

Rui Pei

Education

- 2017–2021 **PhD**, *University of Pennsylvania*, Philadelphia, PA.
(expected) ○ PI: Emily B. Falk
- 2015–2017 **MA**, *University of Pennsylvania*, Philadelphia, PA.
○ PI: Emily B. Falk
- 2011–2015 **B.Sc.**, *Brown University*, Providence, RI.

Publications

- 2020 **Neural processes during adolescent risky decision making are associated with conformity to peer influence**, *R Pei, N Lauharatanahirun, CN Cascio, MB O'Donnell, JT Shope, BG Simons-Morton, JM Vettel, EB Falk*, *Developmental Cognitive Neuroscience*.
- 2019 **Adolescents' Neural Response to Tobacco Prevention Messages and Sharing Engagement**, *R Pei, R Schmälzle, EC Kranzler, MB O'Donnell, EB Falk*, *American journal of preventive medicine*.
- 2019 **Promoting adolescent health: insights from developmental and communication neuroscience**, *R Pei, EC Kranzler, AB Suleiman, EB Falk*, *Behavioural Public Policy*.
- 2019 **Adolescent neural responses to antismoking messages, perceived effectiveness, and sharing intention**, *EC Kranzler, R Schmälzle, MB O'Donnell, R Pei, EB Falk*, *Media psychology*.
- 2019 **Message-Elicited Brain Response Moderates the Relationship Between Opportunities for Exposure to Anti-Smoking Messages and Message Recall**, *EC Kranzler, R Schmälzle, R Pei, RC Hornik, EB Falk*, *Journal of Communication*.

Research Experience

- 2015–2021 **Research fellow**, *Communication Neuroscience Lab*, Philadelphia, PA.
- Combining communication and developmental neuroscience to understand factors that promote adolescent health.
 - 1. Characterize positive social risk taking during adolescence, investigate how social factors could influence social risk taking, and what neuropsychological mechanisms may subserve these influences.
 - 2. Investigate how cultural context may lead to differential developmental trajectories of susceptibility to peer influence.
- 2018 **Research Intern**, *Microsoft Research Asia*, Beijing, China.
- 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.
- 2013–2015 **Research Assistant**, *Pediatric Anxiety Research Clinic of Rhode Island Hospital*, Providence, RI.
- Investigate cognitive and emotional processes in exposure-based 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
 - Assist fMRI and TMS neuropsychology experiments on tic suppression
- 2014 **Summer Intern**, *The Neuromarketing Labs*, Stuttgart, Germany.
- Designed neuropsychological experiments to test efficacy and optimization strategies for a novel wearable product.
 - Assisted EEG based neuromarketing studies to determine appropriate pricing of a commercial products.

Teaching Experience

- 2017 **Graduate Teaching Assistant**, *University of Pennsylvania*, Philadelphia, PA.
- Teaching assistance for COMM310, The Communication Research Experience.
 - Directly supervise two undergraduate students during semester-long research projects.
- 2013–2014 **Undergraduate Teaching Assistant**, *Brown University*, Providence, RI.
- TA for CLPS0010 Elementary Psychology (Spring 2013, Fall, 2014), and NEUR1030 Neural Systems (Fall 2013).
 - Responsible for weekly classes of 15 students to facilitate main lectures, collaborate with professors and other TAs with course material design.
 - Lead discussions, answer questions, and help review course materials.
 - Grade weekly writing assignments and exam papers.

Grants

- Apr 2019 **Russell Ackoff Doctoral Student Fellowships**.
- \$3,000

Awards and Honors

- May 2019 Best paper award, Communication Science and Biology Division. International Communication Association Annual Meeting
- May 2018 Best paper award, Communication Science and Biology Division. International Communication Association Annual Meeting

- May 2017 Best paper award, Information Systems Division. International Communication Association Annual Meeting

Presentations

Research Talks

- Nov 2019 **Adolescent's neural and self-report responses to fear vs. humor appeals in tobacco-prevention messages.**, *The Medicine, Humanity and Media: Health China and Health Communication.*, Beijing, China.
- May 2019 **Neural activity during risky decision making reflects online social network clustering structure.**, *International Communication Association Annual Meeting.*, Washington, DC.
o Best papers in Communication Science and Biology
- May 2019 **Are Neural Mechanisms Associated with Social Feedback and Conformity Different among Teens and Young Adults?**, *International Communication Association Annual Meeting.*, Washington, DC.
- May 2018 **Safety versus risk endorsing peer attitudes influence adolescent risk taking through distinct neural mechanisms.**, *International Communication Association Annual Meeting.*, Prague, Czech Republic..
o Best Papers in Communication Science and Biology
- May 2018 **Counterproductive effects of repeated exposure to health campaign messages: Evidence from a neuroimaging study.**, *International Communication Association Annual Meeting.*, Prague, Czech Republic..
- Feb 2018 **Adolescent neural responses to anti-smoking messages, perceived ad effectiveness, and sharing intention and elaboration.**, *Annual Meeting of Society for Research on Nicotine and Tobacco.*, Baltimore, MD.
- Nov 2014 **Role of reinforcement learning in tic expression: Integrating methods from behavioral psychology and computational neuroscience.**, *Annual conference of the Association for Behavioral and Cognitive Therapies.*, Philadelphia, PA.

Posters

- May 2020 **Habitual social media use is associated with increased neural activity**, *International Communication Association Annual Meeting.*, Online.
- May 2019 **Message-elicited brain response moderates the relationship between opportunities for exposure to anti-smoking messages and message recall.**, *International Communication Association Annual Meeting.*, Washington, DC.

- May 2017 **Neural activity during anti-smoking message exposure predicts subsequent message elaboration.**, *International Communication Association Annual Conference.*, San Diego, CA.
- Best papers in Information System Division

Outreach

- 7/19/19 **Social network and adolescent risk taking**, *Penn Medicine*, Philadelphia, PA.
- Gave a talk at a summer institute aimed at encouraging high school students to design anti-vaping interventions.

Service

Manuscript Reviews

- Child Development (Under supervision of Dr. Emily Falk) (2)