

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

- 8/20/20 **Step-Ahead mentorship program**, *Penn Center for Outreach, Research, and Education*, Philadelphia, PA.
- Provided mentorship for an undergraduate student in promoting confidence building, learning skills, and sharing experiences and support in academia.
- 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)