

Gracielle Li

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Education

Princeton University	Aug 2024 - Present
Doctor of Philosophy Candidate in Psychology and Social Policy	
Advisors: Alin Coman, Tania Lombrozo, Anuj Shah	
Princeton University	Aug 2024 - Nov 2026
Master of Arts Candidate in Psychology	
University of California, Berkeley GPA: 3.93	Aug 2019 - May 2023
Bachelor of Arts in Legal Studies, Political Science (Highest Honors), Psychology	
Minor in Human Rights Interdisciplinary	
Advisors: Jack Citrin, George Breslauer, Amy Gurewitz	
Honor Societies: Phi Beta Kappa (2023), Pi Sigma Alpha (2021), Psi Chi (2021)	

Other Education

Columbia University	
Visiting Student, Psychology GU4665: Naturalistic Person Perception	Fall 2026
University of California Education Abroad Program (UCEAP)	
Study Abroad Student (Undergraduate), Florence, Italy	Summer 2022

Research Experience

Cognition in Collectives Lab Graduate Research Scientist	Aug 2024 - Present
ideas42 Policy Research Fellow	Jun 2026 - Aug 2026
New America Social Impact Fellow, Education Policy	Jun 2025 - Jun 2026
❖ Author : “Scrolling to Financial Agency: How Gen Z Navigates Financial Advice on Social Media” (Press)	
❖ Author : “Navigating Financial Advice in the Social Media Age: From Individual Skills to Systemic Change”	
Citrin Center for Public Opinion Research Research Assistant	Apr 2021 - May 2023
❖ Contributor: Citrin, J., Levy, M., & Wright, M. (2022). <i>Immigration in the Court of Public Opinion</i> , Polity.	
UC Berkeley Political Science Honor Student Researcher	Nov 2020 - May 2022
❖ Thesis: “Rallies, Riots and Rhetoric: A Comparative Analysis of the United States and Serbian Kosovo”	
Risk Resilience Research Lab Research Assistant	Jul 2020 - Jul 2021

Teaching Experience

Princeton University	
Social Psychology Teaching Assistant	Jan 2026 - May 2026
Psychology of Decision Making and Judgment Teaching Assistant	Aug 2025 - Jan 2026

Service (selected)

SPSP Political Psychology Pre-conference Co-organizer	Jul 2026 - Present
Princeton Program in Cognitive Science Graduate Student Fellow	Aug 2025 - May 2026

Princeton Psychology Professional Development Committee Member	Aug 2025 - May 2026
Prison Teaching Initiative Tutor	Jan 2025 - May 2025
Pi Sigma Alpha Honor Society (Iota Chapter) President	May 2022 - May 2023
Berkeley United in Literacy Development Literacy Mentor	Dec 2021 - May 2022

Work Experience

Spanos, Barber, and Jesse Capital Office Manager	Oct 2022 - Jul 2024
UC Berkeley School of Public Health Program Assistant	Sep 2019 - May 2023

Grants & Fellowships (*Full Tuition + Stipend)

Joint Degree Program in Social Policy, <i>Princeton University (SPIA)*</i>	2026 - 2027
Social Impact Fellowship, <i>ideas42 + Princeton University</i>	Summer 2026
Social Impact Fellowship, <i>New America + Princeton University</i>	2025 - 2026
Cognitive Science Graduate Fellowship, <i>Princeton University (Program in Cognitive Science)</i>	2025 - 2026
Fellowship in Natural Sciences and Engineering, <i>Princeton University*</i>	2024 - 2025
Center for Human Values Prize, <i>Princeton University (Center for Human Values)</i>	2024
Maroon Research Scholarship, <i>University of Chicago, declined</i>	2024
Student Opportunity Fund Grant, <i>Associated Students of the University of California</i>	2023
Pi Sigma Alpha Travel Grant, <i>Pi Sigma Alpha Honor Society</i>	2023
Beinecke Scholarship Campus Nominee (Finalist), <i>University of California, Berkeley</i>	2022
Charles H. Percy Grant for Public Affairs Research, <i>UCB Institute of Governmental Studies</i>	2020

Awards & Honors

The Leadership Award, <i>Cal Alumni Association</i>	2022, 2021, 2020
Panhellenic Community Scholarship, <i>UC Berkeley Panhellenic Community</i>	2022, 2022, 2021
ZTA Long Beach Alumnae Recognition Award, <i>Zeta Tau Alpha Foundation</i>	2022
Berkeley Undergraduate Scholarship, <i>University of California, Berkeley</i>	2022, 2019
Academic Achievement Award, <i>UC Berkeley Education Opportunity Program</i>	2021
The Chapin-Herron Scholarship, <i>University of California, Berkeley</i>	2021
The Estha M. Rodkey Scholarship, <i>University of California, Berkeley</i>	2021
N. Laskey Scholarship, <i>University of California, Berkeley</i>	2021
R. & F. Moore Scholarship, <i>University of California, Berkeley</i>	2021
Elizabeth Emery Patterson Recognition Scholarship, <i>Zeta Tau Alpha Foundation</i>	2021
Grace Rualo Asuncion Leadership Scholarship, <i>UC Berkeley Pilipino American Alliance</i>	2020
Quota International Community Service Scholarship, <i>Quota International, Inc.</i>	2019

Academic Presentations & Talks (*invited)

6. "How Admiration and Abhorrence Shape Moral Judgments of Public Figure Evaluations and Transgressions," *Society for Personality and Social Psychology Annual Convention*, Poster Presentation, Philadelphia, PA (2027)
5. "Do Expectation Violations Shape Connection? Comparing Close, Parasocial, and Human-AI Relationships," *Psychology of Technology Annual Conference*, Poster Presentation, Berkeley, CA (2026)

4. “How Small Belief Shifts and Trusted Voices Alter Polarized Minds,” *Cognitive Science Society Annual Conference*, Poster Presentation, San Francisco, CA (2025)
3. “Unraveling Extremism: How Small Belief Shifts and Trusted Voices Can Alter Polarized Minds,” *Society for Personality and Social Psychology Annual Convention*, Roundtable, Denver, CO (2025)
2. “Rallies, Riots, and Rhetoric: A Comparative Analysis of the United States and Serbian Kosovo,” *Pi Sigma Alpha National Student Research Conference*, January 6th and the Legacy of Donald Trump Panel, Washington, D.C. (2023)
1. “The Role of Elite Rhetoric Under Polarization: How Rhetoric Influenced Violence in Yugoslavia and the United States,” *Economics of Digital Transformation International Scientific Conference*, Unger Foundation Panel, virtual, Opatija, Croatia (2021)*

Invited Speaking Engagements

2. Princeton Psychology Society Research Event, Speaker, 23 April 2026
1. Princeton University GradFUTURES Spring Orientation, Panelist, 18 February 2026

On-going Projects

7. **Li, G.**, Murray, C., Garcia, S., & Coman, A. (in progress). A Network Mapping of the Manosphere Ecosystem: Community Structure and Cross-Community Interaction.
6. **Li, G.** & Citrin, J. (in progress). Political Charisma as Community-Level Deification.
5. **Li, G.** & Shah, A. (in progress). How Mental Representations and Expectation Violations Alter Evaluations of Public Figures.
4. **Li, G.**, Guingrich, R. E., & Coman, A. (in progress). Do Expectation Violations Shape Connection? Comparing Close, Parasocial, and Human-AI Relationships.
3. **Li, G.** & Coman, A. (in progress). Parasocial Trust and the Architecture of Belief Systems.
2. **Li, G.** & Coman, A. (in progress). Symbolic Person Perception: A Theory of Deification and Vilification of Public Personas.
1. **Li, G.** & Coman, A. (in progress). How Admiration and Abhorrence Shape Moral Judgments of Public Figure Evaluations and Transgressions.

Publications

5. Coman, A., Belaustegui, I. X., Ferro, G., Izumi, K., Hachisuka, S., Hashimoto, R., He, L., Huang, H., Jalon, I., Kido, Y., Kuzuoka, H., Lee, Y., Leonard, N., **Li, G.**, Mieczkowski, E., Ohtsubo, Y., Otsubo, K., Rao, V., Strittmatter, Y., Takayanagi, T., & Wang, K. Toward a Science of Collective Dynamics in the Age of Artificial Intelligence. Under Review at *Nature Human Behaviour*.
4. **Li, G.** & Coman, A. (in press). Emotional Contagion in Organizational Networks. *Concise Encyclopaedia of Emotions and Diversity Management*.
3. **Li, G.** (2026). Navigating Financial Advice in the Social Media Age: From Individual Skills to Systemic Change. *New America*. [Link to access](#).
2. **Li, G.** (2026). Scrolling to Financial Agency: How Gen Z Navigates Financial Advice on Social Media. *New America*. [Link to access](#).
1. **Li, G.** & Coman, A. (2025). Socially Distributed Wisdom: The Social Scaffolding of Metacognition in the Digital Age. *Journal of Applied Research in Memory and Cognition*. 14(3), 330–334. <https://doi.org/10.1037/mac0000251>.