

# Jeesung Ahn

PSYCHOLOGIST | NEUROSCIENTIST | RESEARCHER

Department of Psychology, University of Pennsylvania, Philadelphia, PA

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## EDUCATION

### Ph.D. Candidate in Psychology, University of Pennsylvania

COMMUNICATION NEUROSCIENCE LAB (ADVISOR: EMILY FALK, PH.D.), DEPARTMENT OF PSYCHOLOGY

Aug. 2019 - Present

Philadelphia, PA

### M.A. in Psychology, University of Pennsylvania

COMMUNICATION NEUROSCIENCE LAB (ADVISOR: EMILY FALK, PH.D.), DEPARTMENT OF PSYCHOLOGY

Aug. 2019 - Aug. 2021

Philadelphia, PA

- Thesis: Effects of message framing on neural responses to persuasive message and health behavior change

### M.S. in Cognitive Science and Engineering, Yonsei University

APPLIED BRAIN COGNITION LAB (ADVISOR: SANGHOON HAN, PH.D.), INTERDEPARTMENTAL COGNITIVE SCIENCE PROGRAM

Mar. 2016 - Feb. 2018

Seoul, South Korea

- Thesis: Voxel-wise mapping of functional magnetic resonance imaging in impression formation (best thesis award)

### B.A. in Psychology & B.S. in Brain and Cognitive Sciences, Korea University

DEPARTMENT OF PSYCHOLOGY, COLLEGE OF INFORMATION AND COMMUNICATIONS

Mar. 2011 - Aug. 2015

Seoul, South Korea

### Exchange Student Program, Macquarie University

DEPARTMENT OF PSYCHOLOGY

July, 2013 - Dec. 2013

Sydney, Australia

## ACADEMIC POSITIONS

### Teaching Assistant

DEPARTMENT OF PSYCHOLOGY, UNIVERSITY OF PENNSYLVANIA

Jan. 2021 - Dec. 2021

Philadelphia, PA

- Introduction to Experimental Psychology (Spring 2021, Rebecca Waller, Ph.D.; Fall 2021, Anna Jenkins, Ph.D.)
- Worked one-on-one with 50+ students to provide mentorship for their study plans
- Created student evaluation tools; graded and provided qualitative feedback on student essays

### Research Associate

APPLIED BRAIN COGNITION LAB, YONSEI UNIVERSITY (P.I.: SANGHOON HAN, PH.D.) & INTEGRATED NEUROCOGNITIVE

April. 2015 - Mar. 2019

Seoul, South Korea

FUNCTIONAL IMAGING CENTER, YONSEI UNIVERSITY SEVERANCE HOSPITAL (P.I.: SEUNG-KOO LEE, M.D., PH.D.)

- Designed and directed 7+ end-to-end behavioral and neuroimaging projects, resulting in 3 first-author publications, an award-winning Master's thesis, and 6 international conference presentations
- Provided extensive technical support and mentorship to cross-functional collaborators on research project management, neuroimaging analyses, data quality control, and MATLAB scripting

### Research Consultant

TEAM QUANTUMLABS

Mar. 2016 - Feb. 2018

Seoul, South Korea

- Conducted A/B tests (psychological/behavioral experiments, neuroimaging experiments, in-depth interviews) to evaluate the usability and efficacy of a novel neurostimulation device
- Presented findings to cross-functional stakeholders (venture capital funders, designers, engineers), leading to an award at Yonsei Start-up Competition and the successful acquisition of \$100K in funding

### Research Coordinator

BRAIN KOREA 21+, NATIONAL RESEARCH FOUNDATION OF KOREA

Jun 2017 - Feb 2018

Seoul, South Korea

- Managed research funding for Yonsei Applied Brain Cognition Lab

### Research Coordinator

INSTITUTE OF HUMAN BEHAVIOR, YONSEI UNIVERSITY

Mar 2016 - Aug 2016

Seoul, South Korea

- Managed research funding for all Psychology laboratories in Yonsei University
- Coordinated Psychology departmental events

### Research Assistant

LABORATORY OF SOCIAL DECISION NEUROSCIENCE, KOREA UNIVERSITY (ADVISOR: HACKJIN KIM, PH.D.)

Nov 2014 - April 2015

Seoul, South Korea

- Collected behavioral and neuroimaging data (e.g., managing participants) for an EEG hyperscanning experiment

## PUBLICATIONS

**Ahn, J., Nah, Y., Ko, I., & Han, S. (n.d.).** *Voxel-wise Mapping of Functional Magnetic Resonance Imaging in Impression Formation.*

Kang, Y., Cosme, D., Lydon-Staley, D., **Ahn, J.**, Jovanova, M., Corbani, F., Lomax, S., Stanoi, O., Strecher, V., Mucha, P. J., Ochsner, K., Bassett, D. S., & Falk, E. B. (2022). Purpose in life, neural alcohol cue reactivity and daily alcohol use in social drinkers. *Addiction*, 117(12), 3049–3057. <https://doi.org/10.1111/add.16012>

Cosme, D., Kang, Y., Tartak, J. C., **Ahn, J.**, Corbani, F. E., Cooper, N., Doré, B., He, X., Helion, C., Jovanova, M., Lomax, S., Mahadevan, A., McGowan, A. L., Paul, A., Pei, R., Resnick, A., Stanoi, O., Zhang, T., Zhang, Y., ... Falk, E. B. (2022). *Study protocol: Social Health Impact of Network Effects (SHINE) Study* [Preprint]. PsyArXiv. <https://doi.org/10.31234/osf.io/cj2nx>

**Ahn, J.**, Lee, J., Han, J. H., Kang, M. S., & Han, S. (2018). Group analysis data representing the effects of frontopolar transcranial direct current stimulation on the default mode network. *Data in Brief*, 20, 1309–1313. <https://doi.org/10.1016/j.dib.2018.08.164>

**Ahn, J.**, Kim, H., Park, J., & Han, S. (2018). Interactivity of Neural Representations for Perceiving Shared Social Memory. *Korean Society for Emotion and Sensibility*, 21(3), 29–48. <https://doi.org/10.14695/KJSOS.2018.21.3.29>

## WORKING PAPERS

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**Ahn, J.**, Cooper, N., Kang, Y., O'Donnell, M., Green, M., Samanez-Larkin, G., & Falk, E. B. (2022). Brain responses to gain- and loss-framed messages differ, and interact with baseline physical activity, to predict later behaviors. *In Prep.*

**Ahn, J.**, Cosme, D., Kang, Y., Zachary, B., Ochsner, K., Mucha, P., Lydon-Staley, D., Bassett, D. S., & Falk, E. B. (2022). Segregation and integration of brain functional connectivity networks moderate craving-drinking relationships in daily life. *In Prep.*

**Ahn, J.**, Falk, E. B., & Kang, Y. (2022). Relationships between physical activity and loneliness: A systematic review of intervention studies. *In Prep.*

**Ahn, J.**, Kang, Y., Mwilambwe-Tshilobo, L., Cosme, D., Bassett, D. S., Zachary, B., Lydon-Staley, D., Mucha, P., Ochsner, K., & Falk, E. B. (2022). Neural responses to peer faces predict loneliness in college students. *In Prep.*

**Ahn, J.**, Mwilambwe-Tshilobo, L., Kang, Y., Cosme, D., Bassett, D. S., Zachary, B., Lydon-Staley, D., Mucha, P., Ochsner, K., & Falk, E. B. (2022). Connectome-based predictive modeling of loneliness during COVID-19. *In Prep.*

**Ahn, J.**, Mwilambwe-Tshilobo, L., Kang, Y., Cosme, D., Bassett, D. S., Zachary, B., Lydon-Staley, D., Mucha, P., Ochsner, K., & Falk, E. B. (2022). Inaccurate self-evaluation is associated with mental well-being and mentalizing activity in the brain. *In Prep.*

**Ahn, J.**, Zhou, D., Falk, E. B., Bassett, D. S., & Ruscio, A. (2022). Brain network underpinnings of perseverance thought in clinical populations. *In Prep (Ahn & Zhou Co-First Authorship).*

## PRESENTATIONS

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### INVITED TALKS

**Ahn, J.**, Cooper, N., Kang, Y., O'Donnell, M., Green, M., Samanez-Larkin, G., & Falk, E. B. (2022, May). Brain responses to gain- and loss-framed messages differ, and interact with baseline physical activity, to predict later behaviors. *Annual International Communication Association Conference, Paris, France.*

**Ahn, J.**, Richards, K., & Ortiz, T. (2021, April). Recommendations for an intelligent diet. *Wharton Data Science Live 2021, Virtual.*

### CONFERENCE POSTER PRESENTATIONS

**Ahn, J.**, Cooper, N., Kang, Y., O'Donnell, M., Green, M., Samanez-Larkin, G., & Falk, E. B. (2022, May). Brain responses to gain- and loss-framed messages differ, and interact with baseline physical activity, to predict later behaviors. *Annual International Communication Association Conference, Paris, France.*

Chan, H.-Y., Scholz, C., Cosme, D., Martin, R., Benitez, C., Cooper, N., Paul, A., **Ahn, J.**, Doré, B., Resnick, A., Carreras-Tartak, J., & Falk, E. B. (2022, May). Brain-based prediction of information virality: Evidence of cross-cultural validity from a pre-registered neuroimaging study. *Annual International Communication Association Conference, Paris, France.*

Cosme, D., Scholz, C., Chan, H.-Y., Martin, R., Cooper, N., Paul, A., **Ahn, J.**, Doré, B., Resnick, A., Carreras-Tartak, J., & Falk, E. B. (2022, May). Does focusing on self or social relevance during news article exposure increase motivation to share content? *Annual International Communication Association Conference, Paris, France.*

Kang, Y., Cosme, D., **Ahn, J.**, Strecher, V., Lydon-Staley, D., Corbani, F., Jovanova, M., Stanoi, O., Lomax, S., Ochsner, K., Mucha, P., Bassett, D. S., & Falk, E. B. (2022, May). Alcohol cue reactivity in the ventral striatum and daily purpose in life moderate the relationship between alcohol craving and consumption in college students. *Annual International Communication Association Conference, Paris, France.*

**Ahn, J.**, Jun, S., Lee, J., Min, S., Lee, S.-K., Park, S. H., & Han, S. (2018, November). Altered emotional attention and brain functional connectivity networks of emotional laborers. *Society for Neuroscience 2018 Annual Conference, San Diego, USA.*

Min, S., Jun, S., **Ahn, J.**, Lee, J., Lee, S.-K., Park, S. H., & Han, S. (2018, November). Intrinsic functional connectivity in emotion regulation network is altered in emotion laborers. *Society for Neuroscience 2018 Annual Conference, San Diego, USA.*

Lee, J., Lee, H. J., **Ahn, J.**, Lee, S.-K., & Han, S. (2018, June). Exploring the high-resolution EPI fMRI protocol to reduce susceptibility-related BOLD signal dropout. *The Organization for Human Brain Mapping 2018 Annual Meeting, Singapore.*

**Ahn, J.**, Han, J. H., Kang, M. S., & Han, S. (2017, November). Frontopolar transcranial direct current stimulation changes intrinsic functional connectivity networks during resting-state fMRI. *Society for Neuroscience 2017 Annual Conference, Washington DC, USA.*

**Ahn, J.**, Nah, Y., & Han, S. (2016, November). Voxel-wise Mapping of the Cingulate Cortex in Impression Formation. *Society for Neuroscience 2016 Annual Conference, San Diego, USA.*

**Ahn, J.**, Nah, Y., & Han, S. (2016, April). Patterns of Functional Connectivity during Preparation Periods Can Predict the Tendency to Give Up in Following Decision-Making. *Cognitive Neuroscience Society 2016 Annual Conference, New York, USA.*

## SCHOLARSHIPS

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### **Penn Full-Ride Doctoral Fellowship (\$400K)**

2019 - Present

SCHOOL OF ARTS AND SCIENCES, UNIVERSITY OF PENNSYLVANIA

### **Kwanjeong Full-Tuition Scholarship for Master's Program (\$22K)**

2016 - 2017

KWANJEONG EDUCATIONAL FOUNDATION ([HTTP://EN.IKEF.OR.KR](http://en.ikef.or.kr))

### **Brain Korea 21+ Graduate Scholarship**

2016 - 2017

NATIONAL RESEARCH FOUNDATION OF KOREA

## HONORS & AWARDS

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### **Graduate Travel Award**

2022

UNIVERSITY OF PENNSYLVANIA, INTERNATIONAL COMMUNICATION ASSOCIATION CONFERENCE 2022

### **Top Poster Award**

2022

SOCIAL AFFECTIVE NEUROSCIENCE SOCIETY 2022

- Presented findings at an invited talk, titled "Brain responses to gain- and loss-framed messages differ, and interact with baseline physical activity, to predict later behaviors"

### **Best Master's Thesis Award**

2018

YONSEI UNIVERSITY GRADUATE GROUP

- For the thesis titled "Voxel-wise mapping of functional magnetic resonance imaging in impression formation"

### **Interdisciplinary Research Initiative Award, Grand Prize**

2017

INSTITUTE OF CONVERGENCE SCIENCE (ICONS), YONSEI UNIVERSITY

- Collaborated with electrical engineers to enhance brain image resolution using deep learning; awarded \$5K research funding;

### **Yonsei Start-up Challenge Award**

2016

YONSEI ENTERPRISE SUPPORT FOUNDATION

- Presented A/B test findings for a novel neurostimulation device developed by a start-up company, Team Quantumlabs; Led to \$100K in funding

## Dean's Honors

2011, 2013, 2014

DEPARTMENT OF PSYCHOLOGY, KOREA UNIVERSITY

- For 5 semesters; 2014, Fall Semester (GPA 4.25/4.5); 2014, Spring Semester (GPA 4.25/4.5); 2013, Spring Semester (GPA 4.0/4.5); 2011, Fall Semester (GPA 4.11/4.5); 2011, Spring Semester (GPA 4.37/4.5)

## VOLUNTEER ACTIVITIES & OUTREACH

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### Consultant

Sept. 2022 Present

PENN BIOTECH GROUP HEALTHCARE CONSULTING

Philadelphia, PA

- Presented weekly deliverables to a biotherapeutic start-up company by analyzing the market landscape for a novel cancer therapy that will have a high impact on 1M+ tumor patients
- Led in-depth interviews with healthcare stakeholders and qualitatively evaluated 200+ clinical trials and company profiles, providing data-driven recommendations and benchmarks for partnership opportunities, market sizing and product pricing
- Conducted fast-paced research and extensive literature reviews to meet the client's needs and timeline

### Data Analyst

Mar. 2022 Present

PENN MIND SCIENCES DIVERSITY AND EQUITY INITIATIVE

Philadelphia, PA

- Designed and collected online surveys (Qualtrics) to assess participants' experience with an outreach program that mentors underrepresented minority students in their career paths in science
- Wrangled and analyzed pre- vs. post- event data, including qualitatively reviewing participants' written feedback
- Visualized outcomes using ggplot2, wordcloud, R Markdown and presented actionable insights and recommendations to organizers to improve the program

### Data Scientist

Feb. 2022 May 2022

PENN DATA SCIENCE GROUP

Philadelphia, PA

- Collaborated cross-functionally to wrangle and analyze climate data in the greater Philadelphia area
- Created interactive maps that visualize air quality and relevant health outcomes, which were used by the client (climate activists and researchers) to efficiently communicate their cause to climate policymakers