

Rui Pei

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Education **Annenberg School for Communication** Philadelphia, PA, 2015 – present
University of Pennsylvania
Ph.D. in Communication, degree expected December 2020
M.A. in Communication, 2017

Brown University Providence, RI, 2011 - 2015
B.Sc. in Cognitive Neuroscience

Publications **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. *American Journal of Preventive Medicine*, 56 (2, Supplement 1), S40–S48. <https://doi.org/10.1016/j.amepre.2018.07.044> Impact factor: 4.53

Pei, R., Kranzler, E. C., Suleiman, A. B., & Falk, E. B. (2018). Promoting adolescent health: insights from developmental and communication neuroscience. *Behavioural Public Policy*, 1–25. <https://doi.org/10.1017/bpp.2018.30> Impact factor: Information not available (journal established in 2017)

Kranzler, E. C., Schmäzle, 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. <https://doi.org/10.1080/15213269.2018.1476158> Impact factor: 3.13

Kranzler, E. C., Schmäzle, R., **Pei, R.,** Hornik, R.C., & Falk, E. B. (Under review) Message-elicited brain response moderates the relationship between opportunities for exposure to anti-smoking messages and message recall.

Pei, R., Cascio, C., O'Donnell, M.B., & Falk, E.B. (in prep). Who is susceptible to peer influence? Adolescents' real world susceptibility to peer influence is associated with striatal activation to rewards

Pei, R., O'Donnell, M.B., & Falk, E.B. (in prep). Neural risk sensitivity and the number of communities in adolescent's online social network

Conference
Presentations

Neural activity during risky decision making reflects online social network clustering structure. Pei, R., Lauharatanahirun, N., Cascio, C.N., O'Donnell, M., Vettel, J.M., Falk, E. B., (2019, May) To be presented at the International Communication Association Annual Meeting, Washington, D.C

Message-elicited brain response moderates the relationship between opportunities for exposure to anti-smoking messages and message recall. Kranzler, E. C., Schmäzle, R., **Pei, R.**, Hornik, R.C., & Falk, E. B. (2019 May) Paper to be presented at 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 May) Best Papers in Communication Science and Biology, 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. February, 2018.

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. February, 2018.

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

Neural activity during anti-smoking message exposure predicts subsequent message elaboration. **Pei, R.**, Schmaelzle, R., Kranzler, E., O'Donnell, M. B., & Falk, E. B. *Paper presented at 2017 Social and Affective Neuroscience Society Annual Conference.* Los Angeles, USA. March, 2017.

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. *Annual conference of the Association for Behavioral and Cognitive Therapies.* Philadelphia, PA. November, 2014.

Research

Communication Neuroscience Lab

Research fellow for Dr. Emily Falk

Philadelphia, PA, September 2015 – Present

- Using neuroimaging and automated linguistic analysis to understand psychological processes underlying adolescent health persuasion.
- Examine the relationship between adolescent neural reward sensitivity and their susceptibility to social influence in a simulated driving task.
- Combine neuroimaging and social network analysis to understand how neural activity during a risk-taking task could be reflected in their online social network structure.

Pediatric Anxiety Research Clinic of Rhode Island Hospital

Research assistant

Providence, RI, May 2013 – May 2015

- 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.

The Neuromarketing Labs

Summer intern

Stuttgart, Germany, July – September 2014

- Designed 3 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

Graduate Teaching Assistant

University of Pennsylvania

Philadelphia, PA, September 2017–December 2017

Fall 2017 COMM310 The Communication Research Experience

- Directly supervise two undergraduate students during semester-long research projects

Undergraduate Teaching Assistant

Brown University

Providence, RI, January 2013–May, 2015

Spring 2013 CLPS 0010 Elementary Psychology

Fall 2013 NEUR1030 Neural Systems

Fall 2014 CLPS 0010 Elementary Psychology

- 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.

Awards

ASC, University of Pennsylvania, Research Fellowship

Philadelphia, PA, 2015 – 2017

Brown University, Full Scholarship

Providence, RI, 2011 – 2015

Brown University LINK Award

Providence, RI, June 2014

Davis United World Scholar Award

Providence, RI, September 2011

Skills

Computer Skills

Skilled: R.

Intermediate: SPM, Python (including Psychopy), MATLAB (including Psychtoolbox).

Basic: Audacity.

Languages

Mandarin (native), English (fluent), Spanish (fluent), Korean (basic).

Affiliations

Social Affective Neuroscience Society

International Communication Association

References

Emily B. Falk, Ph.D.

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Robert C. Hornik, Ph.D.

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