

## Bruce Doré, PhD

Desautels Faculty of Management  
McGill University  
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### EMPLOYMENT

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2020-present Assistant Professor  
Marketing Area, Desautels Faculty of Management  
McGill University

2016-2020 Postdoctoral Researcher  
Annenberg School for Communication  
University of Pennsylvania

### EDUCATION

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2009-2016 Ph.D. Psychology, Columbia University

2004-2008 B.Sc. Psychology, University of Guelph

### RESEARCH SUPPORT

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2021 - 2022 **Natural Sciences and Engineering Research Council of Canada (NSERC)**  
Discovery Launch Supplement for Early Career Researchers. Total costs: \$12,500. Role: PI

2021 - 2026 **Natural Sciences and Engineering Research Council of Canada (NSERC)**  
Discovery Grant. Components of human decisions to share information. Total costs: \$140,000.  
Role: PI

2021 - 2025 **Social Sciences and Humanities Research Council of Canada (SSHRC)**  
Insight Grant. Why do emotions spread quickly through social networks? Mechanisms that underlie the 'viral' spread of emotional content. Total costs: \$93,404. Role: PI

2021- 2023 **McGill Healthy Brains, Healthy Lives (HBHL)** New Recruit Startup Supplement.  
*Neural mechanisms of effective mental health messaging*. Total costs: \$382,000. Role: PI

2017-2018 **UPenn NIH-FDA Tobacco Center of Regulatory Science** Pilot Project Funding Opportunity. *Neural predictors of successful graphic anti-smoking media*. Total costs: \$50,000.  
Role: Co-PI

### PUBLICATIONS

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*Published and in press:*

Pareman J, **Doré, BP**, & Falk, EB (in press). The role of mentalizing in communication behaviors. *The Neural Bases of Mentalizing*. Gilead M, & Ochsner KN (Eds), Springer.

**Doré BP**, Cooper NC, Scholz C, O'Donnell MB, & Falk EB (2020). Health news sharing is reflected in distributed reward-related brain activity. *Social Cognitive and Affective Neuroscience*, 15 (10), 1111-1119.

Rubin-Falcone H, Weber J, Kishon R, Ochsner, KN, Delaparte, L, **Doré, BP**, ... & Miller, JM (2020). Neural predictors and effects of cognitive behavioral therapy for depression: the role of emotional reactivity and regulation. *Psychological Medicine*, 50(1), 146-160.

Scholz, C, **Doré, BP**, Cooper, N, & Falk, EB (2019) Neural valuation of anti-drinking campaigns and risky peer influence in daily life. *Health Psychology*, 38 (7), 658-667.

**Doré BP**, Cooper NC, Scholz C, O'Donnell MB, & Falk EB (2019) Cognitive regulation of

- ventromedial prefrontal activity evokes lasting change in the perceived self-relevance of persuasive messaging. *Human Brain Mapping*, 40 (9), 2571-2580.
- Doré, BP**, Tompson SH, O'Donnell MB, An L, Strecher V, and Falk EB (2019) Neural mechanisms of emotion regulation moderate the predictive value of affective and value-related brain responses to persuasive messages. *Journal of Neuroscience*, 39 (7), 1293-1300.
- Doré, BP**, Scholz, C, Baek, EC, Garcia, JO, O'Donnell, MB, Bassett, DS, Vettel, JM, Falk, EB (2019) Brain activity tracks population information sharing by capturing consensus judgments of value. *Cerebral Cortex*, 29 (7), 3102-3110.
- Doré BP & Morris RR** (2018) Linguistic synchrony predicts the immediate and lasting impact of text-based emotional support. *Psychological Science*, 29 (10), 1716-1723.
- Rubin-Falcone H, Weber J, Kishon R, Ochsner K, Delaparte L, **Doré B**, Zanderigo F, Oquendo MA, Mann JJ, Miller JM (2018) Longitudinal effects of cognitive behavioral therapy for depression on the neural correlates of emotion regulation. *Psychiatry Research: Neuroimaging*, 271, 82-90.
- Doré BP**, Rodrik O, Boccagno C, Hubbard A, Weber J, Stanley B, Oquendo MA, Miller JM, Sublette ME, Mann JJ, Ochsner KN (2018) Negative autobiographical memory in depression reflects elevated amygdala-hippocampal reactivity and hippocampally-associated emotion regulation. *Biological Psychiatry: Cognitive Neuroscience and Neuroimaging*, 3(4), 358-366.
- Doré BP & Bolger NP** (2017) Population- and individual-level changes in life satisfaction surrounding major life stressors. *Social Psychological and Personality Science*, 9 (7), 875-884.
- Zimmermann K, Walz C, Derckx RT, Kendrick KM, Weber B, **Doré BP**, Ochsner KN, Hurlmann R, & Becker B (2017). Emotion regulation deficits in regular marijuana users. *Human Brain Mapping*, 38(8), 4270-4279.
- Doré BP**, Morris, RR, Burr DA, Picard RW, & Ochsner KN (2017). Helping others regulate emotion predicts increased regulation of one's own emotions and decreased symptoms of depression. *Personality and Social Psychology Bulletin*, 43(5): 729-739.
- Doré BP**, Weber J, & Ochsner KN (2017). Neural predictors of decisions to cognitively control emotion. *Journal of Neuroscience*, 37(10): 2580-2588.
- Doré BP**, Boccagno C, Burr DA, Hubbard A, Long K, Weber J, Stern Y, & Ochsner KN (2017). Finding positive meaning in negative experiences engages ventral striatal and ventromedial prefrontal regions associated with reward valuation. *Journal of Cognitive Neuroscience*, 29(2): 235-244.
- Doré BP**, Meksin R, Mather M, Hirst W & Ochsner KN (2016). Highly accurate prediction of emotions surrounding the attacks of September 11, 2001 over 1-, 2-, and 7-year prediction intervals. *Journal of Experimental Psychology: General*, 145(6): 788-795.
- Doré BP**, Silvers, JA & Ochsner KN (2016). Toward a personalized science of emotion regulation. *Social and Personality Psychology Compass*, 10(4): 171-187.
- Doré BP**, Ort L, Braverman O, & Ochsner KN (2015). Sadness shifts to anxiety with time and distance from national tragedy in Newtown CT. *Psychological Science*, 26:4, 363-373.
- Doré BP & Ochsner, KN** (2015). Emotion regulation. In A. Toga & M. D. Lieberman (eds.) *Brain Mapping: An Encyclopedic Reference*. Elsevier: Oxford.
- Doré BP**, Zerubavel N, & Ochsner KN (2014). Social Cognitive Neuroscience: a review of core systems. *APA Handbook of Personality and Social Psychology*. In M. Mikulincer, P. R. Shaver, E. Borgida, & J. A. Bargh (Eds.), *APA handbook of personality and social*

psychology.

*Selected research in progress:*

**Doré BP**, Duckworth, AL, Gross, JJ, & Falk, EB (in prep) Social norms regulate emotion and drive behavior by shaping appraisal.

**Doré BP**, Parelman, JM, Scholz, C, Baek, EC, & Falk, EB (in prep) Neural signatures of the self- and social-relevance of information

**Doré BP** (in prep) What makes consumer reviews subjective? The roles of asymmetric information and emotion-based choice

**Doré BP** (in prep) Miscalibrated expectations drive the social spread of negative emotional content

## **AWARDS, FELLOWSHIPS, AND HONORS**

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- 2019 Top Paper Award, International Communication Association
- 2019 Top Poster Award, Social and Affective Neuroscience Society
- 2018 Student Publication Prize, Society for Personality and Social Psychology
- 2017 Top Poster Award, Social and Affective Neuroscience Society
- 2014 GSAS Teaching Scholars Award
- 2013 Richard Christie Memorial Fellowship
- 2010 NSERC PGS-M Extension
- 2009 NSERC PGS-M
- 2009 Ontario Graduate Scholarship (declined)
- 2007 NSERC Undergraduate Student Research Award
- 2005 Alumni Heritage Scholarship, U of Guelph
- 2005 Lionel Bradley Pett Scholarship, U of Guelph
- 2004 Entrance Scholarship, U of Guelph

## **INVITED TALKS & CONFERENCE PRESENTATIONS**

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- 2021 Society for Affective Science, online conference
- 2020 Society for NeuroEconomics, online conference
- 2020 Association for Consumer Research, online conference
- 2020 AIIR Consulting, Philadelphia PA
- 2019 Society for Experimental Social Psychology, Toronto ON
- 2019 DARPA Social Sim PI meeting, Arlington VA
- 2019 Desautels Faculty of Management, McGill University, Montreal QC
- 2019 International Communication Association, Washington DC
- 2019 Society for Affective Science, Boston MA
- 2019 Wharton School, University of Pennsylvania, Philadelphia PA
- 2018 DARPA Social Sim PI meeting, Arlington VA
- 2017 Psychology Dept, Temple University, Philadelphia PA
- 2017 Psychology Dept, University of Michigan, Ann Arbor MI
- 2017 Psychology Dept, Princeton University, Princeton NJ
- 2017 International Communication Association, San Diego CA
- 2016 Association for Psychological Science, Chicago IL
- 2016 Society for Affective Science, Chicago IL
- 2015 Psychogy Dept, Columbia University, New York NY
- 2014 Psychogy Dept, Columbia University, New York NY

## PROFESSIONAL SERVICE

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### *Journal Reviewer:*

Proceedings of the National Academy of Sciences, Journal of Neuroscience, Biological Psychiatry, Social Cognitive and Affective Neuroscience, Psychological Science, Journal of Experimental Psychology: General, Journal of Personality and Social Psychology, Emotion, Cognition and Emotion, Affective Science

### *Professional memberships:*

American Marketing Association  
Association for Consumer Research  
Society for NeuroEconomics  
Social and Affective Neuroscience Society  
Society for Affective Science  
Society for Personality and Social Psychology

## TEACHING

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2020 Principles of Marketing, McGill University  
2014 Neuroscience of Positive Emotion, Columbia University  
2013 Seminar in Emotion, Columbia University