

Rui Pei

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Academic Training	Postdoctoral fellow Department of Psychology, Stanford University Principle investigator: Jamil Zaki	<i>Palo Alto, October, 2021 - now</i>
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Education	Annenberg School for Communication University of Pennsylvania Ph.D. in Communication, Advisor: Emily Falk, Committee Members: Robert Hornik, Joseph Capella	<i>Philadelphia, PA, 2017 – 2021</i>
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	Annenberg School for Communication University of Pennsylvania M.A. in Communication, 2017	<i>Philadelphia, PA, 2015 – 2017</i>
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	Brown University B.Sc. in Cognitive Neuroscience	<i>Providence, RI, 2011 - 2015</i>
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Publications	<p>Pei, R., Courtney, A., Ferguson, I., Brennan, C., Zaki, J. (in press). A neural signature of social support mitigates affective responses to negative memories. <i>Scientific Reports</i> [Data & Code]</p> <p>Pei, R., Cosme, D., Andrews, M. E., Mattan, B. D., Carreras-Tartak, J., & Falk, E. B. (2023). Cultural influence on COVID-19 cognitions and growth speed: The role of collectivism. <i>Social and Personality Psychology Compass</i>, e12908. [Data] [Preregistration]</p> <p>Pei, R., Lauharatanahirun, N., Cascio, C. N., O'Donnell, M. B., Shope, J. T., Simons-Morton, B. G., Vettel, J. M., & Falk, E. B. (2020). Neural processes during adolescent risky decision making are associated with conformity to peer influence. <i>Developmental Cognitive Neuroscience</i>, 44, 100794.</p> <p>Pei, R., Schmaelzle, R., Kranzler, E., O'Donnell, M. B., & Falk, E. B. (2019). Neural activity during anti-smoking message exposure predicts subsequent message sharing engagement. <i>American Journal of Preventive Medicine</i>, 56 (2, Supplement 1), S40–S48.</p> <p>Pei, R., Kranzler, E. C., Suleiman, A. B., & Falk, E. B. (2019). Promoting adolescent health: insights from developmental and communication neuroscience. <i>Behavioural Public Policy</i>. 3(1), 47 – 71</p> <p>Minich, M., Falk, E.B., Cooper, N., Cosme, D., Chan, H.E., Pei, R., O'Donnell, M.B., Cascio, C.N. (2023) Neural correlates associated with conformity across</p>	
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adolescence and early adulthood. *Developmental Cognitive Neuroscience*, 60, 101215.

Brennan, C., Aggarwal, A., **Pei, R.**, Sussillo, D., & Proekt, A. (2023). One dimensional approximations of neuronal dynamics reveal computational strategy. *PLOS Computational Biology*, 19(1), e1010784.

Baek, E. C., O'Donnell, M. B., Scholz, C., **Pei, R.**, Garcia, J. O., Vettel, J. M., Falk, E. B. (2021) Activity in the Brain's Valuation and Mentalizing Networks is Associated with Propagation of Online Recommendation. *Scientific Reports*. 11(1), 11196

Kang, Y., Cosme, D., **Pei, R.**, Pandey, P., Carreras-Tartak, J., & Falk, E. B. (2021). Purpose in life, loneliness, and protective health behaviors during the COVID-19 pandemic. *The Gerontologist*, 081

Kranzler, E. C., Schmälzle, R., **Pei, R.**, Hornik, R. C., & Falk, E. B. (2019). Message-Elicited Brain Response Moderates the Relationship Between Opportunities for Exposure to Anti-Smoking Messages and Message Recall. *Journal of Communication*, 69(6), 589-611.

Kranzler, E. C., Schmälzle, R., O'Donnell, M. B., **Pei, R.**, & Falk, E. B. (2018). Adolescent neural responses to antismoking messages, perceived effectiveness, and sharing intention. *Media Psychology*, 0(0), 1–27.

Andrews, M. E., **Pei, R.**, Lauharatanahirun, N., Paul, A. M., & Falk, E. B. (2023). Social media and the social brain. In R. Nabi (Ed.), *Our Online Emotional Selves: The Link Between Digital Media and Emotional Experiences*. Oxford University Press.

Submitted/
Preprint/
Working
papers

Pei, R., Kranzler, E., Falker, E.B. (under revision). Cultural values moderate the developmental trajectory of peer influence effects during adolescence

Pei, R. & Zaki, J. (2023). Quantifying the value of social risk taking. *PsyArXiv*. [\[Preprint\]](#)

Pei, R., Courtney, A., Ferguson, I., Zaki, J. (in prep). A human subcortical network underlying social risk avoidance

Pei, R., Zaki, J. (in prep). The Dynamics of Social Risk Taking: Linking Daily Affect to Long-term Wellbeing in College Students

Cosme, D., Kang, Y., Tartak, J. C., Ahn, J., Corbani, F. E., Cooper, N., ... **Pei, R.**, ... & Falk, E. (in prep). Study protocol: Social Health Impact of Network Effects (SHINE) Study. [\[Preprint\]](#)

Fellowships
& Awards

Wharton Russell Ackoff Doctoral Student Fellowship.

2019

Wharton Risk Management Center

Developmental trajectory of peer effects on adolescent decision making: a cultural perspective

Peer-
reviewed
Presentations

Top 5 Paper Award

International Communication Association
Communication Science & Biology Interest Group

2018, 2019

Top 5 Paper Award

International Communication Association
Information Systems Division

2017

Talks/Presentations

Not Motivated or Too Scared? The Dissociable Roles of Trait Anxiety and Depression in Social Risk Taking. Pei, R., Zaki, J. (May, 2023) International Communication Association Annual Meeting. Toronto, Canada

Ecological Momentary Assessment of Empathy Contagion in a College Student Social Network. Pei, R., Zaki, J. (May, 2023) International Communication Association Annual Meeting. Toronto, Canada

Reward-related neural response during risky decision making reflects adolescents' social network clustering structure. Pei, R., Lauharatanahirun, N., Cascio, C.N., O'Donnell, M.B., Falk, E.B. (April, 2023) Society for Research on Adolescents Biennial meeting. Santa Barbara, California

Reward-related neural response during risky decision making reflects adolescents' social network clustering structure. Pei, R., Lauharatanahirun, N., Falk, E.B. (March, 2023) Society for Research on Adolescents Biennial meeting. Salt Lake City, Utah

Promising themes for anti-smoking campaigns targeting young adults in China: an investigation based on the Integrative Model. Pei, R., Lian, Y., Chen, J. X. (2020) The Medicine, Humanity and Media: Health China & Health Communication. Online conference/Beijing, China.

Habitual social media use is associated with increased neural activity in the mentalizing network during social exclusion. Pei, R., Meshi, D., Bayer, J., Cascio, C.N., O'Donnell, M.B., Falk, E.B. (2020) International Communication Association Annual Meeting. Online conference.

Neural activity during risky decision making reflects adolescents' online social network clustering structure. Pei, R., Lauharatanahirun, N., Cascio, C.N., O'Donnell, M.B., Falk, E.B. (2021) Society for Research on Adolescents Biennial meeting. Online conference.

Adolescent's neural and self-report responses to fear vs. humor appeals in tobacco-prevention messages. Pei, R., Lauharatanahirun, N., Falk, E.B. (2019) The Medicine, Humanity and Media: Health China & Health Communication. Beijing, China

Neural activity during risky decision making reflects online social network clustering structure. Pei, R., Lauharatanahirun, N., Cascio, C. N., O'Donnell, M.B., Vettel, J.M., Falk, E.B. (2019) Best papers in Communication Science and Biology, International Communication Association Annual Meeting. Washington, DC

Are Neural Mechanisms Associated with Social Feedback and Conformity Different among Teens and Young Adults? Cascio, C., Pei, R., Falk, E.B. (2019) International Communication Association Annual Conference. Washington, DC

Message-elicited brain response moderates the relationship between opportunities for exposure to anti-smoking messages and message recall. Kranzler, E. C., Schmälzle, R., **Pei, R.**, Hornik, R.C., & Falk, E. B. (2019) International Communication Association Annual Conference. Washington DC, USA.

Safety versus risk endorsing peer attitudes influence adolescent risk taking through distinct neural mechanisms. **Pei, R.**, Cascio, C., Simons-Morton, B., Falk, E. (2018) Best Papers in Communication Science and Biology, International Communication Association Annual Conference. Prague, Czech Republic.

Counterproductive effects of repeated exposure to health campaign messages: Evidence from a neuroimaging study. Liu, J., So, J., **Pei, R.**, & Falk, E.B. (2018) International Communication Association Annual Conference. Prague, Czech Republic.

Adolescent neural responses to anti-smoking messages, perceived ad effectiveness, and sharing intention and elaboration. Kranzler, E., **Pei, R.**, Schmaelzle, R., O'Donnell, M.B., & Falk, E. B. Podium Presentation, (2018) Annual Meeting of Society for Research on Nicotine & Tobacco. Baltimore, MD.

Neural activity during anti-smoking message exposure predicts subsequent message elaboration. **Pei, R.**, Schmaelzle, R., Kranzler, E., O'Donnell, M. B., & Falk, E. B. (2017) Best Papers in Information Systems Division, International Communication Association Annual Conference. San Diego, CA.

Posters

A neural signature of social support mitigates affective responses to negative memories. **Pei, R.**, Courtney, A., Ferguson, I., Brennan, C., Zaki, J. (2023) Social and Affective Neuroscience Society Annual Conference. Santa Barbara, California

Too scared to reach out? The neural basis of social risk taking. **Pei, R.**, Grayson, S., Ogunbamowo, D., Courtney, A., Zaki, J. (2023) The Society for Personality and Social Psychology. Atlanta, Georgia

Empathy perception gap poses barrier for social connection and wellbeing. Grayson, S., **Pei, R.**, Soh, S. J., Appel, R., Ogunbamowo, D., Courtney, A., Zaki, J., Harrari, G. (2023) The Society for Personality and Social Psychology. Atlanta, Georgia

Age moderated relation between perceived stress and social media use. Xu, Z., **Pei, R.** (2023) The Society for Personality and Social Psychology. Atlanta, Georgia

Does simulated social support reduce negative emotion during autobiographical remembering? Courtney, A., Ferguson, I., **Pei, R.**, Zaki, J. (2022) Social and Affective Neuroscience Society Annual Conference. Virtual

Neural activity during risky decision making reflects online social network clustering structure. Pei, R., Lauharatanahirun, N., Cascio, C.N., O'Donnell, M.B., Vettel, J.M., Falk, E.B. (2019) Social and Affective Neuroscience Society Annual Conference. Miami, Florida

Neural activity during anti-smoking message exposure predicts subsequent message elaboration. Pei, R., Schmaelzle, R., Kranzler, E., O'Donnell, M. B., & Falk, E. B. (2017) Social and Affective Neuroscience Society Annual Conference. Los Angeles, CA

Role of reinforcement learning in tic expression: Integrating methods from behavioral psychology and computational neuroscience. Conelea, C., Frank, M., Frank, H., Wiecki, T., **Pei, R.,** & Freeman, J. (2014) Annual conference of the Association for Behavioral and Cognitive Therapies. Philadelphia, PA

Industry-related research experience

Microsoft Research Asia

Research Fellow for Dr. Xie Xing *Beijing, China, January 2018 – July 2018*

- Combined online survey and linguistic analyses to examine factors contributing to successful search engine advertisements.
- Examined the associations between personality traits and individuals' information seeking behavior.

Pediatric Anxiety Research Clinic of Rhode Island Hospital

Research Assistant *Providence, RI, May 2013 – May 2015*

- Investigated cognitive and emotional processes in exposure-based behavioral treatments for pediatric anxiety disorder and OCD.
- Designed an hour-long MATLAB and Psychtoolbox based behavioral task for a research project on Tourette's syndrome.
- Assisted fMRI and TMS neuropsychology experiments on tic suppression.

Teaching

Guest lectures

- “Social risk taking in adolescents”, 2022/4, Dominican College of California

Teaching Assistant

University of Pennsylvania

Fall 2017

Fall 2017 The Communication Research Experience (COMM310)

- Facilitated the development and preparation of course materials.
- Directly supervise two undergraduate students during semester-long research projects.

Brown University

2013-2015

Spring 2013 Elementary Psychology (CLPS0010)

Fall 2013 Neural Systems (NEUR1030)

Fall 2014 Elementary Psychology (CLPS0010)

Elementary Psychology

- Responsible for weekly classes of 15 students to facilitate main lectures, collaborate with professors and other TAs with course material design.
- Led discussions, answer questions, and help review course materials in office hours.
- Graded weekly writing assignments and exam papers.

Neural Systems

- Independently taught weekly recitations (about 50 students in size) to solidify course materials.
- This course included three closed-book exams. Before each exam, I and other three TAs led 2-hour long Q&A sessions (about 200 students in size) to answer questions that the students had prepared.

Ad-hoc reviews

PNAS, Child Development, Social and Cognitive Affective Science, Social and Personality Psychology Compass, Media Psychology

Affiliations

Social Affective Neuroscience Society
International Communication Association
Society for Research on Adolescence

Referees

Jamil Zaki, Ph.D.

Associate Professor of Psychology
Department of Psychology, Stanford University
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Emily B. Falk, Ph.D.

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Annenberg School for Communication, University of Pennsylvania
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