Cultural and Social Psychology in Central China	2020, Jun
	20th Conference of the International Association for the Economics of Participation, La Jolla, CA	2020, Jun
	Association for Psychological Science Annual Convention, Chicago, IL	(accepted)
	University of Southern California, Dept of Psychology, Los Angeles, CA	2020
	ShanghaiTech University, School of Entrepreneurship and Management, Shanghai, China	2019
	American Political Science Association Psychology Pre-conference, Washington, DC 2019	
	Carnegie Mellon University, Department of Social & Decision Sciences,	

	Pittsburgh, PA	2019
	Intervention Science Preconference, Society for Personality and Social Psychology Convention, Portland, OR	2019
	University of Chicago, Booth School of Business	2019
	Yale University, Dept of Political Science, New Haven, CT	2018
	Princeton Quantitative Social Science Colloquium, Princeton, NJ	2018
	Academic and Administrative Managers Group Meeting, Princeton, NJ	2017
	Five College Conference, New York, NY	2017
	Soochow University, Department of Psychology, Suzhou, China	2016
	Politics Research in Experimental Social Sciences, Princeton, NJ	2015
	Conference of Cultural Psychology and Globalization, Columbia University, New York, NY	2014
	L. Starling Reid Psychology Research Conference, University of Virginia, Charlottesville, VA	2013
POSTER PRESENTATIONS	Wu, S.J. & Paluck, E.L. Designing nudges for the context: Golden coins nudge workplace behavior in China. Society for Judgment and Decision Making, New Orleans, TX.	2018, Nov
	Wu, S.J. & Paluck, E.L. Lewin in China: Replicating and Extending Group Decision Making Intervention. Poster presented at the Society for Personality and Social Psychology Convention, San Antonio, TX.	2017, Jan
	Wu, S.J. & Fiske, S.T. "Hatred" against the rich: Social class shapes how people perceive and are perceived by others. Poster accepted at the Society for Personality and Social Psychology Convention, San Diego, CA.	2016, Jan
	Wu, S.J. & Emery, R. Chinese stigma toward the mentally ill: A survey of community attitudes toward mental illness in Mainland China. Poster presented at the Society for Personality and Social Psychology Convention, Long Beach, CA.	2015, Feb
	Wu, S.J., Wilson, T.D., & Oishi, S. Flow – An experimental study on the optimal experience. Poster presented at the Society for Personality and Social Psychology Convention, Austin, TX.	2014, Feb
	Wu, S.J. Flow–An experimental study on the optimal experience. Poster presented at the Harrison Undergraduate Research Conference, Charlottesville, VA.	2013, Mar
TEACHING	<b>MGMT 409: Organizational Behavior</b> for Fulltime and Fully-employed MBAs (Core) Instructor rating: 4.60/5 (mean); 5/5 (median); 5/5 (mode) UCLA Anderson, CA	2019-2023
	<b>MGMT 401: Leadership Foundations</b> for Fulltime MBAs and Fully-employed MBAs (Core) Instructor rating: 4.77/5 (mean); 5/5 (median); 5/5 (mode) UCLA Anderson, CA	2020-2023
	<b>Psychology for Policy Analysis and Implementation</b> for Master in Public Administration and Master in Public Policy Princeton University, NJ	2018-2019

**Judgment and Decision Making**  
Princeton University, NJ 2016-2017

**Statistics**  
University of Virginia, VA 2012-2013

ADVISING

**PhD Students**

Ilana Brody (co-advised by Hengchen Dai) 2020-  
Elizabeth Jiang (co-advised by Sanford DeVoe) 2020-  
Johanna Matt-Navarro (co-advised by Hengchen Dai) 2021-

**PhD Dissertation Committee**

Alice Lee-Yoon (UCLA Anderson) 2022-  
Samantha Kellar (UCLA Anderson) 2022-  
Jason Chin (UCLA, Dept. of Psychology) 2022-  
Zhihan Cui (Columbia University, School of Public Policy) 2021

**Selected Undergraduate & Master Students**

*current position in parentheses*

Zimeng Ma, UCLA Honors Thesis Advisee (King's College London) 2019-2020  
Bruce Yuhan Mei, UCLA Honors Thesis Advisee (Duke OB) 2019-2021  
Andrew Little, UCLA Anderson EMBA Independent Research Advisee 2020-2021  
Huijia Xu, Independent Research Advisee (CUHK) 2021-2022  
Jose Cervantez, Full-time Lab Manager (Wharton OID) 2020-2022  
Lailai Dai, Research Assistant (UPenn) 2021-2023

LEADERSHIP &  
SERVICE

Organizing Committee Chair for Society of Social and Personality Psychology Inter-  
vention Science Preconference 2020-present

UCLA Legislative Assembly of the Academic Senate 2021-present

UCLA Asia Pacific Center Faculty Advisory Committee 2020-present

UCLA Anderson Management & Organizations speaker series co-organizer 2019-2022

UCLA Anderson Behavioral Decision Making speaker series co-organizer 2020-present

UCLA Anderson Behavioral PhD Pro-seminar co-organizer 2020, 2021

Faculty judge for the Dean's Prize for Undergraduate Research, UCLA 2021

Editorial Board

- Journal of Personality and Social Psychology 2023-present  
(Interpersonal Relations and Group Processes)
- Scientific Reports 2022-present

Journal ad hoc reviewer: 2018-present

- Nature
- Nature Human Behavior
- Proceedings of the National Academy of Sciences
- Administrative Science Quarterly
- Management Science
- Journal of Experimental Psychology: General
- Journal of Personality and Social Psychology
- Personality and Social Psychology Bulletin
- Social Psychological and Personality Science
- Applied Economics

- Organization Science

Co-Founder and editorial board of *The New Youth of Psychology, a mobile platform that promotes dialogues and facts in psychology to the general public in China* 2017

Five College Conference Princeton Organizer, New York, NY 2017

Co-Founder of Young Chinese Association of Social and Personality Psychology (YCA-PSP) 2014

Princeton Psychology Social Area Representative 2014-15

Co-Founder of Princeton Psychology Statistics Committee 2014

PROFESSIONAL  
AFFILIATIONS

Academy of Management (AOM)  
 American Psychological Association (APA)  
 American Psychological Society (APS)  
 EGAP Fellow (*Evidence in Governance and Politics*)  
 Society for Personality and Social Psychology (SPSP)  
 Society for Judgment and Decision Making (SJDJ)  
 The Society for the Psychological Study of Social Issues (SPSSI)

TECHNICAL  
SKILLS

*Programming & Softwares:*

R	STATA	SPSS
L <sup>A</sup> T <sub>E</sub> X	Matlab	Qualtrics
Media Lab	Eprime	Inquisit

*Languages:* English, Chinese