

# Emily Falk

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## EMPLOYMENT AND EDUCATION

### University of Pennsylvania

- 2019-present** *Professor*, Annenberg School for Communication  
Jointly appointed: Wharton Marketing Department; Department of Psychology; Center for Cognitive Neuroscience; Warren Center for Network Science; Abramson Cancer Center
- 2015-2019** *Associate Professor*, Annenberg School for Communication  
Jointly appointed: Wharton Marketing Department; Department of Psychology; Center for Cognitive Neuroscience; Warren Center for Network Science; Abramson Cancer Center
- 2013-2015** *Assistant Professor*, Annenberg School for Communication  
Jointly appointed: Department of Psychology; Center for Cognitive Neuroscience; Warren Center for Network Science

### University of Michigan

- 2013-present** *Faculty Associate*, Research Center for Group Dynamics/ Institute for Social Research
- 2010-2013** *Assistant Professor*, Department of Communication Studies  
Jointly appointed: Research Center for Group Dynamics/ Institute for Social Research; Department of Psychology

### University of California, Los Angeles

- 2006-2010** *Ph.D.*, Psychology (Social Area)  
Specialization areas: Quantitative Measurement, Health Psychology
- 2006-2007** *M.A.*, Psychology

### Fulbright Program

- 2004-2005** *Fulbright Fellow*, British Columbia, Canada (Health Policy)

### Brown University

- 1999-2004** *Sc.B.*, Neuroscience

## PUBLICATIONS

For PDFs, please see: <https://cn.asc.upenn.edu/publications/>

### EMPIRICAL

\* First author is a primary advisee/lab member

Lydon-Staley, D. M., MacLean, R. R., **Falk, E. B.**, Bassett, D. S., & Wilson, S. J. (in press). The feasibility of an in-scanner smoking lapse paradigm to examine the neural correlates of lapses. *Addiction Biology*.

\*Pandey, P., Kang, Y., Cooper, N., O'Donnell, M. B., & **Falk, E. B.** (in press). Social Networks and Neural Receptivity to Persuasive Health Messages. *Health Psychology*.

\*Coronel, J. C., O'Donnell, M. B., Pandey, P., Delli Carpini, M. X., & **Falk, E. B.** (2020). Political humor, sharing, and remembering: Insights from neuroimaging. *Journal of Communication*. Advanced online publication. <https://doi.org/10.1093/joc/jqaa041>

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\*Liu, J., O'Donnell, M. B., & **Falk, E. B.** (2020). Deliberation and valence as dissociable components of counterarguing among smokers: Evidence from neuroimaging and quantitative linguistic analysis. *Health Communication*. Advanced online publication. <http://doi.org/10.1080/10410236.2020.1712521>

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\*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.

\*Schmaelzle, R., Cooper, N., O'Donnell, M. B., Tompson, S. H., Lee, S., Cantrell, J., Vettel, J., **Falk, E. B.** (2020). The effectiveness of online messages for promoting smoking cessation resources: Predicting nationwide campaign effects from neural responses in the EX campaign. *Frontiers in Human Neuroscience*, 14:565772.

\*Scholz, C., Baek, E. C., O'Donnell, M. B., & **Falk, E. B.** (2020). Decision making about broad and narrowcasting a neuroscientific perspective. *Media Psychology*, 23(1), 131–155.

- \*Tompson, S. H., **Falk, E. B.**, O'Donnell, M. B., Cascio, C. N., Bayer, J. B., Vettel, J. M., & Bassett, D. S. (2020). Response inhibition in adolescents is moderated by brain connectivity and social network structure. *Social Cognitive and Affective Neuroscience*, *15*(8), 827–837.
- \*Tompson, S.H., Kahn, A.E., **Falk, E. B.**, Vettel, J. M., Bassett, D. S. (2020). Functional brain network architecture supporting the learning of social networks in humans. *NeuroImage*, *210*, 116498.
- \*Bayer, J. B., Hauser, D. J., Shah, K., O'Donnell, M. B., **Falk, E. B.** (2019). Social exclusion shifts personal network scope. *Frontiers in Psychology*, *10*, 1619.
- Burns, S. M., Barnes, L.N., McCulloh, I. A., Dagher, M. M., **Falk, E. B.**, Storey, J. S., & Lieberman, M. D. (2019). Making social neuroscience less WEIRD: Using fNIRS to measure neural signatures of persuasive influence in a Middle East participant sample. *Journal of Personality and Social Psychology*, *116*(3), e1–e11.
- \*Cooper, N., Garcia, J. O., Tompson, S., O'Donnell, M. B., **Falk, E. B.**, & Vettel, J. M. (2019). Time-evolving dynamics in brain networks forecast responses to health messaging. *Network Neuroscience*, *3*(1), 138–156.
- \*Coronel, J. C. ,O'Donnell, M. B., Beard, E. C., Hamilton, R.H., & **Falk, E. B.** (2019). Evaluating didactic and exemplar information: Noninvasive brain stimulation reveals message-processing mechanisms. *Communication Research*, 0093650219876844.
- \*Doré, B. P., Cooper, N., Scholz, C., O'Donnell, M. B., & **Falk, E. B.** (2019). Cognitive regulation of ventromedial prefrontal activity evokes lasting change in the perceived self-relevance of persuasive messaging. *Human Brain Mapping*, *40*(9), 2571-2580.
- \*Doré, B. P., Scholz, C., Baek, E. C., Garcia, J. O., O'Donnell, M. B., Bassett, D. S., Vettel, J. M., & **Falk, E. B.** (2019). Brain activity tracks population information sharing by capturing consensus judgments of value. *Cerebral Cortex*, *29*(7), 3102–3110.
- \*Doré, B. P., Tompson, S.H., O'Donnell, M. B., An, L., Strecher, V., & **Falk, E. B.** (2019). Neural mechanisms of emotion regulation moderate the predictive value of affective and value-related brain responses to persuasive messages. *Journal of Neuroscience*, *39*(7), 1293-1300.
- \*Kang, Y., Strecher, V. J., Kim, E., & **Falk, E. B.** (2019). Purpose in life and conflict-related neural responses during health decision-making. *Health Psychology*, *38*(6), 545-552.
- \*Kranzler, E. C., Schmälzle, R., O'Donnell, M. B., Pei, R., & **Falk, E. B.** (2019). Adolescent neural responses to antismoking messages, perceived effectiveness, and sharing intention. *Media Psychology*, *22*(2), 323-349.
- \*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 self-reported message recall. *Journal of Communication*, *69*(6), 589–611.

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\*Scholz, C., Doré, B.P, Cooper, N., & **Falk, E. B.** (2019). Neural valuation of anti-drinking campaigns and risky peer influence in daily life. *Health Psychology*, 38(7), 658-667.

Simons-Morton, B. G., Bingham, C. R., Li, K., Zhu, C., Buckley, L., **Falk, E. B.**, & Shope, J. T. (2019). The effect of teenage passengers on simulated risky driving among teenagers: A randomized trial. *Frontiers in Psychology*, 10, 923.

Vettel, J. M., Lauharatanahirun, N., Wasylyshyn, N., Roy, H., Fernandez, R., Cooper, N., Paul, A., O'Donnell, M. B., Johnson, T., Metcalfe, J., **Falk, E. B.**, & Garcia, J. O. (2019). Translating driving research from simulation to interstate driving with realistic traffic and passenger interactions. In *Advances in Human Factors in Simulation and Modeling. AISC*(Vol. 780, pp. 126–138). Springer International Publishing.

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Bruneau, E., Kteily, N., & **Falk, E.** (2018). Interventions highlighting hypocrisy reduce collective blame of Muslims for individual acts of violence and assuage anti-Muslim hostility. *Personality & Social Psychology Bulletin*, 44(3), 430–448.

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\*Cooper, N., Tompson, S., O'Donnell, M. B., Vettel, J. M., Bassett, D. S., & **Falk, E. B.** (2018). Associations between coherent neural activity in the brain's value system during antismoking messages and reductions in smoking. *Health Psychology*, 37(4), 375-384.

\*Kang, Y., Cooper, N., Pandey, P., Scholz, C., O'Donnell, M. B., Lieberman, M. D., Taylor, S.E., Strecher, V. J., Dal Cine, S., Konrath, S., Polk, T. A., Resnicow, K., An, L., & **Falk, E. B.** (2018). Effects of self-transcendence and affirmation priming on neural responses to persuasive messages and health behavior change. *PNAS*, 115(40), 9974-9979.

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- \*Wasylyshyn, N., Hemenway Falk, B., Garcia, J. O., Cascio, C. N., O'Donnell, M. B., Bingham, C. R., Simons-Morton, B., Vettel, J. M., **Falk, E. B.** (2018). Global brain dynamics during social exclusion predict subsequent behavioral conformity. *Social Cognitive and Affective Neuroscience*, 13(2), 182–191.
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- \*Cascio, C. N., O'Donnell, M. B., Simons-Morton, B. G., Bingham, C. R., & **Falk., E. B.** (2017) Cultural context moderates neural pathways to social influence. *Culture and Brain*, 5(1), 50–70.
- \*Cooper, N., Bassett, B. S., & **Falk, E. B.** (2017). Coherent activity between brain regions that code for value is linked to the malleability of human behavior. *Scientific Reports* 7:43250.
- \*Kang, Y., O'Donnell, M. B., Strecher, V. J., & **Falk, E. B.** (2017). Dispositional mindfulness predicts adaptive affective responses to health messages and increased exercise motivation. *Mindfulness*, 8(2), 387–397.
- \*Kang, Y., O'Donnell, M. B., Strecher, V. J., Taylor, S.E., Lieberman, M. D., & **Falk, E. B.** (2017). Self-transcendent values and neural responses to threatening health messages. *Psychosomatic Medicine*, 79(4), 379–387.
- \*Liu, J., Zhao, S., Chen, X., **Falk, E.**, & Albarracín, D. (2017). The influence of peer behavior as a function of social and cultural closeness: A meta-analysis of normative influence on adolescent smoking initiation and continuation. *Psychological Bulletin*, 143(10), 1082–1115.
- \*O'Donnell, M. B., Bayer, J. B., Cascio, C. N., & **Falk, E. B.** (2017). Neural bases of recommendations differ according to social network structure. *Social Cognitive and Affective Neuroscience*, 12(1), 61-69.
- \*Pegors, T. K., Tompson, S., O'Donnell, M. B., & **Falk, E. B.** (2017). Predicting behavior change from persuasive messages using neural representational similarity and social network analyses. *NeuroImage*, 157, 118–128.
- \*Schmälzle, R., O'Donnell, M. B., Garcia, J. O., Cascio, C. N., Bayer, J., Bassett, D. S., Vettel, J., & **Falk, E. B.** (2017). Brain connectivity dynamics during social interaction reflect social network structure. *Proceedings of the National Academy of Sciences*, 114(20), 5153–5158.

\*Scholz, C., Baek, E. C., O'Donnell, M. B., Kim, H. S., Cappella, J.N., & **Falk, E. B.** (2017). A neural model of valuation and information virality. *Proceedings of the National Academy of Sciences*, *114*(11), 2881–2886.

Vezech, I. S., Katzman, P. L., Ames, D. L., **Falk, E. B.**, & Lieberman, M. D. (2017). Modulating the neural bases of persuasion: Why/how, gain/loss, and users/non-users. *Social Cognitive and Affective Neuroscience*, *12*(2), 283–297.

\*Bayer, J. B., Ellison, N., Schoenebeck, S. Y., & **Falk, E. B.** (2016). Sharing the small moments: Ephemeral social interaction on Snapchat. *Information, Communication & Society*, *19*(7), 956–977.

Bingham, C. R., Simons-Morton, B. G., Pradhan, A. K., Li K., Almani, F., **Falk, E. B.**, Shope, J. T., Buckley, L., Ouimet, M. C., & Albert, P. S. (2016) Peer passenger norms and pressure: Experimental effects on simulated driving among teenage males. *Transportation Research Part F: Traffic Psychology and Behaviour*, *41*, 124-137.

\*Cascio, C. N., O'Donnell, M. B., Tinney, F., Strecher, V. J., Lieberman, M. D., Taylor, S.E., & **Falk, E. B.** (2016). Self-affirmation activates brain systems associated with self-related processing and reward and is reinforced by future orientation. *Social Cognitive and Affective Neuroscience*, *11*(4), 621-629.

Green, A.E., Mays, D., **Falk, E. B.**, Vallone, D., Gallgher, N., Richardson, A., Tercyak, K. P., Abrams, D., & Niaura, R. S. (2016). Young adult smokers' neural response to graphic cigarette warning labels. *Addictive Behaviors Reports*, *3*, 28-32.

Schoenebeck, S., Ellison, N. B., Blackwell, L., Bayer, J. B., & **Falk, E. B.** (2016). Playful backstalking and serious impression management: How young adults reflect on their past identities on Facebook. In *Proceedings of the 19th ACM Conference on Computer-Supported Cooperative Work & Social Computing* (pp. 1475–1487). New York, NY, USA: ACM.

\*Cascio, C. N., Konrath, S.H., & **Falk, E. B.** (2015). Narcissists' social pain seen only in the brain. *Social Cognitive and Affective Neuroscience*, *10*(3), 335-341.

\*Cascio, C. N., O'Donnell, M. B., Tinney Jr., F. J., Bayer, J., & **Falk, E. B.** (2015). Neural predictors of susceptibility to group opinions in online word-of-mouth recommendations. *Journal of Marketing Research*, *52*(4), 559-575.

\*Cascio, C. N., O'Donnell, M. B., Tinney Jr., F. J., Carp, J., & **Falk, E. B.** (2015). Buffering social influence: Neural correlates of response inhibition predict driving safety in the presence of a peer. *Journal of Cognitive Neuroscience*, *27*(1), 83-95.

\*Cooper, N., Tompson, S., O'Donnell, M. B., & **Falk, E. B.** (2015). Brain activity in self- and value-related regions in response to online antismoking messages predicts behavior change. *Journal of Media Psychology*, *27*(3), 93–109.

**Falk, E. B.,** Cascio, C. N., O'Donnell, M. B., Tinney, F., Shumaker, K., Kang, Y., Lieberman, M. D., Taylor, S. E., An, L., Resnicow, K., & Strecher, V. J. (2015). Self affirmation alters the brain's response to health messages and subsequent behavior change. *Proceedings of the National Academy of Sciences, 112*(7), 1977-82.

**Falk, E. B.,** O'Donnell, M. B., Tompson, S., Gonzalez, R., Dal Cin, S., Strecher, V., Cummings, K. M., & An, L. C. (2015). Functional brain imaging predicts public health campaign success. *Social Cognitive and Affective Science, 1*-11.

Konrath, S., **Falk, E. B.,** Fuhrel-Forbis, A., Liu, M., Swain, J., Tolman, R., Cunningham, R., & Walton, M. (2015) Can text messages increase empathy and prosocial behavior? The development and initial validation of Text to Connect. *PLoS One, 10*(9): e0137585.

\*O'Donnell, M. B., **Falk, E. B.,** & Lieberman, M. D. (2015). Social in, social out: How the brain responds to social language with more social language. *Communication Monographs, 82*(1), 31-63.

Simons-Morton, B., Bingham, C. R., Li, K., Shope, J., Pradhan, A. K., **Falk, E. B.,** & Albert, P. S. (2015). Experimental effects of pre-drive arousal on teenage simulated driving performance in the presence of a teenage passenger. In *8th International Driving Symposium on Human Factors in Driver Assessment, Training, and Vehicle Design.*

**Falk, E. B.,** Cascio, C. N., O'Donnell, M. B., Carp, J., Tinney Jr., F. J., Bingham, C. R., Shope, J. T., Ouimet M. C., Pradhan, A. K., & Simons-Morton, B. G. (2014). Neural responses to exclusion predict susceptibility to social influence. *The Journal of Adolescent Health, 54*(5, Suppl), S22-S31.

Simons-Morton, B. G., Bingham, C. R., **Falk, E. B.,** Li, K., Pradhan, A. K., Ouimet, M. C., Almani, F., & Shope, J. T. (2014). Experimental effects of injunctive norms on simulated risky driving among teenage males. *Health Psychology, 33*(7), 616-27.

**Falk, E. B.,** Morelli, S. A., Welbourn, B. L., Dambacher, K. & Lieberman, M. D. (2013). Creating buzz: The neural correlates of effective message propagation. *Psychological Science, 24*(7), 1234-1242.

Berkman, E. T., **Falk, E. B.,** & Lieberman, M. D. (2012). Interactive effects of three core goal pursuit processes on top-down control systems: Goal maintenance, progress monitoring, and response inhibition. *PLoS One, 7*(6), e40334.

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**Falk, E. B.,** O'Donnell, M. B., & Lieberman, M. D. (2012). Getting the word out: Neural correlates of enthusiastic message propagation. *Frontiers in Human Neuroscience, 6*, Art. 313.

**Falk, E. B.,** Spunt, R. P., & Lieberman, M. D. (2012). Ascribing beliefs to ingroup and outgroup political candidates: Neural correlates of perspective taking, issue importance, and days until the election. *Philosophical Transactions of the Royal Society B, 367*(1589), 731-743.

\*Jasinska, A. J., Yasuda, M., Burant, C.F., Gregor, N., Khatri, S., Sweet, M. & **Falk, E. B.** (2012). Impulsivity and inhibitory control deficits are associated with unhealthy eating in young adults. *Appetite*, 59(3), 738-747.

Muscatell, K. A., Morelli, S. A., **Falk, E. B.**, Way, B. M., Pfeifer, J.H., Galinsky, A. D., Lieberman, M. D., Dapretto, M., & Eisenberger, N.I. (2012). Social status modulates neural activity in the mentalizing network. *Neuroimage*, 60(3), 1771-1777.

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**Falk, E. B.**, Berkman, E. T., Whalen, D., & Lieberman, M. D. (2011). Neural activity during health messaging predicts reductions in smoking above and beyond self-report. *Health Psychology*, 30(2), 177-185.

**Falk, E. B.**, Berkman, E. T., Mann, T. Harrison, B., & Lieberman, M. D. (2010). Predicting persuasion-induced behavior change from the brain. *The Journal of Neuroscience*, 30(25), 8421-8424.

Spunt, R. P., **Falk, E. B.**, & Lieberman, M. D. (2010). Dissociable neural systems support retrieval of how and why action knowledge. *Psychological Science*, 21(11), 1593-1598.

**Falk, E.**, Rameson, L., Kang, Y., Inagaki, T., & Lieberman, M. D. (2009). The neural correlates of persuasion: A common network across cultures and media. *Journal of Cognitive Neuroscience*, 22(11), 2447-2459.

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## **REVIEWS AND OPINIONS**

Moore-Berg, S. L., Parelman, J. M., Lelkes, Y., & **Falk, E. B.** (2020). Neural polarization and routes to depolarization. *Proceedings of the National Academy of Sciences of the United States of America*, 117(46), 28552–28554.

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- \*Pei, R., Kranzler, E., Suileman, A. & **Falk, E. B.** (2019). Promoting adolescent health: Insights from developmental and communication neuroscience. *Behavioural Public Policy*, 3(1), 47–71.
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- Falk, E. B.** & Scholz, C. (2018). Persuasion, influence and value: Perspectives from communication and social neuroscience. *The Annual Review of Psychology*, 69(18), 329–356.
- \*Tompson, S.H., **Falk, E. B.**, Vettel, J. M., & Bassett, D. S. (2018). Network approaches to understand individual differences in brain connectivity: Opportunities for personality neuroscience. *Personality Neuroscience*, 1(e5), 1–12.
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- \*O'Donnell, M. B., & **Falk, E. B.** (2015). Big data under the microscope and brains in social context. *The Annals of the American Academy of Political and Social Science*, 659(1), 274–289.
- \*Tompson, S., Lieberman, M. D., **Falk, E. B.** (2015). Grounding the neuroscience of behavior change in the sociocultural context. *Current Opinion in Behavioral Sciences*. 5, 58-63
- \*Cascio, C. N., Scholz, C., & **Falk, E. B.** (2015). Social influence and the brain: Persuasion, susceptibility to influence and retransmission. *Current Opinion in Behavioral Sciences*, 3, 51-57.
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- Berkman, E. T. & **Falk, E. B.** (2013). Beyond brain mapping: Using neural measures to predict real-world outcomes. *Current Directions in Psychological Science*, 22(1), 45-50. \*equal author contributions

**Falk, E. B.**<sup>1</sup>, Hyde, L. W<sup>1</sup>, Mitchell, C.<sup>1</sup>, Faul, J., Gonzalez, R., Heitzeg, M., Keating, D. P., Langa, K. M., Martz, M.E., Maslowsky, J., Morrison, F. J., Noll, D. C. ,Patrick, M.E., Pfeffer, F. T., Reuter-Lorenz, P. A., Thomason, M.E., Davis-Kean, P., Monk, C. S., & Schulenberg, J. (2013). What is a representative brain? Neuroscience meets population science. *Proceedings of the National Academy of Sciences*, 110(44), 17615-17622. <sup>1</sup>Joint First Authors

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## **BOOK CHAPTERS, WHITE PAPERS, AND LIGHTLY REVIEWED PAPERS**

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\*Scholz, C. & **Falk, E. B.** (2020) The neuroscience of information sharing. In S. González-Bailón & B. Foucault Welles (Eds.), *The Oxford Handbook of Networked Communication* (pp. 285-307). Oxford University Press.

*Encyclopedia of Communication Theory and Philosophy* (pp. 1351–1359). Wiley-Blackwell.

\*Vezich, I. S., **Falk, E. B.**, & Lieberman, M. D. (2016). Persuasion Neuroscience: New potential to test dual process theories. In E. Harmon-Jones & M. Inzlicht (Eds.), *Social Neuroscience: Biological Approaches to Social Psychology* (pp. 34–58). Psychology Press.

White paper on leveraging neuroscientific and neurotechnological (NeuroS&T) developments with focus on influence and deterrence in a networked world (2014). **Contributing Authors:** Brig Gen Tim Fay (Joint Staff), Dr. Diane DiEuliis (HHS), Dr. William Casebeer (DARPA), Dr. Jim Giordano (Georgetown), Dr. Nick Wright (Carnegie Endowment), Dr. Rose McDermott (Brown), Maj Jason Spitaletta (JHU/APL), Dr. Victoria Romero (Charles River Analytics), Dr. Jorge Barraza (CGU), Dr. Clark McCauley (Bryn Mawr), **Dr. Emily Falk** (Univ. of Penn), Dr. Paul Zak (Claremont Graduate Univ.), Mr. Hunter Hustus (USAF), Dr. Adam Lowther (AFRI)

\*Cascio, C. N., Dal Cin, S., & **Falk, E. B.** (2013). Health communications: Predicting behavior change from the brain. In P. A. Hall (Ed.), *Social neuroscience and public health: Foundations for the science of chronic disease prevention* (pp. 57-71). Springer.

**Falk, E. B.** (2013). Mindfulness and the neuroscience of influence. In A. Ie, C. T. Ngnoumen, & E. J. Langer (Eds.), *The Wiley Blackwell Handbook of Mindfulness* (pp. 387-403). Wiley-Blackwell.

**Falk, E. B.**, & Lieberman, M. D. (2013). The neural bases of attitudes, evaluations, and behavior change. In F. Kruger & J. Grafman (Eds.), *The neural basis of human belief systems* (pp. 71-94). Psychology Press.

**Falk, E. B.** (2012). Can neuroscience advance our understanding of core questions in communication studies? An overview of Communication Neuroscience. In S. Jones (Ed.), *Communication @ the Center* (pp. 77-94). Hampton Press.

Egol, M., McEuen, M. B., & **Falk, E. B.** (2012). The social life of brands. *Strategy and Business*, 68.

**Falk, E.** (2005). Student voices: In their own words. In B. Niss, & A. Aufses. *Teaching Tomorrow's Medicine Today: The Mount Sinai School of Medicine 1963-2003*. New York University Press.

## **PUBLICATIONS FORTHCOMING**

Drake, A., Doré, B., **Falk, E. B.**, Zurn, P., Bassett, D. S., & Lydon-Staley, D. M. (under revision). Flourishing and its associations with affective reactivity and recovery to daily stress. <https://psyarxiv.com/ahxq5/>

\*Beard, E. C., Cascio, C. N., O'Donnell, M. B., Bingham, C. R., Simons-Morton, B. G., Pradhan, A., Shope, J., Almani, F. & **Falk, E. B.** (under revision). Neural mechanisms associated with social influence predict social influence on driving risk. *Neuroimage*.

\*Shumaker, K., O'Donnell, M. B., Schmälzle, R., Lieberman, M. D. & **Falk, E. B.** (under revision). Neural synchrony related to perceived authenticity in retelling stories. *Social Cognitive and Affective Neuroscience*.

\*Baek., E., Scholz, C., O'Donnell, M. B., Garcia, J. O., Vettel, J., & **Falk, E. B.** (under review). Mentalizing supports opinion change in the response to negative social recommendations.

\*Baek., E., Tamir, D., & **Falk, E. B.** (under review). Considering others' mental states causally increases information sharing. <https://psyarxiv.com/nw43x/>

\*Lauharatanahirun, N., Pei, R., **Falk, E. B.**, & Vettel, J. (in submission) Intra-individual variability at the neural and behavioral levels predicts adolescent risky behavior. *Developmental Cognitive Neuroscience*.

\*Scholz, C., Baek, E. C., O'Donnell, M. B., & **Falk, E. B.** (in submission) A neural propagation system: Cognitive and preference synchrony between sharers and receivers.

## **CHAired CONFERENCES, SYMPOSIA AND PRE-CONFERENCES**

**Falk, E. B.** & Haritatos, J. (2019, January). Leveraging communication science, network science and neuroscience to improve adolescent and young adult well being. San Francisco, CA.

Contractor, N., **Falk, E. B.**, & Cerf, M. (co-organizers). (2018, October). 9th ANN/SONIC/NICO Network Theory Workshop: Brain Science and Social Networks. Chicago, IL.

Coronel, J., Eden, A. L., **Falk, E. B.**, & Weber, R. (co-chairs). (2015, May). *Communication Science: Evolution, Biology and Brains Across the Lifespan 3.0*. Preconference held at the meeting of the International Communication Association, Puerto Rico.

Eden, A. L., **Falk, E. B.**, Floyd, K., & Weber, R. (co-chairs). (2014, May). *Communication Science: Evolution, Biology and Brains 2.0*. Preconference held at the meeting of the International Communication Association, Seattle, WA.

**Falk, E. B.**, Eden, A. L., & Weber, R. (co-chairs). (2013, June). *Communication Science: Evolution, Biology and Brains*. Preconference held at the meeting of the International Communication Association, London, England.

Telzer, E. (co-chair), & **Falk, E. B.** (co-chair). (2012, January). *Social influence on risky decision making: Neural mechanisms and predictors of real world outcomes*. Symposium conducted at the meeting of the Society for Personality and Social Psychology, San Diego, CA.

**Falk, E. B.** (chair), Bailenson, J., Johnson, K., & Wise, K. (2011, May). *Communication at the center of human biological responding*. Symposium conducted at the meeting of the International Communication Association, Boston, MA.

**Falk, E. B.** (co-chair), Berkman, E. T. (co-chair), Kober, H., & Mehta, P. (2010, October). *The brain outside the scanner: Linking social neuroscience data with real-world outcomes*. Symposium conducted at the meeting of the Social and Affective Neuroscience Society, Chicago, IL

## **PRESENTATIONS AND CONFERENCE PAPERS**

Andrews, M., Mattan, B., Richards, K., Moore-Berg, S., & **Falk, E. B.** (2021, May). *Using first-person narratives to motivate helping behaviors during the COVID-19 pandemic*. Annual conference of the International Communication Association, virtual.

Chan, H-Y, Scholz, C., Baek, E., O'Donnell, M., & **Falk, E. B.** (2021, May). *Share versus read: Delineating share-forward and click-through of news information on social media*. Annual conference of the International Communication Association, virtual.

Chan, H-Y, Scholz, C., Baek, E., O'Donnell, M., & **Falk, E. B.** (2021, May). *Being the gatekeeper: How neural encoding of information is affected during sharing decisions*. Annual conference of the International Communication Association, virtual.

Cosme, D., Scholz, C., Chan, H-Y, Doré, B., Pandey, P., Carreras-Tartak, J., Cooper, N., Paul, A., Burns, S., & **Falk, E. B.** (2021, May). *Message self and social relevance is positively associated with sharing intentions: Correlational evidence from four studies*. Annual conference of the International Communication Association, virtual.

Johnson, D., Mattan, B., Lauharatanahirun, N., & **Falk, E. B.** (2021, May). *Psychological underpinnings of code switching*. Annual conference of the International Communication Association, virtual.

Jovanova, M., Scholz, C., Lydon-Staley, D., Kang, Y., Cosme, D., Bassett, D., Mucha, P., Ochsner, K., & **Falk, E. B.** (2021, May). *Mentalizing in response to high-drinking peers moderates peer influence effects on drinking in daily life*. Annual conference of the International Communication Association, virtual.

Jovanova, M., Scholz, C., Stanoi, O., Lydon-Staley, D., Doré, B., Kang, Y., Cosme, D., Ochsner, K., Bassett, D., Mucha, P., & **Falk, E. B.** (2021, May). *Social network position and susceptibility to conversational peer influence on college drinking*. Annual conference of the International Communication Association, virtual.

Kang, Y., Shumaker, K., O'Donnell, M., & **Falk, E. B.** (2021, May). *Your story reminds me of my story: Effect of similar experience on empathic and factual accuracy and the role of dispositional mindfulness in interpersonal communication*. Annual conference of the International Communication Association, virtual.

Mattan, B., Cooper, N., Kang, Y., Scholz, C., & **Falk, E. B.** (2021, May). *Neural signatures differentiating self-relevance and valence predict receptivity and adherence to health messages*. Annual conference of the International Communication Association, virtual.

Mattan, B., Cooper, N., Scholz, C., Fichman, M., Paul, A., Andrews, M., Johnson, D., Carreras-Tartak, J., Cakar, M., Hao, S., Beard, E., Barnett, I., Strasser, A., Kirchner, T., & **Falk, E. B.** (2021, May). *The effect of bad mood on smoking through cravings is enhanced when in disadvantaged neighborhoods*. Annual conference of the International Communication Association, virtual.

Mattan, B., Moore-Berg, S., Andrews, M., Richards, K., Hameiri, B., & **Falk, E. B.** (2021, May). *A registered report on how trait victimhood moderates receptivity to stories about the COVID-19 pandemic*. Annual conference of the International Communication Association, virtual.

McGowan, A., **Falk, E. B.**, Zurn, P., Bassett, D., & Lydon-Staley, D. (2021, May). *Daily and momentary sensation-seeking and urgency in emerging adults: Associations with alcohol use and risky behaviors*. Annual conference of the International Communication Association, virtual.

Pandey, P., **Falk, E. B.**, Garcia, J., & Lauharatanahiru, N. (2021, May). *Neural synchrony during social coordination: a comparison of functional connectivity measures*. Annual conference of the International Communication Association, virtual.

Pei, R., Cosme, D., Andrews, M., Mattan, B., & **Falk, E. B.** (2021, May). *Cultural influence on COVID-19 cognitions and growth speed: the role of cultural collectivism*. Annual conference of the International Communication Association, virtual.

Scholz, C., Chan, H-Y, Cooper, N., Doré, B., O'Donnell, M., Lieberman, M. D., Coronel, J., Genevsky, A., Knutson, B., Venkatraman, V., Khoi Vo, K., Boksem, M., Smidts, A., & **Falk, E. B.** (2021, May). *Neural correlates of out-of-sample message effectiveness: A mega-analysis of 14 datasets*. Annual conference of the International Communication Association, virtual.

Wang, X., Lydon-Staley, D., Stiso, J., Zhou, D., **Falk, E. B.**, Bassett, D., & Zurn, P. (2021, May). *Gendered citation practices in the field of communication*. Annual conference of the International Communication Association, virtual.

Andrews, M., Mattan, B., Cooper, N., & **Falk, E. B.** (2020, May). *Point-of-sale cigarette price promotions effect on smoker's craving*. Annual conference of the International Communication Association, Gold Coast, Australia.

Jovanova, M., Doré, B., Lydon-Staley, D., Stanoi, O., Cooper, N., Kang, Y., Helion C., Mucha P., Oschner, K., Bassett, B., **Falk, E. B.** (2020, May). *Effects of a smartphone delivered intervention: Using mindfulness and perspective-taking to reduce alcohol consumption among college students*. Annual conference of the International Communication Association, Communication and Biology division, Gold Coast, Australia.

Jovanova, M., Lydon-Staley, D., O'Donnell, M. B., Pandey, P., Parelman J., Kang, Y., Bassett, D. S., **Falk, E. B.** (2020, May). *Default mode and salience brain network integration during messaging predicts health behavior change*. Annual conference of the International Communication Association, Communication and Biology division, Gold Coast, Australia. **\*\*Top paper award\*\***

- Kang, Y. & **Falk, E. B.** (2020, May). *Purpose in life buffers social influence on alcohol craving*. Annual conference of the International Communication Association, Gold Coast, Australia.
- Pei, R., Meshi, D., Bayer, J., Cascio, C. N., O'Donnell, M. B., **Falk, E. B.** (2020, May). *Habitual social media use is associated with increased neural activity in the mentalizing network during social exclusion*. Annual conference of the International Communication Association, Gold Coast, Australia.
- Scholz, C., Baek, E. C., **Falk, E. B.** (2020, May). *Using Neuroscience to Causally Manipulate Information Sharing*. Annual conference of the International Communication Association, Information Systems Division, Gold Coast, Australia.
- Chan, H. Y, Scholz, C., Baek, E. C., O'Donnell, M. B., **Falk, E. B.** (2020, May). *Neural encoding is influenced by an individual's social network structure during sharing decisions*. Annual meeting of the Social and Affective Neuroscience Society, Santa Barbara, CA.
- Jovanova, M., Doré, B., Stanoi O., O'Donnell, M. B., Cooper, N., Kang, Y., Oschner, K., **Falk, E. B.** (2020, May). *Neural mechanisms tracking alcohol-related peer susceptibility and social drinking*. Annual meeting of the Social and Affective Neuroscience Society, Santa Barbara, CA.
- Mattan, B. D., Cooper, N., Scholz, C., Kang, Y., & **Falk, E. B.** (2020, May). *A data-driven approach to differentiating self-relevance and valence in brain and behavior*. Annual meeting of the Social and Affective Neuroscience Society, Santa Barbara, CA.
- Pareiman, J. M., O'Donnell, M. B., Kang, Y., Bassett, D. S., **Falk, E. B.**, (2020, May). *Network states associated with self-referential thought predict message receptivity and future message consistent behavior change*. Annual meeting of the Social and Affective Neuroscience Society, Santa Barbara, CA.
- Pei, R., Bayer, J., Cascio, C. N., O'Donnell, M. B., **Falk, E. B.**, Meshi, D. (2020, May). *Habitual social media use is associated with increased neural activity in the mentalizing network during social exclusion*. Annual meeting of the Social and Affective Neuroscience Society, Santa Barbara, CA.
- Shumaker, K., O'Donnell, M. B., Cakar, M., **Falk, E. B.**, Kang, Y. (2020, May). *Successful communication of emotion through storytelling*. The Social and Affective Neuroscience Society, Santa Barbara, CA.
- Pei, R., Lauharatanahirun, N., Cascio, C. N., O'Donnell, M. B., **Falk, E. B.** (2020, March). *Neural activity during risky decision making reflects adolescents' online social network clustering structure*. Biennial meeting of the Society for Research on Adolescents, San Diego, CA.
- Hameiri, B., Moore-Berg, S. L., **Falk, E. B.**, & Bruneau, E.G. (2020, February). *Perceived victimhood shapes support for violent political extremism*. Annual convention of the Society of Personality and Social Psychology, Preconference on Conflict and Conflict Resolution, New Orleans, LA.
- Moore-Berg, S. L., Hameiri, B., **Falk, E. B.**, & Bruneau, E.G. (2020, February). *Beyond partisanship: Using American mis-perceptions of immigration to understand anti-immigrant hostility*. Annual convention of the Society of Personality and Social Psychology, New Orleans, LA.

- Pei, R., Lauharatanahirun, N., **Falk, E. B.** (2019, November). *Adolescent's neural and self-report responses to fear vs. humor appeals in tobacco-prevention messages*. Presented at Medicine, Humanity and Media: Health China & Health Communication Conference (MHM2019), Beijing, China.
- Jovanova, M., Scholz, C., Baek E., O'Donnell, M. B., **Falk, E. B.** (2019, September). *Neural mechanisms of health information propagation on social media*. Poster presented at the annual meeting of the European Health Psychology Society, Dubrovnik, Croatia.
- Hameiri, B., Moore-Berg, S. L., **Falk, E. B.**, & Bruneau, E.G. (2019, July). *The moderating role of victimhood on the relationship between search for significance and political violence*. Presented at the annual meeting of the International Society of Political Psychology, Lisbon, Portugal.
- Moore-Berg, S. L. Hameiri, B., **Falk, E. B.**, & Bruneau, E.G. (2019, July). *Beyond partisanship: Using American mis-perceptions of immigration to understand anti-immigrant hostility*. Talk presented at the annual meeting of the International Society of Political Psychology, Lisbon, Portugal.
- Moore-Berg, S. L. Hameiri, B., **Falk, E. B.**, & Bruneau, E.G. (2019, July). *Reducing Islamophobia: An assessment of psychological mechanisms that underlie successful anti-Islamophobia videos*. Talk presented at the annual meeting of the International Society of Political Psychology, Lisbon, Portugal.
- Cascio, C. N., Pei, R., & **Falk, E. B.** (2019, May). *Are neural mechanisms associated with social feedback and conformity different among teens and young adults?* Presented at the annual meeting of the International Communication Association, Washington, D.C. **\*\*Top Paper Award\*\***
- Cascio, C. N., Wang, X., O'Donnell, M. B. & **Falk, E. B.** (2019, May). *Neural Correlates of Social Norms*. Presented at the annual meeting of the International Communication Association, Washington, D.C.
- Doré B. P., Scholz, C. S., Baek., E. C. & **Falk, E. B.** (2019, May) *Information virality is reflected in a distributed neural representation of value*. Presented at the annual meeting of the International Communication Association, Washington, D.C. **\*\*Top Paper Award\*\***
- Kang, Y., Pandey, P., & **Falk, E. B.** (May, 2019). *Neural mechanisms of attitude change toward stigmatized individuals: Temporoparietal-striatal functional connectivity predicts bias reduction*. Paper presented at the annual meeting of the International Communication Association, Washington, D.C.
- Kranzler, E. C., Schmälzle, R., Pei, R., Hornik, R. C., & **Falk, E. B.** (2019, May). *Message-elicited brain response moderates relationship between opportunities for exposure to anti-smoking messages and message recall*. Presented at the annual meeting of the International Communication Association, Washington, D.C.
- Lauharatanahirun, N., Garcia, J., Wasylshyn, N., Roy, H., Metcalfe, J., Vettel, J., Fernandez, R., Johnson, T., O'Donnell, M., & **Falk, E. B.** (2019, May) *Social influence shapes neurobehavioral correlates of risky driving performance*. Presented at the annual meeting of the International Communication Association, Washington, D.C.

Pei, R., Lauharatanahirun, N., Cascio, C. N., O'Donnell, M. B., Vettel, J., & **Falk, E. B.** (2019, May). *Neural activity during risky decision making reflects adolescents' online social network clustering structure*. Presented at the annual meeting of the International Communication Association, Washington, D.C.

Tompson, S., Vettel, J., **Falk, E. B.**, O'Donnell, M. B., Cascio, C. N., Bayer, J., & Bassett, D. S. (2019, May) *Response Inhibition in Adolescents is Moderated by Brain Connectivity and Social Network Structure*. Presented at the annual meeting of the International Communication Association, Washington, D.C. **\*\*Top Paper Award\*\***

Baek, E. C., Scholz, C., & **Falk, E. B.** (May, 2019). *Narcissists show Different Psychological and Neural Motivations for Interpersonal Sharing*. Presented at the annual meeting of the Social and Affective Neuroscience Society, Miami, FL.

Doré, B. P., Cooper, N., Tompson, S., Scholz, C. S., Baek., E. C. & **Falk, E. B.** (2019, May) *Population-level stimulus effects are reflected in distributed neural representations of affect and value*. Presented at the annual meeting of the Social and Affective Neuroscience Society, Miami, FL. **\*\*Top Poster Award\*\***

Jovanova, M., Kang, Y., O'Donnell, M. B., Pandey, P., & **Falk, E. B.** (2019, May). *Is socioeconomic status associated with neural responses to health messages?* Presented at the Social and Affective Neuroscience Society Annual Conference, Miami, FL.

Jovanova, M., Pandey P., O'Donnell M. B., Parelman J., Lydon-Staley, D. M., Kang, Y, Bassett, D. S., **Falk E. B.** (May, 2019) *Functional connectivity between salience and self networks predicts message-consistent cognitions and health behavior change*. Poster presented at Social Affective Neuroscience Society, Miami, FL.

Pandey, P., O'Donnell, M. B., Delli-Carpini, M. X, Coronel, J., & **Falk, E. B.** (2019, May). *Neural correlates of political efficacy: Brain activity in response to civic information associated with political efficacy*. Presented at the Social and Affective Neuroscience Society Annual Conference, Miami, FL.

Pei, R., Lauharatanahirun, N., Cascio, C. N., O'Donnell, M. B., Vettel, J., & **Falk, E. B.** (2019, May). *Neural activity during risky decision making reflects adolescents' online social network clustering structure*. Presented at the Social and Affective Neuroscience Society Annual Conference, Miami, FL.

Scholz, C., Baek, E. C., & **Falk, E. B.** (2019, May). *Manipulating neural coupling during news propagation*. Presented at the annual meeting of the Social and Affective Neuroscience Society, Miami, FL.

Hameiri, B., Moore-Berg, S., **Falk, E. B.**, & Bruneau, E. (2019, April). *The search for significance leads to political violence only when it is coupled with a sense of victimhood*. Presented at the Society of Australasian Social Psychologists Annual Conference, Sydney, Australia.

Kranzler, E. C., Sheng, F., Hornik, R. C., Platt, M. L., & **Falk, E. B.** (2019, April). *Message valence and arousal moderates the relationship between exogenous exposure to anti-smoking messages and message recall*. Poster presented at the D.C. Health Communication conference in Fairfax, VA.

Garcia, J. O., Bansal, K., Rungratsameetaweemana, N., Wasylshyn, N., Roy, H., Lauharatanahirun, N., Johnson, T., Fernandez, R., O'Donnell, M. B., **Falk, E. B.**, Metcalfe, J., & Vettel, J. M. (2019, March). *Brain Network Communities between Driver-Passenger Dyads Capture Successful Communication While Driving*. Poster presented at the annual International IEEE EMBS Conference on Neural Engineering, San Francisco, CA.

Rungratsameetaweemana, N., Schmäzle, R., Cooper, N., Bansal, K., Wasylshyn, N., Roy, H., Lauharatanahirun, N., Johnson, T., Fernandez, R., O'Donnell, M. B., **Falk, E. B.**, Metcalfe, J., Vettel, J. M., & Garcia, J. O. (2019, March). *Capturing Communication Success of Driver-Passenger Dyads During Real-World Driving*. Poster presented at the annual International IEEE EMBS Conference on Neural Engineering, San Francisco, CA.

Tompson, S.H., Kahn, A.E., **Falk, E. B.**, Vettel, J. M., & Bassett, D. S. (2019, February). *Functional brain network architecture supporting the learning of social versus non-social networks*. Poster presented at the SPSP Annual Conference, Portland, OR.

Pandey, P., Vettel, J. M., Cohen, A. J., Paul, A., **Falk, E. B.**, & Garcia, J. O. (2018, November) *The precision and stability of imagination: reconstructing colors from oscillatory neural activity*. Abstract presented at the Human Cognition and Behavior: Perception and Imagery session of 48th Annual Meeting of the Society for Neuroscience, San Diego, CA.

Lauharatanahirun, N., Garcia, J. O., Thurman, S., Wasylshyn, N., Tompson, S.H., Cieslak, M., Okafor, G., Giesbrecht, B., Grafton, S., Flynn-Evans, E., **Falk, E. B.**, & Vettel, J. M. (2018, November). *Longitudinal examination of naturalistic sleep, global brain dynamics, and visual working memory performance in healthy adults*. Presented at the 48th Annual Meeting of the Society for Neuroscience, San Diego, CA.

Tompson, S.H., Kahn, A.E., **Falk, E. B.**, Vettel, J. M., & Bassett, D. S. (2018, November). *Functional brain network architecture supporting the learning of social versus non-social networks*. Poster presented at the Annual Meeting of the Society for Neuroscience, San Diego, CA.

Lauharatanahirun, N., Garcia, J. O., Wasylshyn, N., Roy, H., O'Donnell, M. B., Cooper, N., Paul, A., Fernandez, R., Johnson, T., Metcalfe, J., **Falk, E. B.**, & Vettel, J. M. (2018, October). *Social risk sensitivity in decision-making is linked to social network structure and inter-brain similarity*. Poster presented at the Society for Psychophysiological Research Annual Meeting, Quebec City, Quebec, Canada.

Scholz, C., Doré, B. P., Cooper, N. C., & **Falk, E. B.** (2018, July), *Neural Message Engagement Predicts Susceptibility to Conversational Influence on Drinking Behavior*. Poster presented at the conference of the European Society for Cognitive and Affective Neuroscience, Leiden, The Netherlands

Vettel, J. M., Lauharatanahirun, N., Wasylshyn, N., Roy, H., Fernandez, R., Cooper, N., Paul, A., O'Donnell, M. B., Johnson, T., Metcalfe, J., **Falk, E. B.**, & Garcia, J. O. (2018, July). *Translating driving research from simulation to interstate driving with realistic traffic and passenger interactions*. Proceedings from AHFE: 9th International Conference on Applied Human Factors and Ergonomics, Orlando, FL.

Metcalfe, J., Lauharatanahirun, N., Wasylshyn, N., Garcia, J. O., Fernandez, R., Roy, H., O'Donnell, M. B., Johnson, T., **Falk, E. B.**, & Vettel, J. M. (2018, July). *Trust and communication in driver-passenger dyads during open interstate driving*. Invited talk at International Conference on Applied Human Factors and Ergonomics, Orlando, FL

Cascio, C. N., Baek, E. C., O'Donnell, M. B., & **Falk, E. B.** (2018, May). *Social influence: A functional connectivity approach to conformity*. Paper presented at the annual meeting of the International Communication Association, Prague, Czech Republic.

Cooper, N., Garcia, J. O., Tompson, S., O'Donnell, M. B., **Falk, E. B.**, & Vettel, J. M. (2018, May). *Time-evolving dynamics in brain networks forecast responses to health messaging*. Paper presented at the annual meeting of the International Communication Association, Prague, Czech Republic.

Cooper, N., Tompson, S., O'Donnell, M. B., Vettel, J. M., Bassett, D. S., & **Falk, E. B.** (2018, May). *Coherent neural activity in the brain's value system during antismoking messages is linked to reductions in smoking*. Paper presented at the annual meeting of the International Communication Association, Prague, Czech Republic.

Cooper, N., Schmäzle, R., O'Donnell, M. B., Tompson, S., Cantrell, J., Vettel, J. M., & **Falk, E. B.** (2018, May). *Predicting nationwide campaign effects from multivariate brain activity signatures*. Paper presented at the annual meeting of the International Communication Association, Prague, Czech Republic.

Coronel, J. C., O'Donnell, M. B., Beard, E. C., & **Falk, E. B.** (2018, May). *Evaluating didactic and exemplar information: Stimulating the brain via tDCS reveals message processing mechanisms*. Paper presented at the annual meeting of the International Communication Association, Prague, Czech Republic.

Doré, B., Cooper, N.C., Scholz, C., O'Donnell, M. B., & **Falk, E. B.** (2018, May). *Cognitive reappraisal of anti-binge drinking ads evokes lasting change in perceived self-relevance by changing vmPFC activity*. Paper presented at the annual meeting of the International Communication Association, Prague, Czech Republic.

Liu, J., So, J., Pei, R., & **Falk, E. B.** (2018, May). *Counterproductive effects of repeated exposure to health campaign messages: Evidence from a neuroimaging study*. Paper presented at the annual meeting of the International Communication Association, Prague, Czech Republic.

Pandey, P., Kang, Y., Cooper, N., Scholz, C., O'Donnell, M. B., & **Falk, E. B.** (2018, May). *Social influences on health behavior: Physical activity across social network influences neural responses to*

*health messages and behavior change*. Paper presented at the annual meeting of the International Communication Association, Prague, Czech Republic.

Pei, R., Cascio, C., Simons-Morton, B., & **Falk, E. B.** (2018, May). *Safety versus risk endorsing peer attitudes influence adolescent risk taking through distinct neural mechanisms*. Paper presented at the annual meeting of the International Communication Association, Prague, Czech Republic. **\*\*Top 5 Paper Award in ICA's Communication Science and Biology Interest Group**

Schmälzle, R., Kranzler, E. C., Pei, R., O'Donnell, M. B., Hornik, R. C., & **Falk, E. B.** (2018, May). *Linking collectively shared brain responses during anti-smoking messaging to population-level memory*. Paper presented at the annual meeting of the International Communication Association, Prague, Czech Republic.

Scholz, C., Doré, B. P., Cooper, N.C., & **Falk, E. B.** (2018, May). *Neural message engagement predicts susceptibility to conversational influence on drinking behavior*. Paper presented at the annual meeting of the International Communication Association, Prague, Czech Republic. **\*Top Paper Award in ICA's Information Systems Division**

Burns, S. M., Barnes, L.N., Cooper-White, M., McCulloh, I. A., Dagher, M. M., Storey, D., & **Falk, E. B.**, Lieberman, M. D. (2018, May). *Making social neuroscience less WEIRD: Neural signatures of interpersonal influence in the Middle East as measured with fNIRS*. Poster presented at the annual meeting of the Social and Affective Neuroscience Society, Brooklyn, NY.

Cascio, C. N., Pei, R., & **Falk, E. B.** (2018, May). *Neural correlates of social influence across development*. Poster presented at the annual meeting of the Social and Affective Neuroscience Society, Brooklyn, NY.

Doré, B., Cooper, N.C., Scholz, C., O'Donnell, M. B., & **Falk, E. B.** (2018, May). *Cognitive reappraisal of anti-binge drinking ads evokes lasting change in perceived self-relevance by changing vmPFC activity*. Poster presented at the annual meeting of the Social and Affective Neuroscience Society, Brooklyn, NY.

Kang, Y., & Strecher, V., & **Falk, E.** (2018, May). *Lovingkindness meditation engages neural markers of social cognition and reduces intergroup bias*. Poster presented at the Social and Affective Neuroscience Society, Brooklyn, New York.

Kang, Y., Strecher, V. J., & **Falk, E. B.** (2018, May). *Purpose in life and neural responses to health messages*. Poster presented at the annual meeting of the Social and Affective Neuroscience Society, Brooklyn, NY.

O'Donnell, M. B., Coronel, J., Cascio, C. N., Lieberman, M. D., & **Falk, E. B.** (2018, May). *An fMRI localizer for deliberate counter arguing*. Poster presented at the annual meeting of the Social and Affective Neuroscience Society, Brooklyn, NY.

Pandey, P., Kang, Y., Cooper, N., Scholz, C., O'Donnell, M. B., & **Falk, E. B.** (2018, May). *Social influences on health behavior: Physical activity across social network influences neural responses to*

*health messages and behavior change*. Poster presented at the annual meeting of the Social and Affective Neuroscience Society, Brooklyn, NY. **\*\*SANS Poster Award winner**

Pareiman, J. M., Doré, B. P., Baek, E., Scholz, C., O'Donnell, M. B., & **Falk, E. B.** (2018, May). *MVPA reveals decisions to consume or share news involve distributed processing in medial prefrontal cortex*. Poster presented at the annual meeting of the Social and Affective Neuroscience Society, Brooklyn, NY.

Scholz, C., Doré, B. P., Cooper, N.C. ,& **Falk, E. B.** (2018, May). *Neural message engagement predicts susceptibility to conversational influence on drinking behavior*. Poster presented at the annual meeting of the Social and Affective Neuroscience Society, Brooklyn, NY.

Shumaker, K., O'Donnell, M. B., Schmäzle, R., Lieberman, M. D., & **Falk, E. B.** (2018, May). *Neural synchrony relates to perceived authenticity in retelling stories*. Poster presented at the annual meeting of the Social and Affective Neuroscience Society, Brooklyn, NY.

Baek, E. C., Scholz, C., O'Donnell, M. B., & **Falk, E. B.** (2018, April). *Mentalizing Supports Opinion Change in Response to Negative Social Recommendations*. Presented at the 2018 CaN-CTA RMB meeting, Aberdeen, MD.

Kranzler, E. C., Schmäzle, R., Hornik, R. C. ,& **Falk, E. B.** (2018, April). *Message-elicited brain response moderates the relationship between opportunities for exposure to anti-smoking messages and message recall*. Paper presented at the biennial Kentucky Conference on Health Communication, Lexington, KY.

Kranzler, E. C., Pei, R., Schmäzle, R., O'Donnell, M. B., & **Falk, E. B.** (2018, February). *Adolescent neural responses to anti-smoking messages, perceived ad effectiveness, and sharing intention and elaboration*. Paper presented at the annual meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.

**Falk, E. B.** (2017, October). *Brain and Social Networks: Fundamental Building Blocks of Human Experience*. Presentation for “Leveraging Advances in Social Network Thinking for National Security” Workshop, The National Academies of Sciences, Engineering, and Medicine’s Decadal Survey of Social and Behavioral Sciences for Applications to National Security, Washington, D.C.

**Falk, E. B.** (2017, October). *New approaches to studying how ideas and behaviors spread*. Workshop held at the annual meeting of the Society for NeuroEconomics, Toronto, ON.

Scholz, C., Baek, E. C., Doré, B., O'Donnell, M. B., & **Falk, E. B.** (2017, May). *A neural propagation system: Neurocognitive and preference synchrony in information sharers and their receivers*. Paper presented at the annual meeting of the International Communication Association, San Diego, CA.

Kang, Y., Pandey, P., Cooper, N., Scholz, C., O'Donnell, M. B., Elliott, A. M., Pegors, T. K., Lieberman, M. D., Taylor, S.E., Strecher, V. J., Dal Cin, S., Konrath, S., Polk, T., Resnicow, K., An, L., & **Falk, E. B.** (2017, May). *Increasing receptivity to health communications: Effects of self-transcendence and*

*affirmation priming on neural responses to health messages and behavior change*. Paper presented at the meeting of the annual meeting of the International Communication Association, San Diego, CA. **\*\*Top 5 Paper Award in ICA's Communication Science and Biology Interest Group**

Baek, E., Scholz, C., O'Donnell, M. B., & **Falk, E. B.** (2017, May). *Negativity spreads: negative feedback evokes mentalizing in the brain to lead to opinion change*. Paper presented at annual meeting of the International Communication Association, San Diego, CA

Doré, B., Scholz, C., Baek, E. C., O'Donnell, M. B., & **Falk, E. B.** (2017, May). *Neural prediction of population sharing behavior relates to domain familiarity*. Paper presented at the annual meeting of the International Communication Association, San Diego, CA.

Cooper, N., Tompson, S., O'Donnell, M. B., Vettel, J. M., Bassett, D. S., & **Falk, E. B.** (2017, May). *Coherent neural activity in the brain's value system during antismoking messages is linked to reductions in smoking*. Paper presented at the annual meeting of the International Communication Association, San Diego, CA.

Cascio, C. N., O'Donnell, M. B., Yoon, C., Lieberman, M. D., & **Falk, E. B.** (2017, May). *Neural correlates of social influence across socioeconomic status*. Paper presented at the annual meeting of the International Communication Association, San Diego, CA.

Kranzler, E. C., Schmäzle, R., Pei, R., O'Donnell, M. B., & **Falk, E. B.** (2017, May). *Teens and the 'social self': Ad-elicited neural activity associated with perceived effectiveness and sharing intention*. Paper presented at the annual meeting of the International Communication Association, San Diego, CA.

Pei, R., Schmäzle, R., Kranzler, E., O'Donnell, M. B., & **Falk, E. B.** (2017, May). *Neural activity during anti-smoking message exposure predicts subsequent message elaboration*. Poster presented at the annual meeting of the International Communication Association, San Diego, CA.

Trieu, D., Ellison, N., Bayer, J., Schoenbeck, S., & **Falk, E. B.** (2017, May). *Who Likes to Be Reachable? Availability Preferences, Tie Strength, and Perceptions of Social Capital*. Paper presented at the annual meeting of the International Communication Association, San Diego, CA. **\*\*Top paper award, Communication and Technology Division**

Tompson, S., Kahn, A., **Falk, E. B.**, Vettel, J. M., & Bassett, D. S. (2017, May) *How do people learn social and non-social community structures?* Poster presented at Context and Episodic Memory Symposium, Philadelphia, PA.

Scholz, C., Baek, E. C., Doré, B., O'Donnell, M. B., & **Falk, E. B.** (2017, May). *A neural propagation system: Neurocognitive and preference synchrony in information sharers and their receivers*. Paper presented at the annual meeting of the International Communication Association, San Diego, CA.

Doré, B. P., Scholz, C., Baek, E., O'Donnell, M. B., & **Falk, E. B.** (2017, March). *Neural prediction of population information sharing behavior relates to daily life information seeking*. Poster presented at the

annual meeting of the Social and Affective Neuroscience Society, Los Angeles, CA. **\*\*Top Poster Award\*\***

Cascio, C. N., O'Donnell, M. B., Yoon, C., Lieberman, M. D., & **Falk, E. B.** (2017, March). Socioeconomic status moderates the neural correlates of social influence. Poster presented at the annual meeting of the Social and Affective Neuroscience Society, Los Angeles, CA.

Baek, E. C., Scholz, C., O'Donnell, M. B., & **Falk, E. B.** (2017, March). Negativity Spreads Socially: Negativity bias in opinion change is associated with activity in the brain's mentalizing system. Poster presented at the annual meeting of the Social and Affective Neuroscience Society, Los Angeles, CA.

Cooper, N., Garcia, J. O., Tompson, S., O'Donnell, M. B., Vettel, J. M., & **Falk, E. B.** (2017, March). Allegiance and flexibility in neural networks forecast responses to health messaging. Poster presented at the annual meeting of the Social and Affective Neuroscience Society, Los Angeles, CA.

Scholz, C., Baek, E. C., O'Donnell, M. B., & **Falk, E. B.** (2017, March). A Neural Propagation System: Neurocognitive and preference synchrony in information sharers and their receivers. Poster presented at the annual meeting of the Social and Affective Neuroscience Society, Los Angeles, CA. **\*\*Top Poster Award\*\***

Tompson S., Huff, S., Yoon, C., King, A., Liberzon, I., **Falk, E. B.**, Bassett, D. S., & Kitayama, S. (2017, March). Social context moderates neural processing of choice information. Poster presented at the annual meeting of the Social and Affective Neuroscience Society, Los Angeles, CA.

Wasylyshyn, N., Hemenway, B., Garcia, J. O., Cascio, C. N., O'Donnell, M. B., Bingham, C. R., Simons-Morton, B., Vettel, J. M., & **Falk, E. B.** (2017, March). Global brain dynamics during social exclusion predict subsequent behavioral conformity. Poster presented at the annual meeting of the Social and Affective Neuroscience Society, Los Angeles, CA.

Kang, Y., & **Falk, E. B.** (2017, March). Lovingkindness meditation engages neural markers of social cognition and reduces intergroup bias. Poster presented at the annual meeting of the Social and Affective Neuroscience Society, Los Angeles, CA.

Pei, R., Schmäzle, R., Kranzler, E., O'Donnell, M. B., & **Falk, E. B.** (2017, March). Neural activity during anti-smoking message exposure predicts subsequent message elaboration. Poster presented at the annual meeting of the Social and Affective Neuroscience Society, Los Angeles, CA.

Schmäzle, R., O'Donnell, M. B., Garcia, J., Bayer, J., Cascio, C. N., Bassett, D., Vettel, J., & **Falk, E. B.** (2017, March). Brain connectivity dynamics during social interaction reflect social network structure. Poster presented at the annual meeting of the Social and Affective Neuroscience Society, Los Angeles, CA.

Liu, J., O'Donnell, M., & **Falk, E. B.** (2016, November). Deliberation and valence as dissociable components of counterarguing among smokers: Evidence from neuroimaging and computational linguistic analysis. Paper presented at the 2016 102nd annual convention of National Communication Association (NCA), Philadelphia, PA.

Shumaker, K., O'Donnell, M. B., Schmäzle, R. & **Falk, E. B.** (2016, October). Neural synchrony is linked to accuracy in story retelling. Poster presented at the fNIRS 2016 conference, Paris, FR.

Scholz, C., Baek, E., O'Donnell, M. B., Kim, H. S., Cappella, J.N., & **Falk, E. B.** (2016, June). *The value of sharing: A neural model of self-related and social processing in value-based virality*. Paper presented at the annual meeting of the International Communication Association, Fukuoka, Japan. **\*\*Top paper award, Mass Communication Division (largest ICA division)**

Baek, E., Scholz, C., O'Donnell, M. B., & **Falk, E. B.** (2016, June). *Neural correlates of selecting and sharing information*. Paper presented at the annual meeting of the International Communication Association Conference, Fukuoka, Japan.

Beard, E. C., Cascio, C. N., O'Donnell, M. B., & **Falk, E. B.** (2016, June). *Neural mechanisms associated with social influence predict social influence on driving risk*. Paper presented at the annual meeting of the International Communication Association Conference, Fukuoka, Japan.

Scholz, C., Baek, E., O'Donnell, M. B., & **Falk, E. B.** (2016, June). *Sharing for the (social) self and others: Neural mechanisms driving broad- and narrowcasting*. Paper presented at the annual meeting of the International Communication Association, Fukuoka, Japan.

Liu, J., O'Donnell, M. B., & **Falk, E. B.** (2016, June). *Neural activity during anti-smoking message exposure predicts subsequent counterarguing among smokers*. Paper presented at the annual meeting of the International Communication Association, Fukuoka, Japan.

**Falk, E. B.** (2016, April). *Social networks, social brains and social influence*. Talk presented at the Social Affective Neuroscience Society Conference, New York, NY.

Baek, E., Scholz, C., O'Donnell, M. B., & **Falk, E. B.** (2016, April). *Neural correlates of selecting and sharing information*. Poster presented at the Social Affective Neuroscience Society Conference, New York, NY.

Pegors, T. K., Tompson, S., O'Donnell, M. B., & **Falk, E. B.** (2016, April). *Social network structure modulates the influence of neural representations of message content on smoking behavior*. Poster presented at the Social Affective Neuroscience Society Conference, New York, NY.

Beard, E. C., Cascio, C. N., O'Donnell, M. B., Bingham, C. R., Simons-Morton, B. G., Pradhan, A. K., Shope, J. T., Almani, F., & **Falk, E. B.** (2016, April). *Neural mechanisms of social influence: Linking fMRI findings to real-world social influence*. Poster presented at the Social Affective Neuroscience Society Conference, New York, NY.

Cascio, C. N. & **Falk, E. B.** (2016, April). *Socioeconomic status: Macro level environmental factors moderate neural processes involved in executive functioning and social cognition*. Poster presented at the Social Affective Neuroscience Society Conference, New York, NY.

- Scholz, C., Baek, E., O'Donnell, M. B., Kim, H. S., Cappella, J.N., & **Falk, E. B.** (2016, April). *Value-based virality: A neurocognitive model of news retransmission*. Poster presented at the annual meeting of the Social Affective Neuroscience Society, New York, NY.
- Scholz, C., Cooper, N., & **Falk, E. B.** (2016, April). *The self is more than valuation: A new fMRI task allows dissociation of self and value in VMPFC*. Poster presented at the annual meeting of the Social Affective Neuroscience Society, New York, NY.
- Baek, E., Cascio, C. N., O'Donnell, M. B., Bayer, J., Tinney, F., & **Falk, E. B.** (2016, January). *Personal distress and neural mechanisms of social influence*. Poster presented at the Society for Personality and Social Psychology Conference, San Diego, CA.
- Bayer, J., O'Donnell, M. B., Cascio, C. N., & **Falk, E. B.** (2016, January). *Egocentric network structure and neurocognitive responses*. Poster presented at the Society for Personality and Social Psychology Conference, San Diego, CA.
- Beard, E. C., Cascio, C. N., O'Donnell, M. B., Bayer, J., Tinney, F., Bingham, R., Shope, J. T., Ouimet, M. C., Pradhan, A. K., Simons-Morton, B. G., & **Falk, E. B.** (2016, January). *Neural mechanisms across distinctive social influence activities*. Poster presented at the Society for Personality and Social Psychology Conference, San Diego, CA.
- Cascio, C. N., O'Donnell, M. B., Beard, E. C., & **Falk, E. B.** (2016, January). *Socioeconomic status moderates neural mechanisms associated with social influence*. Poster presented at the Society for Personality and Social Psychology Conference, San Diego, CA.
- Scholz, C., Cooper, N., & **Falk, E. B.** (2016, January). *Does self equal value? An fMRI study on the neural distinction of self- and value-related processing in VMPFC*. Poster presented at the annual meeting of the Society for Personality and Social Psychology, San Diego, CA.
- Bayer, J. B., O'Donnell, M. B., Cascio, C. N., & **Falk, E. B.** (2015, November). *Facebook network structure and brain reactivity to social exclusion*. Paper presented at the meeting of the National Communication Association, Las Vegas, NV.
- Bayer, J. B., Ellison, N., Yardi, S., Brady, E., & **Falk, E. B.** (2015, May). *Snapchat and the role of shared "moments" in everyday social and emotional experiences*. Paper presented at the meeting of the International Communication Association, San Juan, Puerto Rico.
- Liu, J., Chen, X., **Falk, E. B.**, & Albarracin, D. (2015, May). *Peer influence on adolescent smoking initiation and progression: A Meta-Analysis*. Paper presented at the meeting of the International Communication Association, San Juan, Puerto Rico.
- Cascio, C. N., O'Donnell, M. B., Tinney, F., Strecher, V. J., Lieberman, M. D., Taylor, S.E., & **Falk, E. B.** (2015, May). *Neural correlates of self-affirmation*. Paper presented at the meeting of the International Communication Association, San Juan, Puerto Rico.

Cascio, C. N., Lawson, G. M., Farah, M. J., & **Falk, E. B.** (2015, May). *Socioeconomic status associated with recruitment of response inhibition network during an inhibition task*. Paper presented at the meeting of the International Communication Association, San Juan, Puerto Rico.

**Falk, E. B.**, Cascio, C. N., O'Donnell, M. B., Tinney, F., Shumaker, K., Kang, Y., Lieberman, M. D., Taylor, S. E., An, L., Resnicow, K., & Strecher, V. J. (2015, May). *Self affirmation alters the brain's response to health messages and subsequent behavior change*. Paper presented at the meeting of the International Communication Association, San Juan, Puerto Rico.

Bayer, J., Ellison, N., Yardi, S. & **Falk, E. B.**, (2015, May). *Facebook in context: Social capital and mood across time and space*. Paper presented at the meeting of the International Communication Association, San Juan, Puerto Rico.

Beard, E., Konrath, S., Cascio, C. N., Bayer, J. & **Falk, E. B.** (2015, May). *Emotions on Facebook: What narcissism and empathy tell us about online sharing behaviors*. Talk presented at the International Communication Association Conference, San Juan, Puerto Rico.

Coronel, J., O'Donnell, M. B., & **Falk, E. B.** (2015, May). *Using neural activity to predict information-seeking behavior in response to civic messages*. Talk presented at the meeting of the International Communication Association, San Juan, Puerto Rico.

Shumaker, K., O'Donnell, M. B., Gregor, N., Lin, L., & **Falk, E. B.** (2015, May). *Neural mechanisms of successful message propagation in speaker-listener communication*. Paper presented at the meeting of the International Communication Association, San Juan, Puerto Rico.

Pegors, T. K., Tompson, S., O'Donnell, M. B., & **Falk, E. B.** (2015, April). *Neural pattern similarity in frontal cortex for health messages: A representational similarity analysis*. Poster presented at the 2015 Annual Meeting of the Social and Affective Neuroscience Society, Boston, MA.

Cooper, N., Tompson, S., O'Donnell, M. B., & **Falk, E. B.** (2015, April). *Functional connectivity during antismoking messages predicts behavior change*. Poster presented at the 2015 Annual Meeting of the Social and Affective Neuroscience Society, Boston, MA.

Shumaker, K., O'Donnell, M. B., Gregor, N., Kang, Y. & **Falk, E. B.** (2015, April). *Tell me another one: an fNIRS study of neural coupling in natural storytelling*. Poster presented at the 2015 Annual Meeting of the Social and Affective Neuroscience Society, Boston, MA.

Cascio, C. N., Lawson, G. M., Farah, M. J., & **Falk, E. B.** (2015, April). *Response inhibition activity associated with socioeconomic status*. Poster presented at the 2015 Annual Meeting of the Social and Affective Neuroscience Society, Boston, MA.

Cascio, C. N., Larson, G., Farah, M., & **Falk, E. B.** (2015, March). *Socioeconomic status associated with recruitment of response inhibition network during a go/no-go task*. Poster presented at the 15<sup>th</sup> Annual meeting of the Cognitive Neuroscience Society Meeting, San Francisco, CA.

Cooper, N. & **Falk, E. B.** (2015, February). *Brain activity in self- and value-related regions in response to online antismoking messages predicts smoking behavior change*. Paper presented at the 2015 Annual Meeting of the Society for Research on Nicotine and Tobacco, Philadelphia, PA.

Mays, D., Green, A., Niaura, R. S., Richardson, A., **Falk, E. B.**, Abrams, D. B., Tercyak, K. P., & Vallone, D. (2015, February). *Young adult smokers' neural response to graphic cigarette warning labels*. Paper presented at the 2015 Annual Meeting of the Society for Research on Nicotine and Tobacco, Philadelphia, PA.

Cascio, C. N., O'Donnell, M. B., F. J., Bingham, R., Shope, J., Pradhan, A., Simons-Morton, B., & **Falk, E. B.** (2015, February). *Adolescent drivers: How brains interact with peer norms to predict risk-taking*. Talk presented at the Society for Consumer Psychology, Phoenix, AZ.

Cascio, C. N., Konrath, S., & **Falk, E. B.** (2015, February). *Increased activity in the response inhibition network during go/no-go is associated with an increase in empathic concern*. Poster presented at the Society for Personality and Social Psychology Conference, Long Beach, CA.

Kang, Y., O'Donnell, M. B., Strecher, V., & **Falk, E. B.** (2014, June). *Mindfulness predicts greater health intervention success among sedentary adults*. Poster presented at the Mind and Life Summer Research Institute, Garrison, NY.

**Falk, E. B.**, O'Donnell, M. B., Tompson, S., Gonzalez, R., Dal Cin, S., Strecher, V., & An, L. C. *Neural systems associated with self-related processing predict population success of health messages*. (2014, May). Paper presented at the meeting of the International Communication Association, Seattle, Washington. **\*\*Top paper award, Mass Communication Division (largest ICA division)**

Zelizer, B., Curran, J., **Falk, E. B.**, Gil, I., Jones, S., & Turner, G. (2014, May). *Do disciplines matter?* Mini-plenary panel presented at the meeting of the International Communication Association, Seattle, Washington.

Cascio, C. N., O'Donnell, M. B., Shumaker, K., Bayer, J., Tinney Jr., F. J., & **Falk, E. B.** (2014, May). *VMPFC activity predicts changes in mobile game app recommendations*. Paper presented at the meeting of the International Communication Association, Seattle, Washington.

O'Donnell, M. B., Cascio, C. N., Bayer, J., Tinney Jr., F. J., & **Falk, E. B.** (2014, May). *Social network structure modulates neural precursors of recommendations*. Paper presented at the meeting of the International Communication Association, Seattle, Washington.

Cascio, C. N., Shumaker, K., Beard, E. C., Albarracin, D., & **Falk, E. B.** (2014, May). *Neural mechanisms associated with persuasion and social influence: A meta-analysis*. Talk presented at the *Communication Science* preconference of the meeting of the International Communication Association, Seattle, WA.

Cascio, C. N., O'Donnell, M. B., Bayer, J., Tinney Jr., F. J., & **Falk, E. B.** (2014, May). *Online word-of-mouth recommendations: Neural predictors of susceptibility to group opinions*. Talk presented at the meeting of the International Communication Association, Seattle, WA.

Cascio, C. Konrath, S., & **Falk, E. B.** (2014, May). *Empathic concern is associated with response inhibition neural activity during go/no-go task*. Poster presented at the meeting of the Association for Psychological Science, San Francisco, CA.

Beard, E., Konrath, S., Cascio, C., & **Falk, E. B.** (2014, May). *Feeling sorry for yourself (online): Narcissism and emotion sharing via new media*. Poster presented at the meeting of the Association for Psychological Science, San Francisco, CA.

**Falk, E. B.**, O'Donnell, M. B., Penner, L., Eggly, S., Diefenbach, M. A., & Galsky, M. (2014, April). *Working together in interdisciplinary teams*. Panel presented at the meeting of the Society for Behavioral Medicine, Philadelphia, PA.

Cascio, C. N., O'Donnell, M. B., & **Falk, E. B.** (2014, April). *Online word-of-mouth: How group recommendations influence neural processing of subsequent recommendations*. Poster presented at the meeting of the Social and Affective Neuroscience Society, Denver, CO.

O'Donnell, M. B., Bayer, J., Cascio, C. N., & **Falk, E. B.** (2014, April). *Social networks and social sharing: Neural, linguistic and online social network measures help us understand the psychology of recommendations and information diffusion*. Poster presented at the meeting of the Social and Affective Neuroscience Society, Denver, CO. **\*\*Top 3 Poster Award 2014**

Shumaker, K., O'Donnell, M. B., Gregor, N., & **Falk, E. B.** (2014, April). *Speaker-listener persuasion: An fNIRS study of message propagation*. Poster presented at the meeting of the Social and Affective Neuroscience Society, Denver, CO.

Cascio, C. N., O'Donnell, M. B., Shumaker, K., Bayer, J., Tinney Jr., F. J., & **Falk, E. B.** (2014, February). *Neural correlates associated with social influence in adolescents*. Poster presented at the meeting of the Society for Personality and Social Psychology, Austin, TX.

Tompson, S., O'Donnell, M. B., Kitayama, S., An, L. C., & **Falk, E. B.** (2014, February). *Education level moderates neural responses to anti-smoking messages*. Poster presented at the meeting of the Society for Personality and Social Psychology, Austin, TX.

O'Donnell, M. B., Shumaker, K., Bayer, J., & **Falk, E. B.** (2014, February). *Social network structure moderates neural responses to social influence*. Talk presented at the meeting of the Society for Personality and Social Psychology, Austin, TX.

**Falk, E. B.**, O'Donnell, M. B., Tompson, S., Gonzalez, R., Dal Cin, S., Strecher, V., & An, L. C (2014, February). *The social psychology linking neural signals to population level behaviors*. Poster presented at the meeting of the Society for Personality and Social Psychology, Austin, TX.

**Falk, E. B.**, O'Donnell, M. B., & Bayer, J. (2013, September). *Neural processes associated with social influence and the spread of ideas vary according to social network structure*. Talk presented at the meeting of the Society for Experimental Social Psychology, San Francisco, CA.

Cascio, C. N., O'Donnell, M. B., Tinney Jr., F. J., Shumaker, K., & **Falk, E. B.** (2013, August). *Predicting successful health messages: Neural correlates associated with counter arguing*. Poster presented at the Centers of Excellence in Cancer Communications Research, Ann Arbor, MI.

O'Donnell, M. B., Cascio, C. N., Tinney Jr., F. J., Shumaker, K., Polk, T. A., An, L. C., Strecher, V. J., & **Falk, E. B.** (2013, August). *Identifying the neural bases of self-affirmation and its effect upon the reception of targeted health messages*. Poster presented at the Centers of Excellence in Cancer Communications Research, Ann Arbor, MI.

Cascio, C. N., O'Donnell, M. B., Tinney Jr., F. J., Bayer, J., Shumaker, K., Carp, J., & **Falk, E. B.** (2013, June). *Neural correlates of social influence in adolescence: Attitudes towards mobile game applications*. Talk presented at the meeting of the International Communication Association, London, England.

**Falk, E. B.**, O'Donnell, M. B., & Lieberman, M. D. (2013, June). *Neural precursors of successful diffusion: Using neuroimaging and sentiment analysis to examine enthusiastic idea sharing*. Talk presented at the meeting of the International Communication Association, London, England.

**Falk, E. B.** (2013, June). *Health and risk communication in mass media, Session Chair*. Panel presented at the meeting of the International Communication Association, London, England.

O'Donnell, M. B., **Falk, E. B.**, Shumaker, K., & Lieberman, M. D. (2013, June). *Exploring neural and linguistic correlates of enthusiastic idea propagation and recommendation*. Talk presented at the *Communication Science: Evolution, Biology, and Brains: Innovation in Theory and Methods* preconference of the meeting of the International Communication Association, London, England.

Bayer, J., O'Donnell, M. B., **Falk, E. B.**, & Cascio, C. N. (2013, June). *Frequency of online involvement and neural sensitivity to exclusion*. Talk presented at the *Communication Science: Evolution, Biology, and Brains: Innovation in Theory and Methods* preconference of the meeting of the International Communication Association, London, England.

Cascio, C. N., O'Donnell, M. B., Tinney Jr., F. J., Bayer, J., Shumaker, K., Carp, J., & **Falk, E. B.** (2013, June). *Neural correlates of social influence in adolescence: Attitudes towards mobile game applications*. Talk presented at the *Communication Science: Evolution, Biology, and Brains: Innovation in Theory and Methods* preconference of the meeting of the International Communication Association, London, England.

Cascio, C. N., Konrath, S., & **Falk, E. B.** (2013, May). *Narcissists' social pain seen only in the brain*. Poster presented at the meeting of the Association for Psychological Science, Washington, D.C.

**Falk, E. B.** (2013, April). *Why is social influence such a powerful determinant of human behavior? Neural predictors of susceptibility to peer influence in adolescence*. Talk presented at the meeting of the Social and Affective Neuroscience Society, San Francisco, CA.

Cascio, C. N., & **Falk, E. B.** (2013, April). *Social influence: Neural correlates associated with resistance versus yielding*. Poster presented at the meeting of the Social and Affective Neuroscience Society, San Francisco, CA. **\*\*Top poster award (top 5% of posters)**

O'Donnell, M. B., Bayer, J., Cascio, C. N., & **Falk, E. B.** (2013, April). *The structure and usage patterns of online social networks moderate adolescent neural responses to social influence*. Poster presented at the meeting of the Social and Affective Neuroscience Society, San Francisco, CA. **\*\*Top poster award (top 5% of posters)**

Rahrig Jenkins, K., Birditt, K., **Falk, E. B.**, Glass, J., Jackson, J., & Rafferty, J. (2013, March). *The self-rated health of white and black adults: The role of stress, health behaviors and social support*. Poster presented at the Art and Science of Public Health (American Journal of Health Promotion) Conference, Hilton Head, South Carolina.

O'Donnell, M. B., & **Falk, E. B.** (2013, January). *Combining sentiment analysis and neuroimaging data to gain social psychological insight*. Poster presented at the annual convention of the Society for Personality and Social Psychology, New Orleans, LA.

Cascio, C. N., Konrath, S., & **Falk, E. B.** (2013, January). *Hypersensitivity in brain systems associated with distress during exclusion predicts narcissism above and beyond self-reported feelings of distress*. Poster presented at the annual convention of the Society for Personality and Social Psychology, New Orleans, LA. **\*\*Best poster award**

O'Donnell, M. B., & **Falk, E. B.** (2012, October). *Neural correlates of enthusiastic message propagation*. CECCR Grantee Symposium, Madison, WI.

Cascio, C. N., O'Donnell, M. B., Tinney Jr., F. J., Carp, J., & **Falk, E. B.** (2012, October). *Neurocognitive predictors of successful health messages*. CECCR Grantee Symposium, Madison, WI. **\*\*Top poster award**

**Falk, E. B.** (2012, May). *Can interdisciplinary teams studying health and policy-relevant questions inform basic psychological science?* Invited talk presented at the workshop on Federal Funding for Basic Psychological Science at the meeting of the Association for Psychological Science, Chicago, IL.

**Falk, E. B.**, O'Donnell, M. B., Bayer, J., & Cascio, C. (2012, May). *The relationship between adolescent usage of text messaging and Facebook and neural responses to exclusion*. Paper presented at the annual conference of the International Communication Association, Information Systems Division Extended Session: Looking through the Crystal Ball--The Future of Communication Research, Phoenix, AZ.

**Falk, E. B.** (2012, May). *Social neuroscience, social influence, and social change*. Invited talk presented at the conference: "Hopes and Challenges: How do people cope with social change?" Zajonc Institute of Social Studies at the University of Warsaw, Warsaw, Poland.

O'Donnell, M. B., **Falk, E. B.**, & Lieberman, M. D. (2012, April). *From voxels to morphemes: Linking neuroimaging data with machine learning assessments of language usage to gain social psychological insight*. Poster presented at the annual meeting of the Social and Affective Neuroscience Society, New York, NY.

Cascio, C. N., O'Donnell, M. B., Carp, J., Tinney Jr., F. J., Bingham, R., Shope, J., Pradhan, A., Simons-Morton, B., & **Falk, E. B.** (2012, April). *Neural correlates of social pain predict changes in driving risk in the presence of peers*. Poster presented at the annual meeting of the Social and Affective Neuroscience Society, New York, NY.

**Falk, E. B.**, Carp, J., Tinney Jr., F. J., Cascio, C., Bingham, R., Shope, J., Ouimet, M. C., Pradhan, A., & Simons-Morton, B. (2012, March). *Neurocognitive buffers of social influence on risky driving in adolescents*. Talk presented at the meeting of the Society for Research on Adolescence, Vancouver, B.C., Canada.

**Falk, E. B.**, Berkman, E. T., & Lieberman, M. D. (2012, January). *From neural responses to population behavior: Neural focus group predicts population level media effects*. Talk presented at the annual convention of the Society for Personality and Social Psychology, San Diego, CA.

Cascio, C., Carp, J. M., Tinney Jr., F. J., Bingham, R., Simons-Morton, B. G., Baretto, A., Shope, B., & **Falk, E. B.** (2012, January). *Social and neurocognitive predictors of susceptibility to influence and risk taking in recently licensed teen drivers*. Talk presented at the annual convention of the Society for Personality and Social Psychology, San Diego, CA.

**Falk, E. B.**, Berkman, E. T., & Lieberman, M. D. (2011, November). *The brain-as-predictor approach to linking neuroimaging data and population level health outcomes*. Talk presented at the annual meeting of the Society for Neuroscience, Washington, D.C.

**Falk, E. B.**, Berkman, E. T., & Lieberman, M. D. (2011, November). *From neural responses to population behavior: Neural focus group predicts population level media effects*. Poster presented at the annual meeting of the Society for Social Neuroscience, Washington, D.C.

**Falk, E. B.** (2011, September). *Behavior change and the brain*. Talk presented at the 2<sup>nd</sup> Annual Interdisciplinary Symposium on Decision Neuroscience, Philadelphia, PA.

**Falk, E. B.** (2011, August). *From brain to behavior: Neural activity predicts judgment and behavior in response to social cues*. Talk presented at the annual convention of the American Psychological Association, Washington, D.C.

**Falk, E. B.** (2011, May). *Communication neuroscience: fMRI as a tool for communication researchers*. Paper presented at the annual conference of the International Communication Association, Boston, MA.

Welborn, L., **Falk, E. B.**, Berkman, E. T., Meyer, M., & Lieberman, M. D. (2011, January). *Idiosyncrasy influences MPFC activity during judgments of others' enduring traits*. Poster presented at the annual convention of the Society for Personality and Social Psychology, San Antonio, TX.

Muscatell, K., **Falk, E. B.**, Morelli, S., Way, B., Pfeifer, J., Lieberman, M., Eisenberger, N., & Dapretto, M. (2011, January). *Social status modulates neural activity in the mentalizing network*. Poster presented at the annual convention of the Society for Personality and Social Psychology, San Antonio, TX.

- Falk, E. B.**, Berkman, E. T., & Lieberman, M. D. (2010, October). *Neural focus groups: Predicting individual and population behavior change from the brain*. Talk presented at the annual meeting of the Social and Affective Neuroscience Society, Chicago, IL.
- Berkman, E. T., **Falk, E. B.**, & Lieberman, M. D. (2010, October). *Neural predictors of successful goal pursuit during smoking cessation: Linking neural and real-world methods*. Talk presented at the annual meeting of the Social and Affective Neuroscience Society, Chicago, IL.
- Muscatell, K., **Falk, E. B.**, Morelli, S. A., Way, B. M., Pfeifer, J.H., Lieberman, M. D., Eisenberger, N.I., & Dapretto, M. (2010, October). *Social status modulates neural activity in the mentalizing network*. Poster presented at the annual meeting of the Social and Affective Neuroscience Society, Chicago, IL.
- Falk, E. B.**, Berkman, E. T., Mann, T., & Lieberman, M. D. (2010, February). *A neural predictor of persuasion-induced behavior change*. Poster presented at the annual convention of the Society for Personality and Social Psychology, Las Vegas, NV. **\*\*Honorable mention: Best Poster Award**
- Welborn, L., Poore, J., **Falk, E. B.**, & Lieberman, M. (2010, February). *Distinguishing generic social theories from person-specific theories in medial prefrontal cortex*. Poster presented at the annual convention of the Society for Personality and Social Psychology, Las Vegas, NV.
- Mulvenna, C., **Falk, E. B.**, Berkman, E., & Lieberman, M. (2010, February). *Understanding your enemies: The role of medial prefrontal cortex in deciding who and what to trust*. Poster presented at the annual convention of the Society for Personality and Social Psychology, Las Vegas, NV.
- Falk, E. B.**, Morelli, S. A., Welborn, L., Dambacher, K., & Lieberman, M. D. (2009, October). *The neural correlates of persuasion and message propagation*. Poster presented at the annual meeting of the Social Affective Neuroscience Society, New York, NY.
- Lieberman, M. D., & **Falk, E. B.** (2009, October). *Persuasion, attitude change and memes: A Social cognitive neuroscience approach*. Talk presented at the annual meeting of the Social & Affective Neuroscience Society, New York, NY.
- Morelli, S. A., Grinberg, A., **Falk, E. B.**, Meyer, M., & Lieberman, M. D. (2009, October). *The neural consequences of perspective-taking on perceptions of fairness*. Poster presented at the annual meeting of the Social & Affective Neuroscience Society, New York, NY.
- Spunt, R. P., **Falk, E. B.**, & Lieberman, M. D. (2009, October). *Why and how do people do what they do? An fMRI study of mentalizing and mechanizing known actions*. Poster presented at the annual meeting of the Social & Affective Neuroscience Society, New York, NY.
- Falk, E. B.**, Morelli, S. A., & Lieberman, M. D. (2009, March). *The neural bases of message propagation*. Poster presented at the annual meeting of the Cognitive Neuroscience Society, San Francisco, CA.
- Falk, E. B.**, Rameson, L. Berkman, E., & Lieberman, M. D. (2009, February). *A common neural network associated with persuasion across cultures and media*. Poster presented at the annual convention of the

Society for Personality and Social Psychology, Tampa, FL.

Lieberman, M. D., **Falk, E. B.**, Jarcho, J., & Berkman, E. (2008, June). *Neural bases of persuasion and dissonance-related attitude change*. Talk presented at the annual meeting of the Social & Affective Neuroscience Society, Boston, MA.

**Falk, E. B.**, Rameson, L., & Lieberman, M. (2008, June). *Neural correlates of attitude change*. Poster presented at the annual meeting of the Social and Affective Neuroscience Society, Boston, MA.

**Falk, E. B.**, Kang, Y., Rameson, L., Pei, S., Mann, T., & Lieberman, M. (2008, February). *Neural correlates of persuasion*. Poster presented at the annual convention of the Society for Personality and Social Psychology, Albuquerque, NM.

**Falk, E. B.**, Werden, F., Dallas, S., & Memb, M. (2006, September). *Using the media to mobilize the public*. Symposium conducted at the United Nations, Department of Public Information Conference, New York, NY.

**Falk, E. B.** (2005, November). *The role of the media in health communication, knowledge translation and positive behavior change*. Symposium conducted at the meeting of the International Association of Women in Radio and Television (IAWRT), Williamsburg, VA.

**Falk, E. B.** (2005, May). *In support of research to improve the health of young adults*. Paper presented at the Options for Sexual Health, Annual Clinical Services Conference, Vancouver, Canada.

**Falk, E. B.**, Jategaonkar, N., & Devries, K. (2005, February). *Goals and strategies for the study of prevention in young adults*. Paper presented at The British Columbia Sexual and Reproductive Health Day Forum on Sexual Health, Vancouver, Canada.

## INVITED TALKS

SAMSI, January 2021

DARPA Social Sim Meeting, December, 2020

NBER Behavioral Finance Workshop, October, 2020

MIT Sloan, Executive Education, September, 2020

Wharton Executive Education, September, 2020

Annenberg School for Communication, Workshop on Publishing, March, 2020

APolitical.co Webinar on Public Health Messaging for COVID19, March, 2020

SPSP Attitudes Preconference, New Orleans, LA, February, 2020

Dinners with Interesting People, University of Pennsylvania, November, 2019

McGill Decision Neuroscience Seminar, October 2019

Center for Neuroscience and Society, University of Pennsylvania, October 2019

DARPA Social Sim PI Meeting, DARPA, June 2019

Brain Space Impact Forum, University of Pennsylvania, June 2019

Wharton Neuroscience Initiative, Executive Education, May 2019

Choice Symposium, May 2019  
Social Cognitive and Affective Neuroscience Society, May 2019  
Michigan State University, Bettinghaus Lecture, April, 2019  
Bioengineering 566 (Network Neuroscience), University of Pennsylvania, April 2019  
Wharton Neuroscience Initiative Student Society, March 2019  
Social Science Foo Camp, Facebook, Menlo Park, CA, February, 2019  
HopeLab, San Francisco, CA, January, 2019  
DARPA Social Sim PI Meeting, December, 2018  
University of Melbourne, Department of Psychology, November, 2018  
Cancer Council of Victoria, November 2018  
Australian Cognitive Neuroscience Society, Keynote, November 2018  
ANN-SONIC-NICO Networks Workshop, Northwestern University, October, 2018  
Warren Center for Network Science, University of Pennsylvania, October, 2018  
CIFAR Workshop, Toronto, Canada, September, 2018  
Character Lab Interns Program, University of Pennsylvania, July 2018  
Stavros Niarchos Foundation International Conference On Philanthropy, June 2018  
NIH High Risk, High Reward Symposium, June 2018  
National Academy of Sciences, Board on Behavioral, Cognitive and Sensory Sciences, June 2018  
Character Lab, University of Pennsylvania, April 2018  
Abramson Cancer Center, University of Pennsylvania, April 2018  
Northwestern University, Media, Technology and Society Colloquium Series, April 2018  
Wharton Neuroscience Initiative, April 2018  
Gur Lab, University of Pennsylvania, March 2018  
Ohio State University, Department of Psychology, March 2018  
Society for Personality and Social Psychology (SPSP) Emotion Preconference, March 2018  
Social Science Foo Camp, February 2018  
UCSB Department of Communication class on interpersonal communication, January 2018  
ARL Human Research and Engineering Directorate (HRED), November 2017  
Cornell University, Department of Communication Studies, October 2017  
National Academy of Science: Decadal Survey on Network Science, October 2017  
MIT Conference on Digital Experimentation, October 2017  
Society for Neuroeconomics, Kavli Foundation Workshop on Social and Decision Sciences, October 2017  
International Conference on Computational Social Science, July 2017  
The Neuroscience School of Advanced Studies, June 2017  
Society for Research on Child Development, Keynote, April 2017  
South by Southwest (SXSW) panel on how to make healthier choices, March 2017  
Social and Affective Neuroscience Society panel on reproducible science, March 2017  
Nal'ibali workshop on research methods, February 2017  
Praekelt.org, February 2017  
Innovation Edge, February 2017  
Dartmouth College, May 2016  
Cornell University, April 2016  
Social and Affective Neuroscience Society, April 2016  
Transportation Research Board Young Driver Workshop, April 2016

Summit Series/ Beyond Conflict, March 2016  
 Massachusetts Institute of Technology, February 2016  
 PopTech 2015, October 2015  
 Forum on Disaster Preparedness and Response, Institute of Medicine/ National Academy of Sciences, October, 2015  
 Neurobiology of Social Influence, Higher School of Economics, Moscow, Russia, August, 2015  
 Brain Imaging Drug Use Prevention Messages Meeting, NIH/ NIDA, July, 2015  
 TedX George School, May, 2015  
 Treatment Research Center, University of Pennsylvania, March, 2015  
 University of Delaware, Department of Psychology, March, 2015  
 New York University, Department of Psychology, February, 2015  
 NIH Behavioral and Social Science Research Lecture Series, January, 2015  
 Beyond Conflict Neuroscience of Peace building, Washington D.C., January, 2015  
 SAGE Center for the Study of the Mind at the University of California, Santa Barbara, December, 2014  
 Katz Colloquium, University of Pennsylvania, Annenberg School for Communication, October, 2014  
 Collective Intelligence Conference, MIT, June, 2014  
 Master Lecture presented at the Society for Behavioral Medicine, Philadelphia, PA, April, 2014  
 Jacob's Foundation Symposium: Making connections: How neural development and social experience interact to create productive and socially engaged youth, Zurich, May 2013  
 The 2nd International Cultural Neuroscience Consortium Meeting, Ann Arbor, April, 2014  
 McGill University, Center for the Study of Democratic Citizenship, April, 2014  
 Laval University, Quebec City, April, 2014  
 Beyond Conflict: Norms and Narratives Symposium, MIT Media Lab, March, 2014  
 Columbia University, Department of Psychology, March, 2014  
 FDA Center for Tobacco Products, January, 2014  
 University of Pennsylvania, Center for Cognitive Neuroscience, October, 2013  
 University of Chicago, Booth School of Business, Chicago, IL, October, 2013  
 Laurea University of Applied Sciences, Keynote Address, Espoo, Finland, October, 2013  
 Maritz Master Designer Course, St. Louis, IL, August, 2013  
 Center for Neural Decision Making Annual Conference, Temple University, May 2013  
 Harvard University, Department of Economics, April, 2013  
 Computing in the Social Sciences Workshop, University of Pennsylvania, March, 2013  
 Behavior Change Research Network, University of California, Berkeley, November, 2012  
 Michigan Faculty Lecture, MI, June 2012  
 Siteman Cancer Center, St. Louis, MO, June 2012  
 Institute for Social Studies, University of Warsaw, Warsaw, Poland, May 2012  
 Princeton University, Department of Psychology, February 2012  
 University of Pennsylvania, Annenberg School for Communication, February 2012  
 Center of Excellence in Cancer Communication Research, University of Pennsylvania, October 2011  
 Centers of Excellence in Cancer Communication Research Annual Meeting, St. Louis, MO, October 2011  
 Center for Health Communications Research, Ann Arbor, MI, October 2011  
 Maritz mindSPRING, St. Louis, MO, October 2011  
 American Legacy Foundation, Washington, DC, August 2011  
 University of Chicago, Center for Cognitive and Social Neuroscience, April 2011  
 University of Michigan, Cognition and Cognitive Neuroscience Forum, March 2011  
 University of Michigan, The Networks Workshop, March 2011

University of Michigan, Center for Culture, Mind and Brain, January 2011  
University of California, Los Angeles, Department of Communication Studies, May 2010  
University of California, Los Angeles, Brain Mapping Seminar Series, April 2010  
University of Michigan, Department of Communication Studies, December 2009  
DARPA Workshop on Information Propagation, Impact and Persistence, June 2008  
DARPA Workshop on Information Transmission and Understanding, June 2007  
The British Columbia Centre of Excellence for Women's Health Speaker Series, August, 2005

## **HONORS AND AWARDS**

Social & Affective Neuroscience Society (SANS), Early Career Award, 2020  
Provost's Faculty Fellow, Netter Center for Community Partnerships, University of Pennsylvania, 2019-2020  
ICA Young Scholar Award, 2017  
Early Career Award, Society for Personality and Social Psychology (SPSP), Attitudes and Social Influence Division, 2017  
Annenberg Public Policy Center Distinguished Fellow, 2016-present  
PopTech Social Innovation and Science Fellow, 2015  
DARPA Young Faculty Award, 2014  
Visiting Scholar, The Centre for the Study of Democratic Citizenship, Quebec, Canada, 2014  
Association for Psychological Science (APS), Rising Star, 2013  
NIH Director's New Innovator Award, 2012  
Charles E. and Sue K. Young Award, 2010  
Psychology in Action Distinguished Service Award, 2010  
Society for Personality and Social Psychology, International Travel Award, 2010  
University of Michigan fMRI Training Course Fellowship, 2010  
Society of Australian Social Psychologists, Summer Institute in Social Psychology Fellow, 2010  
Society for Personality and Social Psychology, Travel Award, 2009  
UCLA J. Arthur Woodward Mentorship Award, 2009  
UCLA Neuroimaging Training Program Fellowship, Summer 2008  
Chancellor's Prize, UCLA, 2006-2007  
UCLA University Fellowship, 2006-2007  
Fulbright Fellow, British Columbia Centre of Excellence for Women's Health, 2004-2005  
Best Documentary (Producer) Award, National Campus and Community Radio Association of Canada  
Phi Beta Kappa  
Magna Cum Laude  
Sigma Xi

## **GRANT SUPPORT**

### **CURRENT SUPPORT**

ARO W911NF1810244      Falk (PI)      6/1/18 – 5/31/23  
Multiscale integration of neural, social, and network theory to understand and predict transitions from illness to wellness: a proof of concept with mindfulness, hypnosis and alcohol use disorders. (MURI)

Direct Costs: \$2,996,778  
Role: Primary Investigator

Mind and Life Institute PEACE Grant      Kang, Falk (Co-PI)      1/19-12/20  
Neurogenetic mechanisms of self-transcendence and purpose in life  
Direct costs: \$25,000  
Role: Co-PI

NIH/NCI      Falk (PI)      4/19-3/24  
Cancer prevention through neural and geospatial examination of tobacco marketing effects in smokers  
Direct costs: \$2,533,546  
Role: Primary Investigator

Charles Rivers Analytics (DoD)      Falk (PI)      07/19-06/22  
Phase II STTR 12.A, Topic No. A12A-T009 (SMART II)  
Direct Costs: \$749,366  
Role: Penn Primary Investigator

NARSAD Young Investigator Grant      Lydon-Staley (PI)      01/21-01/23  
Role: Co-Investigator

## **PENDING SUPPORT**

NSF      Gold (PI)      08/20-07-25  
Developing culturally robust indicators of message effectiveness for trust building  
Role: Project 3 Lead (NSF Senior Person)  
Status: Under review

ACS Research Scholar Grant      Lydon-Staley (PI)      07/20-06/24  
Role: Co-Investigator  
Status: In preparation

NIH      Chein (PI)      04/21-03/26  
Origins and Outcomes of Smartphone and Social Media Habits Across Development  
Status: Under review

NIH/NIMH      Tamir (PI)      04/21-03/23  
The cognitive and neural mechanisms supporting dyadic social interactions  
Status: Under review

## **COMPLETED SUPPORT**

ARL Cooperative Agreement Number W911NF-10-2-0022, Subcontract Number APX02-0006,  
Bassett (PI)      07/15-08/20

Direct Costs: \$703,125

Role: Project Primary Investigator

Google Research Awards Callison-Burch (PI) 4/19-4/20

Using Self-Identification of Group Membership to Explore Differences in Argumentation and Evidence Finding

Direct costs: \$80,000

Role: Co-PI

DARPA Social Sim Program Next Century (Prime)/ Falk (Penn PI)

1/19-6/20

Power of ideas on the internet (POINT)

Direct costs: \$173,913

Role: Penn site Primary Investigator

HopeLab Foundation

Falk (PI)

8/18-7/19

Social networks and adolescent neural responses to social influence

Direct costs: \$60,000

Role: Primary Investigator

ONR Lieberman (PI) 08/14-09/18

Neural bases of persuasion and social influence in the U.S. and the Middle East

Direct costs: \$2,831,976

Role: Co-Investigator/ Penn site Primary Investigator

HopeLab Foundation Falk (PI) 1/16-12/18

Development of a self-transcendence and self-affirmation health communication app

Direct costs: \$50,000

Role: Primary Investigator

TCORS/FDA Falk (PI) 05/17-08/18

Pilot Project: Neural predictors of successful graphic anti-smoking media

Direct costs: \$50,000

Role: Pilot Study Primary Investigator

NIH/NCI 1R01CA180015-01 Falk (PI) 09/13-07/18

Neural predictors of receptivity and defensiveness to health communications (R01)

Direct costs: \$1,665,077

Role: Primary Investigator

NIH/NCI supplement for research on Sex/Gender Differences (supplement to R01: Neural predictors of receptivity to health communication and behavior change)

Direct Costs: \$62,500

Mind and Life Institute Kang (PI) 1/15-12/18

Synchronizing brains through loving kindness meditation

Direct costs: \$14,950

Role: Faculty mentor

Harvard University (Bezos Family Foundation, Prime) Falk (PI) 07/17-05/18  
Motivational Boost Scale-Up  
Direct Costs: \$52,273  
Role: Penn Site Primary Investigator

NSF Daniilidis (PI) 9/16-8/18  
MRI: Development of an observatory for quantitative analysis of collective behavior in animals  
Budget: \$339,174  
Role: Collaborator

NIH-1 DP2 DA035156-01 NIH/ Common Fund Falk (PI) 09/12-08/17  
New Innovator Award: Can neuroscience dramatically improve our ability to design health communications?  
Direct costs: \$1,500,000  
Role: Primary Investigator

DARPA Falk (PI) 09/14-08/16  
Young Faculty Award: Neural mechanisms of influence, deterrence and message propagation  
Direct costs: \$336,196  
Role: Primary Investigator

TCORS/FDA Falk (PI) 09/14-08/16  
Neural predictors of exposure effects in tobacco graphic warning images: A dynamic network neuroscience approach  
Direct costs: \$50,000  
Role: Pilot Study Primary Investigator

TCORS/FDA O'Donnell (PI) 09/14-08/15  
Using transcranial direct current stimulation to investigate counterarguing responses to anti-smoking messages  
Direct costs: \$25,000  
Role: Co-Investigator

HopeLab Foundation Falk (PI) 10/14-6/15  
Neural mechanisms of self-transcendence  
Direct costs: \$54,000  
Role: Primary Investigator

NIH-NICHD-DESPR-10-08 Bingham (PI) 09/10-09/15  
Experimental research on the effect of teenage passengers on teenage driving performance  
Direct costs: \$1,311,547  
Role: Co-Investigator

Institute for Research on Women and Gender Segar (PI) 01/13-12/14

Toward Sustainable Health: Leveraging gender differences in explicit and implicit motivators to optimally promote physical activity

Role: Co-Investigator

NIH/NICHD 1R21HD073549-01A1 Falk (PI) 09/13-08/15

Neural predictors of risky driving and susceptibility to peer influence in adolescents (R21)

Direct costs: \$275,000

Role: Primary Investigator

Berkman (PI), 09/12-08/13

Self-, peer-, and expert-authored messages for cigarette smoking cessation: Diverging and converging behavioral and neural effects

Direct costs: \$50,000

Role: Co-Investigator

NIH-P50 CA101451 Strecher (PI) 09/08 – 08/13

Statewide web-based cessation program: Evaluating media and cessation components

Michigan Center for Health Communications Research: Social & Cognitive Neuroscience Core

Direct Costs: \$6,222,784

Role: Co-Investigator

University of Michigan Injury Center Pilot Award, Falk (PI) 05/11 – 05/12

Neural predictors of risky driving and susceptibility to peer influence in adolescents

Direct costs: \$25,000

Role: Primary Investigator

Rackham Graduate School Research Grant, Falk (PI) 05/11-08/11

The efficacy of SMS technology in the process of positive behavior change

Direct costs: \$6000

Role: Primary Investigator

Rackham Graduate School Research Grant, Panek (PI) 05/11-08/11

The efficacy of SMS technology in the process of positive behavior change

Direct costs: \$1500

Role: Faculty Adviser

UROP Social Science and Humanities Fellowship, Suzuki (PI) 06/11-08/11

Cross-cultural effects of narrative persuasion

Direct costs: \$3000

Role: Faculty Adviser

The John Templeton Foundation New Frontiers in the Psychology of Character Fellowship,  
Konrath (PI), 09/11-09/13

Dispositional empathy as a character trait

Direct costs: \$150,880

Role: Consultant

The University of Michigan MICHR Postdoctoral Translational Research Program  
Jasinska (PI), 2011-2013  
Direct costs: \$100,000  
Role: Faculty Research Mentor

NCI Centers of Excellence in Cancer Communication Research: Developmental Project Funding  
Falk (PI), 09/11-08/13  
Neural predictors of synergy between self-affirmation and message tailoring in cancer communication  
Direct costs: \$67,000  
Role: Pilot Primary Investigator

NCI Centers of Excellence in Cancer Communication Research: Developmental Project Funding  
Jasinska (PI), 09/11-08/12  
Cognitive-control training for smoking cessation  
Direct costs: \$50,000  
Role: Pilot Co-Investigator

University of Michigan Office of the Vice President for Research: Pediatric Multimodal Neuroimaging  
Core Facilities/ Shared Equipment Grant  
Tardif (PI), 03/12  
Role: Co-Investigator  
Direct costs: \$287,763

National Science Foundation, Falk (PI) 2007-2010  
Graduate Research Fellowship  
Direct costs: \$91,000  
Role: Primary Investigator

## **TEACHING**

The Social Neuroscience of Communication, graduate seminar, University of Pennsylvania, 2018  
The Communication Research Experience, University of Pennsylvania, 2017, 2018, 2019  
The Neurobiology of Social Influence, graduate seminar, University of Pennsylvania, 2017  
Describing Your Data, graduate seminar, University of Pennsylvania, 2016, 2019  
Social Influence, Media Effects and the Brain, graduate seminar, University of Pennsylvania, 2014  
Communication and Social Influence Laboratory, University of Pennsylvania, 2014  
Self-Regulation, graduate seminar, University of Pennsylvania, 2013  
University of Michigan, fMRI Course, University of Michigan, 2012-2014  
Persuasion, Attitude and Behavior Change, graduate seminar, University of Michigan, 2012  
Introduction to Media Effects, University of Michigan, 2012, 2013  
Social Neuroscience, University of Michigan, 2011  
Strategic and Persuasive Communication, University of Michigan, 2010-2013  
Advanced Psychological Statistics (Graduate Statistics core series), Teaching Assistant,

UCLA, 2008-2010

Laboratory Assistant, Neuroimaging Training Program, UCLA, Summer 2009

MATLAB for Neuroimaging Data Analysis, Instructor, UCLA, 2009

Health Psychology Laboratory, Teaching Assistant, UCLA, 2008

Stress and Bodily Disease, Teaching Assistant, UCLA, 2007

Graduate Advanced Statistics, Tutor, UCLA, 2006

## **ACTIVITIES AND SERVICE**

Annenberg Interdisciplinary Methods Lab, 2020-present

Journal of Communication, Editorial Board, 2020-present

Vice Provost for Research's Research Resumption Strategy Taskforce for Social Sciences, 2020

Webinar for apolitical.com on public health messaging to stop the spread of COVID19, 2020

Consultation for Society for Neuroscience primer on the Neuroscience of Persuasion (resources for neuroscientists to speak to broad audiences), 2020

Consultation for Policy Horizons (Canada's foresight (futurist) policy group) backgrounder on Social Neuroscience, 2020

Annenberg School Executive Committee, 2019-2020

Diversity Search Officer, Annenberg School for Communication, 2019-2020

Social Cognitive and Affective Science, Journal Editorial Board (Consulting Editor), 2018-present

Penn Clinical Neurosciences Training Program Faculty Advisory Board, 2018-present

External Ph.D. Thesis Examiner, Melbourne School of Psychological Sciences, The University of Melbourne, 2018

Graduate Studies Committee, Annenberg School for Communication, 2014-2016; 2018-2019

Events Committee, Annenberg School for Communication, 2013-2015; 2018-2019

Co-Organizer, AN-SONIC-NICO Network Workshop, October, 2018

Internal tenure review committees: Gonzalez-Baillon

Annenberg Undergraduate Awards Committee, 2018

Center for Undergraduate Research and Fellowships (CURF) Review Committee, 2018-2019

Dean search consultative committee, 2017-2018

Faculty Senate Teach in Committee, 2017-2018

HopeLab Scientific Advisory Group, 2017-present

Planning Committee, Decadal Survey of Social and Behavioral Sciences for Applications to National Security on Network Thinking, 2017

Mind Center for Outreach, Research and Education (MindCORE) Advisory Board, 2017-2022

JPSP, Editorial Board, 2017-2020

University of Pennsylvania, Faculty Senate, 2017-2020

Center for Neuroscience and Society, Associate Director, 2017-present

International Communication Association Communication and Biology Interest Group, Vice Chair, 2016-2018; Chair 2018-2020

Center for Neuroscience and Society Review Committee, 2016

NIDA peer review, 2016

RAND Expert Panel, Evaluation of Mental Health Public Health Campaigns, 2016

Israel Binational Science Foundation, Peer Review, 2016

Army Research Office, Peer Review, 2016  
Social and Affective Neuroscience Society, Treasurer, 2014-2017  
Abramson Cancer Center, Strategic Planning, 2015  
National Cancer Institute (NIH/NCI) Omnibus Review Panel, February, 2015  
Provost's Council on Research, 2014-2017  
Trustees Council for Penn Women Faculty Advisory Committee, 2014  
ICA Mass Communication Awards Committee, 2014-2016  
Research Center for Group Dynamics Seminar Series Chair, Fall 2012  
Research Center for Group Dynamics, Executive Committee, 2011-2012  
Center for Culture, Mind and Brain, Seminar Series Coordinator, 2011  
Michigan Communication Studies Department Laboratory Committee, 2010-2013  
Daniel Katz Dissertation Fellowship in Psychology Review Committee, 2011-2012  
Faculty search committee: University of Michigan Transportation Research Institute, Young  
Driver Behavior Program  
Health Psychology, Editorial Review Board, Internal Reviewer, 2006-2010  
Psychology in Action, 2008-2009  
UCLA Psychology Department Executive Committee, 2007-2009  
UCLA Social Psychology Area Representative, 2007-2008  
Instructor, NIH funded Michigan fMRI Summer Course  
Society 2030 Member  
National Science Foundation, proposal reviewer  
International Communication Association Annual Meeting, Pre-conference organizer  
Reviewer, Michigan Institute for Clinical and Health Research, 2013  
Reviewer, University of Michigan Injury Center pilot funding competition, 2013

Conference reviewer: Social and Affective Neuroscience Society Annual Meeting,  
International Communication Association Annual Meeting (Mass Communication Division, Information  
Systems Division)

Journal Reviewer: Social Cognitive and Affective Neuroscience (SCAN), NeuroImage, PLoS One,  
Frontiers in Human Neuroscience, Addiction Biology, Games for Health, Developmental Science,  
Proceedings of the National Academy of Sciences (PNAS), Nicotine and Tobacco Research, Health  
Psychology, Neuroscience Letters, Journal of Neuroscience, Cerebral Cortex, Journal of Consumer  
Psychology, Journal of Adolescent Health, Neuropsychopharmacology, Nature Communications, Journal  
of Marketing Research, Journal of Computer Mediated Communication, Tobacco Control, Psychiatry  
Research: Neuroimaging, American Journal of Public Health, Communication Monographs, The  
ANNALS of the American Academy of Political and Social Science, Journal of Research on  
Adolescence, Journal of Experimental Psychology, Psychological Science, Trends in Cognitive Science,  
Social Neuroscience, Child Development, Annals of the New York Academy of Sciences, Current  
Opinion in Psychology, Communication Methods and Measures, New Media and Society, Addictive  
Behaviors, Media Psychology, Proceedings of the Royal Society

## **ADVISING**

### **Dissertation committees:**

Chair: Chris Cascio, Christin Scholz, Kristin Shumaker, Elisa Baek, Elissa Kranzler (co-Chair), Keana Richards (co-Chair), Rui Pei, Prateekshit Pandey

Member: Linda Yu, Stella Lee, Jiaying Liu, Michelle Jeong, Steve Tompson, Danielle Naugle, Elliot Panek, Minji Kim, Kwanho Kim, Leeann Siegel, Anne Park, Allyson Volinsky, Ana Defendini

**Comprehensive exam/ pre-dissertation committees:**

Member: Rosie Bae, Emma Jesch, Ava Kikut

Pre-comprehensive exam (primary adviser): Jake Parleman, Mia Jovanova, Mary Andrews, Darin Johnson, JeeSung Ahn

**Post-doctoral mentorship:**

Primary adviser: Agnes Jasinska, Yoona Kang, Bruce Doré, Ralf Schmälzle, Jason Coronel, Nicole Cooper, Brad Mattan, Dani Cosme

Co-adviser: Steve Tompson, Nina Lauharatanahirun, Hang Yee Chan, Boaz Hameiri, Samantha Moore-Berg, David Lydon-Staley

**K-Awards:**

David Lydon-Staley (awarded), Jiaying Liu (awarded)

## **PROFESSIONAL EXPERIENCE**

Consultant, Health Plans Research, Health Benchmarks, Inc., Woodland Hills, CA, 2005-06

Producer (Radio Documentaries), Women's International News Gathering Service (WINGS), 2004-2006

Host and Producer, Co-op Radio, Vancouver, BC., 2004-2005

Consulting work (selected): Options for Sexual Health, Vancouver, Canada, 2004-05; The Maritz Institute, 2009-2015; Next Century Corporation, 2018; Adidas, 2012-2017; Google (2019-2020)