

Rui Pei

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Education **Annenberg School for Communication** Philadelphia, PA, 2017 – present
University of Pennsylvania
Ph.D. in Communication, degree expected May 2021
Advisor: Emily Falk, Committee Members: Robert Hornik, Joseph Capella
Dissertation title: Cultural differences in the developmental trajectory of susceptibility to social influence during adolescence
Research areas: health communication, computational methods, communication neuroscience

Annenberg School for Communication Philadelphia, PA, 2015 – 2017
University of Pennsylvania
M.A. in Communication, 2017

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

Publications **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. *Developmental Cognitive Neuroscience*, 44, 100794.
Top paper award

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.
Top paper award

Pei, R., Kranzler, E. C., Suleiman, A. B., & Falk, E. B. (2019). Promoting adolescent health: insights from developmental and communication neuroscience. *Behavioural Public Policy*, 1–25.

Kranzler, E. C., Schmäzle, 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.
Top paper award

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.

Grants **Wharton Russell Ackoff Doctoral Student Fellowship • \$3000** 2019
Wharton Risk Management Center
Developmental trajectory of peer effects on adolescent decision making: a cultural perspective

Awards **Top 5 Paper Award** 2019
International Communication Association
Communication Science & Biology Interest Group

Top 5 Paper Award 2018
International Communication Association
Communication Science & Biology Interest Group

Top 5 Paper Award 2017
International Communication Association
Information Systems Division

Peer-reviewed Presentations **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. (2020) To be presented at the Society for Research on Adolescents Biennial meeting (conference rescheduled to 2021 due to COVID-19). 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) Social and Affective Neuroscience Society Annual Conference. Miami, Florida

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.

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.

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
2017

Philadelphia, PA, September 2017–December

- 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.

Affiliations

Social Affective Neuroscience Society

International Communication Association