

# Rui Pei

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**Employment** **Postdoctoral fellow** *Palo Alto, Expected start date: October, 2021*  
Department of Psychology, Stanford University  
Principle investigator: Jamil Zaki

**Education** **Annenberg School for Communication** *Philadelphia, PA, 2017 – 2021*  
University of Pennsylvania  
Ph.D. in Communication,  
Advisor: Emily Falk, Committee Members: Robert Hornik, Joseph Capella  
Dissertation title: Cultural influences on social norm development, perception, and conformity

**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.

**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.

**Pei, R.**, Kranzler, E. C., Suleiman, A. B., & Falk, E. B. (2019). Promoting adolescent health: insights from developmental and communication neuroscience. *Behavioural Public Policy*. 3(1), 47 – 71

Baek, E. C., O'Donnell, M. B., Scholz, C., **Pei, R.**, Garcia, J. O., Vettel, J. M., Falk, E. B. (2021) Activity in the Brain's Valuation and Mentalizing Networks is Associated with Propagation of Online Recommendation. *Scientific Reports*. 11(1), 11196

Kang, Y., Cosme, D., Pei, R., Pandey, P., Carreras-Tartak, J., & Falk, E. B. (2021). Purpose in life, loneliness, and protective health behaviors during the COVID-19 pandemic. *The Gerontologist*, 081

Kranzler, E. C., Schmälzle, 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.

Kranzler, E. C., Schmälzle, 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.

Andrews, M. E., **Pei, R.**, Lauharatanahirun, N., Paul, A. M., & Falk, E. B. (forthcoming). Social media and the social brain. In R. Nabi (Ed.), *Our Online Emotional Selves: The Link Between Digital Media and Emotional Experiences*. Oxford University Press.

Submitted/  
Preprint/  
Working  
papers

**Pei, R.**, Cosme, D., Andrews, M. E., Mattan, B. D., & Falk, E. B. (under review). Cultural influence on COVID-19 cognitions and growth speed: the role of cultural collectivism. Preprint link: <https://psyarxiv.com/fet6z>

**Pei, R.**, Bayer, J., Cascio, C.N., O'Donnell, M.B., Falk, E.B. Meshi, D. (in prep). Connectedness and habitual use of social media predict the neural response to social exclusion in adolescents.

**Pei, R.**, Lauharatanahirun, N., O'Donnell, M.B., & Falk, E.B. (in prep). Neural risk sensitivity and the clustering structure of adolescents' social networks.

**Pei, R.**, Kranzler, E., Falker, E.B. (in prep). Cultural values moderate the developmental trajectory of peer influence effects during adolescence

**Pei, R.**, Lauharatanahirun, N., Falk, E.B. (in prep). Shared neural dynamics to health messages underlie similar message evaluation among adolescents.

Grants

**Wharton Russell Ackoff Doctoral Student Fellowship.** 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

## Skills

### Technical skills

Python (including nilearn/nibabel packages), R, Matlab (including SPM), Javascript

### Languages

English, Chinese (Mandarin), Spanish

## Peer-reviewed Presentations

### Presentations

**Promising themes for anti-smoking campaigns targeting young adults in China: an investigation based on the Integrative Model.** Pei, R., Lian, Y., Chen, J. X. (2020) The Medicine, Humanity and Media: Health China & Health Communication. Online conference/Beijing, China.

**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) 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.

### Posters

**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 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 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

- Facilitated the development and preparation of course materials.
- Directly supervise two undergraduate students during semester-long research projects.

### **Undergraduate Teaching Assistant**

*Brown University*

*Providence, RI, January 2013–May, 2015*

Spring 2013 CLPS0010 Elementary Psychology

Fall 2013 NEUR1030 Neural Systems

Fall 2014 CLPS0010 Elementary Psychology

CLPS0010:

- Responsible for weekly classes of 15 students to facilitate main lectures, collaborate with professors and other TAs with course material design.
- Led discussions, answer questions, and help review course materials in office hours.
- Graded weekly writing assignments and exam papers.

NEUR1030

- Independently taught weekly recitations (about 50 students in size) to solidify course materials.
- This course included three closed-book exams. Before each exam, I and other three TAs led 2-hour long Q&A sessions (about 200 students in size) to answer questions that the students had prepared.

## Affiliations

Social Affective Neuroscience Society  
International Communication Association  
Society for Research on Adolescence