

Bruce Doré, PhD

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EMPLOYMENT

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

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

EDUCATION

2009-2016 Ph.D. Psychology, Columbia University

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

PUBLICATIONS

Published and in press:

- Scholz, C, **Doré, BP**, Cooper, N, & Falk, EB (2019). Neural valuation of anti-drinking campaigns and risky peer influence in daily life. *Health Psychology*.
- 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*.
- 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*.
- Doré, BP**, Scholz, C, Baek, EC, Garcia, JO, O'Donnell, MB, Bassett, DS, Vettel, JM, Falk, EB (2018) Brain activity tracks population information sharing by capturing consensus judgments of value. *Cerebral Cortex*.
- Doré BP** & Morris RR (2018) Linguistic synchrony predicts the immediate and lasting impact of text-based emotional support. *Psychological Science*.
- 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*.
- 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. Social norms regulate emotion and drive behavior by shaping appraisal.
- Doré BP**, Scholz, C, Baek, EC, & Falk, EB. Information virality is reflected in a distributed neural representation of value.
- Doré BP**, Parelman, JM, Scholz, C, Baek, EC, & Falk, EB. Distinct neural substrates underlie within- and between-person differences in experiences of information relevance.

RESEARCH SUPPORT

Neural mechanisms of effective mental health messaging

McGill Healthy Brains, Healthy Lives New Recruit Startup Supplement

Principal Investigator: Bruce Doré

Total costs: \$382,000 CAD

2021-pres

Neural predictors of successful graphic anti-smoking media

UPenn NIH-FDA Tobacco Center of Regulatory Science Pilot Project Funding Opportunity

Co-Principal Investigators: Bruce Doré and Emily Falk

Total costs: \$50,000 USD

2017-2018

AWARDS, FELLOWSHIPS, AND HONORS

- 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

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
2018 DARPA Social Sim PI meeting, Arlington VA
2018 Wharton School, University of Pennsylvania, Philadelphia PA
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 Psychology Dept, Columbia University, New York NY
2014 Psychology Dept, Columbia University, New York NY

PROFESSIONAL SERVICE

Journal Reviewer:

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

Professional memberships:

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

TEACHING

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